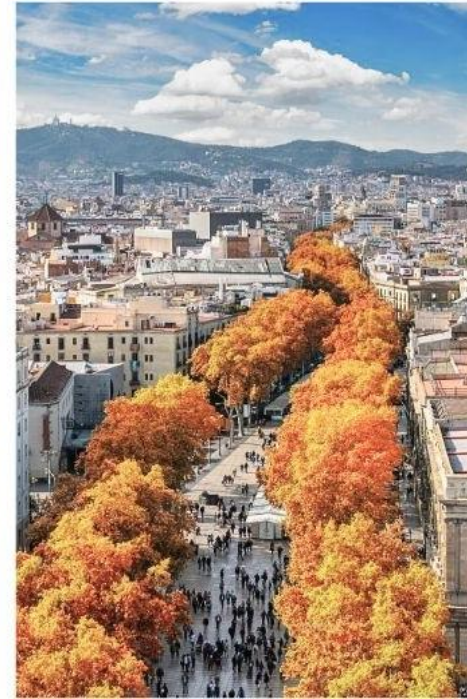




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>> Sponsorship Opportunities

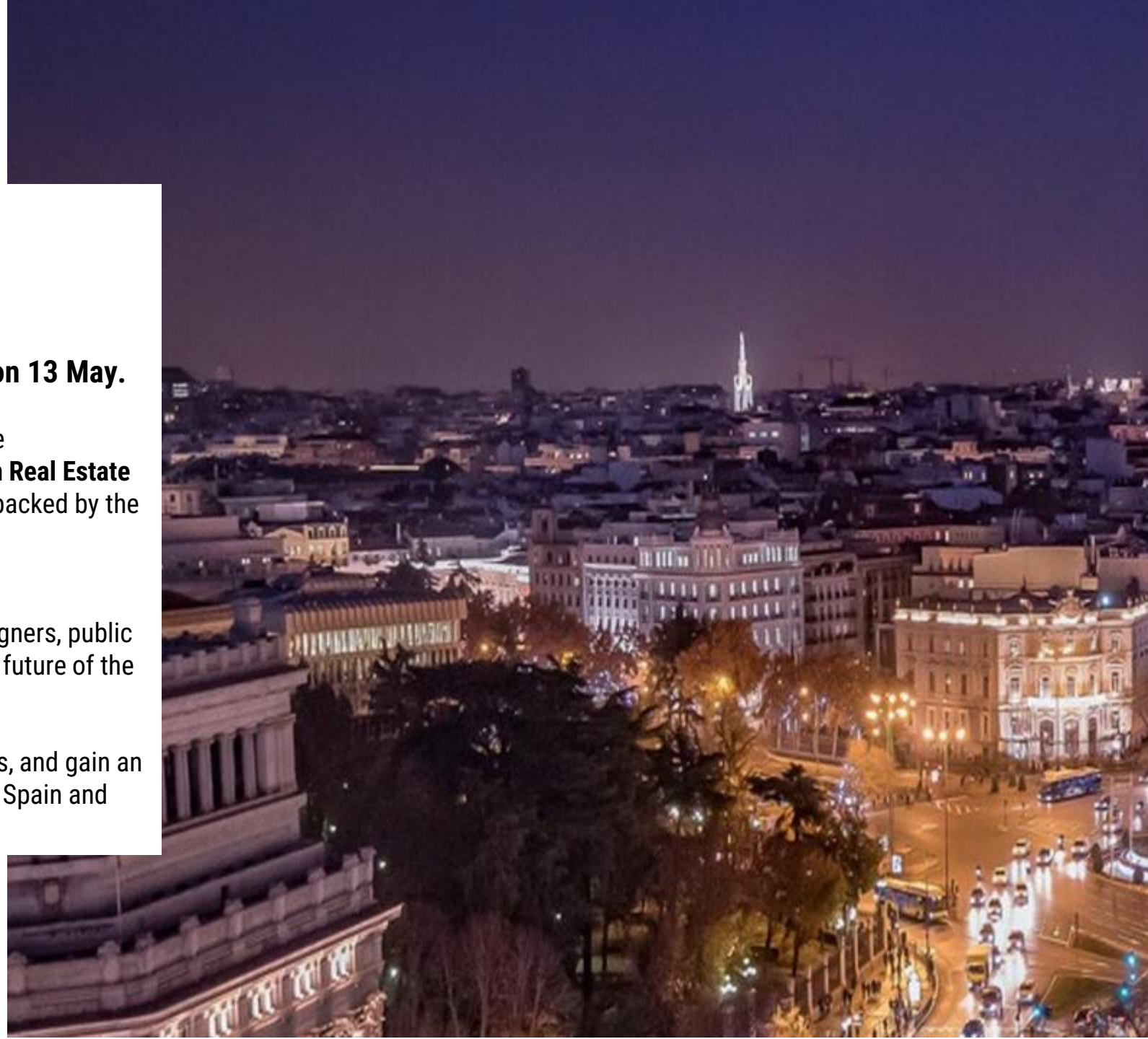


The ULI Spain Annual Conference will take place on 13 May.

The Conference will **foster open dialogue**, feature keynote presentations, and offer **thought leadership sessions with Real Estate and urban development leaders from Spain and beyond**, backed by the ULI global network of over 45,000 members.

The event will bring together **over 350 senior Real Estate professionals**, developers, investors, urban planners, designers, public officers; and other market influencers united to shape the future of the built environment for transformative impact in Spain.

Forge valuable connections, explore potential partnerships, and gain an understanding of the evolving landscape of Real Estate in Spain and beyond.

