



**Date: 24 of September**

Location: Swissôtel Wellness Resort Alatau Almaty 5\*

Expected number of participants: 150+ people

Event organizer: KAZAKHSTAN NETWORKING PARTNERS, CREW Central Asia

The main goal for each developer and owner of real estate is to get the maximum profit from the object. Every year the owners approach the process of building management more competently and thoughtfully. The profitability of the facility depends on the level of professionalism of the management and operating company. In the plane of service and quality of service, the level of professionalism of each manager is considered.

The format of the business program for the management and operation of real estate objects - with an emphasis on the practice and applicability of the information received in the work. Moreover, 80% of the programs are real cases on commercial, office, and residential real estate. Traditionally, we will gather on one place more than 150 managers of the property & facility sector, owners of real estate objects and their representatives, development directors and sales departments from companies of large and medium-sized businesses in the real estate sector, asset management in Kazakhstan, Uzbekistan and Kyrgyzstan. Our speakers are local and international experts and also specialized associations.

**09.30-10.00 REGISTRATION**

**10.00-10.30 OFFICIAL OPENING OF THE FORUM**

#### **HALL 1. Market Review**

*Economic and political upheavals affect the temperature in the business environment. In addition, every owner of the object today is concerned about the issue of profitability. What decisions and figures prevail today? With what results does the year end for the Kazakhstan market? The key points of facility management, security and comfortable service for customers will be touched upon through case studies and a three-way discussion.*

**10.30-11.00 Numbers. Analysis. Decisions. The real estate market after the sanctions. How has the geopolitical situation affected the real estate market in Central Asian countries?**

#### **Key issues:**

- The situation in the real estate market of Kazakhstan
- Relaxation factor: what is new in these conditions offered by the market of flexible offices, shopping centers, warehouses?

#### **SPEAKERS:**

- Semyon Yurchenko, Executive Director of Cushman & Wakefield Kazakhstan

#### **11.00-11.35 Shopping center/SEC**

**Attracting and retaining tenants in Shopping malls. The dialogue of "Tenant-Owner-Management Company".**

#### **SPEAKERS:**

- Alexey Hegai Partner, CEO of TSPM Management Company
- Baurzhan Bisembayev, Director of Cinemax
- Maria Shishkina, Director of the TSPM Rental and Development Division.
- The owner of the shopping center from Aktobe, the case of the company TSPM.

**Q&A**



**11.35-12.05 COFFEE BREAK**

**12.05-12.45 Market Review. Development of a new format. We will discuss about new approaches in object management, the specifics of regions and strategies with outdated concepts of commercial objects.**

**Key issues:**

- Strategies for working with outdated office center concepts
- With what new services and how to retain old ones, but also attract new tenants?
- Management and operation of facilities in the region. Potential and new opportunities
- Outdated, almost new and under construction: how to develop retail facilities when the market is down?
- How to carry out the reconstruction /renovation without closing the object?
- New formats, tenants' requirements, city services, their commercial and technical conditions of accommodation.
- Development of a new format: Education, Entertainment and Business.

**12.45-13.00 Q&A**

**13.00-14.00 LUNCH BREAK**

**14.00-15.30 WORKING GROUPS AND SESSIONS IN PARALLEL SMALL HALLS**

<b>HALL 1. Market Review</b>	<b>HALL 2. Profit</b>	<b>HALL 3. Improve.</b>	<b>HALL 4. SOLUTIONS</b>	<b>HALL 5. Learn</b>
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**HALL 1. Market Review**

**ROUND TABLE. Topic: Energy efficiency. "Green" cases and cost optimization due to current trends in the world on environmental friendliness**

*Operating costs have recently become increasingly important for tenants and owners of commercial real estate. In conditions of economic and political turbulence, rising prices for materials, rental rates, optimization of operating costs is the main task of the management company.*

*How to reduce operating costs and expenses, but at the same time improve the comfort and quality of facility management? Cases, discussions, problems of the introduction of "green" culture.*

