



Urban Land Institute

ULI Spain
Annual Conference 2024

8 - 9 of May | Madrid
Museo Lázaro Galdiano | IE Tower



THRIVE ON CHANGE

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ULI Spain Annual Conference

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What's on the program?

Welcome to the ULI Spain 2024 Annual Conference, the Real Estate this year once again a networking dinner in the majestic gardens of Lázaro Galdiano museum followed by main Conference Day on IE Tower at the heart of Madrid's financial district.

The ULI Spain Annual Conference 2024 will offer open dialogue, keynote presentations, and thought-leadership workshops with real estate and urban development leaders from Spain and Europe, leveraging the ULI global community of over 45,000 members. The event will bring together over 300 ULI members and a professional community of developers; investors; urban planners; designers; public officers; and other market influencers united to shape the future of the built environment for transformative impact in communities worldwide.

Real Estate is currently facing a challenged financing market, while still urgently having to fight against climate change and ensuring decent housing for all. But more structurally, the evolution of long-term drivers such as geopolitics, demographics, technology, and end-users' expectations, are an extraordinary opportunity for key players to accelerate change towards a more diverse, sustainable, user-centric, and profitable Real Estate.

Enjoy the conference!

Alberto Valls. Chair, ULI Spain
Bárbara Recio. Executive Director, ULI Spain



ULI's mission: Shape the future of the built environment for transformative impact in communities worldwide.

Programme

DAY 1 / 8 MAY at Museo Lázaro Galdiano

19:00 **Reception and Registration**

19:30 Welcome and Introductions ULI Spain

19:45 **Keynote Speaker. Hubert Beroche.** *Founder, Urban AI*

20:15 Pedro De Churruca II Edition Award Ceremony

21:00 - 23:00

Networking Dinner at Lázaro Galdiano Museum gardens

DAY 2 / 9 MAY at IE Tower – Torre Caleido

08:50 - 09:20 **Reception and Registration**

09:20 - 09:30 Welcome and Introductions

Alberto Valls. *Chairman, ULI Spain (Urban Land Institute)*

David Jeffrey Goodman. *Dean, IE School of Architecture & Design*

09:30-11:00 SESSION I - Setting the scene: 'A fractured look.'

09:30 Global Shifts: Geopolitics Uncharted Territory. Navigating a geopolitical recession.

Keynote Speaker. **Manuel Muñiz.** *Provost, IE University and Professor of Practice of International Relations, IE School of Architecture and Design.*

09:50 – 10:15 Macro-Economic Outlook

Macro: Macro Environment and effects on the global property industry in general.

Keynote Speaker: **Simon Durkin.** *Global Head of Real Estate Research and Strategy, BlackRock*

10:15 – 11:00 Panel. Real Estate Capital markets.

How are the Macro economic outlook and the geopolitical recession affecting Real Estate investments in Europe and in Spain. How investors should adapt to a new economic normal. Spain emerges as a key player in the real estate market, and the opportunity in Europe.

Speakers:

- **Vanessa Gelado.** *Senior Managing Director and Country Head of Hines' operations in Spain, Hines*
- **Cristina García-Peri.** *Partner & Head of Business Development and Strategy, AZORA*
- **Miguel Pereda.** *President, Grupo Lar*
- **Javier Solís.** *Head of EMEA, Real Estate AM - Goldman Sachs Asset and Wealth Management*

Moderator: **Simon Durkin.** *Global Head of Real Estate Research and Strategy, BlackRock*

11:00-11:45 SESSION II - Decarbonization. Accelerating change. Road to Zero.

The importance of environmental, social and governance (ESG) matters in the real estate industry continues to grow. While the economics of decarbonization -high construction costs and labor shortages—are causing headaches for investors, there is strong agreement about the importance of ESG credentials to future real estate capital values. Is ESG a value driver for real estate? How does it impact asset value? Has there been a Shift of mindset from debate to action. What are the challenges and opportunities with ESG?

11:00-11:30 ULI Europe C Change Initiative

Keynote Speaker: **Olivia O'Brien**. *Research Director, ULI Europe*.

11:10- 11:45 Panel. Accelerating Change. Road to Zero.

- The cost of decarbonization
- European regulations – EU taxonomy
- Physical Climate Risk
- Responsible investing. green real estate financing products
- Renewable energies

Speakers:

- **Daniel Chang**. Managing Director and Head of Europe ESG, Hines
- **Ana Cunha**. Strategic Sustainability Advisory and CSR Director, Deerns Group
- **Felipe Pérez**. Head of Spain, Primonial REIM
- **Paul Kennedy**. Managing Director, JP Morgan Asset Management.

Moderator: **Olivia O'Brien**. *Research Director, ULI Europe*

11:45-12:15 Coffee Break

12:15-12:20 Speaker: **Juan Velayos**. *President, The District*.

12:15-13:00 SESSION III - AI & Digitalization.

12:20-12:25 Speaker: **Carlos Olmos**. *Founder, OX & uDA (Acquired by Alantra) & ULI Spain Executive Committee*.

12:30 – 13:00 Panel. Adapt for success: How to thrive in an everchanging world.

- AI & Technology has set a new pace of change for business and opportunities. Recent crises have also tested our ability to adapt fast. However, it is still difficult for companies to stay ahead of the game. We discuss how technologies are intended to leverage proprietary data and artificial intelligence to better inform investment decisions and improve processes.
- Innovation triggers disruption: new paradigms, with a vision of how to do things differently approaching leads to new business models and therefore new companies that are difficult to classify according to traditional parameters.
- Today, we revolve around companies leveraged in technologies that have triggered these new paradigms. They are just the tip of the iceberg of what is coming in the next 10 years.

Speakers:

- **Naqash Tahir**. *Executive Director of Research & Development and Investments at RealAssetX, PGIM Real Estate*.
- **Emmanuel Verhoosel**. *CEO, Square sense*.
- **Miguel Nigorra**. *Partner and Co-Head of the Europe Team, Fifthwall*.
- **Adam Burstow**. *Business Development Executive, Amazon Web Services*.

Moderator: **Francisco Luis Machín**. *Chief Data Officer, IE University*.

13:00-13:50 SESSION IV - City Transformation.

13:00-13:10 Introduction: **Myriam Inmaculada Peón**. General Director of the Office for the New General Urban Planning of Madrid.

Urbanism, Environment, and Mobility Department, Madrid City Council.

13:10 – 13:50 Panel. Real Estate Capital markets.

Leaders in Urban regeneration from Spain and European cities discuss how to make cities more resilient, equitable places from a social, environmental, and economic perspective, especially post-pandemic and considering the growing urgency to address climate change. We will discuss urban regenerations, transformational projects on the commercial cores of our great cities. How are cities evolving?

Speakers:

- **Adolfo Ramírez-Escudero**. CEO, CBRE España & Divisional President LATAM.
- **Sofie Verstraete**. Chief Development Officer, Revive.
- **Javier de Pablo**. CEO de DeepLabs by Stoneshield

Moderator: **Cristina Mateo**. Associate Dean IE School of Architecture & Design

13:50-14:00 Closing of the Conference.

Alberto Valls. Chairman, ULI Spain (Urban Land Institute)

14:00 Vino Español

14:30 VIP Lunch (invite only)

 **Spain**

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