

**simed**  
20<sup>th</sup> MEDITERRANEAN REAL  
ESTATE EXHIBITION

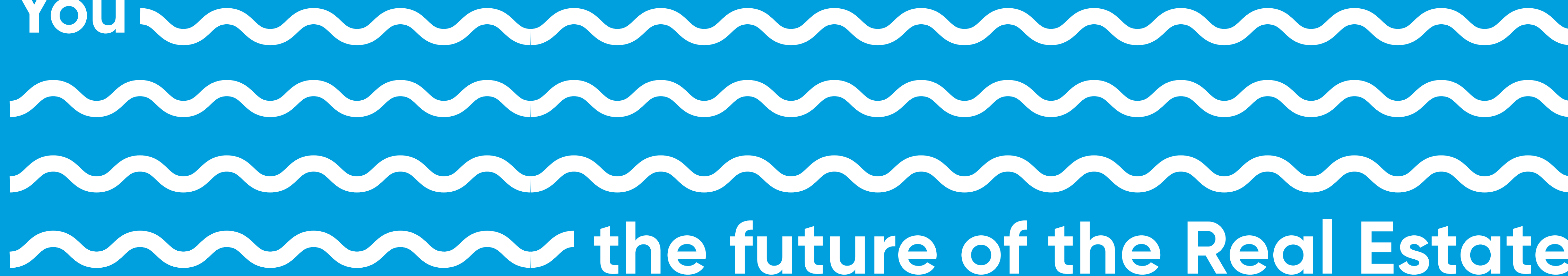
MÁLAGA  
7<sup>th</sup>/9<sup>th</sup>  
NOV 2024



YEARS  
ALLIED WITH  
A LEADING SECTOR

**Connected by the Mediterranean sea**

You



**the future of the Real Estate**

ORGANISE



#simedMLG  
[simedmalaga.com](http://simedmalaga.com)

**Simed**

The entire industry gathered in the same space to identify public-private synergies, do business, invest and anticipate trends.



# We offer success and business

**LEADERS IN RESIDENTIAL  
AND SPECIALISED IN  
SECOND HOMES AND  
INVESTMENTS**



Highly dynamic market due to  
its location and quality

**BUSINESS  
AND COOPERATION**



+70% of participants are CEOs,  
executives and top players  
Premium networking with the  
administration

**BUILDING  
BRAND VALUE**



We contribute to the business  
strategy of the companies and  
entities that work with us



