



PRESS DOSSIER

BARCELONA MEETING POINT (BMP 2019)

23rd International Real Estate Fair

16 - 19 October 2019

Hall 8. Montjuic-Plaza España venue, Fira de Barcelona

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Hall 8. Montjuïc-I Trade Fair Area at the Fira de Barcelona (Plaza España)
16 – 19 October 2019

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| Title: | BARCELONA MEETING POINT 23rd International Real Estate Show & Congress |
| Object: | Monographic real estate exhibition that brings together the national and international real estate development industry |
| Date: | 16 - 19 October 2019 |
| Venue: | Hall 8 |
| Character: | Professional & General Attendance |
| Congress: | 16 -18 October at Hall 8 (50 sessions with more than 150 internationally renowned speakers) |
| Participating companies: | 280 companies from 26 countries |
| Square meters occupied: | 22,000 square meters |
| Periodicity: | Annual |
| Edition | 23 rd |
| Schedule: | Wednesday 16 th and Thursday 17 th : From 9 a.m. to 7 p.m. Friday 18 th and Saturday 19 th : From 10 a.m. to 8 p.m. |
| Organizer: | Consorci ZF Internacional, S.A.U. |

BMP 2019 NOVELTIES

1. Barcelona Meeting Point will celebrate its 22rd edition

Created in 1996 by **El Consorci de la Zona Franca de Barcelona**, **Barcelona Meeting Point** (BMP) will become 23 years in this edition. BMP is the most important professional and international real estate exhibition in Spain and a world reference for the sector in the Autumn. BMP 2019 will be a faithful reflection of the wide innovation process that is taking place in the real estate industry in Spain. Barcelona Meeting Point is facing a period of great changes to lead the new real estate sector and to increase even more its international relevance. One of this present edition's novelties is that it will concentrate all its offer in just four days, from Wednesday to Saturday, reducing costs for the participating companies and intensifying the fair's activity.

2. Novelty! A new logo adapted to the new times

Barcelona Meeting Point presents in this new edition a new logo adapted to the new times while making a nod at the city of Barcelona. After 23 editions, Barcelona Meeting Point is presenting a new logo and has changed its corporate color using the color of the city of Barcelona, red. At the same time, it places special emphasis on the word BMP, the acronym for Barcelona Meeting Point, whereby everyone knows the most outstanding International Real Estate Fair in Spain. An image that is based on one of the architectural icons, which have undoubtedly marked the structure of the city of Barcelona, making it a reference as an organizational structure model worldwide as is the case of the apple structures of the Eixample neighborhood defined in the Cerdà Plan. The new BMP logo also places special emphasis on the fact that the fair is the meeting point par excellence of the real estate sector.

3. BMP Startup Innovation Hub

After last year's success, BMP 2019 will once again deliver the **BMP Startup innovation Hub**, an exhibition area where more than 50 startups in the sector will present disruptive solutions that have a direct impact on real estate and are redefining the way in which deals are done. The **Barcelona Meeting Point Startup Innovation Hub** will bring together large companies, potential partners and investors with the participating real estate startups in a single space. Within this area the exhibition offer will be grouped by the following sectors of action: Emerging real estate financing services; technologies to make cities and buildings more efficient; energy efficiency and new construction formulas; Marketplaces and technologies that are facilitating new

ways of living; and new trends and innovations that are opening new business opportunities in the sector.

Among the more than 50 participating startups a jury formed by prestigious professionals has chosen **Daysk** (Spain), **Deepki** (France), **Greencatch** (Spain), **Orse** (Netherlands) and **Viviendea** (Spain) as the finalists of the BMP Award for Best Startup. BMP will deliver this important award to recognize the best startup present at the fair. At the same time, the five selected projects will also be published in the Barcelona Meeting Point startup directory with the best startups of the year.

4. Second edition of the Startup Acceleration Fair Program

Barcelona Meeting Point is the only Spanish real estate fair that has an acceleration program aimed at startups. The 10 best startups participating in the Startup Innovation Hub will participate in the six-month “**BMP Accelerator Program**”. This **real estate accelerator** will provide them with the tools to identify, develop and create market opportunities, provide methods that facilitate the internationalization of these business initiatives, encourage investment in startups and to increase networking with potential corporate partners. This acceleration program, which will celebrate its second edition, is promoted by **El Consorci de la Zona Franca de Barcelona** and directed by **La Salle Technova**.

