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# RealGreen

Innovation is foresight

## BUSINESS LEADERSHIP SYMPOSIUM & FAIR

17<sup>th</sup> April 2012 | Warsaw Marriott Hotel

Uncovering the business case  
for green building & CRE investment  
in emerging Europe

SILVER PARTNERS

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- EC Harris
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Awards voting supervised by **Deloitte**.

[www.CEEQA.COM](http://www.CEEQA.COM)

# UNCOVERING THE BUSINESS CASE FOR GREEN BUILDING: GREEN OFFICE

The steep rise in the past two years of green certified office buildings in central & eastern Europe is no coincidence.

Globally, the demand dynamics for state-of-the-art energy saving, emissions reducing, work-style enhancing buildings are shifting rapidly as major tenants become increasingly attuned to positive and measurable workforce impact in addition to corporate responsibility profile benefits, giving investors a clearer view of asset management and exit payback.

Regionally, as fear of the 'green premium' in an arena of tighter financial margins is being eroded by technical innovation and quicker payback through operational cost savings, the advantages of prime urban development capacity coupled with extreme weather conditions as drivers of quality and innovation are moving the emerging Europe CRE sector more quickly to the point where Class A and Green are synonymous.

Imminent EU public policy directives will serve only to sharpen this drive and speed the sector along the curve to becoming a showcase arena for innovation in the business case for green building.

In 2012 CEE Insight Forum plans to expand its vision and scope to present a whole day symposium devoted to examining the hard edge business case for green building and the unique characteristics, challenges and opportunities provided by the emerging Europe market place.

Following the success of our GREEN DEBATE series of business leader insight forums, the first **RealGreen** symposium & fair will include:

## EXECUTIVE INSIGHT

Our traditional executive level insight forum format of lead presentations and debate around key issues and trends in the global market place, and their relevance to the business case for green building in emerging Europe, will include presentations and panel debates led by key global thought leaders and pioneers in the area of sustainable development.

## KNOWLEDGE SHARING

Breakout discussion groups and workshops focusing on specific issues and questions raised by the forum.

## PROMOTION & CLIENT CONTACT

An exhibition zone profiling green building innovations, projects, services and advisory.

## REALGREEN AWARDS

Four new CEEQA awards will be presented at the symposium for business achievement in green building (see [www.ceeqa.com/awards](http://www.ceeqa.com/awards) for details and entry forms).



*Don't get left behind. Join an outstanding cast of the sector's top thought leaders, innovators and business minds for a full frontal assessment of progress and potential for green building and CRE investment in the emerging Europe market place.*



# SYMPOSIUM PROGRAMME AND SPEAKERS

## ADVISORY PRESENTATIONS

Lauralee Martin | Global Chief Operating & Financial Officer JONES LANG LASALLE

**Future Proof** How to enhance value and future proof real estate assets.

Caroline May | Partner – Environment, Safety & Planning NORTON ROSE

**Sustainability Price Tag** Evaluating regulatory and policy drivers.

Nick Hayes | Head of Sustainability EC HARRIS

**State of Play** A deep dive assessment of operational cost savings delivered by green building best practice and its impact on the overall business proposition in 2012.

## OWNER & TENANT CASE STUDIES

Karol Bartos | Country Manager Poland MGPA

**Prospecting for Gold** 'Exit value' business logic and implementation of the green retrofit of RONDO 1, the first skyscraper in Europe to receive the LEED Gold certificate in the 'Existing Buildings' category.

Martina Williams | Director, Regional RE Manager CEE & Germany DEUTSCHE BANK

**Green Office Bright Future** Insight into the tenant value proposition and sustainable office strategy of a global occupier.

Bas Boorsma | Director IBS Group – Urban Innovations Team, CISCO SYSTEMS

**Smart Work Strategies for Communities:** Lessons from the application of Cisco Systems' Smart Work Center in Amsterdam.

