



BETWEEN THE SEA AND THE CITY

Rethinking Urban Development in Coastal Resorts

29 September 2025 | Sopot

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AGENDA

14:30 – 15:00 | Registration & Welcome Coffee

15:00 – 15:15 | Opening Remarks

- **Michał Banacki**, Deputy Mayor of the City of Sopot
- **Marcin Juszczyk**, Chair of ULI Poland

15:15 – 15:35 | Beyond the Summer Rush: The New Playbook for Year-Round Coastal Communities
(in English)

- **Tassos Kotzanastassis**, Founder, 8G Group; Former ULI Greece & Cyprus Chair – online

15:40 – 16:00 | Healing & Hosting: New SPA for Patients, Citizens and Tourists Amid Urban Growth
→ City of Sopot unveils its vision for a new health-tourism SPA, blending heritage, wellbeing, and sustainable urban integration. (in Polish)

- **Katarzyna Kucz-Chmielecka**, Sales and Marketing Manager, Uzdrowisko Sopot Sp. z o.o.

16:00 – 17:00 | Second Homes, First Priorities. Managing PRS and Seasonal Housing Pressure.
How PRS and second-home trends are shaping the Tri-City real estate landscape. Strategies to balance rental, investment, and community stability (in Polish)

Presentation: **Data-driven insights into rising PRS/residential investment**

- **Anna Kicińska**, Partner, Real Estate Leader, EY

Panel discussion:

- **Jarosław Bator**, CEO, NDI Development
- **Magdalena Reńska**, Managing Director, Euro Styl
- **Przemysław Ryś**, CEO, Torus
- **Bogusław Wieczorek**, Public Affairs Director, Olivia Business Centre
- Moderated by: **Anna Kicińska**, Partner, Real Estate Leader, EY

17:05 – 17:20 | Case Study: Affordable Housing as a Strategic Priority – Sopot as a Role Model (in Polish)

- **Michał Banacki**, Deputy Mayor of the City of Sopot

17:20 – 17:30 | Update on Urban Land Institute plans and activities

17:30 – 19:00 | Closing Remarks & Networking

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