



## PROVISIONAL AGENDA OVERVIEW 2025

| THURSDAY NOVEMBER 13, 2025 |  |  |   |
|----------------------------|--|--|---|
|                            | SIMED ARENA  | INNOVA   | CONFERENCE ROOM 1.1   |
| 10:00<br>14:30             | <p>10:00<br/><b>SIMED</b><br/><b>III INTERNATIONAL MEETING ON<br/>SOCIAL, AFFORDABLE, AND PUBLIC<br/>HOUSING</b><br/><i>Welcome and Opening Conference</i></p> <p>11:00 – 12:45<br/><b>LIVING EN EVOLUTION</b></p> | <p>10:00 – 13:30<br/><b>INNOVATION IN CONSTRUCTION<br/>INDUSTRIALISATION</b><br/><i>Technical Session co-organised with AVS</i></p> <p>13:30 – 14:30<br/><b>CURRENT TRENDS IN THE REAL<br/>ESTATE SECTOR</b></p> | <p>11:30 – 13:30<br/><b>III INTERNATIONAL MEETING ON<br/>SOCIAL, AFFORDABLE, AND<br/>PUBLIC HOUSING</b></p> |
| 15:00<br>18:30             | <p>16:30 – 18:30<br/><b>OPENING CEREMONY</b><br/><br/><b>SIMED - ACP MÁLAGA MEETING POINT</b><br/><i>Among Leaders</i></p>   | <p>16:00 – 18:00<br/><b>INNOVATION IN CONSTRUCTION<br/>INDUSTRIALISATION</b><br/><i>Technical Session co-organised with AVS</i></p>  | <p>15:00 - 17:00<br/><b>III INTERNATIONAL MEETING ON<br/>SOCIAL, AFFORDABLE, AND<br/>PUBLIC HOUSING</b></p> |

| FRIDAY NOVEMBER 14, 2025 |   |  |  |
|--------------------------|---|--|--|
|                          | SIMED ARENA   | INNOVA   | AUDITORIUM 2                                     |
| 10:00<br>15:00           | <p>10:00<br/><b>III PUBLIC-PRIVATE COLLABORATION<br/>FORUM</b><br/>-<br/><b>III INTERNATIONAL MEETING ON<br/>PUBLIC, SOCIAL, AND AFFORDABLE<br/>HOUSING</b></p> <p>13:35<br/><b>CLOSING CERREMONY</b></p> | <p>10:00<br/><b>ADVANCED CONSTRUCTION:<br/>INNOVATION AND SUSTAINABILITY IN<br/>BUILDING</b></p> <p><b>DIGITAL REVOLUTION IN REAL ESTATE:<br/>THE ROLE OF DATA SPACES AND<br/>PREDICTIVE MODELS</b></p> <p>12:30 – 15:00<br/><b>OPEN CALL FOR STARTUPS</b></p> | <p>10:00<br/><b>CONVENTION<br/>IDEALISTA</b></p> |
| 16:00<br>18:30           | <p><b>REAL ESTATE FORUM</b><br/><i>(Atalaya Team)</i></p>   |  |  |

| SATATERDAY NOVEMBER 15,2025 |   |
|-----------------------------|---|
| 10:00<br>14:00              | <p><b>INNOVA</b><br/><b>SIMED WITH YOU: Tips and Guidance for Property Buyers</b></p> |

| EXHIBITOR STAND ACTIVITIES |   |
|----------------------------|---|
| THURSDAY NOVEMBER13, 2025  |   |
| 11:00<br>11:30             | <p><i>Stand E14</i><br/><b>Municipal Urban Planning Office –<br/>Málaga City Council</b></p> <p>Málaga as an Innovation Hub: A Presentation by the <b>Malaga Open for<br/>Business Office</b></p> |

**THURSDAY NOVEMBER 13, 2025**

**SIMED ARENA - Pavilion 1**

**10:00 – 11:00h. WELCOME AND OPENING CONFERENCE OF SIMED AND III INTERNATIONAL MEETING ON SOCIAL, AFFORDABLE AND PROTECTED HOUSING**

Welcome to SIMED by **Nacho Román**. General Director of **FYCMA**

Opening of the III INTERNATIONAL MEETING ON SOCIAL, AFFORDABLE AND PROTECTED HOUSING by **José María López Cerezo**. Manager of the Municipal Housing Institute of **Malaga City Council** and President of the Spanish Association of Public Housing and Land Managers **AVS**

Opening Conference by **Housing Europe**

**11:00 – 12:45h. LIVING IN EVOLUTION**

**11:00 – 11:50h. From Product to Experience: The new rules of the Premium Residential Market**

- **Jesús Rodríguez Maseda**. Hotels Director **Savills**
- **Setareh Mohregi**. Director Internacional department, **Gilmar**
- **Javier Reguart**. CEO **Alatus Residential Services**

**11:55 – 12:45h. Flex Living: Trend becomes a Solution**

**16:30 – 18:30h. OPENING CEREMONY AND SIMED - ACP MÁLAGA MEETING POINT**  
**Among Leaders**

**OPENING CEREMONY**

Speakers:

- **Francisco de la Torre**. Mayor of Malaga
- **Regional Ministry of Development, Territorial Planning and Housing – Government of Andalusia**
- **ACP Málaga / FADECO Promoter**

**SIMED - ACP MÁLAGA MEETING POINT**

**Among Leaders**

Join the most influential meetup in the sector, where top players will reveal key strategies and *trends that are redefining the future of Real Estate*.