## PANELISTS & DISCUSSION GROUP CHAIRS

Roger Andersson | Country Manager SWEDECENTER

David Allen | Managing Partner CEE CHAYTON CAPITAL

Luciano Capaldo | Chairman RICS EUROPE

David Hitchcock | Head of UK & EMEA - Building Consultancy CBRE

Devin Sailor, Director Green Building Certification Services COLLIERS INTERNATIONAL

Daniel Harris | Managing Director - Investments TRISTAN CAPITAL PARTNERS

Nicklas Lindberg | Managing Director CEE, SKANSKA COMMERCIAL DEVELOPMENT EUROPE

Ulrich Schweig | Head of Technology Center Sustainable Construction STRABAG

Hadley Dean | Managing Partner Eastern Europe COLLIERS INTERNATIONAL

Jeroen Van der Toolen | Managing Director CEE GHELMACO

## DISCUSSION GROUPS

Future Proofing & Risk Mitigation: JONES LANG LASALLE

Policy & Regulatory update: NORTON ROSE

Nuts & bolts of the bottom line: EC HARRIS

Tenant response to a green future: COLLIERS INTERNATIONAL

Rents & Values: RICS

Future Thinking, the Road to Deeper Green: SKANSKA COMMERCIAL DEVELOPMENT EUROPE

*Symposium include coffee breaks sponsored and networking lunch.*



# 9<sup>TH</sup> ANNUAL CEEQA GALA & INDUSTRY AWARDS

Awards voting supervised by **Deloitte**.

## RECOGNISING & PROMOTING BUSINESS EXCELLENCE

RealGreen is part of the Central & Eastern European Real Estate Quality Awards, the main industry awards and flagship annual event for the emerging Europe real estate sector.

Organised by CEE Insight Forum in association with the Financial Times and key industry partners, CEEQA's coverage extends across 18 countries in central and southeast Europe recognising business excellence and showcasing the achievements of the sector to the international investment arena. The awards are widely recognised as the sector's most respected monitor of achievement. They are free to enter, transparent and objective and are judged by a jury panel of senior representatives of market leading companies supervised by globally respected consulting firm Deloitte.

The CEE INSIGHT series of business leader summits and forums throughout the region have also led market opinion and debate on market shaping issues and trends in the context of the wider economic and business landscape, from investment and development trends to finance, the economy and sustainability.

## PREMIUM KNOWLEDGE & NETWORKING

The annual CEEQA Gala & Industry Awards event held in Warsaw each spring is firmly established in the sector calendar as the black tie gathering of the year for real estate business leaders, and one of Europe's premium real estate events. More than 600 company owners and directors from more than 40 countries

gather to celebrate the achievements of the sector year and to experience CEEQA's unrivalled hospitality and world class entertainment, hosted by veteran Polish TV presenter and CEEQA host Monika Richardson.

**Gloria Gaynor Live at MIPIM.** On 6th March, for the first time the short list for the ninth edition of the awards will be announced at a special event on the opening night of MIPIM 2012 in Cannes. Jointly hosted by Elite Partners Jones Lang LaSalle and Colliers International, the event will include a live performance by soul disco legend Gloria Gaynor.

**CEEQA Gala & RealGreen Symposium.** On 17th April in Warsaw during the day, CEE Insight Forum will host the first RealGreen Symposium & Fair. A cast of regional and international business leaders and experts will debate and discuss the business case for green building in the region, current progress and future solutions, including an exhibition of green building ideas and services. The event will be followed in the evening by the CEEQA gala dinner and awards ceremony, all gala ticket holders will receive free entry to RealGreen. (For more information about RealGreen visit [www.ceeqa.com/realgreen](http://www.ceeqa.com/realgreen).)