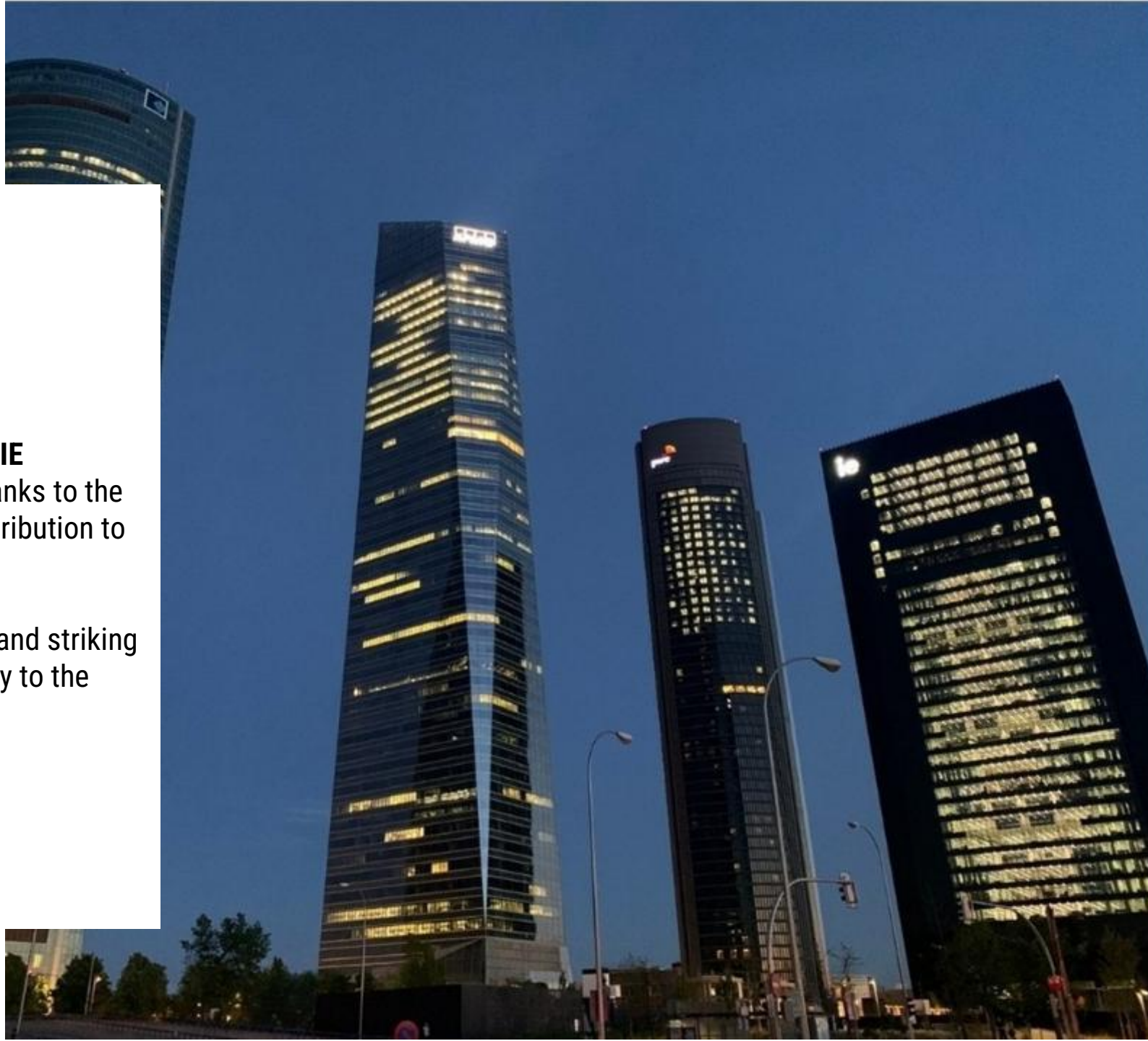


Venue:

This year we will be hosting the Conference at the **IE University auditorium, located in the IE Tower**, thanks to the IE School of Architecture & Design significant contribution to the event.

The state-of-the-art facilities, unbeatable location and striking auditorium capacity of +500 attendees will be a key to the event success.

Main Contributor:





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About ULI Spain

- Global institution of knowledge and education.
- One of the Largest ULI National Councils in Europe **500 members**
- The ULI Spain National Council includes two active local councils – Barcelona and Madrid – with several hundred members from the world of real estate and urban planning
- **43 Corporate partners** that support ULI Spain
- Led by senior industry figures

The mission of the Urban Land Institute:
*Shape the future of the built environment for
transformative impact in communities worldwide.*

Why Sponsor?

- Sponsorship Benefits
- Connect with 350+ real estate leaders
- Attendees from a broad cross section of disciplines including senior investors; owners; developers; architects; lawyers and others
- Align your brand with ULI

