

5<sup>th</sup> EDITION

# MEXICO GRI 2019

MEXICO CITY, **JUNE 18<sup>th</sup> & 19<sup>th</sup>**  
THE ST. REGIS MEXICO CITY

**CONECTANDO A LOS LÍDERES MEXICANOS Y  
GLOBALES DEL SECTOR INMOBILIARIO**

CONNECTING THE LEADERS FROM THE MEXICAN  
AND GLOBAL REAL ESTATE MARKET



#GRICLUB #MEXICOGRI2019

[www.mexicogri.org](http://www.mexicogri.org)



## Here are *a few tips* that may be helpful in getting the most out of the GRI

There are no presentations in GRI discussions. They are just like a chat after dinner in a friend's house, everyone takes part in the discussions on the same basis, not only the discussion co-chairs.



If you are interested in connecting with new partners, we encourage you to actively participate in the discussions. This way, you will allow other participants to get to know you even better.



There is no distinction among the participants. In fact, the co-chair's mission is to encourage everyone to take part in the discussions.



Moderators will question the participants directly, and not the audience at large.

All participants are welcome to ask questions, disagree and comment appropriately.



Feel free to come and leave any of the discussion rooms of your choice at their scheduled time.



The rooms start to fill up only after the discussions start and there is no need to worry about the empty ones, as they fill up quickly.



Some participants speak very low and that may matter for some who listen. Speak clearly and let the speaker know whenever he is not being understood.



Avoid monopolizing conversations, self-promotion and advertising. This will not be accepted by the moderators.

### Media Presence

Journalists eventually may take notes during the discussions, they are only allowed to take part in the event after signing "Chatham House", a confidentiality agreement under which they commit not to quote for attribution to a person or to a company, except with express consent from the respective parties.







## Bienvenido al Mexico GRI 2019

GRI Club presenta el **Mexico GRI 2019**. El encuentro más importante del sector inmobiliario en **México**, se llevará a cabo el **18 y 19 de junio (The St Regis Mexico City)** y reunirá alrededor de **180** de los líderes más importantes del mercado mexicano.

El objetivo central es **identificar oportunidades de negocio, alianzas comerciales e inversiones en nuevos proyectos** del sector.

**Mexico GRI** es una oportunidad única para relacionarse con inversionistas, desarrolladores, bancos y players activos en el sector inmobiliario mexicano.

Serán 13 salas de discusión enfocadas en temas fundamentales y estratégicos del mercado, además de rondas de negocios para potenciar las interacciones entre los participantes.

Si también crees en la importancia de las relaciones como base para tus negocios, vive la experiencia GRI. Únete a nosotros y aprovecha al máximo la reunión, donde tú eres la principal atracción.

Saludos,



**Leonardo Di Mauro**  
Head of Real Estate - Latam  
GRI Club

## Welcome to the Mexico GRI 2019

GRI Club presents the **Mexico GRI 2019**. The most important meeting from the Mexican Real Estate industry will host 180 of the leading senior executives from the market, on its 5th edition, happening on **June 18th & 19th (The St Regis Mexico City)**.

The main goal is to **identify investors for new projects, business opportunities and provide networking**.

**Mexico GRI 2019** is a unique opportunity to relate with **investors, developers, banks** and other active players from the sector.

Our meeting will have 13 discussion rooms, focused on by the most relevant and strategic topics, and business rounds to heat up our debates and interactions between the participants.

If you believe relationships are crucial for your business, live the GRI experience. Join us and make the most of the event, whose main attraction is you.

Best regards,



**Jorge Ayala**  
Club Manager  
GRI Club



**México GRI 2019** integra la agenda del GRI Club Real Estate, un club global compuesto por líderes del sector inmobiliario. Fundado en 1998, GRI Club tiene **presencia en más de 20 países** estratégicos. **En Latinoamérica, actúa desde 2010.**

La misión de GRI es **conectar los líderes del mercado y contribuir a la construcción de relaciones privilegiadas y oportunidades reales de negocios.** En ese contexto, **más de 4 mil ejecutivos** participan anualmente de las actividades del club por el mundo.

Las directrices del club son trazadas por el Advisory Board, integrado por los ejecutivos más representativos del mercado inmobiliario en el país en sus diversos segmentos: oficinas, industrial y logística, shopping & retail, residencial y hoteles.



## ADVISORY BOARD MEMBERS - MEXICO



**AUGUSTO  
ARELLANO OSTOA**  
CEO  
EVERCORE PARTNERS



**ENRIQUE LAVÍN**  
MANAGING DIRECTOR &  
COUNTRY HEAD  
PGIM REAL ESTATE



**FEDERICO MARTIN  
DEL CAMPO**  
CEO  
WALTON STREET CAPITAL



**FRANCISCO LIRA  
MARIEL**  
EXECUTIVE DIRECTOR  
CORPORATE BANKING  
BANCO SABADELL



**GONZALO ROBINA**  
CEO  
FIBRA UNO



**IGNACIO BEZARES  
DEL CUETO**  
DIRECTOR GENERAL  
MEXICO  
GRUPO LAR



**JAIME FASJA**  
FOUNDER & CO-CEO  
THOR URBANA CAPITAL



**JORGE AVALOS**  
CEO  
FIBRA MTY



**JUAN MONROY**  
CEO  
FIBRA MAQUARIE



**KARL KREPPNER**  
SENIOR VICE PRESIDENT  
INVESTMENTS  
CADILLAC FAIRVIEW



**LUIS GUTIERREZ**  
PRESIDENT  
PROLOGIS



**OSCAR CALVILLO  
AMAYA**  
CEO  
FIBRA INN

**Mexico GRI 2019** is part of the GRI Club Real Estate agenda, a global club composed by the real estate global leaders. Founded in 1998, GRI Club is **present in more than 20 strategic countries**. The Club is active in Latin America since 2010.

The GRI Mission is to connect the leading executives from the real estate market, provide privileged relationships and real business opportunities. More than 4 thousand executives take part in our global club activities, every year.

The club guidelines are traced by the Advisory Board, which is integrated by the most relevant names in each of their segments: residential, offices, industrial & logistics, shopping & retail and hospitality.