Speakers:

- **Alberto Quemada**. CEO of **LandCo**
- **Antonio Truan**. Country Director for Spain and de España y Portugal of **Ginkgo Advisor**
- **Borja García-Egotxeaga**. CEO of **Neinor Homes**
- **Tomás Gasset**. CEO of **Urbania**
- **Sergio Gálvez**. CEO of **AQ-Acentor**
- **Francisco Javier Pérez**. CEO of **Culmia**
- **Jorge Pérez de Leza**. CEO of **Metrovacesa**
- **Javier Braza**. Director **Lagoom Living**

## INNOVA - Pavilion 1

**10:00 – 13:30h. | 16:00 – 18:00h. INNOVATION IN CONSTRUCTION AND INDUSTRIALIZATION**

*Technical Session co-organized with the Spanish Association of Public Housing and Land Managers AVS*

Topics:

- PERTEs (Strategic Projects for Economic Recovery and Transformation): as a tool for public-private collaboration. from strategy to action
- Legal aspects: towards a new regulatory framework for industrialized construction
- Industrialization + Sustainability: the formula for next-generation housing
- Financing and Feasibility: Key factors for investing in industrialized housing

**13:30 – 14:30 h. CURRENT TRENDS IN THE REAL ESTATE SECTOR**

## CONFERENCE ROOM 1.1

**11:30 – 13:30h | 15:00 a 17:00h. III INTERNATIONAL MEETING ON SOCIAL, AFFORDABLE AND PROTECTED HOUSING**



**FRIDAY, NOVEMBER 14, 2025**

## SIMED ARENA - Pavilion 1

**10:00 – 14:15h. III PUBLIC-PRIVATE COLLABORATION FORUM - III International Meeting on social, affordable and protected housing**



09:50 h. Welcome

- **Nacho Román.** General Director of **FYCMA**
- **José María López Cerezo.** Manager of the Municipal Housing Institute of **Malaga City Council** and President of the Spanish Association of Public Housing and Land Managers **AVS**

**10:00 – 10:50h. COLLABORATIVE SOLUTIONS FOR SOCIAL IMPACT**

**10:55 – 11:45h. GLOBAL PERSPECTIVE**

**11:50 – 12:40h. LAND USE AND COLLABORATION OPPORTUNITIES**

**12:45– 13:35h. CITIES, COMMUNITIES AND BUSINESS – SMART HOUSING SOLUTIONS**

**13:35 - 14:15h. CLOSING CEREMONY**

Presented by, and speaker:

- **José María López Cerezo.** President of the Spanish Association of Public Housing and Land Managers **AVS**

Speakers:

- **Francisco de la Torre.** Mayor of Malaga

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**simed**  
21º SALÓN INMOBILIARIO  
DEL MEDITERRÁNEO

MÁLAGA  
**13/15**  
NOV 2025

ORGANIZA



Ciudad  
de Málaga



**FYCMA**

- **Government of Andalusia**
- **Spain's Ministry of Housing and Urban Agenda**
- **Housing Europe**
- **ACP Málaga / FADECO Promoter**

#### **16:30h. REAL ESTATE SESSION**

*Organized by Atalaya Team*

### **INNOVA - Pavilion 1**

#### **10:00 – 12:30h. ADVANCED CONSTRUCTION: INNOVATION AND SUSTAINABILITY IN BUILDING**

#### **THE DIGITAL REVOLUTION IN REAL ESTATE: WHY DATA SPACES AND PREDICTIVE MODELS MATTER**

#### **12:30 – 15:00. IV OPEN CALL FOR STARTUPS**



12:30h. Welcome

#### **12:35 -13:10h. PUBLIC SUPPORT AND FUNDING FOR INNOVATIVE STARTUPS IN REAL ESTATE AND CONSTRUCTIONS**

Speakers:

- **Alicia Izquierdo.** Malaga City Councillor for Innovation, Urban Digitalization, Tech & Business Investment Promotion (TBC)
- **FIND NIDO.** Winner of the III OPEN CALL FOR STARTUPS - SIMED 2024 and backed by EU funding (TBC)
- **University of Malaga (UMA)**

#### **13:10 – 13:30h. International session. Boosting Startup Growth in Europe**

#### **13:30 – 14:10h. Elevator Pitch: Open Call for Startups** Presenting the 5 Finalist Startups

#### **14:10 – 14:45h. Meet & Greet** During the jury's deliberation

#### **14:45 – 15:00h. Award Ceremony IV Open Call for Startups**

## **SATURDAY, NOVEMBER 15, 2025**

### **INNOVA - Pavilion 1**

#### **10:00 a 14:00h. SIMED WITH YOU**

Tips and Guidance for Property Buyers