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That Was MMP 2005

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MEETING POINT NEWS



- More sponsors than ever**
- + More international exhibitors than ever**
- + More exhibitors with double presence than ever**
- + More public institutions than ever**
- + More international associations than ever**

= The success of BMP 2005 is guaranteed (*)



(*) 90% of the exhibiting space taken up as of May 30th



Central Europe opens itself to the new trends in Shopping and Leisure Centers



The central European retail landscape is Europe's most rapidly evolving. Trends that lasted decades in the US are absorbed and surpassed in these markets in a matter of only years. This dynamic market is both a challenge and opportunity: developers who had brought obsolete western European concepts to these "poorer" markets were challenged by more attractive and exciting concepts that would compete favorably in any western European market.

On a recent Saturday, Guy Perry, Managing Director of INVI, visited the new Stary Browar project in Poznan. For him, it was encouraging to see how well it worked and how lively the center of that city has become over the last few years. This was in marked contrast with the nearly empty recently built Big box shopping center on the cities edge, that Perry had visited minutes before. Is this indicative of rapidly passing fashion or a

more profound trend?

This is a fundamental question for international investors and the transition markets in which they develop. Central Europe can ill afford to build centers which are rapidly obsolete or unsustainable. It is not a simple question of city center vs. edge city locations. Larger growing cities like Warsaw or Kiev will need sub-centers in their metropolitan areas, that can actually compliment the city center by reducing the travel distances to shops and entertainment for many residents and relieving gridlock in city centers. However if these are simply the US 1970's style malls, without quality public transportation or an integration with the local physical and social context, these facilities not only have a short economic shelf-life but of ten function as category killers eliminating the convenience shops that have been part of local neighborhood and communities.