**PAULO GOMES**  
SENIOR PORTFOLIO  
MANAGER  
ADIA



**RICARDO ZÚÑIGA  
MASSIEU**  
CHAIRMAN & CEO  
VERTEX



**RODRIGO DÍAZ  
ÁLVAREZ**  
DIRECTOR GENERAL  
ACCIONA REAL ESTATE



**SALVADOR CAYÓN  
CEBALLOS**  
CEO  
FIBRA SHOP



**SERGIO AGÜELLES  
GONZÁLEZ**  
CEO  
FINSA



**TAL PERI**  
HEAD OF US EAST  
COAST & LATIN AMERICA  
UNION INVESTMENT  
REAL ESTATE



**TIM GIFFORD**  
MANAGING DIRECTOR  
LATIN AMERICA  
CBRE



**VICENTE NAVES**  
MANAGING DIRECTOR  
PLATAF. INMOBILIARIA  
ARTHA CAPITAL



**VICTOR MANUEL  
REQUEJO**  
PRES. DEL CONSEJO DE  
ADMINISTRACIÓN  
BANCO INMOBILIARIO  
MEXICANO



**VINAY  
YARLAGADDA**  
VICE-PRESIDENT  
GIC



**WAYNE BERGER**  
CEO CANADA AND  
LATIN AMERICA  
IWG

Tuesday, June 18<sup>th</sup>

15:00 - 15:30 | REGISTRO REGISTRATION

15:30 - 16:30

ROOM |



KEYNOTE  
PRESENTATION

Proyecciones económicas para México y los impactos al sector de real estate

Economic projections for Mexico and the impacts on the Real Estate sector



ALONSO  
CERVERA  
Credit Suisse

16:30 - 17:00 | COFFEE BREAK

17:00 - 18:00

ROOM |



**Oficinas** - ¿Hay sobre-oferta en el mercado?

**Offices** - Is there an over-supply in the market?

ROOM |



**Residencial** - ¿Cómo maximizar los rendimientos en un mercado tan competitivo?

**Residential** - How to maximize returns in such a competitive market?

ROOM |



**Retail / Shopping Centers** - ¿Cuáles son los modelos más exitosos?

**Retail / Shopping Centers** - Which are the most successful models?

18:00 - 18:30 | COFFEE BREAK

18:30 - 19:30

MASTER  
SESSION

ROOM |



**Inversionistas** - ¿México es el lugar que están buscando?

**Investors** - Is Mexico the place they're looking for?

19:30 - 21:00 | WELCOME DRINKS

RITCH  
MUELLER

Venue

## The St Regis Mexico City

Av. Paseo de la Reforma 439, Cuauhtémoc, 06500

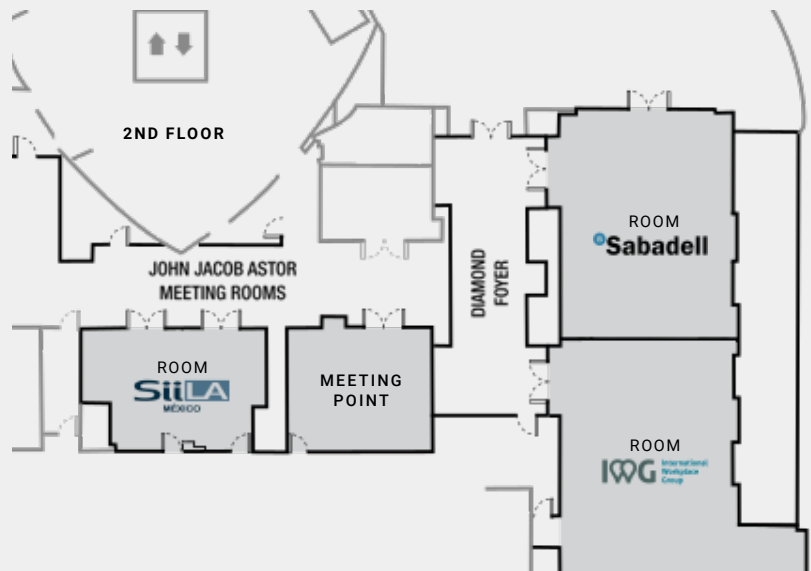
### LEGEND

#### ROOMS

ROOM

ROOM

ROOM





# Wednesday, June 19<sup>th</sup>

10:30 - 11:00 | REGISTRO REGISTRATION

11:00 - 12:00

ROOM |



KEYNOTE  
SPEAKER

El papel de las Instituciones Financieras en el sector real estate Mexicano

The role of the financial institutions in the Mexican real estate sector



**NUNO  
MATOS**  
HSBC

12:00 - 12:30 | COFFEE BREAK

12:30 - 13:30

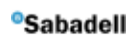
ROOM |



**Greenfield vs Acquisition** - ¿Cuál estrategia es más atractiva?

**Greenfield vs Acquisition** - Which strategy is more attractive?

ROOM |



**Hospitality** - ¿Cuáles son los desafíos actuales en el país?

**Hospitality** - What are the current challenges in the country?

ROOM |



**Industrial / Logística** - ¿Cómo está creciendo el segmento?

**Industrial / Logistics** - How is the segment growing?

13:30 - 15:00 | LUNCH

15:00 - 16:00

ROOM |



**Usos Mixtos** - ¿Cuáles son las mejores combinaciones?

**Mixed Use** - What are the best combinations?

ROOM |



**Joint Ventures** - ¿Cómo son los escenarios más ideales?

**Joint Ventures** - How are the most ideal scenarios?

ROOM |



**Tecnología** - Transformando a la industria inmobiliaria

**Technology** - Transforming the real estate industry

16:00 - 16:30 | COFFEE BREAK

16:30 - 17:30

MASTER  
SESSION

ROOM |



**Financiación - Mercado bursátil vs Otras formas de levantamiento de capital**

**Financing - Stock market vs Other forms of capital raising**

17:30 - 19:00 | FAREWELL DRINKS



# Program | Martes, 18 de Junio

## Tuesday, June 18<sup>th</sup>

### KEYNOTE PRESENTATION

## Proyecciones económicas para México y los impactos en el sector de real estate

Economic projections for Mexico and the impacts on the real estate sector

ROOM



15:30 - 16:30



### ALONSO CERVERA

Managing Director, Emerging Markets Economics Research

Alonso Cervera is a Managing Director in the Emerging Markets Economics Research team in the Investment Strategy and Research department. He is responsible for overseeing the economics research coverage of several Latin American countries (excluding Brazil) and he is the primary economist for Mexico and Chile. Alonso's team is based in New York and Mexico City. Alonso and his team have been ranked several years by the annual Institutional Investor poll as among the best economists covering Latin America. Alonso joined Credit Suisse from Donaldson, Lufkin & Jenrette (DLJ) in 2000. His previous work experience includes positions at the Central Bank of Mexico and at the Office of Economic Advisors to the President of Mexico.

Alonso received an MBA from the Wharton School of the University of Pennsylvania and a BA in Economics from Mexico's ITAM. He is the recipient of Mexico's prestigious Banamex and IMEF national awards on Economic Research.

## Oficinas

¿Hay sobre-oferta en el mercado?

Offices - Is there an over-supply in the market?

ROOM



17:00 - 18:00

- ¿Es necesario rediseñar los espacios para atraer otros clientes?
- Co-Working - ¿Va ganando mas fuerza frente al modelo tradicional?
- ¿Cómo atacar el mercado fuera de las grandes ciudades?
- Do we need to redesign the spaces to attract other clients?
- Co-Working - Is it gaining more strength compared to the traditional model?
- How to attack the market outside of the big cities?



