

To: President, Managing Committee  
Dear Colleagues,

**Proposal to hold the Managing Committee Meeting of 1-2 March in Budapest in tandem with a conference aimed at potential Central and Eastern European EPF membership**

We are all agreed that expansion of EPF membership is high priority and that a particular need is to increase membership from the new member states beyond Hungary and Bulgaria. We see an exceptional opportunity to promote this by holding a conference in Budapest under the patronage of the Hungarian presidency of the EU designed for an audience of potential new EPF members from Central and Eastern Europe (CEE). Its main characteristics would be:

Two parts: A first part on CEE-focused EU real estate policy and a second part on the lobbying process and involvement of CEE property interests in that process via EPF. This makes sense because the audience first needs to be inspired and convinced by the importance of EU policy for them before starting to discuss the means to get involved. Also, the initial focus on policy is necessary for the programme to be sufficiently attractive to the Hungarian government in order to receive its patronage.

The conference would be superficially organised by the old team of EPF, ELO, UEHHA and TEGoVA. This, too, is necessary for the patronage of the Hungarian authorities. Nonetheless, it will be EPF-dominated with also some room for UEHHA which, unlike ELO and TEGoVA, is also short on CEE members.

A key to the conference is that it would coincide with the March meeting of the Managing Committee so that the EPF President and Managing Committee can be involved in the presentations, panels and debates. This would be a major draw. The March Managing Committee is currently set for Brussels, dinner on 1 March and meeting on the 2<sup>nd</sup>. We suggest that the Managing Committee meeting could take place in Budapest on the afternoon-evening of the 1<sup>st</sup>, followed by participation in the conference on the 2<sup>nd</sup>.

See below a first draft of a programme.

If this opportunity is agreeable to you, we would need a decision at the Managing Committee meeting of 4 November and we therefore suggest that the matter be on the agenda.

With kind regards,

József Stranyák

Member of the Managing Committee

Michael MacBrien

Director General

## **The European Union: Key to a New Beginning for Central and Eastern European Real Estate**

(Previous agenda)

Conference organised by the Federation of Hungarian Real Estate Associations (MIT), the European Property Federation (EPF), the Union of European Historic Houses Associations (UEHHA), the European Landowners' Organisation (ELO) and The European Group of Valuers Associations (TEGoVA)

### ***Under the patronage of the Hungarian Presidency of the European Union***

Budapest, 2<sup>nd</sup> March 2011

Opening greetings from John Frederiksen, President, EPF and Chairman of the Danish Property Federation and József Sztranyák, President, MIT and Member of the EPF Managing Committee

#### **Part 1 – EU Real Estate Policy**

1. “How Hungary is restoring its traditional role in the CEE region with a new emphasis on EU integration: Danube strategy, Roma issues, EU-compatible patriotic economic development” – Representative of the Hungarian government
2. “What we get depends on us – How EU policy shapes real estate and how the real estate industry shapes that policy – With special emphasis on impacts and opportunities for the real estate markets of the new EU member states” – Michael MacBrien, Director General, EPF
3. “The impact of EU legislation on historic homes” – Ghislain d’Ursel, Executive President, UEHHA
4. “Valuation was at the centre of the crisis and common European valuation practice can help lead the way out” – Roger Messenger, Chairman of TEGoVA
5. “EU funding for CEE housing: Serious money or political joke?” – Official of Commission DG Regio or of European Investment Bank and official of Hungarian government followed by discussion with audience

#### **Part 2 – Interaction of EU Real Estate Interests with Policymakers**

6. Panel 1: “Do the different European property interests and federations cooperate or is it a free for all?” – Moderator: Liz Peace, Chief Executive, British Property Federation and Chairman of the EPF Managing Committee; Panellists: Thierry de l’Escaille, CEO, ELO, John Frederiksen, Michael MacBrien, Roger Messenger, Ghislain d’Ursel

7. "How national real estate associations and individual companies work through the European Property Federation to have maximum impact on the EU legislative process" – Reinhold Lennebo, Managing Director, Swedish Property Federation and Member of the EPF Managing Committee and Maria Batoeva, CEO of Batoeva Engineering and Member of the EPF Managing Committee

8. "MIT, an example of successful integration by property interests of the new member states into the EU real estate lobbying process" – József Sztranyák

9. Panel 2: Discussion between MIT and the CEE partners

10. Panel 3: "How national associations and their European federations cooperate to achieve results – Who sets the menu? Can small countries make themselves heard? – Moderator: Michael MacBrien; Panellists: Thierry de l'Escaille, Roger Messenger, Ghislain d'Ursel, Members of the EPF Managing Committee,