



# RE:D

## CONFERENCE

WITH **Jutarnji** **LIST** **D&D**

## Reinventing Real Estate Investments

[theredconference.com](https://theredconference.com)

28 - 29 February 2024  
Hilton Conference &  
Event Center, Zagreb



# WHAT IS **RE:D**

RE:D, which stands for Real Estate: Development, is a two-day conference and exhibition dedicated to the real estate industry.

RE:D is not only an acronym but also a clever play on words that signifies the concept of redevelopment.

[theredconference.com](http://theredconference.com)

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Welcome to RE:D, the premier conference dedicated to real estate investment in the region. Our mission is to unite and empower key actors for future investment opportunities in the vibrant real estate market.

RE:D serves as a dynamic platform for industry professionals to come together, exchange global ideas, and explore emerging market trends. Whether you're a seasoned investor or new to real estate, RE:D offers an enriching platform to expand your knowledge, network, and explore the potential of the Croatian and regional real estate market.

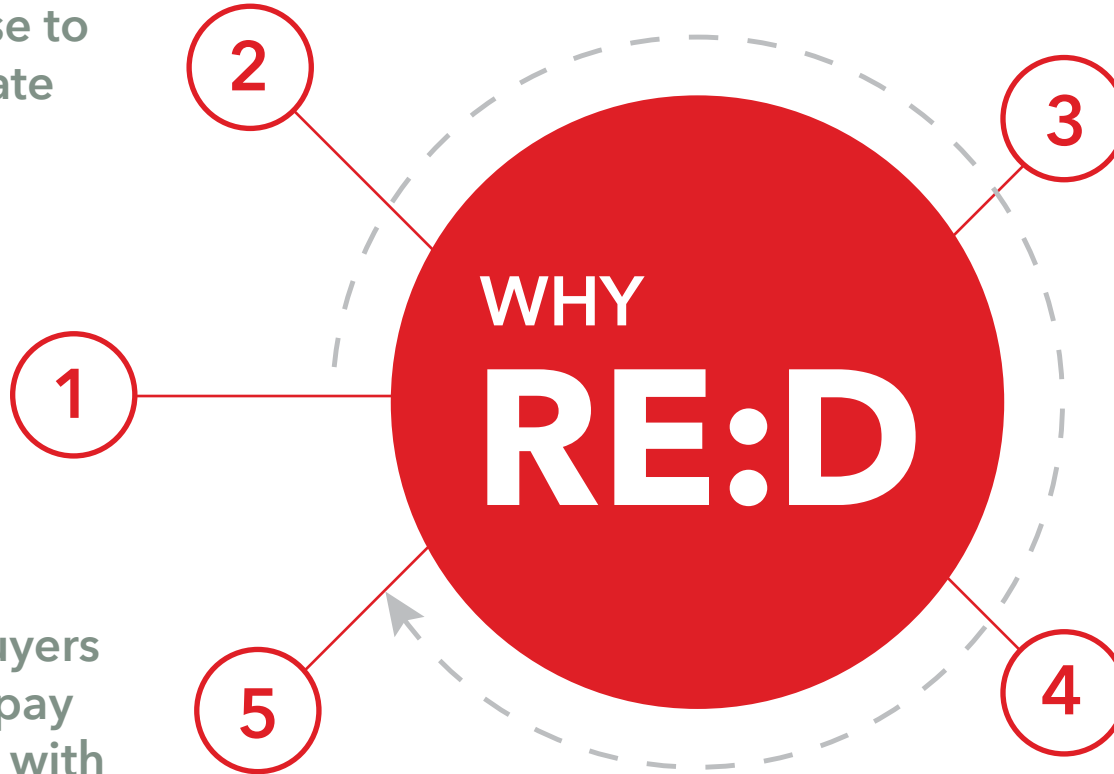
Join us at RE:D to shape the future of real estate investment and be part of transformative projects and opportunities.



