



Momentum' of traditional and alternative assets, supply-demand gap, deal financing and affordable housing will set the agenda for The District 2023

Senior executives from JP Morgan, Goldman Sachs, Blackrock, Merlin, Colonial, Invesco, Hines, Sixth Street, TPG, and King Street have confirmed their participation in the summit

The District has already opened credentials with which it expects to gather more than 8,000 investors from all over the world at Fira Barcelona Gran Via from September 20th to 22nd

Barcelona, June 29th, 2023 - [The District](#)' second edition, the international benchmark event for the Real Estate capital, is preparing to turn Barcelona into the European city of Real Estate. From September 20th to 22nd, this summit will become the meeting point for all industry players looking to learn about the macro trends and challenges that are currently driving the market as well as projects in which to invest and divest.

To attend this event, The District has already opened its credentials, which will bring together more than 8,000 Real Estate executives from countries such as the United Kingdom, France, Germany, the Netherlands, Belgium, Italy, Portugal, Sweden, Denmark, the United States and Latin America. Under the slogan "Where Real Business Happens", this edition of the summit aims to emphasize the need to establish spaces of high value and trust in which to build future transformational projects. The District therefore rises as a stage in Europe where global capital meets with the goal of discovering the trends that will influence their decisions during 2023 and 2024.

Juan Velayos, president of The District, highlights that "*the contact that investors will make in three days at the event is what they could make in different countries over a period of months. This fact makes us different and positions us as an event where the relevant players in the capital industry want to be*". When it comes to the novelties that will happen in The District 2023, Velayos points out that "*this second edition will be much more international, with attendees characterized by a high professional profile. To achieve this, we are going to invite the main Real Estate players to move their offices to The District and host their LPs, GPs, consultants and clients.*" In this sense, the summit will have a hospitality area where more than 250 companies will set up their meeting areas.

Global investment fund managers to meet at The District World Summit 2023

The District World Summit 2023, the largest European congress focused on all sources of capital, will be held within the framework of The District, bringing together more than 380 international experts in more than 270 hours of conferences.

Michele Russo, Executive Director at JP Morgan Asset Management; **Ana Estrada**, Managing Director Merchant Banking - Europe Real Estate Investments at Goldman Sachs; **Adolfo Favieres**, Managing Director at Blackrock; **Pere Viñolas**, President of EPRA - The European Real Estate

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Association; **Ismael Clemente**, CEO of Merlin Properties; **Cristiano Stampa**, Managing Director at Invesco; **Vanessa Gelado**, Senior Managing Director and Country Head at Hines Spain; and **Paul Brennan**, Managing Director and Co-Head of Real Estate at King Street Capital Management, will address the challenges facing today's property industry. Among other issues, the focus will be on high interest rates, inflation, the volatility of the euro versus the robustness of the dollar, the revaluation of assets, their reconversion to other types of uses, or the increase in financing prices.

Europe's largest Real Estate congress will bring the latest trends

One of the macro trends that will be addressed and that will dominate the The District World Summit 2023 agenda is the "**Asset reconvention**". The impact of the pandemic plus the hybrid work habits has led to changes that the Real Estate market has begun to consider. Thus, the trend that is developing, and that will be discussed throughout the congress, is the reconversion of assets in proposals that offer more profitability, being the "living" one of the most sought after.

Another of the main issues that will be on the table at the international summit is the "**repricing**" or readjustment of prices. After a 2022 marked by dynamism in the sector, it is expected in the following months that the pricing of Real estate properties will not have substantial increases, so, according to experts, there will be a restructuring of prices at a cyclical level, adapting to new commercial needs. The District World Summit 2023 will then analyze this evolution, which can be observed in the United States, and which is likely to reach Europe. In addition, the forum will look at **refinancing** because of the increase in the cost of financing for investors.

Likewise, the social side of the industry will play a major role, focusing on the importance of **complying with ESG** criteria to increase the economic return on assets. In this regard, emphasis will be placed on the need to stimulate **affordable housing** stock on the complex basis of balancing price, location and property characteristics.

Furthermore, The District 2023 will also focus on the challenges of the **Residential, Hotels, Offices, Retail, Industrial and Logistics, Healthcare, Senior Living & Student Living, Data Centers**, and alternative assets such as coliving, build to rent or science parks. As a novelty, emerging assets with potential for investors will also be analyzed. This would be the case of parking lots, farms or "glampings."

All this, without forgetting the capabilities of **proptech** and the innovations that have emerged from companies that are working on applying exponential technologies, such as Artificial Intelligence or data analytics, in the Real Estate industry.

About THE DISTRICT: is an event organized by [NEBEXT](#), a company specialized in professional events focused on innovation and technology transfer such as [Digital Enterprise Show](#), [REBUILD](#), [Pick&Pack](#), [Food 4 Future – Expo FoodTech](#), [Tourism Innovation Summit](#) or [Advanced Factories](#). THE DISTRICT has a Hospitality area and a congress program in 5 auditoriums - The District World Summit 2023 - the largest European congress on innovation in the real estate industry. It is the main meeting forum where investors and sources of capital from the Real Estate sector who are looking for opportunities, new real estate projects that drive urban transformation, with the aim of designing the future of the Real Estate sector in Europe.

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