

PROGRAMME

THURSDAY 16 NOVEMBER			
	SIMED ARENA	CONFERENCE ROOM 2.1 CONFERENCE ROOM 2.2	THE HOUSE OF THE FUTURE
10.30 12:30	<p>I FORUM COLLABORATION PUBLIC-PRIVATE FOR INVESTMENT</p> <p>INTERNATIONAL MEETING OF PUBLIC HOUSING PROMOTERS AND MANAGERS OF THE MEDITERRANEAN AXIS</p>		<p><i>11.30 - 12.05</i> INNOVATION AND ARTIFICIAL INTELLIGENCE AS TRANSFORMATIONAL AXES OF THE SECTOR</p> <p><i>12.10 -12.50</i> CIRCULAR ECONOMY AND SUSTAINABILITY IN THE BUILDING</p> <p><i>12.55 -13.40</i> NEW METHODOLOGIES FOR IMPROVING EFFICIENCY IN THE CONSTRUCTION PROCESS</p>
12.30	<p><i>12.30 – 13.30</i> STRATEGIC MEETING DIALOGUE BETWEEN MUNICIPAL LEADERS AND THE PRIVATE SECTOR (by invitation)</p>	<p><i>12.30 – 14.30</i> <i>16.00 – 18.15</i> INTERNATIONAL MEETING OF PUBLIC HOUSING PROMOTERS AND MANAGERS OF THE MEDITERRANEAN AXIS</p>	
16.35 18.35	<p>MEETING POINT INAUGURAL EVENT ACP MALAGA - SIMED</p>		

FRIDAY 17 NOVEMBER			
	SIMED ARENA	CONFERENCE ROOM 2.1	THE HOUSE OF THE FUTURE
10.30 14.30	<p>I FORUM OPPORTUNITIES AND TRENDS IN RESIDENTIAL TOURISM</p> <p><i>Networking coffee</i></p>	<p>INTERNATIONAL MEETING OF PUBLIC HOUSING PROMOTERS AND MANAGERS OF THE MEDITERRANEAN AXIS</p>	<p><i>10.30 - 10.50</i> THE MARKET COOLS ... BUT NOT PRICES</p> <p><i>11.20 - 12.00</i> INDUSTRIALISED vs. TRADITIONAL CONSTRUCTION</p> <p><i>12.10 -12.50</i> REHABILITATION AND NEXT GENERATION FUNDS</p> <p><i>13.00 - 14.30</i> CALL FOR PROPTech START-UPS</p>

SATURDAY 18 NOVEMBER			
	THE HOUSE OF THE FUTURE		
<i>Morning</i> <i>Afternoon</i>	GENERAL PUBLIC ACTIVITIES		

PARALLEL ACTIVITIES

	SIMED ARENA	CONFERENCE ROOM 2.2	THE HOUSE OF THE FUTURE
Thursday 16 Nov Morning			10.30 – 11.30 ALQUILER SEGURO HOW TO INCREASE THE PROFITABILITY OF SMALL AND LARGE REAL ESTATE HOLDINGS
Friday 17 Nov Afternoon	16.00 – 19.00 ATALAYA TEAM 12TH ATALAYA TEAM REAL ESTATE CONFERENCE	13.30 CEPI SPAIN CLOSELY WATCHED BY BRUSSELS: TURNING CHALLENGES INTO BENEFITS	

Thursday, 16 November 2023

SIMED ARENA

Hall 1



I Foro Colaboración
Público-Privada para la Inversión

Co-organisers:



IBERIAN.PROPERTY

10.30 - 12.30. I PUBLIC-PRIVATE PARTNERSHIP FORUM FOR INVESTMENT

SIMED, Mediterranean Real Estate Show, together with Iberian Property, have teamed up to organize this forum on public-private collaboration as an economic activator for the region and a source of solutions to housing challenges.

10.30 - 10.35. Welcome

1st Public-Private Partnership for Investment Forum by **Paula Morales**. Fairs Director of **FCMA** (Trade Fairs and Congress Center of Malaga)

International Meeting of Public Housing Developers and Managers from the Mediterranean Axis by **José María López Cerezo**. Manager of the Municipal Housing Institute of the **Malaga City Council**

Presented by: **Arturo Malingre**. Director of **Iberian Property**

10.35 - 11.05. Presentation of public policies, projects and public land supply

Presented by:

- **Javier Martín**. General Director of Housing and Land of the **Ministry of Transport, Mobility and Urban Agenda**
- **Mario Muñoz-Atanet**. Vice-Minister of Public Works, Territorial Planning and Housing of the **Andalusian Regional Government**.
- **Francisco de la Torre**. Mayor of **Malaga City Council**

