



Spain

SPONSORSHIP DECK

ANNUAL CONFERENCE 2026

22 April 2026 | IE University Auditorium | Madrid



Urban Land Institute

The mission of the Urban Land Institute:

Designing the future of our urban and real estate environment with the aim of transforming communities around the world.



AMERICAS 85%:

39,500 members



APAC 6%:

2,800 members



EMEA 9%:

4,800 members

ULI EUROPE:

Belgium

Denmark

France

Germany

Greece & Chipre

Irland

Italy

Poland

Portugal

Russia

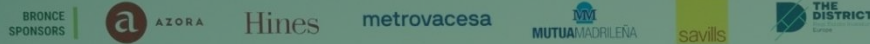
Spain

Sweden

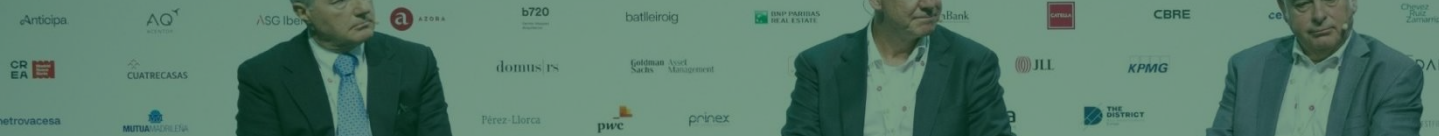
Turkey

United Kingdom

CONFERENCE SPONSORS



ANNUAL CORPORATE MEMBERS



Local & International

- Research and education institute with a global mission, but operating locally.
- ULI Spain: Fourth largest National Council in ULI Europe, after Germany, the United Kingdom and France with + 550 members in Madrid and Barcelona.
- Supported by a multidisciplinary Executive Committee composed of 16 industry leaders.

Our network:

- Young Leaders (25-35): a unique forum for exchange between people aged 25 to 35 who are starting their professional careers.
- NEXT (35-45): connects the next generation of industry leaders.
- Product Councils: Groups for reflection on the exchange of information and practices in the sector, composed of experts grouped by type.

Real Impact Events :

- ULI Spain works for inspiring and bringing value to the industry through high-level events, relevant content, and knowledge sharing.
- Through conferences, forums, and expert-led sessions, ULI Spain focuses on practical, real-world solutions, grounded in data, global best practices, and local market insights.

ULI Spain Executive Committee



Jorae Pérez de Leza
CEO, Metrovacesa, S.A.

ULI SPAIN CHAIR



Cristian Oller
SVP, Head of Asset Management - Southern Europe, PROLOGIS SPAIN MANAGEMENT S.L.

BARCELONA LOCAL COUNCIL CHAIR



Inés Arellano
Director, Merlin Properties



Carmina Ganyet
Corporate Managing Director, Inmobiliaria Colonial Socimi, S.A.



Cristina García-Peri
Senior Partner and Head of Business Development and Strategy, Azora Investment Management



Vanessa Gelado
Senior Managing Director, Country Head, Spain and Portugal, Hines



Enrique Losantos
Jones Lang Lasalle España, S.A



David Martínez Montero
Chief Executive Officer, AEDAS Homes, S.A.



Eduard Mendiluce
Chief Executive Officer, Anticipa Real Estate, S.L.U



Rafael Pérez Guerra
PricewaterhouseCoopers, S.L.



Francisco Javier Pérez
Chief Executive Officer, Culmia



Leticia Ponz
Head Union Investment Real Estate, Union Investment Real Estate GmbH



Adolfo Ramírez-Escudero
CEO CBRE Spain and President CBRE Latam, CBRE Real Estate S.A.



Susana Rodríguez
Executive Director. Head of Living, SAVILLS RE SPAIN, S.A.U.



Jordi Soldevila
CaixaBank



Javier Solís
Head of EMEA, Real Estate AM, Goldman Sachs



Alberto Valls
Partner, Deloitte Strategy, Risk & Transactions, S.L.U.

ULI Spain Corporate members



Becoming a sponsor means ...

