



GREECE & SOUTH EASTERN EUROPE

10TH REAL ESTATE DEVELOPMENT

CONFERENCE & EXHIBITION

Tuesday & Wednesday, 20-21 October 2009

Zappeion Megaron, Athens, Greece



SYMEON G. TSOMOKOS S.A.

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Keynote Speakers at Prodexpo 2008



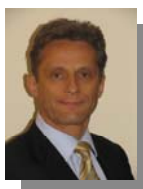
Branimir Gvozdenovic
Minister for Economic Development
Republic of Montenegro



Lazlo Borbely
Minister of Development, Public Works and Housing
Republic of Romania



Dr. Milan Parivodic
Former Minister of International Economic Relations & Finance
Republic of Serbia



Tomasz Bartos
Senior Banker, Property & Tourism,
European Bank for Reconstruction & Development (EBRD)



T.J. Gottesdiener,
Managing Partner
SOM – Skidmore, Owings & Merrill LLP

1. Conference Theme and Audience

It is with pleasure to announce the organization of the **10th Real Estate Conference & Exhibition – Prodexpo 2009**, the most important event in Greece for the Real Estate sector. This year's event will take place in one of the most prestigious buildings in Athens, the **Zappeion Megaron**, on **Tuesday & Wednesday, 20-21 October 2009**.

During these last few years, Prodexpo has expanded its focus and apart from Greece's Real Estate Market includes more areas of the **South Eastern European and Mediterranean Regions**, such as Bulgaria, Serbia, Montenegro, Romania, Cyprus, Ukraine and Turkey. We believe that even more participants from these countries will attend this year's event and thus Prodexpo becomes a truly regional Real Estate event.

Prodexpo attracts the attention of all major real estate developers, contractors, construction groups, financial institutions, public sector companies, Government officials and other agencies and individuals involved in the development of the real estate business in Greece and South East Europe. More than 2,000 qualified delegates attend the Plenary and the workshops of the event, visit our Sponsors' Exhibition and have the opportunity to network and discuss all issues pertaining to Real Estate development in the wider region.

For more information for previous events, please visit: www.tsomokos.gr



Christos Folias
Minister of Development



Themistoklis Xanthopoulos
Deputy Minister for the Environment,
Physical Planning and Public Works

Dimosthenis Katsigiannis
General Secretary for Public Works

Prodexpo 2008



2. Conference Sessions (1/2)

THE REAL ESTATE MARKET IN LIGHT OF THE INTERNATIONAL ECONOMIC CRISIS.

DANGERS AND OPPORTUNITIES IN THE MARKETS OF SOUTH EAST EUROPE.

Distinguished bankers from the countries of South East Europe and executives from banking institutions and companies discuss the crisis, analyze the dangers and define the opportunities offered in the specific markets.

THE DOMESTIC AND INTERNATIONAL REAL ESTATE INVESTMENT ACTIVITY THROUGH THE PRISM OF NEW CONDITIONS IN THE GLOBAL ECONOMIC FIXATION.

Analysts and real estate advisors from Greece and abroad discuss the new conditions and investment tools in the Greek and international real estate markets, with specific interest in the market of South East Europe.

THE MARKET OF SHOPPING CENTRES IN GREECE AND THE CONSEQUENCES OF THE CRISIS ON CONSUMPTION AND PURCHASING HABITS. INTERNATIONAL TRENDS IN COMMERCIAL REAL ESTATE.

How the investment environment is shaped in the shopping center sector. Realignments on the Greek and international commercial map.

THE SETTING OF THE DOMESTIC AND INTERNATIONAL HOUSING MARKET.

NEW TRENDS IN THE HOUSING CREDIT MARKET.

Trends and prospects in the Greek and international housing markets. Presentations of indexes and researches on the price trends. The way the trends in the banking system are shaped with focus on the housing credit market.

SURVEY FROM KAPA RESEARCH FOR THE NEW TENDENCIES OF THE CONSUMING PUBLIC OF THE HOUSING MARKET

The changes in the psychology, the habits and the investment choices of Greeks towards the real estate market, as a result of the shock of the crisis.

2. Conference Sessions (2/2)

LARGE SCALE INVESTMENTS AND THE GREEK REALITY.

