

THURSDAY, NOVEMBER 10th

		SIMED Forum	LA CASA DEL FUTURO Forum	Auditorium 1
<i>Morning</i>	11:00	Trends in alternative assets: Senior living	Be one with the earth. New ways of creating architectural spaces	
	12:00	Luxury real estate product?	Industrialized housing as a solution to building challenges	
	13:00	Economic news from the residential sector. The future of real estate investment	Sustainability and energy savings: aerothermics and other initiatives to improve comfort and efficiency in homes	
<i>Afternoon</i>	16:00			MEETING POINT ACP Málaga - SIMED
	17:30			OPENING CEREMONY

FRIDAY, NOVEMBER 11th

		SIMED Forum	LA CASA DEL FUTURO Forum	Conference Room 1
<i>Morning</i>	09:00			Investment action in Malaga, its province and Andalusia Breakfast by invitation
	10:30		Customer experience at the point of sale 3.0	
	11:00	Non-residential Real Estate investment	Metaverse, Blockchain and NFT in Real Estate. Case studies	
	11:45	Opportunities and challenges of public-private initiatives. Formulas to improve access to housing		
	12:45	Signing of the agreement between the Regional Government, City Council and the Spanish state for the financing of 530 subsidised housing units in the university sector	Elevator Pitch: Open Call for PropTech Startups	
	13:15	Upward trends beyond traditional rental		
<i>Afternoon</i>	16:00	1st Edition Newbuild Property Awards Luks Marbella		



The new era of Real Estate

MONDAY, NOVEMBRE 07th

Auditorium 2

<i>Morning</i>	09:15	ATALAYA: Success through change
	14:00	

FRIDAY, NOVEMBER 11th

Auditorium 2

<i>Morning</i>	10:00	IDEALISTA: III Real Estate Congress of idealista
	14:00	
<i>Afternoon</i>	16:00	AVAIBOOK: Profitability and automation in seasonal rental
	19:00	

SATHERDAY, NOVEMBRE 12th

LA CASA DEL FUTURO Forum

<i>Morning</i>	11:00	Making your home more sustainable? Parameters to take into account before buying, renting or renovating and their consequences in your daily life.
	11:30	How to choose the best mortgage for your home
	12:05	Keys to buying a home: steps, procedures and associated costs. Access difficulties for young consumers
<i>Afternoon</i>	13:05	Living or subsisting by renting? The problem of rental housing in Spain: access, supply and regulation
	18:00	How to choose the best mortgage for your home



Thursday, November 10th 2022

Forum SIMED

Hall 1

11:00 – 11:55 h. Trends in Alternative Assets: Senior Living

Senior living is breaking investment records in Europe, presenting itself as one of the most attractive options for funds alongside other co-living options. A product that is here to stay in the face of an indisputable demographic reality.

Only 26% of Spanish provinces have five senior living spaces for every one hundred senior citizens, as recommended by the WHO. What are the models currently operating in Europe? What is the demand in the Spanish market and what is the real potential?



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Moderate:

- **Alejandro Bermúdez.** CEO and Cofounder of **Fraguas by Atlas Real Estate Analytics**

Participate:

- **Laura Díaz.** Director of Healthcare at **Colliers**
- **Peter Robinson.** European Director at **Promatura Senior Living Research** and Executive Chairman at **AIPP** (Association of International Property Professionals)
- **Paz Membibre.** Senior Living manager at **Avintia Inmobiliaria**
- **Pelayo Fernández.** Director of Investment Properties and Inverstor Lesing **CBRE Andalucía**



12:00 – 12:55 h. PRIME HOMES SUMMIT Luxury Real Estate Product?

The luxury real estate sector is experiencing a great moment. At the same time, a new customer profile is beginning to show interest in this product.

Along with the traditional buyer, the new clients in this sector are people between 35 and 50 years old, closely related to the technology industry. On the other hand, Malaga is experiencing a moment of rapid technological, business and tourist evolution, attracting new inhabitants with significant investment capacity, who are choosing the city as their new residence. Given this scenario, is there an opportunity for Malaga in the luxury real estate market? How is Malaga preparing to receive this new inhabitant? What does the development of luxury products require? What do the companies that develop the product demand?