11.05 - 11.15. Reflections on viability and private sector involvement

Presented by: **Antonio de la Fuente**. General Manager of Corporate Finance of **Colliers International**

11.20 - 12.05. Collaboration formulas to facilitate access to housing

Moderator: **Violeta Aragón**. General Secretary of **FADECO Promoters**

Speakers:

- **Fidel Vázquez**. General Director of Entidad Pública Empresarial de Suelo (**SEPES**)
- **Alicia Martínez**. Secretary General for Housing of the **Regional Government of Andalusia**.
- **Francisco Javier Pomares**. Councillor of Housing and Urban Regeneration of **Malaga City Council**
- **José María López Cerezo**. Managing Director of the **Malaga Municipal Housing Institute** and Vice-President of **AVS**

- **Javier Braza.** Co-founder and board member of **Lagoon Living**

12.05 - 12.20. **Presentation of city projects: Malaga 2030**

Speaker: **Carmen Casero.** Councillor for Town Planning of **Malaga City Council**

Private Room

Hall 1

12.30 - 13.30. **STRATEGIC MEETING: DIALOGUE BETWEEN MUNICIPAL LEADERS AND THE PRIVATE SECTOR** (by invitation)

SIMED ARENA

Hall 1

16.35 - 18.35. **ACP MALAGA MEETING POINT AND SIMED OPENING ACT**



ACP MALAGA MEETING POINT: THE FUTURE OF THE SECTOR UNDER DISCUSSION

Join the industry's most influential gathering, where *top players* will reveal strategies and key insights for the future of the industry.

Thematic panel moderated by: **Juan Manuel Rosillo.** President of the **Association of Builders and Promoters of Malaga Province**

Speakers:

- **Alberto Delgado.** General Director of **Aedas Homes**
- **Borja García-Egotxeaga.** Managing Director of **Neinor Homes**
- **José Carlos Saz.** Managing Director of **Habitat Inmobiliaria**
- **Jorge Pérez de Leza.** Managing Director of **Metrovacesa**

Thematic panel moderated by: **Juan Antonio Gómez-Pintado.** President of the Association of Developers and Builders of Spain

Speakers:

- **Sergio Gálvez.** Managing Director of **AQ-Acentor**
- **Alberto Quemada.** Managing Director of **LandCo**
- **Tomás Gasset.** Managing Director of **Urbania**

SIMED OPENING ACT

Speakers:

- **Ignacio Peinado.** President of the Andalusian Federation of Real Estate Promoters
- **Rocío Díaz.** Regional Minister for Development, Territorial Planning and Housing of the **Andalusian Regional Government**
- **Francisco de la Torre.** Mayor of **Malaga City Council**

Thursday, 16 November 2023

CONFERENCE ROOM 2.1

**INTERNATIONAL MEETING
OF PROMOTERS AND PUBLIC MANAGERS
HOUSING DEVELOPMENT IN THE
MEDITERRANEAN AXIS**



AVS SOCIAL AFFAIRES GROUP MEETING | Morning Session

12.30 - 13.30. Building the right to housing from public rental housing stock. Housing plans (state, regional and local) | State law for the right to housing

Moderator: **María Montes**. President of **AVS Public Administrators**

Speakers:

- **Francisco Javier Martín**. General Director of Housing and Land of the **Ministry of Transport Mobility and Urban Agenda**
- **Juan Cristóbal Jurado**. General Director of Housing and Urban Regeneration of the **Andalusian Regional Government**
- **Francisco Javier Pomares**. Councillor for Housing of **Malaga City Council**
- **Yolanda Díez**. Councillor for Housing of **Bilbao City Council**

13.30 - 14.30. Social management of evictions and occupations in public housing parks

Moderator: **Gaspar Mayor**. Former Managing Director of the **Municipal Housing Board of Alicante** and Coordinator of the Expert Group

Speakers:

[Legal aspects of rent overdrafts and evictions in the public rental housing stock](#)

- **Estrella Sánchez**. General Deputy of Administration of the **Social Housing Agency of the Community of Madrid**

[Social management of evictions](#)

- **Mª Jesús Rodríguez**. Head of the Public Park Management Service of the **Valencian Housing and Land Entity**

[Rental subsidies, tenants' debt and financial sustainability](#)

- **Juan Manuel Pérez**. Economist. PhD in Economics. Public Administration Consultant. Economic-Tax Advisor **AVS**

AVS SOCIAL AFFAIRES GROUP MEETING | Afternoon session

16.00 - 17.00. The impact of the law 12/23 on the right to housing on the management of social housing.