THE EXPERIENCE OF “DOUBLE REGENERATION”, THE LEGACY OF THE OLYMPIC VENUES AND LARGE TOURIST INVESTMENTS. THE ROLE OF THE INVESTORS, THE STATE, THE JURIDICAL POWER, THE LOCAL AUTHORITIES AND THE NON-GOVERNMENTAL ORGANIZATIONS. CANCELLATIONS OF INVESTMENT PLANS, LONG-LASTING DELAYS, DEFICIENCIES IN THE INSTITUTIONAL FRAMEWORK AND THE GREEK PERCEPTION ON SUSTAINABLE GROWTH.

Executives of large corporate groups, state and local self-government representatives, lawyers, executives of political institutions and heads of ecological - environmental non-governmental organizations discuss the Greek paradox, the weakness of promoting large scale investments.

THE “GREEN DEVELOPMENT” AS AN ANSWER TO THE CRISIS.

The sustainable development model, the international experience and the “tug-of-war”, the way we perceive it in Greece.

Parallel Sessions will take place during the Prodexpo 2009 Conference which will give you the opportunity to learn more about the big real estate projects in the following countries:

- ALBANIA
- BULGARIA
- CYPRUS
- MONTENEGRO
- ROMANIA
- SERBIA
- TURKEY
- UKRAINE

3. Sponsorship Benefits (1/2)

GRAND SPONSOR

COST: 14,000€ + 19% VAT

- **Exhibition area: constructed stand of 15 sq.m.** including lighting, fixtures, furniture etc
- **Speaker** at the Conference
- **20 complimentary invitations for the Conference** for company executives and/or clients.
- **10 complimentary invitations** for participation in the official Dinner, on Tuesday, 20th October.
- **Full page company profile to be included at the event's catalogue.**
- **Company logo** - at a conspicuous spot - on all printed conference material, banners and advertisements.
- Reference of the sponsorship in the **Newsletters** sent by email to 6,000 Real Estate and Construction companies in Greece and 3,000 Real Estate and Construction companies abroad, and also on the organizer's website which includes all the information for the event (www.tsomokos.gr)
- **Reference of the Sponsor during the opening remarks of the Conference and at all published press announcements.**

SUPPORTER

COST: 8,000€ + 19% VAT

- **Exhibition area: constructed stand of 9 sq.m.** including lighting, fixtures, furniture etc.
- **Speaker** at the Conference.
- **10 complimentary invitations for the Conference** for company executives and/or clients.
- **4 complimentary invitations** for participation in the official Dinner, on Tuesday, 20th October.
- **Full page company profile to be included in the event's catalogue.**
- **Company logo** on all printed conference material, banners and advertisements.
- Reference of the sponsorship in the **Newsletters** sent by email to 6,000 Real Estate and Construction companies in Greece and to 3,000 Real Estate and Construction companies abroad, and also on the organizer's website which includes all the information for the event (www.tsomokos.gr)
- **Reference of the Sponsorship at all published press announcements.**

3. Sponsorship Benefits (2/2)

SESSION SPONSOR

Cost: 4,000€ + 19% VAT

- **Speaker or Moderator** at the Conference.
- **10 complimentary invitations for the Conference** for company executives and/or clients.
- **2 complimentary invitations** for participation in the official Dinner, on Tuesday, 20th October.
- **Half-page company profile to be included in the event's catalogue.**
- Reference of the sponsorship in the **Newsletters** sent by email to 6,000 Real Estate and Construction companies in Greece and to 3,000 Real Estate and Construction companies abroad, and also on the organizer's website which includes all the information for the event (www.tsomokos.gr)
- **Reference of the Sponsor in the Conference Program**

DINNER SPONSOR

Cost: 10,000€ + 19% ΦΠΑ

- **Speaker or Moderator** at the Conference.
- **20 complimentary invitations for the Conference** for company executives and/or clients.
- **10 complimentary invitations** for participation in the official Dinner, on Tuesday, 20th October.
- **Full page company profile to be included in the event's catalogue.**
- **Company logo** on all printed conference material, banners and advertisements.
- Reference of the sponsorship in the **Newsletters** sent by email to 6,000 Real Estate and Construction companies in Greece and to 3,000 Real Estate and Construction companies abroad, and also on the organizer's website which includes all the information for the event (www.tsomokos.gr)
- **Reference of the Sponsor during the welcome remarks of the Dinner and at all published press announcements.**

4. Exhibition's Layout

