













Post Congress Report

Iran's most inclusive Real Estate Congress Launches successfully in Tehran. PREDE 2010, the first event of its kind for the real estate sector, was held on January 21-21, 2010 in Milad International Trade and Convention Center, Tehran.

One of the key highlights of PREDE was its success in convincing the real estate players not to only maintain and manage their current projects but also to develop its width and breadth at a time when the tendencies for the set-up of new projects are at their lowest, that is during recession. By offering management and economical teachings rather than the technical ones, PREDE managed to become one of the most highly attended congresses this year attracting over 1000 senior directors of top real estate companies who came to believe that the congress has been worth it based on the benefits they have gained. Moreover, PREDE through 12 workshops and 18 lectures categorized in the 4 following sessions managed to cover the most challenging issues of the Real Estate Sector:

-  Strategic Management and Marketing during Recession
-  Industrialization and Technology Management in Real Estate
-  Financial Management and Investment during Economical Recession
-  Project Management and Design of Large Projects

PREDE featuring more than 9 national and 10 international prominent speakers from UK, Canada, Sweden, Ukraine and UAE, provided the participants with valuable lessons on following areas:

-  Professional approach in governing real estate companies
-  Best practices of management methods during recession
-  International building techniques and modern designing of residential projects
-  Gaining self-confidence to pursue activities during recession considering special Real Estate marketing and sales issues
-  Financing Real Estate projects during recession
-  Industrialization in Real Estate

Participants	1200
International Speakers	10
Lectures	18
Workshops	12
Exhibitors	25

Partners:

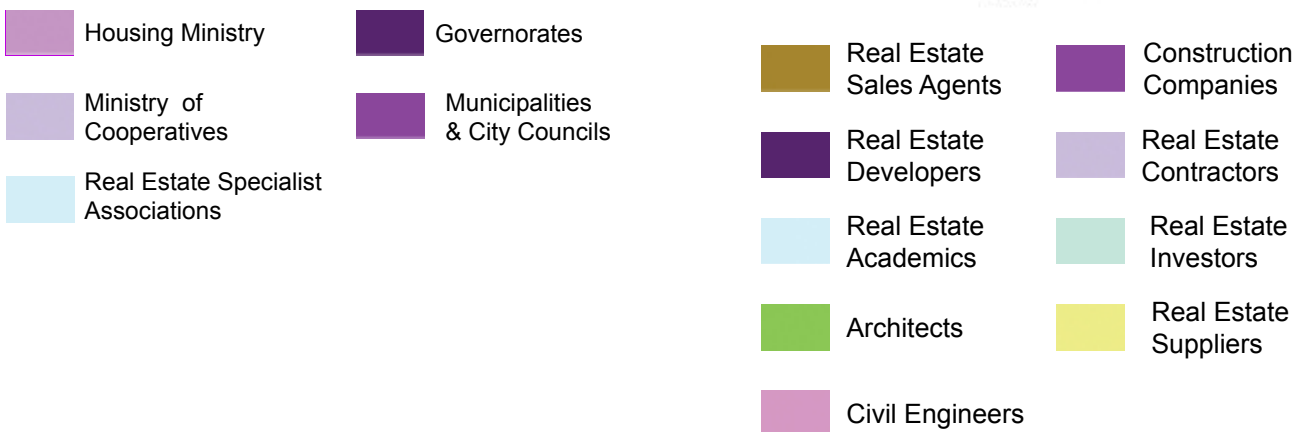
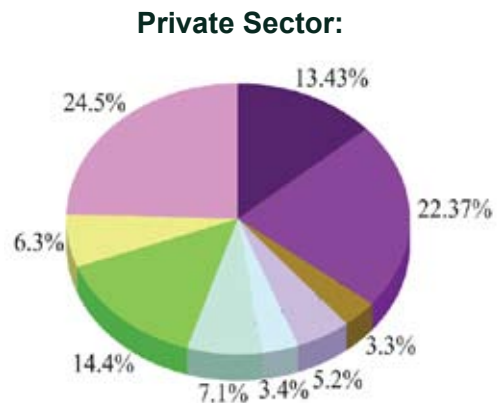
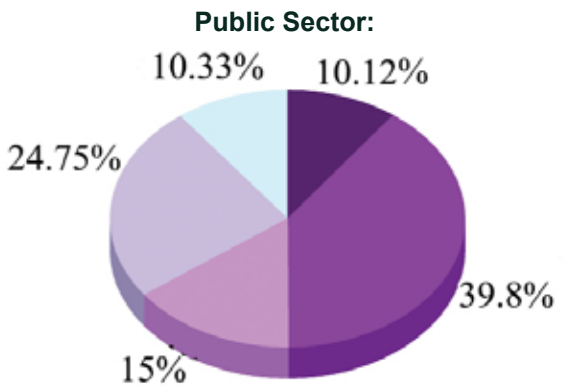
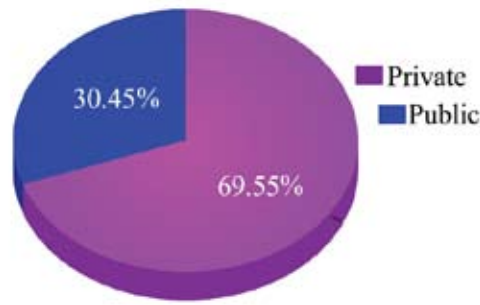



Sponsors:




Congress Venue


Who attended? What did they say?