Speaker: José M^a Escolástico. Deputy Director General of **Municipal Housing of Bilbao** and Coordinator of the **AVS Social Group**

17.00 - 18.00. The social administration of housing, from the perspective of innovation. The social axis, as a central process

Moderator: **José M^a Escolástico.** Deputy Director General of **Municipal Housing of Bilbao** and Coordinator of the **AVS Social Group**

Speakers:

[Impact of new technologies on public park management](#)

- **Maite Ripoll.** **Municipal Housing Board of Alicante**

[Social administration of Sogeviso's housing stock](#)

- **Gemma Feliu.** Director of Mediation and Social Impact at **Sogeviso**

[Energy management of public parks](#)

- **Luis M^a Sánchez.** Manager and Project Manager at **Stechhome**

18.00. Conclusions

Speaker: **José M^a Escolástico.** Deputy Director General of **Municipal Housing of Bilbao** and Coordinator of the **AVS Social Group**

Thursday, 16 November 2023

CONFERENCE ROOM 2.2

Hall 1

**INTERNATIONAL MEETING
OF PROMOTERS AND PUBLIC MANAGERS
HOUSING DEVELOPMENT IN THE
MEDITERRANEAN AXIS**



AVS MEETING OF THE EUROPEAN AND INTERNATIONAL RELATIONS GROUP

16.00 - 17.00. New period of European funds 2021-2027. A way of doing Europe | Previous experiences of the instrumental public sector in terms of European funds

Moderator: **Helena Beunza.** Coordinator of the European and International Relations Group of **AVS**, Former Secretary General for Housing of **MITMA** and Founder of **URBHE**

Speakers:

- **José María López.** Managing Director of the **Malaga Municipal Housing Institute** and Vice-President of **AVS**
- **Ángel Fernández.** Manager of the **EMSV** of **Getafe**
- **Cristina Reina.** Managing Director **Arcano Partners** | The Andalusian Urban Development Fund

17.00 - 18.00. Integrated territorial strategies and action plans of the Urban Agenda. Actions on housing, land and services

Moderator: **Helena Beunza.** Coordinator of the European and International Relations Group of **AVS** and Founder of **URBHE**

Speakers:

- **Nuria Matarredona.** General Director of the Urban Agenda and Architecture of **MITMA**
- **José M^a Román.** Mayor of the **City Council of Chiclana (Cadiz)**
- **José Andrés Moreno.** General Director of Territorial Planning, Urban Development and Urban Agency of the **Regional Government of Andalusia**

18.00. Conclusions

Speakers: **Helena Beunza.** Coordinator of the European and International Relations Group of **AVS**

Thursday, 16 November 2023

THE HOUSE OF THE FUTURE

Hall 1

10.30 - 11.30. How to increase the profitability of small and large real estate holdings

Organised by:



11.30 - 12.05. Innovation and Artificial Intelligence as transforming axes of the sector

Moderator: **Juan Carlos de la Torre.** Advisor of European Funds Mayor's Office Area of Innovation and Urban Digitalization of the **City Council of Malaga**

Speakers:

- **Alejandro Aguirre.** CEO of **Brainsre**
- **José F. Aldana.** Vice chancellor of the **University of Málaga**
- **Carmen Chicharro.** Commercial Director of Marketing and Innovation of **Metrovacesa**

12.10 - 12.50. Circular Economy and Sustainability in Construction

Moderator: **Bruno Sauer**. General Director of **Green Building Council Spain**

Speakers:

- **José María Gutiérrez**. Promotions Director of **Exxacon**
- **Rubén Olivero**. Project Manager of **Technal**
- **Mara Macarrón**. Prescription and Sustainability Manager of **Saint-Gobain**
- **Inés Laresgoiti**. Director for Andalusia of **Clikalia**

12.55 - 13.40. New methodologies for improving efficiency in the construction process

Moderator and speaker: **Francisco Cerén**. General Manager of **Bilba**

Speakers:

- **Ignacio Rodríguez**. Director of Sustainability and Installations of **AQ Acentor**
- **Alfonso Menéndez-Pidal**. Technical Director of **Metrovacesa**
- **Lucas Galán**. Product and Innovation Director of **Neimor Homes**

Friday, 17 November 2023

SIMED ARENA

Hall 1



Sponsor:



10.30 - 13.15. I FORUM OPPORTUNITIES AND TRENDS IN RESIDENTIAL TOURISM

The tourism and real estate sectors come together in the framework of SIMED, the Mediterranean Real Estate Exhibition, for the organisation of this forum on residential tourism, as a great economic asset of the region. A space of connection in which lines of cooperation are born that position Andalusia and Spain as a leader in attracting talent, new residents and investors.

