



# CEPIF 2008

## 5th CEE Property & Investment Fair - summary

**The 5th anniversary of CEE Property & Investment Fair (CEPIF 2008) ended with huge success. Over two days the Warsaw International EXPO XXI Centre hosted 2972 participants. Thereby CEPIF confirmed and strengthened its leading status among real estate events in Central & Eastern Europe.**

At one place and at one time CEPIF 2008 gathered major regional decision-makers: developers, property agents and managers, investors, local and regional authorities, architects, financial advisors and bankers, lawyers, engineers, analysts and other real estate professionals.

CEPIF 2008 was a series of complementary events organized by the best global standards. This year's edition of CEPIF included the following linked events: commercial exhibition fairs, substantive conferences and seminars, prestigious CEPIF Awards competition and solemn CEPIF Gala Party. Every part of CEPIF 2008 enjoyed huge popularity.

On the first day of CEPIF the TVN CNBC Biznes transmitted live broadcasts from a special assigned studio at the fair.

### **CEPIF Fairs**

Over two days approximately 150 exhibitors presented their hottest offers. Among them there were leading developers: Salwator Group (CEPIF 2008 Main Sponsor), J.W. Construction Holding, Bouygues Immobilier, Caleum Development, Lubasa, PB Margo, Day & Johnson, Taylor Woodrow, Tufan Properties, Mermaid Properties, Wings Development, Verity Development, LC Corp Sky Tower, RD Bud, RED – Real Estate Development, Centrum ZANA, Opal Development, Budopol, Asta Bridge International Property Development and Bulgarian Land Development.

Among the exhibitors one could also meet real estate agents and property managers from DTZ, Savills, Fox Estates, Military Property Agency, TON "Agro" and Davidoff Kleeberg & Maresch.

The brand new trends were sought by consulting and analytic companies like Erison Consulting, ICM, REAG - Real Estate Advisory Group, REVA, IOSIS, Waterman International and BRE Global.

CEPIF 2008 fair was chosen by the Spanish architectural studio Giner & Bono to make its debut with its offer in the CEE region.

Polish cities and regions, which sought new investors, were represented in great numbers. Among them: City of Warsaw, Wielkopolska Agency for Enterprise Development, Pomeranian Regional Development Agency, Lodzkie Region, Voivodeships of Opolskie, Lubuskie and Kuyavian-Pomeranian and cities of: Gdansk, Sopot, Torun, Szczecin, Plock, Elblag, Bogatynia, Czestochowa, Grudziadz, Slupsk, Wodzislaw Slaski, Zagan, Zary, Gryfino, Kozenice. And many more.

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Bilateral associations like the Polish-Spanish Chamber of Commerce or the British-Polish Chamber of Commerce were also present. There were some exhibitors presenting their offers under the aegis of the Russian Federation as well.

Besides them there were some companies indirectly related to real estate industry such as: Pleneria (garden planners), SPEC – Warsaw Heating Company or BWT Poland - Best Water Technology.

One could get an eyeful of such mass media as: BBC World, the International Herald Tribune, TVN CNBC Biznes, Forbes, Newsweek, EurobuildCEE and Rzeczpospolita. Other CEPIF 2008 media patrons were exposed at the special CEPIF Press Room within the exhibition floor.

### **CEPIF Conferences**

CEPIF 2008 Conferences once again enjoyed huge popularity among guests visiting CEPIF at the EXPO XXI Centre. Heated, but still substantive discussions among the speakers broke during some of the parts, which allowed the attendees to keep track of full-profile of real estate experts' opinions. And for yet another year running, the CEPIF conferences took the pride in the stature of their speakers.

The first day was dedicated to presenting situation in major sectors of the CEE industry: residential (presented by: Robert Chojnacki/redNet Property Group), office (Brian Burgess/Savills), warehouse (Tom Listowski/CB Richard Ellis), hotel (Alister McCutcheon/Jones Lang LaSalle) and retail (Renata Kuszniarska/DTZ).