## REAL ESTATE INVESTMENT

Analysis of trends in living:  
Focus on Residential Tourism

Largest sales and professional  
contact platform

Asset managers, family offices and  
investment funds with interests in the area



## PUBLIC-PRIVATE COLLABORATION

Presence of national, regional  
and local administrations

Dialogue between municipal and private  
sector leaders

Land supply and transformative  
urban projects

Housing access formulas



## INNOVATION AND SUSTAINABLE BUILDING

Proptech solutions

Start-ups: promoting innovative  
entrepreneurship

Sustainability applied to construction

Industrialisation

The future of housing



# The future of the sector is in the spotlight: The 2023 figures back us up



**+216**

Companies represented



**+7.000**

Properties on offer



**+8.000**

Visitors



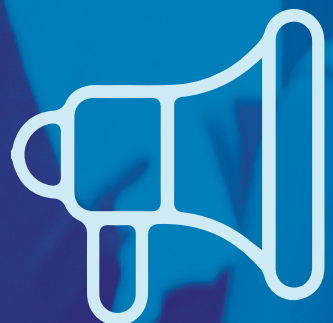
**+1.168**

Developers and real estate companies



**+70**

Cities with real estate offer



**+100**

Speakers



**+5.000**

Professionals



**70%**

CEOs, delegates and directors



**+200**

Investors



**30**

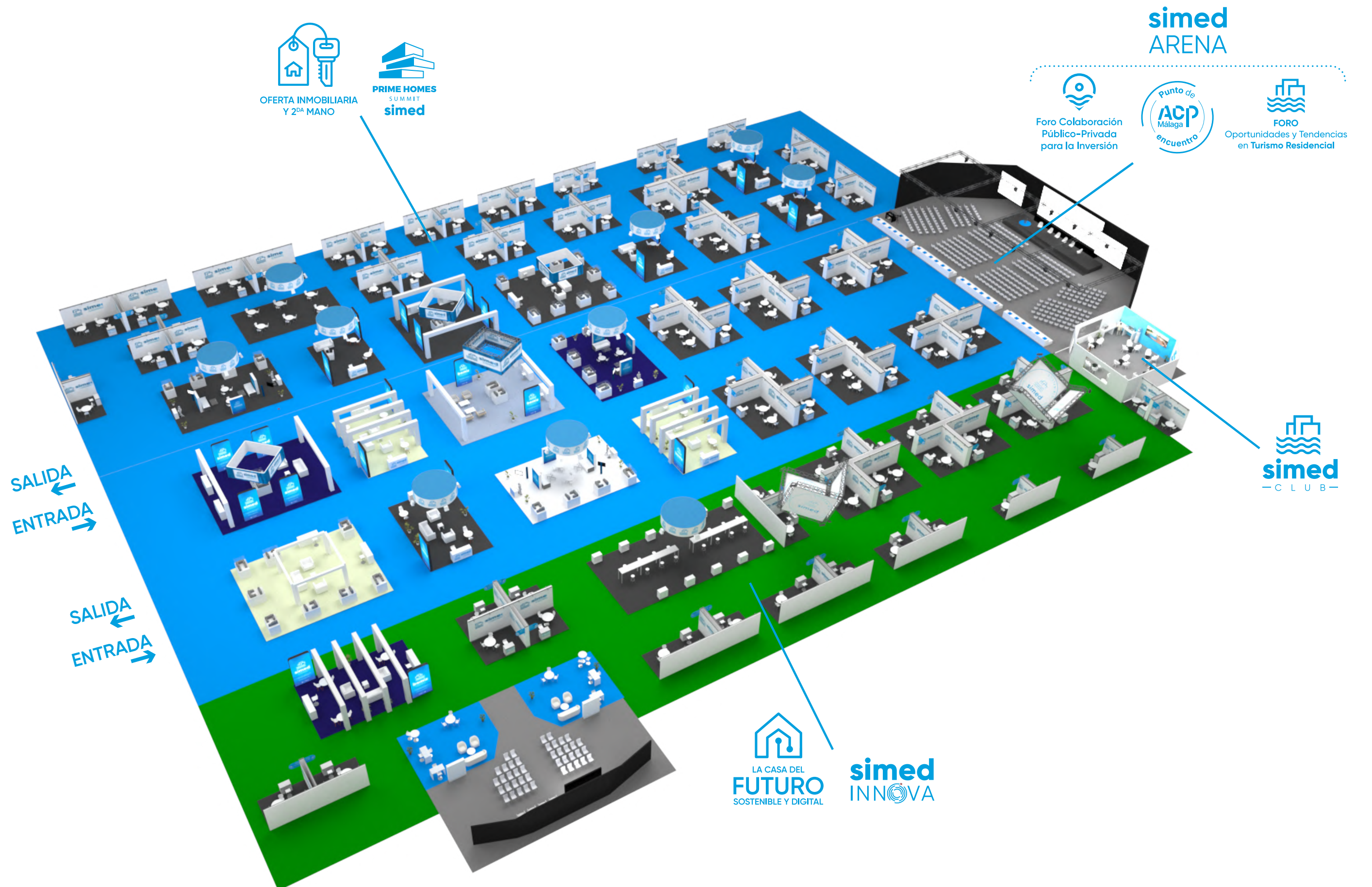
Countries



# The whole industry represented in one place

## PARTICIPANT PROFILES

- Public administrations
- Buyers
- Investors
- Developers
- Builders
- Real Estate Agencies
- Financial institutions
- Consulting firms
- Independent professionals
- Architects
- Engineers
- Professional associations
- Start-ups
- Suppliers of construction materials and solutions
- Proptech and new applied technologies
- Media & Press





## Top-level content and meetings



### THE SECTOR UNDER DEBATE

Gather high quality information, get a feel for the market, learn about future strategies and trends in the development and construction business from decision-makers.



**MODERA**  
Violeta Aragón  
Secretaría General  
FADECO Promotores



**Fidel Vázquez**  
Director General  
Entidad Pública Empresarial de Suelo  
(SEPES)



**Alicia Martínez**  
Secretaría General de  
Vivienda  
Junta de Andalucía



**Francisco Pomares**  
Concejal de Vivienda y  
Regeneración Urbana  
Ayuntamiento de Málaga



**José María López Cerezo**  
Gerente del Instituto Municipal de  
la Vivienda  
Ayuntamiento de Málaga



**Javier Braza**  
Cofundador y Miembro  
Lagoon Living

understand that it's good that private initiative is involved in other things, so no, it doesn't have the necessary interest in public-private collaboration. Or that there are

# Top-level content and meetings



## Investment Forum Partnership for Public-Private

### BOOSTING COOPERATION

Forum on public-private collaborations for investment as an economic driver for the region and a source of **solutions** to housing **challenges**.