5. BMP Congress

BMP will once again deliver prestigious International International Congress, where the current affairs of the sector will be discussed, with the collaboration of institutions of local and global relevance. The most local and international renowned real estate associations in the sector, such as **APCE, ESADE, IESE, RICS, La Salle Technova, WIRES or the Urban Land Institute (ULI)**, have collaborated in the preparation of the BMP Congress' program

The BMP Congress will have 4 conference rooms, more than 150 sessions and more than 50 speakers. Within the BMP Congress, hot topics for the sector will be discussed, such as PropTech, Logistics Real Estate, Investment and real estate management, Mediterranean Real Estate Forum, Smart Cities, Market Transformation, Mobility and Residential.

6. Novelty! The future of housing policies

Everyone must have the right to have access to decent housing that corresponds to the different stages of each one's life, to their family, economic and social situation. To this end, the criteria must be established to ensure the coherence of public and private housing development and restoration actions with public economic, social and urban

development policies, to reach a significant supply of housing for social policies, especially focused on the different official protection housing modalities, which is territorially balanced, adapts to the diversity of personal and family situations, the diversity of functional capacities and the territorial, urban and socioeconomic diversity that justify it and pay special attention to the groups that suffer exclusion or risk of exclusion, for structural or cyclical reasons, in access to the housing market.

Sensitized by the housing access issue, APCE in collaboration with El Consorci de la Zona Franca de Barcelona, will organize an interesting discussion table on Thursday, October 17 at 11:30 on the "Future of housing policies". This discussion table, which will take place at the stand of El Consorci de la Zona Franca de Barcelona, will be moderated by **Elena Massot**, Vice President of APCE, and will feature the participation of **Ángela de la Cruz**, Deputy Managing Director of Urban Policies of the Ministry of Public Works, **Judith Guifreu**, Director of the Housing Agency of the Generalitat de Catalunya, **Lucia Martín**, Minister of Housing and Rehabilitation of the City of Barcelona, and **Amadeu Iglesias**, Director - manager of IMPSOL, Metropolitan Area of Barcelona. **Pere Navarro**, Special Delegate of the State in the El Consorci de la Zona Franca de Barcelona, and **Lluís Marsá**, President of APCE, will make the opening of this interesting meeting.

7. Novelty! New retail challenges

Barcelona Meeting Point 2019 will also claim **the role of women in a sector traditionally as masculine as the real estate one**. In this regard, on Thursday, October 17, Barcelona Meeting Point will host **a round table discussion organized by the WIRES** (Women in Real Estate Spain) association that aims to promote the presence of women in real estate. **BMP 2019** will try in this way to boost the role of women in real estate companies, creating a showcase so that the activity of this association can be made known and its activity expanded.

"New retail challenges" will be the title of this discussion table that will be moderated by **Dolors Jiménez Varas**, Business Development Manager, Advisory Real Estate of Gesvalt. This WIRES meeting will be attended by **Paloma Bergós**, Commercial and Investment Director in Catalonia of Casacuberta Inmuebles, **Jordi Salvador**, Director of Expansion of the Northern and Mediterranean Area of Leroy Merlin, **Pilar Riaño**, Director at Moda.es of Cinnamon News, **Fernando Tendero**, Managing Director of Expansion of Real Estate and Construction ALSEA, **Laetitia Ferracci**, Director of Operations of Unibail-Rodamco-Westfield, and **Muntsa Vilalta**, General Director of Commerce of the Generalitat de Catalunya.

8. Novelty! Challenges and trends of the logistics / Industrial real estate sector

The industrial and logistics real estate sector, the so-called logistics real estate sector, will also be present at Barcelona Meeting Point with an outstanding session. On Friday, October 18 from 9.30 am to 2 pm, Barcelona-Catalunya Logistic Center (BCL) will organize the session “Challenges and trends of the logistics and Industrial real estate sector”. Leading professionals such as Ignasi Sayol (Pimec), Francisco Jiménez (Deloitte), Javier Inchauspe (Merlin Properties), Jordi Torrent (Port of Barcelona), Josep M^a Cruset (Port of Tarragona) and Xavier Farriols (Energy Factor) will participate in this session that It will give us the keys to the future of logistics and Industrial real estate.

9. Novelty! BMP is committed to promoting networking

One of the highlights of the next edition of Barcelona Meeting Point is the emphasis that the lounge will give to international networking. As its name implies, Barcelona Meeting Point carries stands out as a point of reference for the real estate sector that serves to attract large international investors and foreign companies that want to do business in Spain. At BMP, they can become acquainted to the industry leaders.