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Keynote speaker:

- **Riyan Itani.** Director, Global Residential Development Consultancy at **Savills**

Moderate:

- **Gerardo Romero.** CEO at **Lynka**

Participate:

- **Rosa Sánchez.** Councilor for City Promotion and Investment Capture of **Malaga City Council**
- **David Noblejas.** Development Director of **Sabina Estates**
- **Jacobo Cestino.** CEO **La Zagaleta**
- **Lorenzo Santana.** Territorial director for Eastern Andalusia at **Metrovacesa**



13:00 – 13:55 h. Economic news from the residential sector. The future of real estate investment

The future of real estate investment debated by experts from private banking, participatory financing platforms and investment advisors. Analysis of the current situation and the economic keys for the residential real estate sector.

Moderate:

- **Juan Carlos Esteban.** CEO **Ores & Bryan**
- Participate:
- **Rosa Duce.** Chief Investment Officer **Deutsche Bank Spain**
 - **José Ramon Iturriaga.** Fund Manager **Abante Asesores**
 - **Diego Bestard.** CEO & Founder **Urbanitae**

Thursday, November 10th 2022

Forum LA CASA DEL FUTURO

Hall 1

11:00 – 11:55 h. **Be one with the Earth. New ways of creating architectural spaces**

Exchange concerns and ideas to rethink the way we create architectural spaces, and how we can inhabit more consciously the big and common house that is the earth.

Moderate:

- **Catalina Sánchez.** CEO **Rosal Stones**

Participate:

- **Pepa Díaz.** Architect
- **Gilles Perraudin.** architect **Perraudin Architectes**
- **Francisco Sarabia.** Dean **College of Architects of Malaga**



12:00 – 12:55 h. **Industrialized housing as a solution to building challenges**

Today's demands for innovative solutions that allow us to reconcile human activity and economic sustainability, without sacrificing our level of wellbeing, and the maintenance of the planet. In the building sector, industrialized housing is presented as the most efficient and effective option, as it responds to these challenges along with other considerable advantages. We will learn about projects and experiences of its application

Moderate:

- **Francisco Salvador.** Mayor's Advisor for Corporate Strategy, Entrepreneurship and Urban Transformation at **Malaga City Council**

Participate:

- **José Ignacio Fernández de Jódar.** Director Territorial Costa del Sol **Aedas Homes**
- **Francisco Cerén.** Director General of **Bilba**
- **Ignacio Caraballo.** Business manager of **WorldMetor**
- **M^a Begoña López.** CEO of Components and Construction Units of **Descasur industrial**

13:00 – 13:55 h. **Sustainability and energy savings: aerothermics and other initiatives to improve comfort and efficiency in homes**

New automation options that ensure intelligent energy use and thus energy savings in the domestic environment.

Moderate:

- **Guillermo Hornero.** Secretary General **Consortio PassivHaus**

Participate:

- **José Alba.** Key Accounts at **Daikin**
- **Daniel Blanco.** Prescription Manager South Spain of **Bosch Spain**
- **María J Álvarez.** Director of ESG Business Strategy and Monitoring Area at **Unicaja Banco**



Thursday, November 10th 2022

Meeting point ACP Malaga - SIMED

Auditorium 1

16:00 – 18:00 h. Meeting Point ACP Malaga - Simed & Opening Ceremony

16:00 – 17:25 h. Meeting Point ACP Malaga -Simed

Moderate:

- **Ignacio Peinado.** Board Chairman of **Promoters ACP Malaga** (Association of Construction Promoters of Malaga)
- **David Martínez.** CEO **Aedas Homes**
- **José Carlos Saz.** CEO **Habitat Inmobiliaria**
- **Jorge Pérez de Leza.** CEO **Metrovacesa**

Moderate:

- **Juan Antonio Gómez-Pintado.** President **APCE Spain** (Association of Construction Promoters of Spain)

Participate:

- **Borja García-Egotxeaga.** CEO **Neinor Homes**
- **Tomás Gasset.** CEO **Urbania**
- **Majda Labied.** CEO **Vivía**
- **Juan Velayos.** CEO **JV20 Investment & Advisory**

17:30 – 18:00 h. Opening Ceremony SIMED

Participate:

- **Francisco de la Torre.** Mayor of **Malaga City Council**
- **Francisco Salado.** President of the **Provincial Government of Malaga**
- **Mario Muñoz-Atanet.** Deputy Regional Minister for Public Works, Territorial Planning and Housing of the **Regional Government of Andalusia**
- **Francisco Martínez-Cañavate.** President of **FADECO Promotors**
- **Juan Manuel Rosillo.** President of **ACP Malaga** (Association of Construction Promoters of Malaga)



Friday, November 11th 2022

Forum SIMED

Hall 1

11:00 – 11:40 h. Non-Residential Real Estate Investment

The latest reports from the real estate sector reflect the growing interest in investment in logistics, hotels and offices. Leading experts in the field will discuss the new trends and investment strategies for the purchase and rental of non-residential space, providing the keys to why to invest in these spaces.

Moderate:

- **José Félix Pérez-Peña.** Andalusian Area Director at **Savills**

Participate:

- **Alejandro Scholtz.** Development Manager, Iberia **Wyndham Hotels & Resorts**
- **Luis Poch.** Commercial Manager Logistic de **Aquila Capital**
- **Francisco Pumar.** General Director at **Grupo Insur**

11:45 – 12:40 h. Opportunities and Challenges of Public-Private Initiatives. Formulas to improve access to housing

The management model "IPP" public-private partnership is a decisive instrument to facilitate access to quality affordable housing, sustainable, autonomous and efficient; the production of these projects presents challenges that demand greater involvement and agility for decision making by the different agents involved, necessary updating of urban planning regulations, facilitating access to affordable housing for people who have a real need to have them. Analysis of the current situation and perspectives from a 360° perspective and focusing on ongoing projects, the challenges that this cooperation poses, the "lights and shadows" of the management model.

Moderate:

- **Javier Braza.** advisor at Lagoom Living

Participate:

- **Juan Carlos del Pino.** Director General of **AVRA** (Andalusian Housing and Rehabilitation Agency) of the **Regional Government of Andalusia**
- **José María García.** Vice Councilor for Housing and Territory Planning of the **Community of Madrid**
- **Raúl López.** Councilor for Town and Country Planning of **Malaga City Council**
- **Ignacio Peinado.** Chairman of the Promoters group at **ACP Malaga** (Association of Construction Promoters of Malaga)

12:45-13:15 h. Signing of the agreement between the Regional Government, City Council and the Spanish state for the financing of 530 subsidised housing units in the university sector

- **Marifrán Carazo.** Regional Minister for Development, Territorial Planning and Housing of the **Regional Government of Andalusia**
- **David Lucas.** General secretary of Housing of the **Ministry of Transport, Mobility and Urban Agenda**
- **Francisco de la Torre.** Mayor of **Malaga**

13:15 – 14:00 h. Upward trends beyond traditional rental

Social and demographic changes in the population, together with the economic context, have led to new formulas that go beyond traditional renting. Faced with this reality, the rental sector is reinventing

itself with products such as build to rent, multifamily or co-living. We will discuss these trends that are here to stay.

Moderate:

- **Alejandro Aguirre de Cárcer.** Ceo **Brainsre**

Participate:

- **Ferran Font.** Research Director and spokesperson of **Pisos.com**
- **Manuel Vidal-Quadras.** Co-Founder of **Caterina House**
- **Antonio de la Fuente.** Managing Director in Corporate Finance of **Colliers**

16:00 – 17:30 h. Awards ceremony: 1st Edition Newbuild Property Awards - Luks Marbella

16:00 – 16:45 h.