Programme structure

10:00h Young Leaders Leadership Breakfast

11:30h Registration

12:00h Institutional Opening

12:10h Welcome and introductions

12:15h Session 1 - Opening Keynote. Geopolitics and Macro-economic outlook

13:00h Session 2 - Fireside Chat. Cities of the 21st Century

13:30h Session 3 – Panel. Urban Regeneration Demography & Cities

14:30h Cocktail Lunch

16:00h Session 4 – Panel. Living: An International view towards Spain

17:00h Session 5 – Panel. Emerging Trends of RE: Data Centers

18:00h Coffee Break

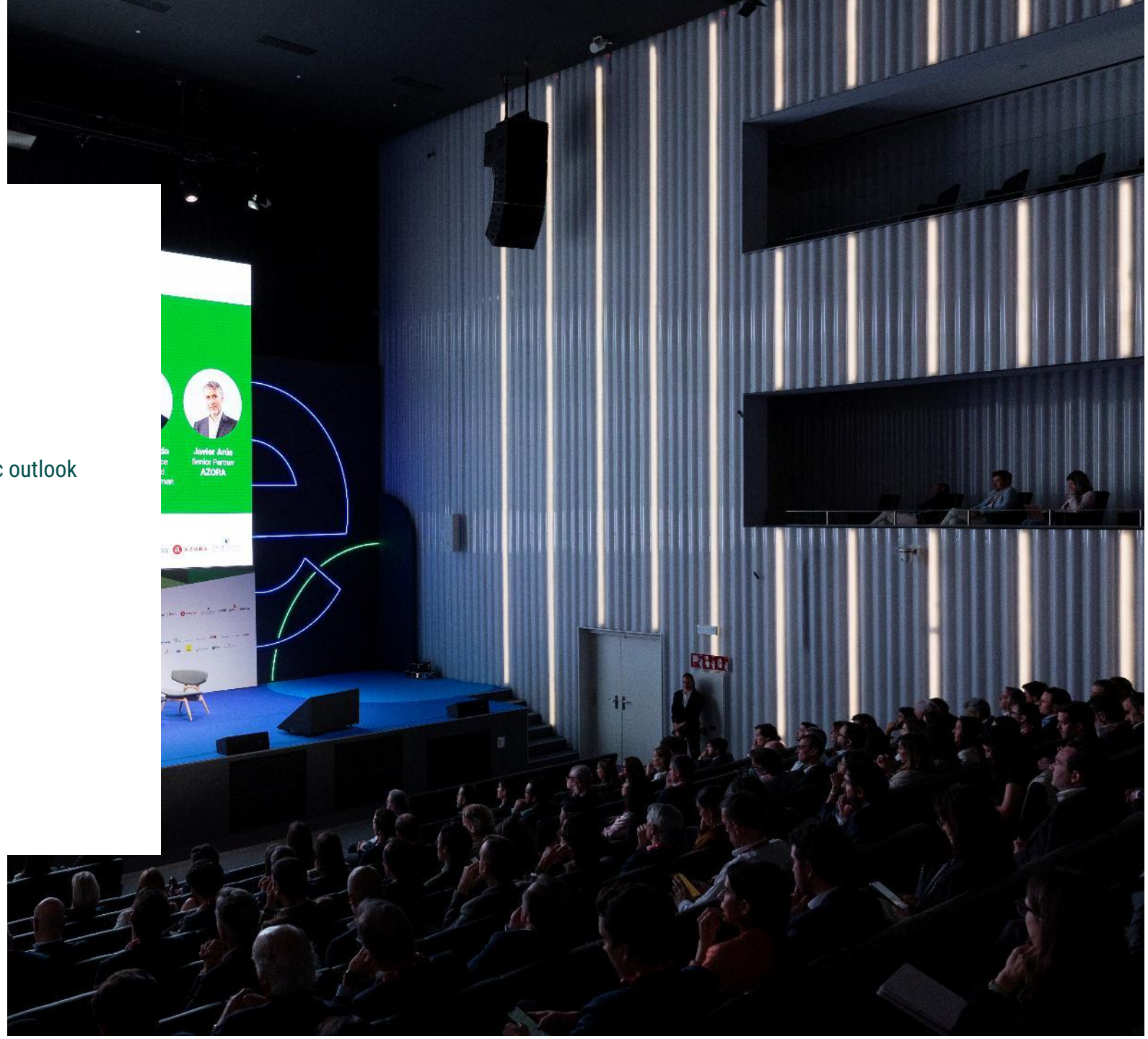
18:30h Session 6 – Final Disruptive Keynote

19:00h Pedro de Churruga Awards

19:30h Closing remarks

19:40h Spanish wine

20:45h End





SPAIN ANNUAL CONFERENCE 2025

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>> Agenda



10:00 am Young Leaders Leadership breakfast

11:30h am Registration

12:00h pm Institutional Opening

12:10h pm Welcome and Introductions

- **Jorge Pérez de Leza**, Chair ULI Spain
- **David Goodman** Dean IE School of Architecture & Design
- **Conference moderator: Andrea Carpenter**, Co-Founder and Director of Diversity Talks Real Estate

12:15h pm Session 1. Opening Keynote **Geopolitics, Macro-economic outlook. The Big Picture**