**50%** of **millennial investors** choose to invest in real estate

**90%** of the **world's millionaires** got rich thanks to real estate

**78%** of home buyers said they would pay more for a home with **smart devices** installed



the global green building materials **market** reached **a value of nearly \$250.000 million** in 2021, increasing at a CAGR of **4.9%** since 2016, and is expected to grow to **\$400.000 million** in 2026 at a rate of **9.4%**

cost increases for green buildings compared to conventional is from 2% to 17%, but the average operating costs reduction in the **first 12 months** for new green buildings is **10.5%**, and **16.9% over five years**

\*Data Taken From Real Estate Investing Report; National Association Of Realtors Survey; Smart Home Statistics; Green Building Materials Market Outlook

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## ADVISORY BOARD MEMBERS



Predrag Tutić, Country Manager, CBS International Croatia



Tomislav Kamenski, Head of Investments and Project Development, Kamgrad



Živorad Vasić, Co-Founder and CEO, Kadena Properties



Oliver Kumrić, Founder and CEO, Decode



Borislav Vujović, Owner and CEO, Opereta Real Estate



Vedrana Likan, Managing Partner, Colliers Croatia - Slovenia - B&H



Marina Franolić, Founder and CEO, HESA Group



Sunčana Rapačić, Director Croatia, de Architekten Cie

# WHO IS **RE:D** MEANT FOR?

RE:D unites relevant actors from the entire real estate investment industry, fostering cooperation and driving development.

Whether you're interested in residential, commercial, industrial, or sustainable investments, RE:D caters to diverse needs.

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## CONFERENCE PARTICIPANTS ARE:

Investors

Consultants

Developers

Construction companies

Finance industry

Operators

Architects

RE tech

Green building materials

Public entities

Engineering companies

Lawyers



# UNLOCK THE **RE:D** REAL ESTATE INVESTMENT EXPERIENCE

Experience the future of real estate investment at RE:D, where visionaries actively shape the landscape. Seize this transformative opportunity for:

## **Networking Excellence**

Connecting with industry leaders and experts who can potentially become key partners in your investment strategy. Forging invaluable connections during dedicated networking breaks and events. Engaging in interactive workshops where ideas flow, and partnerships are forged.

## **Targeted Investor-Matchmaking Service**

Facilitating personalized introductions with key stakeholders, potential partners and influencers tailored to your preferences.

## **Keynote Wisdom from Regional Experts**

Exclusive market insights, investment strategies, and sustainable development wisdom from regional experts. Hear numbers, data, and valuable information firsthand.

## **Strategic Panel Discussions & Workshops**

Elevating your investment game with specialized workshops for residential, commercial, industrial, or sustainable investments.

**Join us at RE:D and position yourself at the forefront of real estate investment excellence. This is not just a conference; it's your gateway to unlocking possibilities, driving development, and shaping the future of the real estate investment landscape.**

# RE:D

## PROGRAM

The program begins with global trend presentations and discussions in the main hall, then branches into market and sustainability segments.

Our interactive program, featuring industry experts presenting global investment trends and insights, creates a platform for cross-industry exchange.

In addition to the thought-provoking program, RE:D also features an exhibition floor where companies can showcase their innovative products and projects from both regional and international markets.

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# RE:D

## PROGRAM TOPICS

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### GENERAL

- *Economic outlook and how global situation is affecting regional real estate market*
- *Where to invest next?*
- *Financing real estate development - what are mainstream and are there any "alternative" options*

### MARKET

- *How to invest in real estate correctly: questions and answers for small investors and owners*
- *Vacation rental: an updated view of the market*
- *Housing model in the future*
- *Property Management: transforming efficiency and user services through technology*
- *Hybrid is here to stay - How to make the most out of office investments?*
- *When heritage rhymes with innovation*
- *Retail*

### SUSTAINABILITY

- *Accelerating the progress to a net zero carbon future*
- *Water: Increasing cities and buildings' resilience to scarcity and heatwaves*



# RE:D

## NETWORKING

Coupled with market knowledge, the opportunity to network during small group discussions and social gatherings with the right people is one of the most important ingredients in concluding successful deals.