### HOSTING PARTNERS



## CEEQA@MIPIM

6<sup>th</sup> March 2012 (evening)  
 Awards Shortlist Announcement  
**COMPLETED**



17<sup>th</sup> April 2012 (all day)  
 Warsaw Marriott Hotel  
 GREEN BUILDING SYMPOSIUM & FAIR

## 9<sup>th</sup> Annual CEEQA Gala & Industry Awards

17<sup>th</sup> April 2012 (evening)  
 Warsaw Marriott Hotel  
 GALA DINNER & AWARDS CEREMONY

### MAIN SPONSORS



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### ORGANISER



MAIN BALLROOM  
Real Green Symposium Hall

PARMIZZANO'S RESTAURANT  
Real Green Luncheon Hall

GARDEROBE

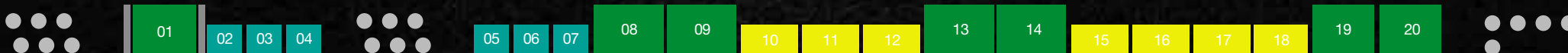
ENTRANCE

EXIT

BAR & BUFFET  
CATERING 1  
Luncheon & Coffee  
Breaks

BAR & BUFFET CATERING 3  
Luncheon & Coffee Breaks

BAR & BUFFET CATERING 2  
Luncheon & Coffee Breaks



### Exhibition Stand Layout Options

- Stand Type A: 4m x 3m
- Stand Type B: 3.5m x 2.5m
- Stand Type C: 3m x 1.5m
- Stand Type D: 2m x 1.5m

All exhibition stands come with the following basic supplies: white fascia (company name), white walls, carpets, 2x spotlights, 1x table and 2x chairs, 1x standard info counter. For a list of additional options and prices exhibitors may use their preferred supplier or benefit from CEEQA's preferred supplier and enjoy smoother organisation as well as attractive discounts. See next page for full price list.



# EVENT TICKETS & EXHIBITION STAND APPLICATION

Exhibitors can choose from a range of additional materials and equipment to enhance their stand. For special stand designs and equipment not included in this list we can also assist with concept and delivery provided orders are placed before 21st February 2012.

The **RealGreen** exhibition zone will remain in place throughout the day and into the evening, with full exposure to the CEEQA Gala audience. Therefore exhibitors are advised to plan for service personnel for the stands from 8.30am to 2am on the date of the event.

## Book Event Tickets

### REALGREEN SYMPOSIUM & FAIR

9am-4.30pm including lunch, Warsaw Marriott Hotel

Expert presentations, debate, workshops, exhibition and luncheon examining the business case for green building in emerging Europe. Note: Free access for all CEEQA Gala ticket holders

- 1 Ticket: (EUR 385)
- 4 Tickets: (EUR 1,200)
- 10 Tickets: (EUR 2,800)

### CEEQA GALA DINNER & AWARDS CEREMONY

7pm-Late including lunch, Warsaw Marriott Hotel (black tie)

Emerging Europe's premier gala dinner & industry awards for business performance & achievement in real estate in 2011

- 1 Ticket: (EUR 585)
- 4 Tickets: (EUR 2,185)
- 10 Tickets: (EUR 5,500) Includes 1x table with company flag
- 20 Tickets: (EUR 9,750) Includes 2x table with company flags

## Exhibition Stand Layout Options

- Stand Type A: 4m x 3m      € 2500
- Stand Type B: 3.5m x 2.5m      € 1900
- Stand Type C: 3m x 1.5m      € 1100
- Stand Type D: 2m x 1.5m      € 700

**Note: Prices do not include 23% VAT.**

ADDITIONAL EQUIPMENT PRICES	
○ Chair	PLN 80
○ Round table	PLN 120
○ Bar stool	PLN 95
○ Kitchen cupboard	PLN 120
○ Podium: 100 x 100 x / 50; 70; 100	PLN 132
○ Podium: 100 x 50 x / 50; 70; 100	PLN 108
○ Tall showcase in Octanorm	PLN 800
○ Company logo	PLN 240
○ Refrigerator	PLN 350
○ Shelf ( 97cm x 23 cm)	PLN 52 / 1 piece
○ Storage rack	PLN 160
○ Coat hanger (in Octanorm)	PLN 27
○ Electrical socket	PLN 52
○ Colour walls (covered with Oracal foil)	PLN 40 / sq.m.
○ Printouts prepared on the basis of electronic materials received from exhibitor	PLN 190 / sq.m.
○ Waste bin	PLN 15
○ Spotlight	PLN 78/ 1 piece
○ Store room 1m x 1m closed with folding doors	PLN 380

