

“The movement has begun in the East-Central European region.” - We report from our press meeting.

2 March 2011

“Budapest Business Region and its exhibitors are looking forward to this year’s MIPIM very positively” said the management and the exhibitors at the press meeting held in connection with the appearance in Cannes. The main topics were the exhibitors and their projects, the optimism resulting from the end of the economic crisis, and placing the co-operation of BBR and Studio Metropolitana - representing Budapest - on a new platform.

Gergely Gulyás Kovács, the chairman of BBR, opened the event by emphasising the primary aim of BBR and the new directions the co-operation with its partners will take. He said, “The most important task of BBR is still to form a picture of the region that might be attractive to potential investors. With a progressive strategic planning, the co-operation of Studio Metropolitana and BBR will continue to develop in the future.”

The managing director of Studio Metropolitana, Elemér Eszter, also took part in the press meeting. He claimed, “Budapest is open for new contents and the leaders of the city are committed. Now we are not talking about one MIPIM but the complex planning behind the 2011 and 2012 MIPIM which took a year to accomplish. It is of great importance that we genuinely communicate that it is worth doing business here. This is what the representation of Budapest Business Region verifies.”

On behalf of the exhibitors Dr. Benedek Gyorgyevics commented, “This year’s MIPIM must be about the survivors. As the effects of the economic crisis diminish, functioning capital will appear on the real estate market as it did on the Polish and Czech markets as well on the basis of analyses. Our obvious message at the MIPIM is that the Hungarian real estate market represents a happy medium between the Western and Eastern-European markets. We must make use of this geopolitical advantage.”

Eszter Soós, representing Raiffeisen Evolution (RE) Development Projects, added to the previous thoughts, “The movement that has started in the East-Central European area can be felt within the RE group too, which can spur local real estate development. There has not been a breakthrough in Hungary yet, so RE Development will appear at the MIPIM not only on its own stand but also as a member of BBR to advertise its Hungarian markets.”

The marketing director of Indotek Group, Tamás Sellyey, worded his specific aims in connection with the MIPIM, “The three main goals of Indotek Group are to sell its existing portfolio to investors, present two ongoing projects to the real estate community in Cannes, and reach investors and people who have the funds to increase the Investment Plan.”

The First Real Estate Solution of Kecskemét Region (EKIK) will also be an exhibitor at the MIPIM, which makes it clear that Budapest Business Region does not only mean Budapest but also its 100 kilometre area. Attila Posta, on the growing economic role of the Kecskemét area, “We are trying to emphasise that Budapest is not Hungary. Unfortunately this is still the perception on an international level. As a result of the crisis such industrial centres have been established that might be and have been of interest for foreign investors.”

Closing the event, Gergely Orbán revealed details about the plans of the cluster for 2011. BBR invited the real estate community in Cannes to wine tasting with the slogan: „B my guEST”. Following a conference in Brussels, we will organize a business meeting for the cluster members and the real estate community with the same slogan and concept. Thus the BBR will double the number of the occasions in the first six months where it can promote the idea of BBR and the creative projects on the international scene.