**ADRIAN AGUILERA**  
Co-Founder & Managing Partner  
VERTEX REAL ESTATE



**GERARDO HERRERA**  
Director de Operaciones  
TRUST INVESTMENTS



**GIOVANNI D'AGOSTINO**  
President  
NEWMARK KNIGHT FRANK



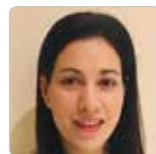
**JAVIER LLACA GARCÍA**  
COO  
FIBRA MTY



**JOSÉ CARLOS ALEMÁN**  
General Manager  
SIILA MEXICO



**MARCELO CARRERE**  
National Director  
JLL



**MARIA JOSÉ**  
Directora de Real Estate  
THE WE COMPANY



**RAÚL MEJÍA**  
Director de Desarrollo  
REGUS MEXICO



**SERGIO MIRELES**  
Founder  
DATOZ



**TAL PERI**  
Head of US East Coast and Latin America  
UNION INVESTMENT REAL ESTATE



# Residencial

¿Cómo maximizar los rendimientos en un mercado tan competitivo?

Residential - How to maximize returns in such a competitive market?

ROOM  
Sabadell

17:00 - 18:00

- Baja proyección de ventas - ¿Qué hacer ante la incertidumbre?
- Sofisticación de los clientes - ¿Eleva demasiado el costo de los proyectos?
- ¿Buscar mercados subestimados? - Vivienda en renta, co-living, student housing, senior living, microliving
- Low sales projection - What to do in the face of uncertainty?
- Customer sophistication - Makes the project cost too high?
- Do we need to look for underrated markets? - Multifamily for rent, co-living, student housing, senior living, microliving



**ALFONSO HERNÁNDEZ**  
Director General  
CIUDAD MAYAKOBA



**ALFREDO MARIN PASOS**  
CEO  
URBANHUB MEXICO



**DAVID GUZMÁN**  
Socio  
TRUST INVESTMENTS



**GUVEN GIRAY**  
President  
ATLAS DESARROLLOS



**IGNACIO BEZARES DEL CUETO**  
Director General  
México  
GRUPO LAR



**JOANNA FRAZIER**  
Director of  
Operations, Mexico  
GREYSTAR



**JORGE YARZA**  
Socio de Asesoría  
Financ. Bienes Raíces  
DELOITTE



**JOSE CATTAN**  
CEO & Founder  
MY HOME



**LUIS SADA**  
Principal & CEO  
ONE DEVELOPMENT  
GROUP



**NORA ALVARADO**  
Operations &  
Finance VP  
CCLA MULTIFAMILY  
/ CIM GROUP



**ROBERTO KELLEHER**  
CEO  
INMOBILIA  
DESARROLLOS



**ROBERTO ORDORICA**  
Co-Founder & CEO  
ALIGNMEX REAL  
ESTATE CAPITAL



**RODRIGO DÍAZ ÁLVAREZ**  
Director General  
ACCIONA



**RODRIGO SUÁREZ**  
Co-Founder and  
COO  
HASTA CAPITAL

# Retail / Shopping Centers

¿Cuáles son los modelos más exitosos?

Retail / Shopping Centers - Which are the most successful models?

ROOM  
StiLA  
MÉXICO

17:00 - 18:00

- ¿Qué innovaciones de servicios se están presentando?
- ¿Cómo renovar los centros comerciales antiguos?
- E-Commerce - ¿Competencia o alianza?
- What innovations in services are available now?
- How to renovate the old shopping centers?
- E-Commerce - Competition or alliance?



**ADRIÁN GONZALEZ GUERRA**  
COO  
GRUPO STIVA



**JAIME FASJA**  
Founder and  
Co-CEO  
THOR URBANA  
CAPITAL



**JORGE GÓMEZ**  
CEO  
OUEST



**JUAN ANTONIO MONEDERO**  
Director de Expansión  
y Crecimiento  
CINÉPOLIS



**LUIS CANTÚ**  
CEO  
SERIS RETAIL  
HOLDINGS



**MIGUEL SÁNCHEZ-NAVARRO**  
Director General  
FORTEM CAPITAL



**RAFAEL JIMENEZ**  
Director General  
CHINA TOWN



**ROBERTO GARCIA**  
CEO  
CAPITAL REAL  
ESTATE PARTNERS



**SALVADOR CAYÓN**  
CEO  
FIBRA SHOP

# Inversionistas

¿México es el lugar que están buscando?

Investors - Is Mexico the place they're looking for?

**ROOM**




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**18:30 - 19:30**

- ¿De qué manera los cambios políticos afectan la atracción de la inversión extranjera? ¿México deja de ser un país atractivo? ¿Hasta qué punto la incertidumbre se refleja en la TIR?
- ¿Los desarrolladores locales cumplen los requisitos para recibir inversión extranjera?
- Experiencias en el resto de los países de Latinoamérica - ¿Qué es lo que se puede aprender de los vecinos?
- How do political changes affect the attraction of foreign investment? Does Mexico cease to be an attractive country? To what extent does the uncertainty reflect in the IRR?
- Do local developers have the requirements to receive foreign investment?
- Experiences in the other countries of Latin America - What can be learned from the neighbors?



**ANDRÉS ALVARADO ORTIZ**  
Managing Director  
SURA ASSET  
MANAGEMENT



**BERND WOLF**  
Managing Director  
METLIFE



**CLIFF PAYNE**  
Senior Vice  
President  
EQUITY  
INTERNATIONAL



**FEDERICO MARTIN DEL CAMPO**  
CEO  
WALTON STREET  
CAPITAL



**FRANCISCO COVARRUBIAS**  
Partner  
TC LATIN AMERICA  
PARTNERS



**JORGE MARGAIN**  
Vice President  
IVANHOÉ  
CAMBRIDGE



**JUAN CARLOS OSTOS**  
CEO  
CINUK



**KARL KREPPNER**  
Senior Vice  
President -  
Investments  
CADILLAC FAIRVIEW



**PABLO COBALLASI**  
Socio Director  
PC CAPITAL  
PARTNERS



**PALMER LETZERICH**  
Senior Managing  
Director  
HINES



**RICARDO AMACK**  
Senior Director of  
Invest Development  
GREYSTAR



**RICARDO ZUÑIGA MASSIEU**  
Chairman and CEO  
VERTEX REAL  
ESTATE



**SANTIAGO GIL**  
Managing Director  
PALADIN REALTY  
PARTNERS



**SEBASTIAN AMUI**  
Principal Equity  
Specialist - Latam  
IFC



**TAL PERI**  
Head of US East  
Coast and Latin  
America  
UNION INVESTMENT  
REAL ESTATE

# Programa | Miércoles, 19 de Junio

Wednesday, June 19<sup>th</sup>

## KEYNOTE SPEAKER

### El papel de las instituciones financieras en el sector de real estate Mexicano

The role of the financial institutions in the Mexican real estate sector

ROOM



11:00 - 12:00



#### NUNO MATOS

CEO - Mexico

CEO of Grupo Financiero HSBC Mexico. Previously he was Head of Consumer Banking and Wealth Management for HSBC Latin America and Global Head of Small Business Banking for HSBC. Later he would also become Deputy CEO and COO of HSBC Mexico. Before HSBC, Nuno worked over 20 years in Santander, with several positions as Global Head of Individuals Segment in Spain. He was previously Board Member and Head of Retail and Business Banking for Santander United States and Head of Cards and Acquiring Business for Santander Brasil, where he was also CFO and COO of Global Banking, Markets and Commercial Banking; he had the transition from Sovereign Bank to Santander.