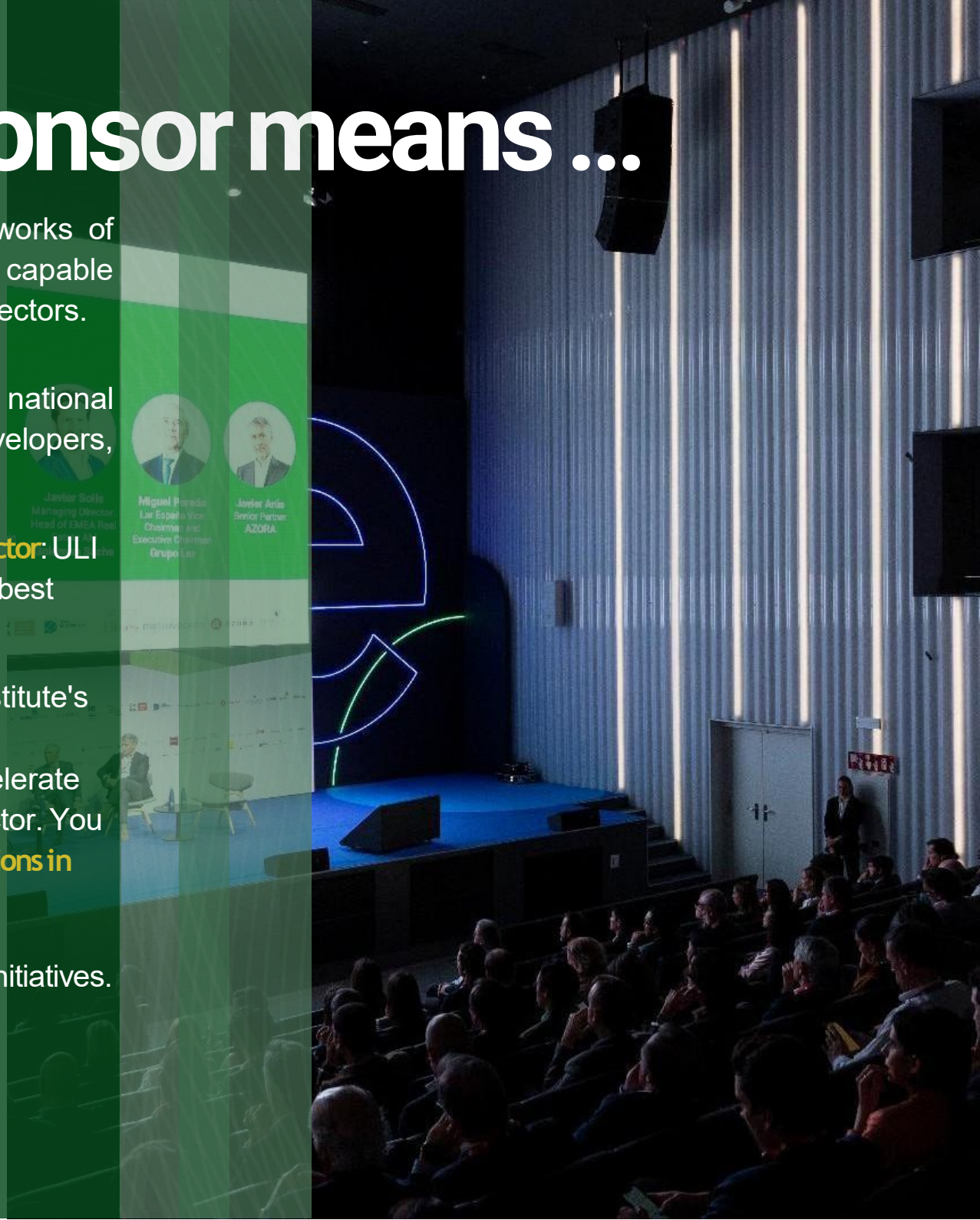
Connect with one of the most active global networks of professionals and leaders in urban transformation, capable of building bridges between the public and private sectors.

Discover participants with very **diverse** profiles, both national and international, including investors, owners, developers, architects, urban planners and consultants.

Contribute to the inspiration and **transformation of our sector**: ULI offers you in-depth global foresight and the exchange of best practices in the field.

Associate your brand and your organization with the Institute's mission: to guide our industry towards sustainable **development**, promote better access to **housing**, accelerate **decarbonisation** and encourage adaptation in the sector. You will also be able to contribute to **training new generations in these areas**.

Support ULI's research and participate in our educational initiatives.



Partnerships Opportunities

Icon €12,000

- Twelve conference tickets for company members, clients,...
- Premium logo visibility at the event (display, protocol material invitations) and in pre and post conference marketing materials
- Logo & short company description featured on the event web
- Benefit of main sponsor on Lunch or Spanish wine
- Opportunity to display corporate literature or company merchandising at the event
- Social Media exposure through ULI Spain channels
- Choice of one exclusive sponsorship in conference plenary session or Pedro de Churruca-ULI Awards
- Extra delegate registrations at preferential rates of 15%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)

Gold €10,000

- Ten conference tickets for company members, clients,...
- Main logo visibility at the event (display, protocol material, invitations) and in pre and post conference marketing materials
- Logo & short company description featured on the event web
- Benefit of sponsorize Lunch or Spanish wine
- Opportunity to display corporate literature or company merchandising at the event
- Social Media exposure through ULI Spain channels
- Choice of one exclusive sponsorship in conference plenary session or Pedro de Churruca-ULI Awards
- Extra delegate registrations at preferential rates of 15%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)



Partnerships Opportunities

Silver €6.000

- Six conference tickets for company members, clients etc.
- Logo visibility at the event (display, invitations) and in pre and post conference marketing materials
- Social Media exposure through ULI Spain channels
- One sponsorship benefit of Young Leaders CEO's breakfast
- Extra delegate registrations at preferential rates of 10%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)

Bronze €3.500

- Four conference tickets for company members, clients etc.
- Logo visibility at the event (display, protocol material, invitations) and in pre and post conference marketing materials
- Extra delegate registrations at preferential rates of 8%
- Use of the ULI logo on the company's website to promote the sponsorship (subject to ULI brand guidelines)



