

**simed**  
21<sup>st</sup> MEDITERRANEAN REAL  
ESTATE EXHIBITION

MÁLAGA  
13<sup>th</sup>/15<sup>th</sup>  
NOV 2025

**Connected by the  
Mediterranean sea**

You ~~~~~  
~~~~~  
~~~~~  
~~~~~ the future of the Real Estate

ORGANISE



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



TU PRÓXIMO HOGAR

BIENVENIDOS



Simed 



Where investment, public-private collaboration,  
and innovation take shape.



# Opportunities that turn into business

LEADING EVENT  
IN RESIDENTIAL AND INVESTMENT



Strategic geographical location

.....

High-quality real estate offerings in a constantly  
growing market

.....

Products and services for the sector

BUSINESS AND COOPERATION



70%+ of participants are CEOs, executives,  
and top players

.....

An exclusive environment to connect with  
the administration

.....

Direct access to buyers

BUILDING BRAND VALUE



We contribute to the commercial strategy of  
participating companies and entities



# Our Focus



## INVESTMENT AND TRENDS

The largest platform for sales and networking

Trends in living and second homes

Gateway for investors



## PUBLIC-PRIVATE COLLABORATION

Presence of the administration at different national and international levels

Dialogue between municipal leaders and the private sector

Land supply and transformative urban development projects

Housing access solutions



## INNOVATION AND SUSTAINABLE CONSTRUCTION

Proptech, Contech, and Fintech solutions

Startups: promoting innovative entrepreneurship

Sustainability and efficiency applied to construction

Industrialization, Construction 4.0

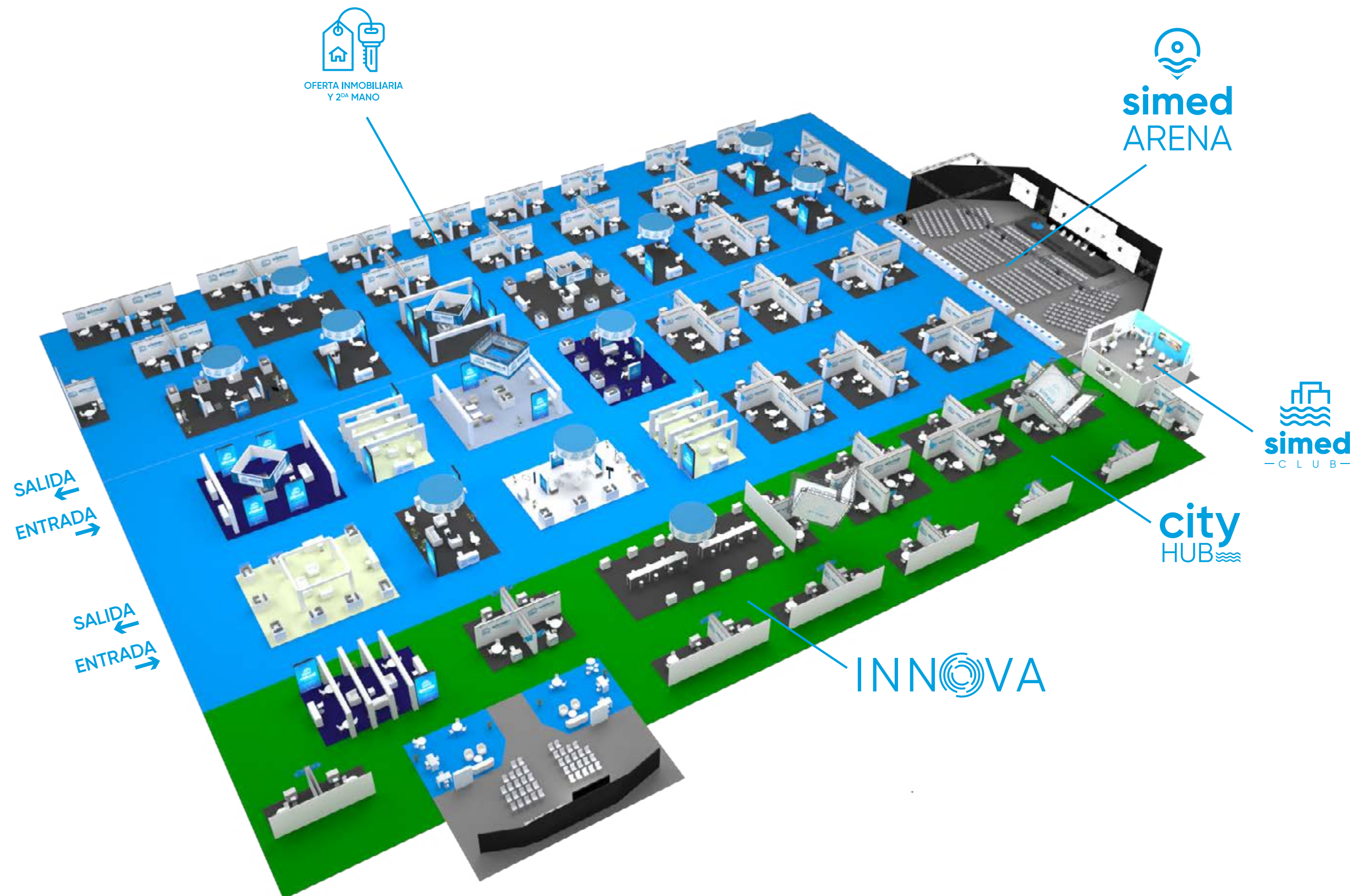




# The whole industry represented in one place

## PARTICIPANT PROFILES

- Developers
- Real Estate Agents, Marketers, and Real Estate Portal Managers
- Public Administration and Institutional Professionals
- Construction Companies and Builders
- Professionals from Financial Institutions, Appraisal Firms, Consulting Firms, Law Firms, and Insurance Companies
- Private Investors, Investment Fund Managers, REITs, Family Offices, and Wealth Managers
- Architects and Engineers
- Specialists in Building Materials and Energy-Efficient Solutions
- Experts in Home Automation and Housing Technology
- Professionals from PropTech, ConTech, and FinTech Companies
- Representatives of Professional Associations and Industry Bodies
- Urban Planning Managers and Advisors
- Landscaping and Gardening Professionals
- Interior Design and Decoration Professionals
- Media Specialists and Marketing Agencies
- Professionals from the Hospitality, Tourism, and Short-Term Rental Sectors