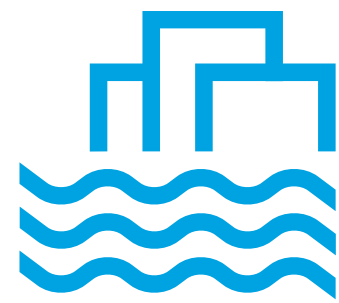
The public administration and the real estate sector come together to discuss the needs of **sectoral collaboration** in order to find formulas that respond to the current needs of the market.

**70** municipalities with real estate offer | **15** mayors | **+380** public sector representatives



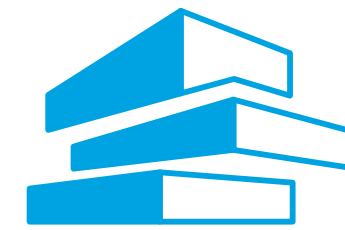


# Top-level content and meetings



## FORUM ON OPPORTUNITIES AND TRENDS IN RESIDENTIAL TOURISM

A connecting space in which lines of cooperation are developed to position Andalusia and the Costa del Sol as a leader in attracting talent, new residents and investors. Its aim is to **involve the various players** in this market, which pivots between the real estate and tourism sectors.



PRIME HOMES  
SUMMIT  
simed

## INVESTMENT AND SECOND HOMES

A business forum in which we bring together agencies representing national and international buyers with top-level developers and marketers who work with second homes.



## THE NEW ERA OF REAL ESTATE

Parallel activities organised by companies that have chosen #simedMLG as a platform for their meetings

# Top-level content and meetings



## SUSTAINABLE BUILDING

Sustainable construction  
Home automation  
Building solutions  
Refurbishment  
Circular economy  
Energy efficiency



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## INNOVATION

Call for PropTech Start-ups  
Digitisation  
Industrialised housing  
New materials



# Who has attended Simed?



**David Martínez**  
CEO AEDAS HOMES



**Sergio Gálvez**  
CEO AQ ACENTURE



**Juan Antonio Gómez Pintado**  
CHAIRMAN OF THE SPANISH  
ASSOCIATION OF DEVELOPERS (APCE)



**Francisco Salado**  
CHAIRMAN OF MALAGA  
PROVINCIAL COUNCIL



**Ignacio Peinado**  
CHAIRMAN FADECO



**José Carlos Saz**  
CEO HABITAT INMOBILIARIA



**Daniel del Pozo**  
MANAGING DIRECTOR  
IDEALISTA DATA



**Rocío Díaz**  
REGIONAL COUNCILOR FOR DEVELOPMENT,  
TERRITORIAL PLANNING AND HOUSING  
(JUNTA DE ANDALUCÍA)



**Juan Velayos**  
FOUNDING PARTNER OF  
JVINVESTMENT & ADVISORY



**Alberto Quemada**  
CEO LAND CO



**Francisco de la Torre**  
MAYOR OF MALAGA



**Ismael Clemente**  
CEO MERLIN PROPERTIES



**Carmen Chicharro**  
SALES, MARKETING AND INNOVATION DIRECTOR  
METROVACESA



**Jorge Pérez de Leza**  
CEO METROVACESA



**Borja García-Egotxeaga**  
CEO NEINOR HOMES



**Riyan Itani**  
DIRECTOR OF GLOBAL RESIDENTIAL  
DEVELOPMENT CONSULTANCY  
(BRANDED RESIDENCES) SAVILLS



**Tomás Gasset**  
CEO URBANIA



**Majda Label**  
CEO VIVIA

## IMPACT VALUE



**+ 2.99 Million (+34%)**  
EUROS

Simed stresses the importance of public-private collaborations to encourage Real Estate investment

*Malaga Hoy*

Simed returns "as a leading national meeting for second homes" and a commercial platform for investors

*La Vanguardia*

## DIGITAL REACH



**+ 4.5 Million (+11%)**  
VIEWS

Simed 2023: opportunities for investment and second homes on the Mediterranean Coast

*elinmobiliariomesames.es*

Reducing seasonal dependency, new products, and prospects for residential tourism are up for debate at SIMED

*hostelsur.com*

# This is your chance, take part

## PROFESSIONAL



Access new business and investment opportunities, anticipate trends and identify potential synergies with the ecosystem.

[+info](#)

## EXHIBITOR



Showcase your real estate offer to high-quality investors and buyers in a leading business space in the sector.