### Greenfield vs Acquisition

¿Cuál estrategia es más atractiva?

Greenfield vs Acquisition - Which strategy is more attractive?

ROOM

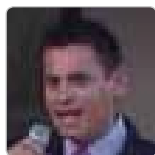


12:30 - 13:30

- ¿Qué factores influyen en la toma de decisiones?
- ¿Siguen las mejores alternativas en la Ciudad de México?
- ¿Todavía hay oportunidades para activos en dificultades?
- What factors influence decision making?
- Mexico City still has the best alternatives?
- Are there still opportunities for distressed assets?



**ADRIAN AGUILERA**  
Co-Founder & Managing Partner  
VERTEX REAL ESTATE



**ARTURO CARREON ALONZO**  
Director General  
ATLAS DESARROLLOS



**FEDERICO CASTILLO**  
Director of Acquisitions  
MIRA



**GONZALO ESPEJEL**  
Managing Partner  
UMANA CITIES



**GUSTAVO O'FARRILL AYALA**  
Real Estate Director  
CREER TM



**MARCELA ROCHA**  
Associate  
ORANGE INVESTMENTS



**MILFRED HAMMERBACHER**  
CEO  
S2E TECHNOLOGIES



**MIGUEL BORDES**  
Director de Comercial Real Estate  
BANCO SABADELL



**PALMER LETZERICH**  
Senior Managing Director  
HINES



**VICENTE NAVES**  
Managing Director Plataf. Inmobiliaria  
ARTHA CAPITAL



# Hospitality

¿Cuáles son los desafíos actuales en el país?

Hospitality - What are the current challenges in the country?

ROOM

 Sabadell

12:30 - 13:30

- ¿Cómo mitigar la baja en la ocupación de los últimos meses?
- ¿Qué tipo de turista se puede atraer de mejor manera?
- Nuevos centros turísticos - ¿Hacia dónde voltear para el futuro?
- How to mitigate the decline in occupation on recent months?
- What kind of tourist can we attract in a better way?
- New tourist centers - Where to look for the future?



**ALEJANDRO ACEVEDO**  
Regional VP  
MARRIOTT



**CÉSAR PASCUAL GARCÍA**  
Director General  
México  
GRUPO ACERTA



**CLAY DICKINSON**  
Managing Director  
JLL - FL



**DANIEL ARAF**  
CEO  
ARMAR CAPITAL



**FEDERICO MARTIN DEL CAMPO**  
CEO  
WALTON STREET CAPITAL



**FRANCIS MUÑOLS**  
Chief Asset  
Management  
RLH PROPERTIES



**HECTOR RIVAS**  
Director de  
Planeación y  
Nuevos Negocios  
DINE



**JOAN BERTRAN**  
Global Head of  
Commercial Real  
Estate  
BANCO SABADELL



**JORGE ZARAGOZA**  
Development,  
Mexico  
IHG



**LUIS MORENO**  
Head Partner of the  
Mexico RE Practice  
HOLLAND & KNIGHT



**MAURÍCIO ELIZONDO**  
Director de  
Desarrollo Resorts  
GRUPO POSADAS



**NICOLAS MARTINEZ**  
Senior Manager  
Development  
Mexico  
HILTON



**OSCAR CALVILLO AMAYA**  
CEO  
FIBRA INN



**RICARDO ZUÑIGA MASSIEU**  
Chairman and CEO  
VERTEX REAL ESTATE



**RODRIGO CONESA LABASTIDA**  
Head Partner of  
Real Estate  
RITCH MUELLER



**SALIM DAHDHAH**  
CEO  
AP CAPITAL I LLC

# Industrial / Logística

¿Cómo está creciendo el segmento?

Industrial / Logistics - How is the segment growing?

ROOM

 Stilla  
MEXICO

12:30 - 13:30

- T-MEC - Efectos en la llegada y salida de compañías en el país.
- Build to Suit, ¿es el modelo más atractivo en la actualidad?
- Efecto Amazon, ¿hay incremento considerable en espacios de almacenamiento?
- USMCA - Effects on the arrival and departure of companies in the country.
- Build to Suit, is it the most attractive model today?
- Amazon effect, is there a considerable increase in storage spaces?



**CRISTIAN FOLINO**  
Director de Riesgo  
CREDIT SUISSE



**DIEGO YSITA PORTILLA**  
CEO  
FIBRA STORAGE



**GUILLERMO MEDRANO ARTALEJO**  
Director General  
FIBRA NOVA



**JUAN GONZALEZ**  
Managing Director  
7 BRIDGES LATIN AMERICA



**JUAN JOSE COPELAND**  
Director General  
CORPORATE PROP.  
OF THE AMERICAS



**JUAN RUBIO**  
Business  
Development  
Director  
COPACHISA SA  
DE CV



**MICHELE PORRINO**  
Director Ejecutivo  
WTC INDUSTRIAL  
SLP



**MIGUEL SÁNCHEZ-NAVARRO**  
Director General  
FORTEM CAPITAL



**RODOLFO BALMACEADA**  
CEO  
FIBRA UPSITE



**SERGIO MIRELES**  
Founder  
DATOZ



**TIM GIFFORD**  
Managing  
Director-Capital  
Advisors, LatAm  
CBRE

# Usos Mixtos

¿Cuáles son las mejores combinaciones?

Mixed Use - What are the best combinations?

ROOM



15:00 - 16:00

- ¿En qué desarrollos se puede maximizar la utilidad del espacio?
- ¿Cómo mantener cautivo al usuario?
- Además del Big 3 (CDMX, GDL y MTY), ¿dónde y cuáles son las oportunidades?

- In what developments can we maximize the utility of the space?
- How to keep the user captive?
- In addition to the Big 3 (Mexico City, Guadalajara and Monterrey), where and which are the opportunities?



**FEDERICO CASTILLO**

Director of Acquisitions  
MIRA



**GERARDO CARRILLO**

Shareholder  
GREENBERG & TRAUIG



**GONZALO ESPEJEL**

Managing Partner  
UMANA CITIES



**JAIME FASJA**

Founder and Co-CEO  
THOR URBANA CAPITAL



**JAIME RIONDA**

Director General Adjunto  
LOMA DESARROLLOS



**JUAN CARLOS OSTOS**

CEO  
CINUK



**LUIS CANTÚ**

CEO  
SERIS RETAIL HOLDINGS



**MIGUEL CHAPA**

Owner & CEO  
MACH CONSTRUYE



**VICENTE NAVÉS**

Managing Director  
Plataf. Inmobiliaria  
ARTHA CAPITAL

# Joint Ventures

¿Cómo son los escenarios más ideales?

Joint Ventures - How are the most ideal scenarios?

ROOM



15:00 - 16:00

- Due Diligence - Elementos importantes para decidir.
- Desafíos legales y financieros.
- Casos de éxito - ¿Cuál ha sido la clave?

- Due Diligence - Important elements to decide.
- Legal and financial challenges.
- Success stories - What has been the key?