Another of the tools that BMP 2019 offers the exhibiting companies to generate the greatest number of business opportunities is the so-called “**Match & Meet**”. The BMP organization carries out a preliminary questionnaire to all the fair visitors to know their real estate needs in advance and, depending on them, puts them in contact with all the exhibiting companies that can provide them with the solution they require. In this way, BMP visitors can directly contact the exhibiting companies they are interested in and manage a meeting during BMP to make the most of their visit.

BMP 2019 will also have a new App that will promote networking, contacts and business meetings. All participating companies will be able to contact all the assistants and speakers of the BMP Congress that is held within the fair, through an instant messaging system that is incorporated into the 2019 BMP App.

10. Novelty! A fair closer to citizens

BMP 2019, as part of its aim to give voice to the needs and worries of citizens, professionals and institutions, as well as to serve as a tool to implement solutions, will present this year a change in its approach, opening its venue and contents to the citizens. This evolution may be observed in the real estate talks to take place on the

19th of October, that will deal with the current problem of access to housing or, above all, to all that needs to be known at the time of buying or renting an apartment (contract, financing...) To note this evolution towards the social sectors, BMP 2019 has offered a free entry to all visitors that register through its web page before the 12th of October.

11. Novelty! Several activities for the general public

Barcelona Meeting Point 2019 has expanded and reinforced its program of activities aimed at the general public. Within this complete program of activities, the following should be noted:

- **Family Area:** Barcelona Meeting Point will have an area dedicated to families with several environments offering different activities (workshops, areas of interaction between parents and children, competition between architecture students to present a project ...). This area is sponsored by SALAS.
- **Draw of € 2,000:** BMP will conduct a draw of € 2,000 among all the public attending to reform or decorate the house. This prize must be invested in the furniture or renovation services offered by one of the exhibiting companies at the DecoReform Point in Barcelona Meeting Point. All visitors to Barcelona Meeting Point 2019 who subsequently fill out a satisfaction survey and accept access to the draw can participate in this raffle.
- **Auction of furniture:** BMP will carry out a furniture auction with the furniture exhibited by the companies participating in the DecoReform Point. This auction is scheduled to take place on Friday, October 18 from 5 p.m. to 7 p.m. and on Saturday, October 19 in the same time slot.
- **BMP Talks:** BMP will hold a series of free-of-charge real estate talks for citizens. In these talks, citizens can answer questions and know all those aspects that must be taken into account when buying or renting any real estate product.
 - o 10:40h – The secrets for buying a home at the best prices. How can you get to know the exact value of your home? By ST Sociedad de Tasación
 - o 11:30 – Talk delivered by Kave y Homify
 - o 12:20 – Why a Real Estate Shopper, by Fotocasa
 - o 13:10 – The challenge of developing affordable housing, by Salas

12. Novelty! DecoReform Point

A new space specifically aimed to companies in the industry of refurbishment, interior design and furniture -both for homes and offices-, commercial premises or buildings.

Barcelona Meeting Point thus becomes the only fair in Spain that offers an area of these characteristics, whose objective is to offer a comprehensive service to all visitors, both for professionals and for the general public. DecoReform Point will welcome real estate agents, developers or architects as well as citizens who wish to buy or rent a home, since it will require decoration and, in the case of a second-hand property, it is highly likely that it will also need refurbishment . For that reason, BMP will also have an exhibition area dedicated to furniture because it understands that it gives a plus to the fair and generates an additional interest to the final buyers. Those who go to Barcelona Meeting Point to buy or rent a home will have the opportunity to “dress” their house advised by professionals in the sector.

13. BMP Gala Dinner and 2nd BMP 2019 Awards

The BMP Gala Dinner will take place on the night of Tuesday, October 15, which will be the prelude to the 23rd edition of the International Real Estate Fair of reference in Spain in the Autumn. The BMP Gala Dinner will be held at the Casa Llotja de Mar in Barcelona and will be attended by authorities, institutions, Presidents, CEOs and Managing Directors of leading companies in the sector. The BMP Gala Dinner will be the framework to present the Barcelona Meeting Point Awards which in this edition will recognize the real estate startup that has grown the most in the last year (ScaleUp Award), the best innovation in the sector, the best real estate project in the Mediterranean (BMP Mediterranean Award), and the largest real estate transformation.

ORGANIZING COMMITTEE

BARCELONA MEETING POINT 2019

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