CEPIF conferences' speakers spent the second day presenting the issues of: sustainability (presented by Claire Lowe/BRE Global and moderated by Aleksandra Zentile-Miller/Chapman Taylor International Services), investment strategies in the CEE region (moderated by Przemyslaw Kozdoj/Allen & Overy, A. Pedzich; Neil Lewis/Visiumgroup also presented views of British and Irish investors on that matter) and outside CEE (once again Robert Chojnacki/redNet Property Group). Alex Kloszewski (Colliers) with his guests also examined preparations in Poland and the Ukraine to organizing the European Championship in 2012.

### **CEPIF Seminars**

14 seminars allowed CEPIF 2008 participants to learn something about the issues which at the moment are in the very centre of interest of the real estate community. Among other things, the seminars included the following topics: public-partner partnership applications in Poland (moderated by Joanna Kalecinska/White&Case), revitalization (moderated by Aleksander Hetko/White&Case), public and high-rise buildings (Jose Federico Rodriguez Villacorta and Joaquin Bono Safont/Giner & Bono), property valuation (James Bauer/REAG and Achim Lenzen of Berlin Hyp/Landes Bank Berlin) and law issues (Katarzyna Zaczekiewicz-Zborska/Gazeta Prawna daily) and fiscal aspects of investing in CEE (moderated by Dominik Stojek/Delloite). The series of seminars was ended by the presentations of investment possibilities in the Russian Federation by representatives of Russian authorities.

### **CEPIF Awards**

The winners of the prestigious CEPIF & the International Herald Tribune CEE Best Project Awards were decided. During the solemn Gala Party, crystal statuettes were awarded to the best development projects in 7 categories. All of them were handed to the key players of the CEE real estate community.

Over 100 projects were submitted to the competition. Then internet users chose 5 nominees in each of 7 categories. The winners were determined by CEPIF participants, who on the first day of the event could examine all the nominees at the special stand and cast their votes. The overall sum of filled-in ballot papers amounted to several hundreds.



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The highest acknowledgment in the retail category was gained by Galeria Askana by Caleum Development. International Business Center II won a prize for Quinlan Private Golub in the office category. Catalina Group raised a statuette for the best project in the residential category – Przy Bernardynskiej Wodzie (or At Bernardine's Water). Andersia Tower secured the win of Von Der Heyden Group in the hotel category. The Warsaw Uprising Museum, the investment of City of Warsaw, was chosen the best revitalization project. It is the second time when the CEPIF Award was won by this project - in w 2006 the Museum outclassed its competition as the best community project built after 1989. Similarly, Stary Browar (or the Old Brewery) by Fortis, which in 2006 was acknowledged the best retail centre and this time was acknowledged the best mixed-used project. And last but not least, Panattoni Park Lodz by Panattoni Europe won in the warehouse/logistic centre category.

### **CEPIF Gala Party**

The evening and solemn CEPIF Gala Party in Fort Legionow (or the Legions' Fort) was the climax of the first day of CEPIF 2008 (14 May). It was then when the winners of the CEPIF Awards competition were announced.

A lot of entertainment was guaranteed by the evening's highlights such as: concert of songs by Frank Sinatra along with bartenders' and dancers' shows. Attractive prizes were handed to some of the guests who had left their business cards. At special rooms within the Fort there were other accompanying events going on. The Caribbean was the leitmotiv of the room by redNet Investment – flower chains and exotic drinks provided a unique air to present the newest offers of the Investor Club in this region. The room occupied by Giner & Bono's architects had a distinctive design and all was surrounded by bubbles. In the Warsaw Voice's room one could taste some vintage wine and cheese. TMF, one of the evening's sponsors, prepared an eye-catching water tunnel at the entrance and champagne with strawberries and chocolate fountain inside. The party could not do without the disco, thanks to which a great number of guests enjoyed themselves until late in the night.



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