**ANTONIO DIEZ DE BONILLA**

Shareholder  
GREENBERG & TRAUIG



**CARLOS ASPE**

Director de Nuevos Negocios  
CINUK



**HECTOR RIVAS**

Director de Planeación y Nuevos Negocios  
DINE



**JAVIER DOMÍNGUEZ TORRADO**

Partner Real Estate  
RITCH MUELLER



**JUAN ANTONIO MONEDERO**

Director de Expansión y Crecimiento  
CINÉPOLIS



**JUAN GONZÁLEZ**

Managing Director  
7 BRIDGES LATIN AMERICA



**MICHELE PORRINO**

Director Ejecutivo  
WTC INDUSTRIAL SLP



**RODRIGO SUÁREZ**

Co-Founder and COO  
HASTA CAPITAL



**SEBASTIÁN AMUI**

Principal Equity Specialist - Latam  
IFC

# Tecnología

Transformando a la industria inmobiliaria

Technology - Transforming the real estate industry

ROOM



15:00 - 16:00

- ¿Cómo cobra importancia la tecnología al brindar servicios a diferentes sectores de la industria inmobiliaria? (FinTech, PropTech, CRETech, ConTech)
- ¿Cuáles son los principales retos al implementar servicios a través de plataformas tecnológicas?
- ¿Con respecto a los late adopters, cómo enfrentamos el reto de convertirlos a clientes?
- How does technology gain importance by providing services to different sectors of the real estate industry? (FinTech, PropTech, CRETech, ConTech)
- What are the main challenges when implementing services through technological platforms?
- Regarding late adopters, how do we face the challenge of turning them into customers?



**ADOLFO ZAVALA**  
CEO & Co-Fundador  
EXPANSIVE



**ANDRÉS LEAL**  
CEO and Founder  
TRIARI DESIGN  
TECH



**CARLOS FERNANDEZ**  
President –  
Founder  
S2E TECHNOLOGIES



**HENRY GONZALEZ DUARTE**  
Partner-Bienes Raíces, Hosp. y Constr.  
EY



**HUGO BLUM**  
CEO  
100 LADRILLOS



**JOSÉ CARLOS ALEMÁN**  
General Manager  
SIILA MEXICO



**MARCELA ROCHA**  
Associate  
ORANGE INVESTMENTS



**PABLO DE LA CERDA FORTES**  
Development Director  
REGUS MEXICO

## MASTER SESSION

# Financiación

Mercado bursátil vs Otras formas de levantamiento de capital

Financing - Stock market vs Other forms of capital raising

ROOM



16:30 - 17:30

- Instrumentos bursátiles - ¿Siguen teniendo la misma fuerza para el sector?
- Alza a las tasas de interés - ¿Pone en peligro los nuevos proyectos?
- Fuentes alternativas - ¿De dónde vendrán los recursos con las condiciones actuales?
- Traded securities - Do they still have the same strength for the sector?
- Increase in interest rates - Is this jeopardizing new projects?
- Alternative sources - Where will the resources come from with the current conditions?



**AUGUSTO ARELLANO OSTOA**  
CEO  
EVERCORE PARTNERS



**CARLOS LOMELÍ**  
CEO  
ION FINANCIERA



**DANIEL GONZALEZ**  
CFO  
GRUPO HIR



**GABRIEL GONZALEZ GARZA**  
Director General  
EMBLEM CAPITAL



**GONZALO ROBINA**  
CEO  
FIBRA UNO



**GUILLERMO URIBE LARA**  
Partner  
HOLLAND & KNIGHT



**JAVIER DOMINGUEZ TORRADO**  
Partner Real Estate  
RITCH MUELLER



**JORGE AVALOS**  
CEO  
FIBRA MTY



**JUAN CARLOS MIER Y TERÁN**  
Commercial Real Estate Sector Head  
HSBC MEXICO S.A.



**JUAN MONROY**  
CEO  
FIBRA MACQUARIE



**MAURICIO COSTEMALLE**  
Socio de Asesoría Financ. Bienes Raíces  
DELOITTE



**OSCAR CALVILLO AMAYA**  
CEO  
FIBRA INN



**PATRICIO DESENTIS**  
Managing Partner & CEO  
GBM REAL ESTATE



**RODRIGO LABASTIDA**  
Managing Partner  
COLOCA



**SERGIO GODÍNEZ**  
CEO  
GRUPO VALORAN



**VÍCTOR MANUEL REQUEJO**  
Pres. del Consejo de Administración  
BANCO INMOBILIARIO MEXICANO

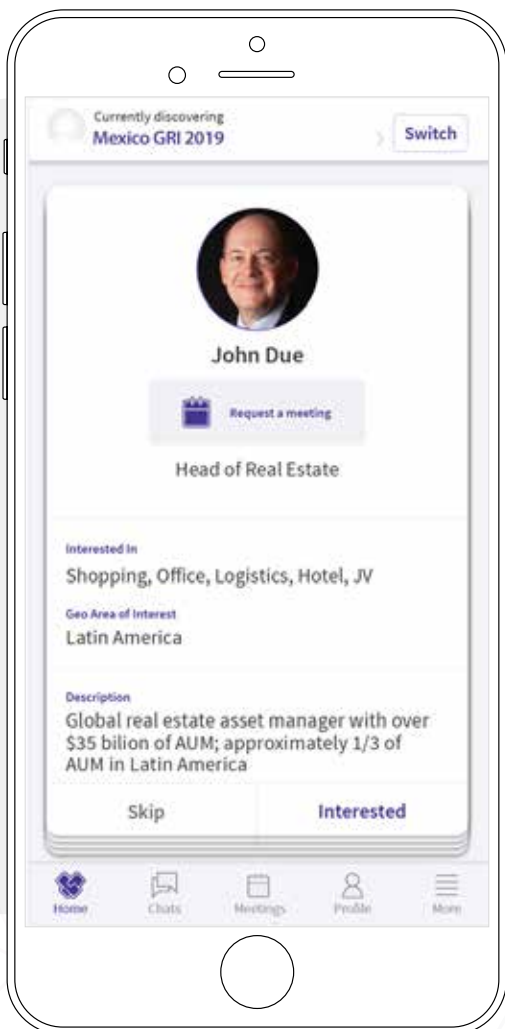


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Over 16 years Brain has developed more than 4 thousand quantitative and qualitative researches, product tests, market studies and competitive analysis, with its own methodology. It operates especially in the residential and urbanization markets, with developers and national and international investors. The studies that Brain has developed have generated more than R\$ 40 billion in new listings units in more than 500 Brazilian cities.



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ARAÚJO**

Managing Partner



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**WAYNE BERGER**

CEO, Canada and  
Latin America - IWG



**RAUL MEJIA**

Director de Desarrollo





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New House is a company specialized in strategic management, marketing, and sales force of the real estate market in Latin America. It has stood out in recent years with numbers that impress the most experienced in the real estate market. Innovating in the working ways, New House today is the only company that has its own sales force, exclusively for your real estate product.

Techniques like hybrid team selection, mental triggers, neurolinguistic programming and the power of the mind are used extensively to get the sales success you expect.