- **Filippo Taddei**, Chief Economist Goldman Sachs Europe

1:00h pm Session 2. Fireside Chat: **Cities of the 21st Century**

- **Steve Adler**, Former Mayor of Austin, Texas, US
- **Interviewer: Cristina Mateo**, Associate Dean of IE School of Architecture and Design

1:30h pm Session 3. Panel. **Urban Regeneration Demography & Cities**

- **Miguel Hernández**, Strategy & Corporate Development Director Crea MNN
- **Aldo Mazzocco**, CEO & General Manager of Generali Real Estate
- **John Mulqueen**, Chief Investment Officer Canary Wharf
- **Moderator: Adolfo Ramírez-Escudero**, CBRE Presidente Spain & LATAM

2:30h pm Cocktail Lunch

4:00h pm Session 4. Panel. **Living: An International view towards Spain**

- **Peter Denton**, Board member of Places for People, the UK's largest social housing enterprise, member of the real estate committee at European investment firm Eurazeo, Council member at Marlborough College and a Global Trustee of ULI. Peter recently stepped down from executive work having served as CEO of Homes England
- **Benjamin Ruether**, Head of Fund Management for the European residential property funds of Catella Investment Management GmbH.
- **Javier Rodríguez Heredia**, Head of Real Estate Azora Investment Management Spain
- **David Martínez**, CEO of AEDAS Homes
- **Moderator: Alfonso Benavides**, Chair ULI Living Product Council, NED Auxadi, Secretary of Board AEDAS Homes, Adjunct Faculty IE

5:00h pm Session 5. Panel. **What's Next: Future-Proofing Europe's Data Centre Landscape**

- **Ismael Clemente**, CEO of Merlin Properties
- **Mikael Hesselval**, Director Business Development & IC member Areim DC Fund" Areim DC fund is the owner of EcoDataCenter
- **Richard Redstone**, Director Blue Owl, European Data Centers Council
- **Moderator: Simon Chin**, ULI Europe VP Research

6:00h pm Coffee Break

6:30h pm Session 6. **Final Disruptive Keynote**

- **Howard Saunders**, Retail Futurist & Speaker

7:00h pm Pedro de Churrucá Awards

7:30h pm Closing Remarks

7:40h pm Spanish wine

8:45h pm End

Sponsorship Options

The engagement of our sponsoring firms is key to running a successful event. Choose from a variety of levels and selected sponsorship opportunities outlined in this prospectus to better enhance your presence at the ULI Spain annual conference.



Icon | €12,000

- Twelve (12) conference registrations
- Headline recognition in pre and post conference marketing materials and at the event
- Featured content in ULI Spain News
- Social media exposure
- Opportunity to display corporate literature at the event
- Use of ULI logo on your company website promoting ULI supporter status
- Choice of one exclusive sponsorship in conference plenary session or Pedro de Churruca Awards
- Visibility benefit on Lunch, Coffee break, Spanish wine.
- Extra delegate registrations at preferential rates of 12%

Gold | €9,000

- Nine (9) conference registrations
- Headline recognition in pre and post conference marketing materials and at the event
- Featured content in ULI Spain News
- Social media exposure
- Use of ULI logo on your company website promoting ULI supporter status
- Choice of one sponsorship benefit from: Conference Lunch or Spanish Wine
- Extra delegate registrations at preferential rates of 12%

Sponsorship Options

The engagement of our sponsoring firms is key to running a successful event. Choose from a variety of levels and selected sponsorship opportunities outlined in this prospectus to better enhance your presence at the ULI Spain annual conference.