10.30 - 10.40. Welcome

Speakers: **Gemma del Corral**. Delegate of Tourism, Culture and Sport of the **Andalusian Regional Government in Malaga**

10.45 - 11.30. Nomads: redefining the real estate market

Moderator: **José Antonio Pérez**. Managing Director of the **Real Estate Business School**

Speakers:

- **Moisés Rubiño**. Head of Digital Marketing Department of the Public Company for the Tourism and Sport Management in Andalusia of the **Regional Government of Andalusia**

- **José Félix Pérez-Peña.** Director of **Savills Andalusia**
- **Sergio Sanz.** Director and co-founder of **Sanzpont Arquitectura**
- **Ángel Fernández.** Territorial Director of Costa del Sol at **AEDAS Homes**
- **Sergio Arana.** Director of **Urbanitae**

11.30 - 11.45. Focus Talk | The Insurgent Market of Branded Real Estate: The Brand Pininfarina

Presents: **Giovanni de Niederhäusern.** Senior Vice President of **Pininfarina Architecture**

11.50 - 12.30. PRIME' products and Branded Residences | Projects, Trends and Perspectives

Moderator: **Jorge Fernández-Portillo.** General Secretary of the Business Organization of the Construction Sector in the Province of Cadiz and General Secretary of **FADECO Contractors**

Speakers:

- **Juan José Millán.** Strategy Director of **Idiliq Group**
- **Alejandro Scholtz.** Director of Development for Iberia at **Wyndham Hotels & Resorts**
- **Pol Fontán.** Director of Marbella in **Gilmar Consulting Inmobiliario**
- **Ramon Riera.** World President Elect of the **International Federation of Real Estate Professions**

12.35 - 13.15. Flex Living | Flexible products for new ways of living

Moderator: **Araceli Martín-Navarro.** President of the **Shared Real Estate Association**

Speakers:

- **José Antonio Granero.** Architect and founding partner of **Estudio Entreabierto**
- **Manuel Vidal-Quadras.** Co-founder of **Caterina House**
- **Nuria Domínguez.** Director General for Institutional Relations of Malaga Silver Economy Hub Malaga

13.15. Meet&Greet. *Networking meeting*

SIMED ARENA

Hall 1

16.00 - 19.00. 12TH REAL ESTATE CONFERENCE ATALAYA TEAM

EXPLORING OPPORTUNITIES AND STRATEGIES IN REAL ESTATE INVESTMENT

Organised by:



Friday, 17 November 2023

CONFERENCE ROOM 2.1

INTERNATIONAL MEETING OF PROMOTERS AND PUBLIC MANAGERS HOUSING PROGRAMME OF THE MEDITERRANEAN AXIS



INTERNATIONAL MEETING OF PUBLIC HOUSING DEVELOPERS OF THE MEDITERRANEAN AXIS

(Simultaneous Translation spanish/english available)

10.30 - 10.40. Opening Conference

Presents:

- **María Montes.** President of **AVS Public Administrators** and member of the Management Board of **Housing Europe**
- **Bent Madsen.** President of **Housing Europe**
- **João Gonçalves.** President and Innovation Director of **Housing Europe**

10.40 - 12.45. Social housing present and future in the Mediterranean axis

10.40 - 10.45. Presentation of the aims of the Pantheon Pact

Speaker: **María Montes.** President of **AVS** and member of the Management Board of **Housing Europe**

10.45 - 12.45. Presentation of the specific problems of social housing and the need to develop the Pantheon Pact for the establishment of a social housing policy in line with the specific social reality of Mediterranean Europe

Moderator: **João Gonçalves.** Innovation Director of **Housing Europe**

Speakers:

- **Spain: María Montes.** President of **AVS Public Administrators**
- **Portugal: Joao Carvalhosa of Gebalis Portugal**
- **Italy: Patrizio Losi.** Director of **FEDERCASA** and **Marco Corradi.** **FEDERCASA** - Board member of **Housing Europe**
- **Albania: Doris Andoni.** Director of Housing of the **Finance and Economy Ministry of Albania** *(Online)*
- **Croatia: Sanja Jerković** of **Ministry of Physical Planning, Construction and State Patrimony** *(Online)*
- **Malta: Victoria de Battista.** Representative of **Housing Authority**
- **Greece: Paola Seremetti.** Representante of **Tesalónica**

12.45 - 12.55. Closing Ceremony

Speakers:

- **Francisco de la Torre.** Mayor of Malaga City Council
- **María Montes.** President of AVS Public Administrators and member of the Management Board of Housing Europe
- **Bent Madsen.** President of Housing Europe

Friday, 17 November 2023

THE HOUSE OF THE FUTURE

Hall 1

10.30 - 10.50. The market cools ... but not prices

Speaker: **Ferrán Font.** Director of Studies at **Pisos.com**

10.50 - 11.10. Havalook

11.20 - 12.05. Industrialised vs. Traditional Construction

Moderator: **Francisco Martínez-Cañavate.** General Secretary of **ACP Granada**

Speakers:

- **Susana Cayuelas.** Director General of the **Andalusian Housing and Rehabilitation Agency**
- **Juanba Ramos.** Spain and Portugal Sales Director of **Grato**
- **Alejandro González.** CEO of **FindNido**
- **Jorge Mendiguchía.** President of the **Sustainable Construction Cluster of Andalusia**

12.10 -12.50. Rehabilitation and *Next Generation* Funds

Moderator and speaker: **Susana Gómez de Lara.** Dean of the **College of Architects of Malaga** and representative of the **Andalusian Council of Architects**

Speakers:

- **Juan Cristóbal Jurado.** General Director of Housing and Urban Regeneration of the **Andalusian Regional Government**
- **Ricardo Pingarrón.** Head of Operations of the Sustainability and Rehabilitation Department of **The Real Estate Credit Union**
- **Marisa Mandly.** Second Vice-President of the **Association of Property Administrators of Malaga and Melilla**
- **Jesús Lara.** President of the **Association of Quantity Surveyors and Technical Architects of Malaga**

13.00 - 14.30. II Open Call for PropTech Start-ups



Sponsor:



UNIVERSIDAD
DE MÁLAGA

National and international start-ups have the opportunity to present their initiatives to the investment ecosystem, experts and heads of innovation areas in the real estate sector.

13.00 - 13.10. Welcome

Speakers:

- **Antonio Peñafiel.** Director of the Service for Employability and Entrepreneurship of the **University of Malaga**

13.15 - 13.45. Elevator Pitch: Open Call for PropTech Start-ups

Presented by: **Francisco Salvador.** Advisor to the Mayor's Office for Corporate Strategy, Entrepreneurship and Urban Transformation of the **City Council of Malaga**

Speakers:

- **Paula Sánchez.** Founder and CEO of **CoCircular**
- **Guillermo López.** CEO of **Enerlind**
- **Jaime Machón.** Sales Director of **ONNA**
- **Beatriz de Osmá.** CEO y Founder of **Realitrix**
- **Álvaro Cappa.** CEO of **Visualfabrik**

13.50 - 13.55. Case Study: 1st Open Call for PropTech Start-ups 2022

14.00 - 14.20. Meet & Greet

14.20 - 14.30. Awards Ceremony: II Open Call for PropTech Start-ups

Award presented by **Francisco Salas.** Manager of **Promálaga**

Friday, 17 November 2023

CONFERENCE ROOM 2.2

PARALLEL ACTIVITIES

13.30. SPAIN CLOSELY WATCHED BY BRUSSELS: TURNING CHALLENGES INTO BENEFITS

Organised by:



Saturday, 18 November 2023

THE HOUSE OF THE FUTURE

Hall 1

ACTIVITIES FOR THE GENERAL PUBLIC

12.40 - 13.20. Consumers Union of Malaga | The purchase of a home is the investment that most citizens will make and requires a calmer scenario, with guarantees and with respect for their rights as consumers

The current difficulty in buying and selling a home, due to the high prices and the trajectory of the EURIBOR. Likewise, the key consumer issues for a secure sale and purchase will also be discussed.

Speakers:

- **Juan Moreno.** Secretary General of the Andalusian Consumers' Union
- **Francisco Manuel González.** Manager of **Dr. House Inmobiliaria**
- **Milagrosa González.** Collaborating Lawyer of **MGG Abogados**
- **Jesús María Burgos.** President of the **Consumers Union**

13.20 - 14.00. Consumers Union of Malaga | Rental housing in Spain, a market with many dysfunctions

The rental of housing, the latest regulatory changes and the complaints derived from the problems that have arisen in recent weeks, the main one being the non-compliance with the ceilings set by the Government for rent rises. The obligations of landlords will also be addressed: depositing the deposit with the Administration, maintaining peaceful life in the home, carrying out the necessary repairs, etc.

Speakers:

- **Juan Moreno.** Secretary General of the Andalusian Consumers' Union
- **Francisco Manuel González.** Manager of **Dr. House Inmobiliaria**
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