In addition to a highly effective executive team, we have an internal marketing agency, a team of hundreds of employees prepared for the success of your business. Do you have a real estate project and want to turn it into success? Call us



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BERTO**

Founding Partner



**EWELYN  
RASTELLI**

Founding Partner



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Banco Sabadell is Spain's fourth largest private banking group, which is comprised of different banks, brands, subsidiaries and part-owned companies covering all areas of the financial business sector under a common denominator: professional performance and quality.

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**MIGUEL MORDES**

Director de Comercial Real Estate

**JOAN BERTRAN**

Global Head of Commercial Real Estate

[www.ihg.com](http://www.ihg.com)**CRISTIANO GONCALVES**Regional VP Development -  
Andean Region

IHG® is a global organization with a broad portfolio of hotel brands, including InterContinental®, Kimpton®, Hotel Indigo®, EVEN® Hotels, HUALUXE®, Crowne Plaza®, Holiday Inn®, Holiday Inn Express®, Holiday Inn Club Vacations®, Holiday Inn Resort®, avid™ hotels, Staybridge Suites® and Candlewood Suites®.

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Visit [www.development.ihg.com](http://www.development.ihg.com) for development information.

**SALO SMALETZ**VP Development Latin  
America



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**MARCELO CARRERE**  
National Director

We're a world leader in real estate services, powered by an entrepreneurial spirit. We want the most ambitious clients to work with us, and the most ambitious people to work for us. It's as simple as that.

We buy, build, occupy and invest in a variety of assets including industrial, commercial, retail, residential and hotel real estate. From tech startups to global firms, our clients span industries including banking, energy, healthcare, law, life sciences, manufacturing and technology.



**RODRIGO E. MILLÁN**  
Regional Director, South Latin America



[www.ngkf.com.mx/](http://www.ngkf.com.mx/)



**GIOVANNI D'AGOSTINO**  
President

Newmark Knight Frank (NKF) is one of the world's leading commercial real estate advisory firms. With roots dating back to 1929, our strong foundation makes us one of the most trusted names in the industry. NKF prides itself on delivering the highest level of service to our clients to meet their needs and exceed their expectations.

NKF's fully integrated platform of services provides clients with a single-source solution for every phase of owning or occupying a property. We service prominent multinational corporations and institutional investors across the globe as well as owners, occupiers and developers of real estate. Additionally, as a leader in real estate technology, we utilize the most high-tech tools in the industry along with our deep bench of knowledge, data and research to optimize businesses and properties.



[www.vitriumcapital.com](http://www.vitriumcapital.com)



**FEDERICO GAGLIARDO**  
 Presidente & CEO

Vitrium Capital is an international Real Estate developer with more than 13 years in the Americas market, a team of highly experienced professionals and multinational expertise in the analysis of financial instruments and the economic feasibility of real estate projects.

At Vitrium Capital our main aim is to develop and administer a solid investment portfolio of individuals and family offices that decided to allocate part of their assets to the local and international real estate business.

To meet this goal, since 2006 we have been building a diversified portfolio for our investors, combining projects with different degrees of exposure, volatility, return rates and placement periods.

In turn, we offer our clients development and consultancy services for projects' execution, integrating all the parties of the process.

Playing a similar role to a private investment bank, Vitrium Capital offers products and services to support its clients along the complete real estate value chain.



**VIVIANA MAISTERRA**  
 Business Manager



[www.siila.com.mx](http://www.siila.com.mx)



**JOSÉ CARLOS ALEMÁN**  
 General Manager

SiiLA Mexico's mission is to provide market intelligence of the commercial real estate sector with the highest quality standards. SiiLA Mexico is a cloud-based platform backed by the best technology, reliable methodology and advanced statistics. This has successfully positioned us in Latin America as a provider of objective data and specialized consulting that allows our clients to make informed decisions.





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**JORGE YARZA**

Socio de Asesoría Financiera  
Bienes Raíces & Transacciones  
de Inversión Inmobiliaria

Deloitte is one of the world's leading firms, delivering outstanding management, consulting and advisory services in 154 countries, to more than one-half of the largest companies listed in Fortune Global 500, as well as public enterprises and institutions, locally important clients and fast-growing multinational companies. Deloitte is committed to driving economic growth and supporting a sustainable society. Using the Deloitte Network's insights to handling challenges and opportunities is the gateway to achieving individual growth, business success and to creating a prosperous society. Deloitte has an infrastructure and capital projects team that provides a wide range of services throughout the asset lifecycle, combining global best practices from their experience on the world's largest and most complex projects to help clients to maximize the value of their investment. We advise public and private sector projects commissioners, as well as both sides of a public-private partnership.



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**CARLOS FERNANDEZ**

President – Founder

S2E Technologies es una empresa tecnológica canadiense especializada en la generación y utilización óptima de energía eléctrica con origen solar. Nuestro objetivo es generar un impacto ambiental positivo, sustentable y responsable en cada uno de nuestros proyectos, que se distinguen por entregar soluciones concretas diseñadas para el usuario final.



**MILFRED  
HAMMERBACHER**

CEO

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# GRI Residential & Offices Mexico 2019

November 26<sup>th</sup> - 27<sup>th</sup>, Torre Diana, Mexico City

[www.mexicogri.org](http://www.mexicogri.org)



## Adolfo Zavala

CEO & Co-Fundador  
**EXPANSIVE**

### RE CROWDFUNDING PLATFORM

Expansive is an online RE crowdfunding platform that facilitates investment in real estate assets starting with \$ 5,000 pesos (Approximately \$250 USD).



Adolfo Zavala es un emprendedor mexicano cuya meta es democratizar las inversiones en el sector inmobiliario mexicano mediante una plataforma de crowdfunding que por un lado tira barreras de entrada, al permitir que cualquiera pueda invertir en desarrollos inmobiliarios desde \$5,000 pesos y por otro lado es una fuente alternativa de fondeo para desarrolladores medianos o pequeños. Egresado de la Licenciatura en Economía por el ITAM y posteriormente del MBA en IE Business School, Zavala ha desempeñado, a lo largo de 18 años, diversos cargos de liderazgo y administración en reconocidas empresas del ramo inmobiliario de talla internacional como Reichmann International, CB Richard Ellis y GE Real Estate entre otras.



## Adrian Aguilera

Co-Founder & Managing Partner  
**VERTEX REAL ESTATE**

### PRIVATE EQUITY

Private Equity Fund focused on hotels retail industrial office and residential within Mexico.



Más de 26 años de experiencia en el sector financiero. Ha realizado operaciones financieras en el sector de Bienes Raíces que suman \$3,500 millones de dólares en México y Estados Unidos. Antes de fundar Vertex en el año 2009, fue director del área de Bienes Raíces en Credit Suisse. Previamente, fue director en GE Real Estate. Ingeniero Industrial por la Universidad Iberoamericana Ciudad de México. Cuenta con una Maestría en Negocios (MBA) de Georgetown University en Washington D.C. Actualmente es Miembro del Consejo de Administración de Vertex y también Miembro del Comité de Inversiones de Vertex. Miembro del Consejo de Administración de Olimpiadas Especiales.