[+info](#)

## PARTNER AND COLLABORATOR



Increase the exposure and presence of your organisation at the highest level. Positioning it as a key agent in the real estate industry.

[+info](#)

## SIDE EVENTS



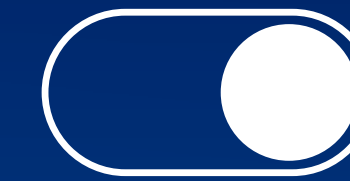
Organise your event at Simed, the ideal place to bring together your target audience and disseminate your expertise.

[+info](#)

# We adapt to your needs



**FYCMA**



**CONNECTING**

**INNOVATION**

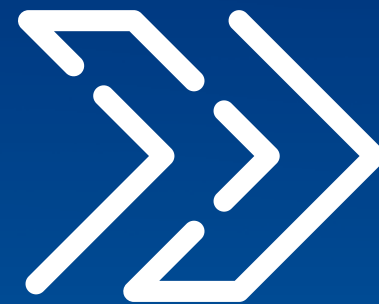


**AND**

**BUSINESS**



**greencities**  
URBAN INTELLIGENCE AND SUSTAINABILITY



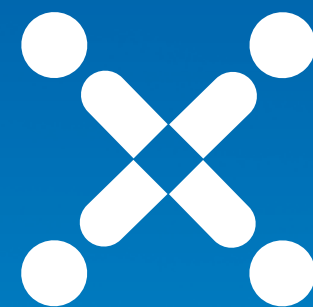
**S-MOVING**  
SMART AND SUSTAINABLE MOBILITY



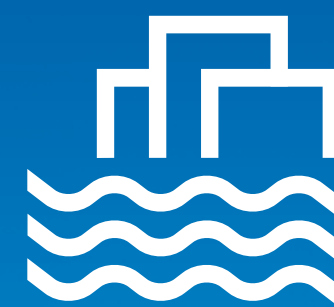
**H&T**  
INNOVATION SUMMIT FOR  
THE HOSPITALITY INDUSTRY



**CM MÁLAGA**  
CULTURE & MUSEUMS  
INTERNATIONAL TECH FORUM



**Transfiere**  
European Meeting on Science,  
Technology and Innovation



**simed**  
MEDITERRANEAN REAL  
ESTATE EXHIBITION



**LEADINGGIRLS**

**Trade Fairs & Congress  
Center of Málaga**

**FYCMA is committed to highly specialized events with an international vocation promoting the creation of innovative ecosystems to promote the different sectors and industries.**

# Already trusting in Simed

## ORGANISE



## PARTNERS



## INSTITUTIONAL PARTNERS



## REAL ESTATE PORTAL



## INSTITUTIONAL COLLABORATORS

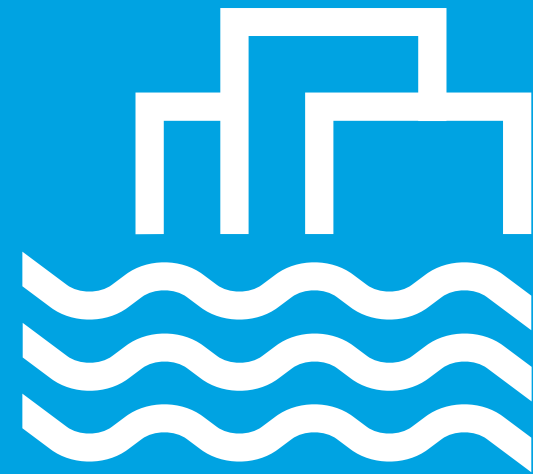


## COLLABORATORS



## SECTORIAL COLLABORATORS





[simedmalaga.com](http://simedmalaga.com)

**Mariana Ottaviano**

*Head of Trade Fairs*

[mottaviano@fycma.com](mailto:mottaviano@fycma.com)

Tel. +34 610 229 452

PARTICIPATION OPTIONS

**Cristina Olmedo**

*Trade Fairs Manager*

[colmedo@fycma.com](mailto:colmedo@fycma.com)

Tel. +34 669 059 208

**Ma Pilar Díaz**

[mpdiaz@fycma.com](mailto:mpdiaz@fycma.com)

Tel. +34 626 743 270

INTERNATIONAL PARTICIPATION

**Priscila Meléndez**

[pmelendez@fycma.com](mailto:pmelendez@fycma.com)

Tel. +34 648 006 608

EXHIBITOR SERVICES

**Olga Romero**

[oromero@fycma.com](mailto:oromero@fycma.com)

Tel. +34 689 479 630