Advantages of sponsoring the ULI Spain Annual Conference 2026

Sponsor ICON (12. 000 €)	Sponsor GOLD (10. 000 €)	Sponsor SILVER (6 000 €)	Sponsor BRONZE (3.500)
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Participation & Engagement

Number of Tickets	12	10	6	4
Sponsorship of Lunch or Spanish Wine	✓ Main Sponsor	✓ Sponsor	-	-
Exclusive sponsorship (Plenary Session or Pedro de Churruca-ULI Awards)	✓ Main Sponsor	✓ Sponsor	-	-
Young Leaders CEOs Breakfast sponsorship	-	-	✓	-

Marketing & Visibility Benefits

Premium/ main logo visibility at the event	✓ Premium	✓ Main	✓	✓
Logo in pre & post-conference marketing materials	✓	✓	✓	✓
Logo + short company description on event website Young Leaders CEOs	✓	✓	-	-
Social media exposure via ULI Spain channels	✓	✓	✓	-
Use of ULI logo on company website	✓	✓	✓	✓
Opportunity to display corporate literature / merchandising	✓	✓	-	-

Sponsors ULI Spain Annual Conference 2026

Main Contributor:



Gold Sponsor:



Silver Sponsor:



Bronze Sponsor:



Agenda

09:00h Young Leaders Leadership Breakfast (YLS Exclusive)

10:30h Reception

11:15h Institutional Opening

11:35h Welcome

- **Jorge Pérez de Leza**, Chair of ULI Spain
- **David Goodman**, Dean, IE School of Architecture & Design
- **Conference moderator: Courtney Fingar**, Founder Fingar Direct Investment

11:50h Session 1: **Keynote speaker. Geopolitics, Macro-economic outlook.**

The Big Picture

- **Sabina Reeves**, Chief Economist and Head of Insights & Intelligence CBRE IM

12:30h Session 2: **Fireside Chat. Cities of the 21st Century**

- **Interviewer: Cristina Mateo**, Associate Dean IE School of Architecture & Design
- **Lord Marvin Rees OBE**

13:10h Session 3: **Roundtable. Office & Retail Resurgence**

- **Carmina Ganyet**, Chief Corporate Officer Inmo. Colonial
- **Vanessa Gelado**, Senior Managing Director, Head of Southern Europe Hines
- **Emilio Colomina**, Head of Real Estate Mutua Madrileña
- **Borja Cirera**, Head of Investments Unibail Rodamco Westfield
- **Susana Rodriguez**, CCO & Head of Living Savills Spain

14:10h Lunch

Agenda

16:00h Session 4: **New Investment Strategies for an Uncertain World**

- **Samir Amichi**, Head of Real Estate Acquisitions Europe Blackstone
- **Andrew Teeling**, Real Estate Investment Norges Bank
- **Cristina García-Peri**, Senior Partner Azora
- **Adolfo Ramírez-Escudero**, President CBRE Spain & Latam

17:00h Session 5: **End Keynote. Disruptive Keynote: How AI is reshaping Real Estate: From hype to competitive advantage**

- **Emilio Portes**, Global Head of Innovation JLL

17:40h **ULI Spain: Shaping the future**

- **Beatriz Toribio**, Executive Director ULI Spain

18:00h **Pedro de Churruca-ULI Spain Awards**

- **Jorge Pérez de Leza**, Chair of ULI Spain

18:35h *Closing Remarks*

18:45h *Spanish Wine*

20:00h **End**



Speakers ULI Spain Annual Conference 2026



KEYNOTE SPEAKER

Sabina Reeves
Chief Economist and Head of
Insights & Intelligence CBRE IM



SPEAKER

Samir Amichi
CEO Head of Real Estate
Acquisitions Europe, Blackstone



SPEAKER

Lord Marwin Rees
Baron Rees of Easton



SPEAKER

Andrew Teeling
Real Estate Investment
Norwegian Bank



MODERATOR

Courtney Fingar
CEO Fingar Direct Investments



SPEAKER

Carmina Ganyet
Chief Corporate Officer
Inmobiliaria Colonial SOCIMI



SPEAKER

Vanessa Gelado
Senior Managing Director, Head of
Southern Europe Hines



SPEAKER

Emilio Colomina
Head of Real Estate
Mutua Madrileña Inmobiliaria



SPEAKER

Adolfo Ramirez-Escudero
Managing Director Spain & Latam
CBRE



CHM

Jorge Pérez de Leza
ULI Spain Chairman
CEO Metrovacesa



SPEAKER

Cristina García-Peri
Senior Partner
Azora



SPEAKER

Borja Cirera
Head of Investments
Unibail Rodamco Westfield



SPEAKER

Susana Rodriguez
CCO & Head of Living
Savills Spain



KEYNOTE SPEAKER

Emilio Portes
Global Head of Innovation
JLL

A glimpse to Spain Annual Conference 2025





Contact



Throughout the year, there are several options and events. Together, we can find the best option for collaboration.

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