## Adrián Gonzalez Guerra

COO  
**GRUPO STIVA**

### DEVELOPER

We are a real estate development corporation that provides innovative solutions, committed with the needs of our clients.



Adrian Guerra has 8 years of experience in the real estate sector: Worked for Stiva as the Retail Division Director, also worked for Auric Consulting as Management Consultant, Cemex as a New Projects Mnanager for the New Developments Division, Current YPO (Young Presidents Organization) Member and Current Stiva Board Member. He's Graduated from the Massachusetts Institute of Technology with a Master's in Real Estate Development. Also Graduated from the Ross School of Business at the University of Michigan with a Master's in Business Administration and from Northwestern University with a Bachelor in Industrial Engineering and a Major in Economics.

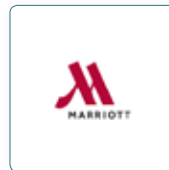


## Alejandro Acevedo

Regional VP  
**MARRIOTT**

### HOTEL MANAGEMENT

Hospitality sector with presence worldwide (4,000+ Hotels) & 18 brands, from luxury to select service.



Mr. Acevedo is currently a Vice President of the Caribbean and Latin America Region of International Lodging Development of Marriott International. Prior to join Development, Mr. Acevedo was Manager in the Development Finance Department, Global Finance of Marriott International. He was also an associate at Crown Capital Latin America, a Private Equity Investment Fund based in New York. Previously he was a Project Leader at Promotora Cancun sunset Clubs in Mexico. Prior to this he worked as a consultant with GTT Proyectos in their Mexico City office. Mr. Acevedo holds a B.S. in Mechanical Engineering from Universidad Iberoamericana in Mexico City and an MBA from Georgetown University in Washington D.C.



## Alfonso Hernández

Director General  
**CIUDAD MAYAKOBA**

### DEVELOPER

La primera comunidad planeada, integral y sustentable en la Riviera Maya, comprometida con la calidad de vida de sus habitantes y el entorno natural.



Desarrollador inmobiliario desde 1993, actualmente es Director General de Ciudad Mayakoba, la primera comunidad planeada sustentable en Riviera Maya. Fue Socio Fundador y Director General de Arther Arquitectos, Director de Proyectos en la Región Occidente y Bajío para Abilia Consultoría Inmobiliaria y Subdirector Regional de G. Acción en la zona occidente del país. A lo largo de 25 años de carrera, se especializó en Desarrollo Inmobiliario y Alta Dirección de Proyectos, donde participó en proyectos inmobiliarios de gran envergadura, desde la conceptualización de la idea inicial hasta su término. Es Arquitecto formado en el Instituto Tecnológico y de Estudios Superiores de Occidente en Guadalajara, con post-grados complementarios.



## Alfredo Marin Pasos

CEO  
**URBANHUB MEXICO**

### DEVELOPER

Empresa de capital privado la cual es desarrolladora y operadora de comunidades residenciales para renta en México. La empresa se enorgullece en el desarrollo de soluciones altamente diferenciadas en cada uno de sus proyectos



Ingeniero Industrial con Maestría en Administración de Empresas por la universidad de Thunderbird en Arizona. Alfredo tiene una amplia y variada experiencia en desarrollo inmobiliario en México. Actualmente es Director General y fundador de UrbanHub en CDMX. Anteriormente fue Director General y cofundador de ONE development group en San Pedro Garza García. Su área de enfoque principal es en entender, desarrollar, y posicionar productos diferenciados en el mercado inmobiliario.



## Alonso Cervera

Managing Director, Emerging Markets Econ  
**CREDIT SUISSE**

### BANK

Credit Suisse is one of the world's leading banks, with more than 45,000 employees, offices in 50 countries and expertise in nearly every facet of banking, investing and finance.



Alonso Cervera is a Managing Director in the Emerging Markets Economics Research team in the Investment Strategy and Research department. He is responsible for overseeing the economics research coverage of several Latin American countries (excluding Brazil) and he is the primary economist for Mexico and Chile. Alonso's team is based in New York and Mexico City. Alonso and his team have been ranked several years by the annual Institutional Investor poll as among the best economists covering Latin America. Alonso joined Credit Suisse from Donaldson, Lufkin & Jenrette (DLJ) in 2000. His previous work experience includes positions at the Central Bank of Mexico and at the Office of Economic Advisors to the President of Mexico. Alonso received an MBA from the Wharton School of the University of Pennsylvania and a BA in Economics from Mexico's ITAM. He is the recipient of Mexico's prestigious Banamex and IMEF national awards on Economic Research.



## Andrés Alvarado Ortiz

Managing Director  
**SURA ASSET MANAGEMENT**

### PENSION FUND

SURA Asset Management is the leading pension fund manager in LatAm with over US\$100 bn of AUM and 17 million clients across the continent



Andres Alvarado is the Managing Partner charged with leading the real estate group of SURA Asset Management in Colombia. Mr. Alvarado was the founding partner of Abacus Real Estate, one of the early entrants in the market and the first manager to raise a local institutional real estate development fund in Colombia. Mr. Alvarado has over 20 years of experience in real estate and investment banking in Colombia, LatAm and the US. He holds an MA in Social Sciences from UC Berkeley and an MBA from Florida International University.

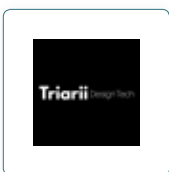


## Andrés Leal

CEO and Founder  
**TRIARIÍ DESIGN TECH**

### 3D DIGITAL AND TECH PLATFORM FOR RE.

Triarií Design Tech is digital platform providing an extraordinary new experience to sell new property developments, powered by 3D technology, marketing, AI and expert agents, that give a competitive advantage before launching projects.



Serial Entrepreneur, Civil Engineer, Msc Project Management in Construction, and over 5 years of experience in the construction industry, IT consulting in construction and working with clients. Andrés is co-founder of a PropTech ecosystem in Colombia and consultant for construction industry in development of new tech solutions through data analytics, IoT and AI.



## Antonio Diez de Bonilla

Shareholder  
**GREENBERG & TRAUIG**

### LAW FIRM

Greenberg Traurig, LLP (GTLaw) has more than 2,000 attorneys in 38 offices in the United States, Latin America, Europe, Asia and the Middle East.



José Antonio Diez de Bonilla Martínez focuses his practice on real estate matters, with an emphasis on mergers & acquisitions, joint ventures and development transactions across various industries, including hospitality and retail. His experience spans the negotiation, documentation and closing of the sale, purchase, financing, construction, development and operation of residential, commercial, mixed use, industrial and resort projects, including hotels, golf courses and marinas, among others. Diez de Bonilla Martínez has been recognized by several publications, including Chambers & Partners. In 2018, he was recognized in real estate by Chambers Latin America, The Legal 500, and Latinvex.



## Augusto Arellano Ostoa

CEO  
**EVERCORE PARTNERS**

### INVESTMENT BANKING ADVISORY

Evercore's Investment Banking business advises its clients on mergers and acquisitions, divestitures, restructurings, financings, public offerings, private placements and other strategic transactions.