Silver | €5,000

- Five (5) conference registrations
- Logo recognition in pre and post conference marketing materials including recognition on the event website
- Logo recognition at the event
- Social media exposure
- Use of ULI logo on your company website promoting ULI supporter status
- Extra delegate registrations at preferential rates – 10% discount
- Choice of one sponsorship benefit from Coffee Break or Young Leaders CEO's breakfast

Bronze | €3,000

- Three (3) conference registrations
- Logo recognition in pre and post conference marketing materials including recognition on the event website
- Logo recognition at the event
- Use of ULI logo on your company website promoting ULI supporter status
- Extra delegate registrations at preferential rates – 10% discount

A glimpse to ULI Spain Annual Conference 2024: Thrive on Change



ULI Spain Annual Conference 2024: Thrive on Change

Figures

380+ Delegates
20% Non members
15.7% Young Leaders
56% Corporates & sponsors
65.5% Madrid based
83.5 % Spanish

2 days 4 main sessions
Capital Markets
C´Change decarbonising
Digitalisation
Cities

25 speakers 13 International + 12 local
11 Sponsors + 3 people partners



[Recap: ULI Spain Annual Conference 2024 : Thrive on Change | ULI Spain](#)



ULI Spain Annual Conference 2024: Thrive on Change

Speakers



PANELIST

Naqash Tahir
Executive Director, PGIM Financial Limited



PANELIST

Emmanuel Verhoosel
Chief Executive Officer, Square Sense



PANELIST

Miguel Nigorra
Partner and Co-Head of the Europe Team, Fifth Wall



PANELIST

Adam Burstow
Business Development Executive, Amazon Web Services



PANELIST

Adolfo Ramirez-Escudero
President, CBRE Real Estate S.A.



PANELIST

Sofie Verstraete
Chief Development Officer, Revive World BV



PANELIST

Vanessa Gelado
Managing Director Hines Spain, Hines Europe Ltd



PANELIST

Cristina García-Peri
Senior Partner and Head of Business Development and Strategy, Azora Capital, S.L.



PANELIST

Miguel Pereda
Presidente, Grupo Lar Holding Iberia SA



PANELIST

Javier Solís
Head of EMEA, Real Estate AM, Goldman Sachs Asset and Wealth



PANELIST

Daniel Chang
Managing Director and European Head of ESG, Hines Europe Ltd



PANELIST

Ana Cunha
Strategic Sustainability Advisory and CSR Director, Deerns Group



PANELIST

Felipe Pérez Agustín
Head of Primonial REIM Spain, Primonial REIM



PANELIST

Paul Kennedy
Managing Director, JPMorgan Asset Management



SPEAKER

Carlos Olmos
Founder, OX and uDA (acquired by Alantra), OX Live

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SPEAKER

Juan Velayos
District President, Nebxt

[View in Member Directory](#)



KEYNOTE SPEAKER

Hubert Beroche
Founder, Urban AI
As the founder of Urban AI, Hubert



KEYNOTE SPEAKER

Manuel Muñiz
Provost and Professor of Practice of International Relations, IE University-School of Architecture and Design



KEYNOTE SPEAKER

Simon Durkin
Global Head of Real Estate Research and Strategy, BlackRock



KEYNOTE SPEAKER

Olivia O'Brien
Research Director, Urban Land Institute
Olivia is ULI Research Director. She



PRESENTER

David Goodman
Dean, IE School of Architecture and Design

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Main Contributor:



Gold Sponsor:



Silver Sponsor:



Bronze Sponsor:



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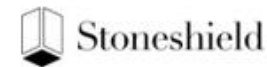
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About ULI Spain

Our Corporate Members and supporters



About ULI Spain

Our Leaders. ULI Spain Executive Committee



Jorge Pérez de Leza
METROVACESA
Chairman ULI Spain



Jordi Soldevilla – BuildingCenter CAIXABANK
Chair Barcelona Council



Inés Arellano
MERLIN



Carmina Ganyet
COLONIAL



Cristina García-Peri
AZORA



Vanessa Gelado
HINES



Jordi Gual
IESE Vida Caixa



Paco Pérez
CULMIA



Adolfo Ramírez- Escudero
CBRE



David Martínez
AEDAS HOMES



Eduard Mendiluce
ALISEDA ANTICIPA



Rafael Pérez Guerra
PWC



Leticia Ponz
UNION INVESTMENT



Susana Rodríguez
SAVILLS



Alberto Valls
DELOITTE



Alfonso Valero
JLL

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ULI Spain
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Thank you for supporting us