 96.4% of the participants believed that the contents were efficient in the better-management of their companies


 95.6% of the participants believed that PRED scientifically complied with standards

 95.1% of the participants believed that PRED was successfully executed

 98.7% of the participants believed that the marketing campaign was all-inclusive and surpassed expectations

 97.6% of the participants believed that PRED was successful as the first experience in holding international congresses in real estate industry

 97.3% of the participants said that they will attend the congress next year

 96.7% of the participants believed that Real Estate Investment Show was highly qualified

Lectures Outline

First Session: Strategic Management and Marketing During Recession

Successful Real Estate Projects Marketing in Economic Recession

How to Finance and Control Sales during Recession

Efficient Success Strategies during Recession

Are You Your Own Worst Client?



Second Session: Industrialization and Technology Management

Real Estate Industrialization in Practice

Real Estate Industrialization: A Case Study of Turkey

Influence of Modern Technologies on Professional Real Estate Development

Importance of Professional and Scientific Approach To Real Estate Development



Third Session: Financial Management and Investment during Economical Recession

Cash Supply Routes for Real Estate Financing When Banks Are Closed

Role of Insurance in Real Estate Development

Hybrid debt-equity financing instruments and joint ventures

Property in the Recovery



Fourth Session: Project Management and Design of Large Project

Research-based Professional Development in the Real Estate Industry

Best Practices of Real Estate Development Process From Master Plan to Finishing and Interior Design

The Burj al Arab and Beyond

Case study: Designing and Architecture of the Tallest Iranian Tower, Milad Tower

Impact of Economical Recession on Iranian Real Estate Market



Workshops Outline



Andrew Baum
*Professor,
 University of Reading
 University of Cambridge*

- Workshop 1:** Asset Pricing and Property Valuation
- Workshop 2:** Modeling Property Development and Investment



Telman Abbasov
*President of FIABCI, Ukraine
 Vice-President of the
 Ukrainian National Real Estate Association.*

- Workshop 1:** How to Attract Investors in Real Estate Development Projects
- Workshop 2:** Economical and Managerial issues on inexpensive and fast construction



Sylvia Perreault
*Member of Canadian
 Association of Professional
 Speakers*

- Workshop 1:** How to Increase Sales with Key Answers and Through Painless Prospecting
- Workshop 2:** Business Planning for Your Sales Success



Magnus Stenlund
*Head of Acquisition at CBRE
 Global Manager of SEB Bank for
 Real Estate Credit Analysis*

- Workshop 1:** Cash Supply in a Liquid Market
- Workshop 2:** Cash Supply in an Illiquid Market



Tom Wright
*Architect of Burj-al-Arab Hotel
 Director of ATKINS*

- Workshop:** The Seventh Element in Modern Architecture



Han-Suck Song
*Managing Director of
 KTH Applied Finance
 Institute*

- Workshop:** How to Evaluate Different Financing Alternatives Using Computer Spreadsheets I&II



How do we guarantee to deliver the highest quality and quantity of attendees at PRED 2010 International Congress?

The outline of our marketing strategy includes:

Specialized Magazine: We negotiated with 10 Real Estate specialized magazines which served as our media sponsors. Some of these magazines published our advertisements; some sent PRED brochures as enclosures of their magazines to their subscribers while the rest were responsible for PRED news coverage.

SMS campaign: On the whole 70,000 text messages were sent to real estate professionals, 10,000 of which were sent directly from PRED Secretariat while the other 60,000 were sent by some Real Estate Companies.

Support from government and associations: PRED Policy-makers Council consisted of 20 organizations and associations which strongly supported not only PRED marketing but also planning. They also helped reinforce the positioning of the event as the key event for in the real estate sector. The government agencies' role was more crucial in planning, though.

Advertising: Online news agencies and Real Estate websites, along with high circulation national newspapers.

Public relations: PRED 2010 benefitted from a continuous PR campaign which generated an enormous media coverage and publicity during the event. The congress and the show were attended by over 50 journalists representing the major media in the country. Media coverage included national TV broadcasted both inside the country and the channels intended for Iranians abroad.

Direct marketing: 40,000 targeted mailing including brochures and registration forms were sent to segments of Real Estate database over a four-month period up to beginning the congress.

PRED 2010 International Congress

The largest Forum of Iranian Real Estate
Developers, Investors and Managers

20 - 21 January 2010 Tehran

WWW.PRED.IR

After months of incessant effort, the First International Congress on Professional Real Estate Development was successfully held in scientific collaboration with Stockholm University, Sharif University of Technology and other related organizations and associations. Introducing methods of constructing cheaper, more comfortable and resistant houses have been among the objectives of PRED.

PRED also intended to offer to Iranian Real Estate Companies methods and techniques leading to the professional development of companies, sustainable profit by reducing the construction cost and time. It is our hope that PRED 2010 has been able to open up new horizons in the construction and real estate sector on a global and professional class for the Iranian companies which will be soon put into practice successfully.

PRED seeks to position itself as the first mover in Iranian real estate executive training market in collaboration with international universities and top companies and bridging the technical and managerial gaps of Iranian companies according to global standards.

*Mohammad Naserbakht
Executive Director, PRED 2010 International Congress*