**Questions for discussion:**

- How to convey the corporate values of the company with the help of design.
- "Green" trends and technologies
- Principles of sustainable development in commercial projects
- The impact of ESG trends on the development market of Central Asian countries

**Main speakers:**

- Yulia Yakupbaeva, Partner of GPI Group
- Leonid Volokh, Co-founder of Lynks Property Management
- Peter Lesin, Director Eurotherm.kz
- Free slot

**HALL 3. Improve. Real estate marketing**

**Questions for discussion:**

- How has the market of marketing technologies changed over the past year
- Which functionality of marketing services turned out to be the most popular among marketers in real estate?
- Communication strategy: personal approach to the buyer
- Communication with the client: a new level of openness

**SPEAKERS:**

- Mila Tkachenko, Head of the TSPM Communications Department.
- Madina Seisengalieva, Commercial Director of Nielsen Kazakhstan
- Arthur Tantashev, Commercial Director of PMG Group\*
- Speaker to be specified\*

**HALL 2. Profit. Round table. Asset management Round table on non-core asset management**

*Participants: Representatives of the banking sector, company executives, financial directors, corporate lawyers, tax specialists, risk managers, heads of departments for the sale of non-core assets, lawyers and lawyers of consulting and audit companies, representatives of the valuation community, independent consultants.*

**Questions for discussion:**

- Valuation and sale of non-core assets: the view and position of a consulting company, an overview of the market of non-core assets, problems
- Asset management: practice and foreign cases
- Non-core assets from the bank's point of view: accounting, management, redevelopment and reconstruction features
- Creative ways of structuring and packaging non-core assets

**Hall 5. Learn. Formation of expertise within the country: Difficulties of recruitment and retention of personnel. Session on training and retraining of employees in the field of real estate management.**

**Session Partner: BI University**

**Key topics:**

- How to search, select personnel in the real estate sector? What is the turnover in companies in the real estate management market? All the pros and cons of hiring an expat.
- Educational portfolio management
- Self-learning company: How to cultivate and retain the best staff?
- The value of the Object Manager's profession
- All about the "Wow Service" or How the right service at the facility replaces the marketing department

**SPEAKERS:**

- Olga Baskayeva, Director of BI University
- Aliya Serikpaeva, Director of Real Estate Business School
- Property Management Group\* Speaker for approval
- TSPM\* speaker on approval
- Marden Property\* Speaker on approval

**15.30-16.00 COFFEE BREAK, networking activities, company presentations, sweepstakes**

**16.00 -17.00 WORKSHOP - together with RED Central Asia – a closed club of developers and developers of residential real estate in Central Asia**

**TOPIC: How to sell more expensive - a modern strategy for managing sales of residential real estate - residential and profitable real estate**

*Why are some residential projects, having equal parameters, sold quickly and expensively, while others are less successful? Today we need not only a competitive concept of the project, but also a correct strategy of marketing*



*and sales communication with the target audience. The right “packaging” of the project and the right communication for customers. And also - excellent service for both: sale and after-sale.*

*PURPOSE: to work out successful strategies and techniques with participants in a practical format - speaker's speech + examples/cases + task for participants*

**Speaker: Viktor Zaboenko, Co-founder of Everpoint, official representative of RED Community UA**

**Topic: How to sell expensive:**

1. The formula for a successful project is cases: how to pack, sell, how to make, how to create a match between a seller and a buyer
2. For what customers are willing to pay more
3. Sales management: customers and managers
4. Packaging and sales system

**Speaker: Ksenia Dranga, Project Manager of Ribas Hotels Group**

**Topic: Profitable housing with hotel service - how the service helps to sell devices**

1. How to build a service strategy for the target audience of the project - basic parameters and unique “chips”
2. How to calculate the cost part of the service component?
3. How to maintain a balance between service and costs in order to remain profitable?
4. How to make money on the service - from the investor to the end user of the devices
5. How the service helps apartments compete with the rental housing market.

**17.00-17.30 Break**

**17.30 Official end of the forum. DINNER. Awarding the title and international certificate of CPM – “certified property manager” to property managers of Kazakhstan from the International Institute of Real Estate Management IREM.**