- Professionals from Energy Companies
- Professionals from Telecommunications Companies
- Installers and Renovation Specialists
- Cybersecurity Specialists
- Experts in Alternative Assets: Coworking, Coliving, Senior Living, Flex Spaces, and Related Services





## MÁLAGA, ANDALUSIA, EPICENTER OF THE REAL ESTATE MARKET IN SPAIN

The gateway to the Spanish market, where buyers, developers, and investors find unique opportunities in a privileged environment.

Andalusia, the leading autonomous community in Spain for home sales.  
Málaga, among the top three cities for new home sales.



## SIMED: THE LARGEST COMMERCIAL PLATFORM IN SOUTHERN EUROPE

+9,000 properties on display from 63 municipalities:

58% located in the province of Málaga

24% in the rest of Andalusia

13% in the rest of Spain

5% abroad

### SIMED CONTIGO:

A conference forum offering advice and guidance for buyers.





# The future of the sector is in the spotlight: The 2024 figures back us up



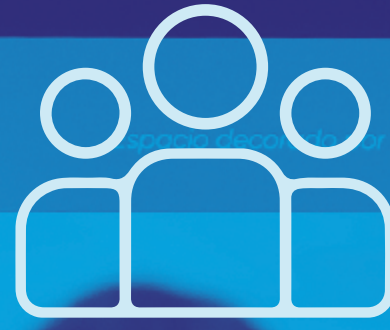
**+450**

Companies  
represented



**+9.000**

Properties on offer



**+7.000**

Visitors



**+1.168**

Developers and real  
estate companies



**+60**

Cities with real  
estate offer



**+120**

Speakers



**+5.000**

Professionals



**70%**

CEOs, delegates  
and directors



**+200**

Investors



**30**

Countries





Top-level content and meetings  
- PUBLIC-PRIVATE PARTNERSHIP -



Investment Forum  
Partnership for  
Public-Private

III International  
Conference on  
Protected, Social,  
and Affordable  
Housing

PROMOTING COOPERATION

The public administration and the sector come together in these professional sessions to discuss the needs and solutions that address current housing challenges. Additionally, the **CITY HUB** area brings together urban and territorial actions in an exhibition space that fosters connections between institutions, investors, developers, and citizens.

70 municipalities with real estate offerings / 15 mayors / over 380 public sector representatives







## THE RESIDENTIAL SECTOR IN DEBATE

Gather high-quality information, take the pulse of the market, and learn about future strategies and trends in the business from those who make decisions.

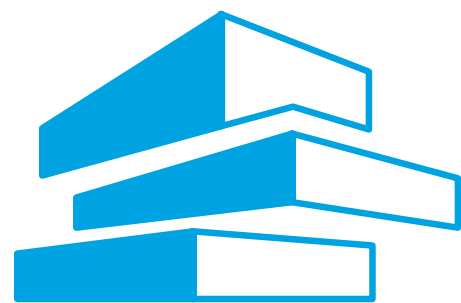
Living – Investment – Land – Financing – Access to housing – New formulas





# Top-level content and meetings

- INVESTMENT AND TRENDS -



**PRIME HOMES**  
SUMMIT  
**simed**

## SECOND HOMES

Business forum where we bring together agencies representing national and international buyers with top-level developers and marketers offering second home products.

