

IT WILL BE HELD IN DFACTORY BARCELONA FROM 3 TO 6 OCTOBER

## **BNEW Real Estate becomes the sector's benchmark event**

- The event organized by the **ConSORCI de la Zona Franca de Barcelona** (CZFB) has **Servihabitat, Incasòl, Deloitte, Savills, JLL, CBRE, Colonial** or **Accenture**, among other companies, as sponsors.
- The economist Gonzalo Bernardos, the president of APCE, Xavier Vilajoana, and the president of the Asociación Nacional de Agentes Inmobiliarios de España, Vicenç Hernández, among the outstanding speakers of the event.
- During the meeting, the new approach of the Barcelona Meeting Point (BMP) will be announced, which will resume its celebration in 2023 reaching its 24th edition.

**Barcelona, July 14, 2022** – The third edition of the **Barcelona New Economy Week (BNEW)**, promoted by the Consorci de la Zona Franca de Barcelona (CZFB) and which will take place at DFactory Barcelona from October 3 to 6, will bring together the main players in the real estate sector in its **BNEW Real Estate** event. Currently it already has the sponsorship and participation of representatives of **Servihabitat, Incasòl, Deloitte, Savills, JLL, CBRE, Colonial** or **Accenture**, among other outstanding companies.

The event will become the main meeting of the sector, in which different topics will be addressed under the axes: macroeconomics, investment, residential, commercial real estate, sustainability – Smart cities and Proptech. On Monday, October 3, **public-private collaboration in the field of housing in Spain and Catalonia** will be valued, as well as 22@ as a focus of talent and investment. The second day of the meeting, Tuesday,

October 4, will delve into **social housing and affordable rent**, in addition to **urban management**. On Wednesday, October 5, **ESADE-ULI** organizes within BNEW Real Estate the session "Is the real estate sector the opportunity in periods of uncertainty?". Finally, the morning of Thursday, October 6, will be allocated to **PropTech** with the focus on aspects such as the revolution of the real estate sector in the metaverse, tokenization and crypto in Real Estate, and "fintech: connecting the financial future". The event will focus on the social aspect of the sector with the session "social innovation in housing".

To this end, **BNEW Real Estate** will have top-level *speakers* such as the economist **Gonzalo Bernardos**, the president of the Board of the Official Associations of Real Estate Agents of Spain, the Coapi of Barcelona and the Real Estate Agents of Catalonia Association, **Gerard Duelo**, the president of the Asociación de Promotores Constructores de España (APCE), **Xavier Vilajoana**, and the president of the Asociación Nacional de Agentes Inmobiliarios de España, **Vicenç Hernandez**. Likewise, leading voices from the sector will be present, such as **Juan Carlos Álvarez**, general director of Servihabitat's Wealth Management Business, **Juan Manuel Bello**, founder and CEO of Vidoqui, **Ismael Clemente**, CEO of Merlin Properties, **Carmina Ganyet**, corporate managing director of Inmobiliaria Colonial, **Anna Gener**, CEO Barcelona of Savills Aguirre Newman, **Manuel Járrega**, president of the Associació Catalana de Facility Management, **Anna Puigdevall**, general director of API Col·legi i Associació d'Agents Inmobiliaris de Catalunya, and **Fredi Turull**, architect of Turull-Sorensen architects.

Also, in the framework of the **BNEW Real Estate**, the CZFB will present the new approach of the Barcelona Meeting Point (BMP), which will resume its celebration in 2023 to respond to the new situation that the sector is experiencing due to the impact of the covid-19 pandemic and the quick development of the economy 4.0 and new ways and lifestyles.

**Pere Navarro**, special delegate of the State in the CZFB, emphasizes that ***"for us real estate has always been a key sector for which we have bet and continue to do so. BNEW Real Estate has become a reference meeting for its main actors, and we are already working in depth to build a new BMP that allows us to respond to the challenges posed by the post-pandemic economy"***.

For her part, **Blanca Sorigué**, general director of the CZFB, recalled that "the Consorci de la Zona Franca de Barcelona has been supporting the real estate sector uninterruptedly for 26 years. We have always been with the sector". **Sorigué** added that ***"we are very pleased to have launched an innovative event such as BNEW Real Estate, which has been a real disruption and has become a true international benchmark bringing freshness to the sector. At the same time that we are very excited to celebrate again next year a new BMP, which I am convinced will break the mold again with its transformation focused on responding to new ways of living and lifestyle and will be based on sustainable and renewable criteria"***.

#### **About the Consorci de la Zona Franca de Barcelona**

The CZFB is a public company that is financed entirely by its own funds, such as the industrial leases of the Barcelona Free Trade Zone Industrial Park and its asset management. Although its main field of activity is the industrial estate and its customs free zone, it also promotes buildings, urban and industrial land, acts as a driving force for business transformation towards the 4.0 economy and organizes events of economic interest for Barcelona such as the SIL logistics show or the BMP real estate show, as well as major events of reference with an innovative format such as the Barcelona New Economy Week (BNEW) or the Barcelona Woman Acceleration Week (BWAW).

Its plenary has representatives of the Spanish government, the Generalitat de Catalunya, the Barcelona City Council, and the main economic entities of the city.

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