The conference will be a high-level event and will bring together 300+ key players in the regional real estate industry.

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### NETWORKING BREAKS

Expand your business network, organize 1:1 meetings or continue discussions with speakers on insights shared.



### EVENING RECEPTION

Grab a drink or finger-food and enjoy the evening reception, a great opportunity to relax while bonding with peers on exclusive location with nice music.



### SPONSORS' EXHIBITION

Present your company and meet regional stakeholders interested in real estate investments.

# MARKETING AT **RE:D**

## **MEDIA PARTNERSHIP WITH JUTARNJI & D&D**

Generate extensive media coverage and buzz by partnering with prominent media house Hanza media and their media outlets Jutarnji list and Dom&Dizajn highlighting RE:D conference's impact and contribution to the advancement of the real estate and sustainability industry.

## **SOCIAL MEDIA CONTENT**

The event's social media content serves as a powerful digital showcase, amplifying brand exposure and engagement to an online audience. RE:D will, together with media partner Jutarnji list and D&D, tap into the event's digital buzz, enhancing its reach and relevance in the media landscape.

## **NEWSLETTER**

Leverage our extensive email newsletter network to deliver targeted and personalized messages, ensuring sponsors and participants gain maximum visibility and exposure to a highly receptive audience interested in real estate investment and sustainable development.

## **WEBSITE**

Welcome to the RE:D conference hub, where the world of real estate and sustainability converge. Explore our comprehensive program, esteemed speakers, and industry news, discovering how RE:D is driving innovation in the sector

# OUR PREVIOUS PARTNERS



AND MANY MORE...

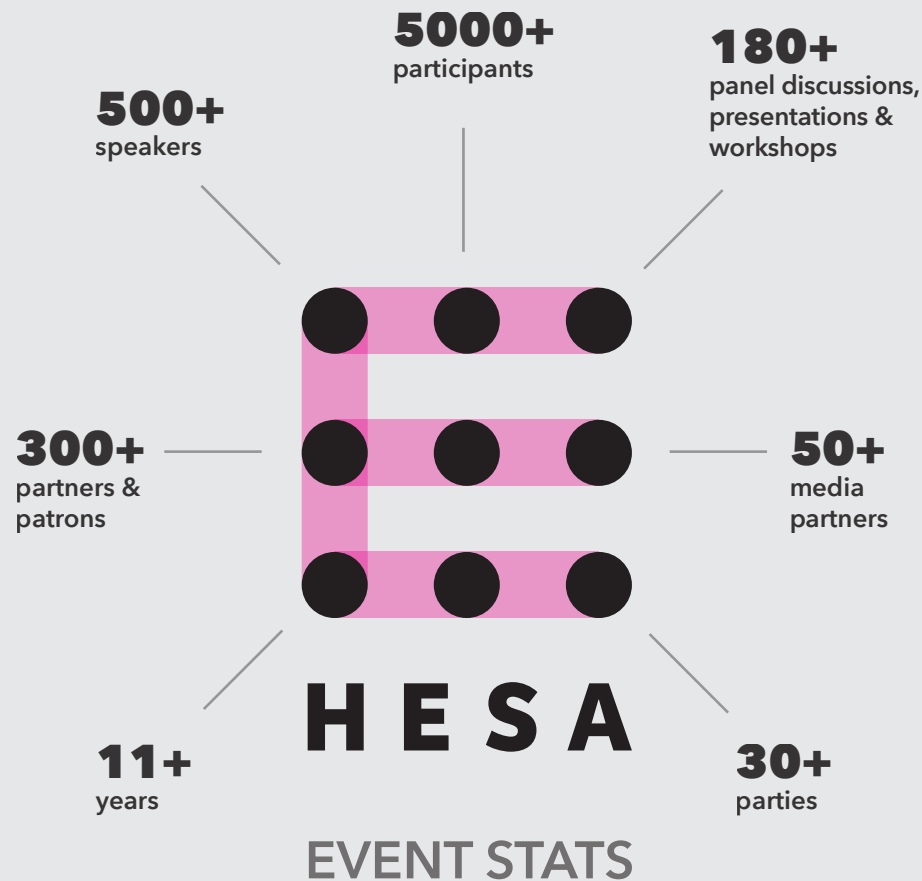


# WHO WE ARE

HESA Group has a proven track record of successful event management. Our flagship events, Adria Hotel Forum (AHF) and Hotel Operations Weekend (HOW) Festival, confirm our commitment to excellence.