Categories and nominees:

- **Property Developer:**
 - Best quality
 - Innovation
 - Project Delivery
- **Best Promoter:**
 - Best tools, platforms and marketing
 - Excellence in customer service
 - Agency support and service
- **Best Newbuild Development:**
 - Project delivery - reality vs. expectations
 - Best value and investment
 - Best Buy
- **Best Architect:**
 - Innovation
 - Design
 - Functionality
- **Best Interior Design:**
 - Quality
 - Functionality
 - Value

Friday, November 11th 2022

Forum LA CASA DEL FUTURO

Hall 1

10:30 – 11:25 h. Customer experience at the point of sale 3.0

Moderate:

- **Antonio Alcaraz.** Director of **Havalook**

Participate:

- **Antonio Truán.** Responsable en Andalucía de **Clikalia**
- **Carmen Román.** Comercial director of **Habitat Inmobiliaria**
- **Silvia Mendoza.** Head of Customer Experience at **Metrovacesa**
- **Javier Reguart.** Comercial director of **Aedas Home**

10:30 – 11:25 h. Metaverse, Blockchain and NFT in Real Estate. Case studies

Moderate:

- **Santiago Cabezas-Castellanos.** CEO **Datacasas Proptech**

Participate:

- **Carmen Chicharro.** Commercial, Marketing and Innovation Director **Metrovacesa**
- **Fernando Valero.** Innovation & Management Consulting Partner **Grant Thornton**
- **Gustavo López.** COO **API** (Associations of real estate agents)

12:30 – 14:00 h. Elevator Pitch: Open Call for PropTech Startups

Selected finalists:

- **Nuño C. Cachón.** International development manager at **Casafari**
- **Kastor del Olmo.** Co-CEO of **Nester**
- **Cristina Romero.** Communication director **Reental Token**
- **Sergio López.** CEO and driving force of **Viviendea**
- **Eduardo Dueñas.** CEO of **Waisense**

Saturday, November 12th 2022

SIMED Advises

Forum la Casa del Futuro - Hall 1

11:00 – 11:25 h. Making your home more sustainable? Parameters to take into account before buying, renting or renovating and their consequences in your daily life.

Interactive public talk with Koldo Monreal, writer of the book "El nido que eres". He talks about his 22 years of experience in sustainable construction, Passivhaus and Nearly Zero Energy Consumption Buildings (NREB) and the odyssey of building an efficient home in his own flesh.

- **Koldo Monreal.** writer of the book "El nido que eres". Founder and CEO of **Onhaus Global System.** Founding Partner of **Hobeki Engineering**

11:30 – 12.00 h. How to choose the best mortgage for your home

- **Rosa Pacheco.** Director of Commercial Channels Mortgage Business at **Unicaja Banco**

12:05 – 13:00 h. Consumers Union Malaga: Keys to buying a home: steps, procedures and associated costs. Difficulties of access for young consumers.

The main problems and obstacles encountered by clients and users in the home buying market in Malaga. Current trends in the property market.

Participate:

- **Jesús María Burgos.** Provincial president of the **Consumers Union**
- **Juan Moreno.** Secretary General of the **Andalucian Consumers Union (UCAUCE)**
- **Francisco González.** Manager of **Dr. House, Real estate agency** specialising in second homes, financing and management of leases and property
- **María Lafuente.** Head of the Consumer Law Section of **Malaga Bar Association**

13:05 – 14:00 h. **Consumers Union Malaga: Living or subsisting by renting? The problem of rental housing in Spain: access, supply and regulation. Access difficulties for young consumers.**

The main problems and obstacles encountered by clients and users in the rental housing market in Malaga. Current trends in the property market.

Participate:

- **Jesús María Burgos.** Provincial president of the **Consumers Union**
- **Juan Moreno.** Secretary General of the **Andalucian Consumers Union (UCAUCE)**
- **Francisco González.** Manager of **Dr. House, Real estate agency** specialising in second homes, financing and management of leases and property
- **María Lafuente.** Head of the Consumer Law Section of **Malaga Bar Association**

18:00 – 18:30 h. **How to choose the best mortgage for your home**

- **Elvira de la Cruz.** Director of mortgage business area at **Unicaja Banco**
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