**USA, Mexico, United Kingdom, Nordic Countries, Central and Eastern Europe**



## 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

- INNOVATION AND SUSTAINABLE BUILDING -

# INNOVA

## WHERE IDEAS TURN INTO SOLUTIONS

The INNOVA space consists of:

CONTENT FORUM / EXHIBITION AREA / CALL FOR START-UPS

 polo  
de contenidos  
digitales

 málaga  
Open for Business

With a focus on a smarter and more sustainable future,  
these three areas will explore the latest innovations in:

**Sustainable Construction, Net Zero, Industrialization, PropTech, and ConTech**



- NETWORKING TOP -

## The perfect platform to grow, connect, and lead

Through exclusive activities, we facilitate access to the most influential professionals, investors, and institutional representatives in an environment designed to enhance high-level networking.

**SIMED CLUB / LEADERS NIGHT /  
ONLINE AGENDA / PARALLEL ACTIVITIES**





# 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 J. Pérez**  
CEO CULMIA



**Francisco Salado**  
CHAIRMAN OF MALAGA  
PROVINCIAL COUNCIL



**Ignacio Peinado**  
CHAIRMAN FADECO



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



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



**Javier Braza**  
CEO LAGOOM LIVING



**Alberto Quemada**  
CEO LAND CO



**Francisco de la Torre**  
MAYOR OF MALAGA



**Ismael Clemente**  
CEO MERLIN PROPERTIES



**Juan Pérez Chicharro**  
SALES, MARKETING AND INNOVATION DIRECTOR  
METROVACESA



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



**Borja García-Egotxeaga**  
CEO NEINOR HOMES



**Susana Rodríguez**  
COO SAVILLS



**Sorcha Edwards**  
SECRETARIA  
GENERAL HOUSING EUROP



**Tomás Gasset**  
CEO URBANIA



# Trusting in Simed

## ORGANISE



## PARTNERS



## INSTITUTIONAL PARTNERS



## REAL ESTATE PORTAL



## SECTORIAL COLLABORATORS





# It's your opportunity, participate

## 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

## BRANDING AND CONTENT



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**



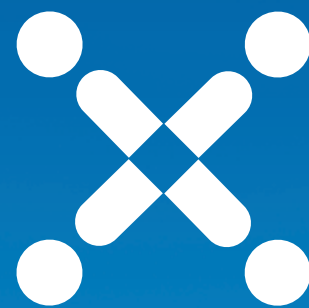
**GreenCities**  
URBAN INTELLIGENCE & SMART MOBILITY



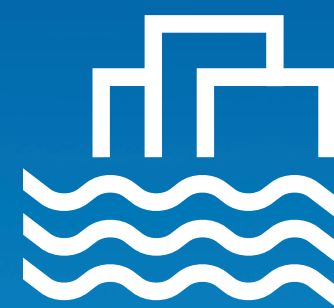
**H&T**  
INNOVATION SUMMIT FOR  
THE HOSPITALITY INDUSTRY



**CM SUMMIT**  
INTERNATIONAL FORUM  
ON INNOVATION FOR ARTS & CULTURE

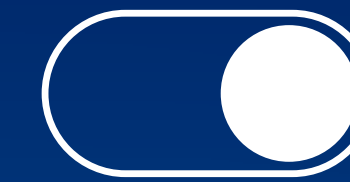


**Transfiere**  
European Meeting on Science,  
Technology and Innovation



**simed**  
MEDITERRANEAN REAL  
ESTATE EXHIBITION

**Trade Fairs & Congress  
Center of Málaga**



**CONNECTING**

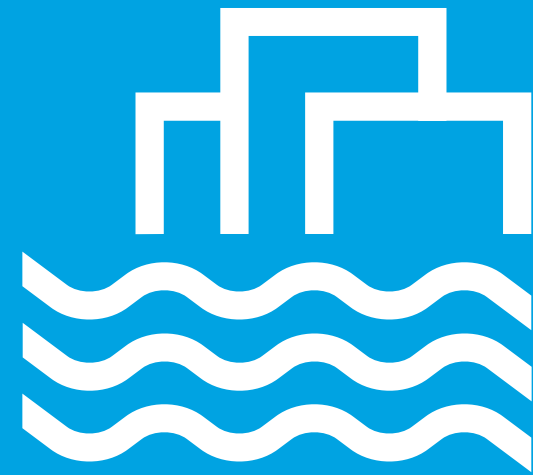
**INNOVATION**



**AND BUSINESS**

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





**simedmalaga.com**

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