HESA Group was founded in 2012. Over the years, we have become one of the most successful regional event management companies. We follow global trends and use innovations in every aspect of our work. Sustainability and technology are always part of all events we take a lead on.

Except for our own events, we organize inspiring events for our clients. Some of them are: EU Recovery and resilience fund for Croatia's transition in collaboration with The Economist / 2021; Oris (online) / 2020 & 2022; Muskels À la Carte Online / 2020; 7th Croatian Urology Congress / 2021; Amplexor: Be The Expert / 2023 among others.



# SOME OF OUR EVENTS

**Adria Hotel Forum** (initiated in 2013) quickly became the premier regional gathering of hospitality investors, owners, operators, and experts. Over the years, it attracted thousands of participants, over 330 sponsors and patrons, and enjoyed partnerships with more than 100 media outlets. In 2019, after the Belgrade edition, AHF reached new heights when it was acquired by international leaders in hospitality investment events Bench Events Ltd.



**HOW Festival** (initiated in 2017) is an annual event, pioneering discussions on global trends in hotel operations. The festival consistently draws over 600 delegates from the region, including leading hoteliers and industry professionals. Our delegates vary from Board members, and hotel General Managers to Operations Directors and Department Managers. It provides a platform to delve into the most pressing trends and challenges in hotel operations.



# SUSTAINABILITY AT H E S A

Sustainability isn't just a buzzword for us; it's an integral part of how we conduct events at HESA Group.

Commitment to minimizing environmental impact, promoting social responsibility, and ensuring economic viability are integral parts of our event planning and execution.

We integrate ESG topics into all program sessions.

## GREEN PRACTICES

Waste reduction through the "**Reduce, Reuse, Recycle**" policy.

Prioritizing sustainable materials and equipment usage. We use **badges from recycled paper**.

Embracing renewable energy sources and energy-efficient practices.

## DIGITAL TRANSFORMATION

**Utilizing event apps since 2014** to enhance networking and reduce printed materials.

Using tech to reduce the need for physical materials and decrease paper waste.

**Not using print materials at events for 7 years.**

Minimizing data footprint, opting for energy-efficient cloud storage.

## VENUE SELECTION

Choosing venues that align with our sustainability goals, such as those with **efficient energy use and waste management systems**.

## SUSTAINABLE PARTNERSHIPS

Collaborating with partners who share our **sustainability vision** and support **responsible event management**.

Utilizing unified stands for sponsors to **minimize waste** and enhance aesthetic appeal.

Engaging with local communities and **supporting charity initiatives**.



## MEDIA PARTNERS



The media in which the most relevant informative content is created by asking questions, evaluating knowledge, informing the public, providing context to incomplete and biased information, removing any prejudices, and encouraging public discussions on essential society issues in the interest of creating a community of informed citizens. Jutarnji list communicates with its readers on all platforms, providing content that delivers to the entire spectrum of their interests. It is the most influential channel for news from the public sphere in Croatia and a leader in categories of readers' private interests - culture, leisure, housing, food, and health.



The magazine for the culture of living and interior design which takes you to the most beautiful houses and apartments, exploring interiors and exteriors. With a focus on domestic stories, it inspires with original ideas, presents the most unusual design solutions and the latest architectural interventions, photo specials, guides to shops, trends, and novelties for the home. Top-notch content, unique to the Croatian market, encouraging imagination and inspiration.



# RE:D

## CONTACTS

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