CEO of Evercore Partners Mexico. Prior to his current role as CEO, Mr. Arellano was the Senior Managing Director responsible for Evercore Partners Mexico's Real Estate group. Mr. Arellano pioneered the Fibra (REIT) market in Mexico, structuring the first Fibra in the real estate market (FUNO), the first lodging Fibra (FibraHotel) and the first Fibra in the country specializing in premier quality assets (Danhos). In the past six years, under the direction of Mr. Arellano, Evercore Mexico has participated in several important investment banking transactions in the Mexican real estate market. Mr. Arellano received a B.A. in Economics from ITAM and a Ph.D in Economics from the Carlos III University in Madrid, Spain.

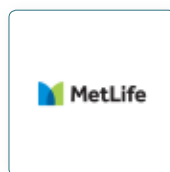


## Bernd Wolf

Managing Director  
**METLIFE**

### REAL ESTATE INVESTOR

MetLife has been involved in real estate since 1878 as a mortgage lender, developer and owner.



Bernd Wolf, is a Director and Head of the Mexico City / Latin America Regional Office. Mr. Wolf joined MetLife in 2007. He is responsible for a US\$2 billion portfolio of commercial mortgages and real estate equity investments in Mexico. Mr. Wolf is engaged in all aspects of the process from origination to loan and asset management and he also supports the Santiago Regional Office, sharing best practices and enhancing globalization. Mr. Wolf holds a BS in Civil Engineering from Universidad Iberoamericana and an MBA from Instituto Panamericano de Alta Dirección (IPADE).





## Carlos Aspe

Director de Nuevos Negocios  
**INSIGNIA CAPITAL**

### INVESTOR

Enfocada en inversiones inmobiliarias de forma directa e indirecta en los estados de Puebla, Mérida, Irapuato, Guerrero y Ciudad de México.

Director General en Insignia Capital principalmente enfocadas en inversiones inmobiliarias de forma directa e indirecta en los estados de Puebla, Mérida, Irapuato, Guerrero y Ciudad de México. La empresa es liderada por el Dr. Pedro Aspe Armella como Presidente desde su constitución en el año 2002; a partir del año 2015 el Lic. Carlos Aspe se integró como Director General. Licenciatura en Derecho por la Universidad Iberoamericana y MBA internacional por la IE Business School de Madrid.



## Carlos Fernandez

President – Founder  
**S2E TECHNOLOGIES**

### ENERGÍA SOLAR

Empresa tecnológica canadiense especializada en la generación y utilización óptima de energía eléctrica con origen solar. Nuestro objetivo es generar un impacto ambiental positivo, sustentable y responsable en cada uno de nuestros proyectos.

Con más de 17 años de experiencia en la industria solar, así como una amplia experiencia en administración superior, finanzas, operaciones, administración, ventas y marketing. Es responsable de impulsar los resultados para los inversionistas de s2e y las comunidades aledañas. También es responsable del desarrollo y la ejecución de proyectos fuera de Canadá, y ha puesto su atención en el desarrollo de proyectos innovadores, incluidos los desarrollos residenciales y comerciales de balance cero de energía, en su país natal, México. Tiene una amplia experiencia en México, Europa y Canadá en diferentes segmentos de la industria y con varias compañías diferentes. Tiene un MBA y es licenciado en Contaduría Pública por el ITESM.



## Carlos Lomelí

CEO  
**ION FINANCIERA**

### INSTITUCIÓN FINANCIERA

INSTITUCIÓN FINANCIERA ESPECIALIZADA EN OTORGAR  
CRÉDITO HIPOTECARIO E INMOBILIARIO.

Carlos Lomelí fue miembro del Consejo de Scotiabank en México, en El Salvador y en Costa Rica. Asimismo participó en el Consejo de Empresas Globales de México (CEEG); en la Cámara de Comercio México-Salvadoreña y en la Cámara de Comercio México-Peruana.



## César Pascual García

Director General México  
**GRUPO ACERTA**

### PROJECT MANAGEMENT

Services of the Project and Construction Management.

Profesional Ingeniero Técnico Superior Industrial con Especialidad en Construcción, con amplia experiencia como Project & Design Manager en Multiproyectos a nivel internacional, forma parte de Grupo ACERTA como Director de General desde 2013. Cuenta con amplia experiencia en dirección de obra, coordinación de SyS, control de contrataciones y producción, supervisión de los trabajos, supervisión de coste y planificación, facturación, planificación, coordinación de dirección facultativa, logística del material suministrado por la propiedad, elaboración de adjudicaciones y contrataciones obra civil e instalaciones, planificación y control de costes de ejecución de obra, organización de equipos, facturación y liquidación.



## Clay Dickinson

Managing Director  
**JLL - FL**

### CONSULTANT

JLL is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions.

Clay Dickinson is a Managing Director of JLL's Hotels & Hospitality Group, responsible for Advisory and Asset Management Services in the Latin America region. Based in Miami, Clay combines deep industry experience and a highly collaborative approach with the global resources of the firm to help clients continually improve their operating performance and to conceive, plan and execute their strategic business initiatives.



## Cliff Payne

Senior Vice President  
**EQUITY INTERNATIONAL**

### FUND

Investments in real estate and real estate related operating companies in emerging markets

Mr. Payne is a senior vice president in Equity International's investments group and is primarily responsible for originating, executing and managing investments. He is actively involved with and serves as a director for various Equity International portfolio companies, including Advance Real Estate, Terranum Corporate Properties and Acosta Verde. Prior to joining Equity International in 2008, Mr. Payne was with Merrill Lynch's real estate investment banking group in New York where he worked on initial public offerings, mergers and acquisitions, and equity and debt offerings for private and public real estate companies.





## Daniel Araf

CEO  
ARMAR CAPITAL

### DEVELOPER & INVESTOR

Armarcap was jointly co-founded by Daniel Araf Hop, today Armarcap, investment branch of Armarcap. Today, Armarcap has grown considerably to establish itself as a leading real estate investment, development and construction institution in Mexico.



Daniel Araf has gained valuable experience in commercial construction for largescale projects, including Now Puerto Vallarta Resort, Ejército Nacional223, and Plaza Portal Conchal. With over 15 years of experience in real estate projects, Mr. Daniel Araf plays a crucial role as Armarcap's CEO, where he is in charge of coordinating, alongside a team of experts, all of the company's processes, from deal conception to execution of the project. Mr. Daniel Araf obtained his bachelor's degree in Business Management At Anahuac University, located in Mexico.



## Daniel Gonzalez

CFO  
GRUPO HIR

HIR Casa es una empresa perteneciente a Grupo HIR con más de 58 años de experiencia inmobiliaria, 100% mexicana y que cuenta con 29 sucursales en el país. Busca apoyar a las familias mexicanas que quieren ver su futuro con tranquilidad.



aniel cuenta con más de 10 años de experiencia profesional, particularmente en Instituciones Financieras. Antes de incorporarse a HIR Casa, colaboraba en BBVA como Vicepresidente de Banca de Inversión, donde cerró +50 operaciones en el mercado local de deuda, principalmente de financiamiento bursátil estructurado y de compañías de Real Estate.



## David Guzmán

Socio  
TRUST INVESTMENTS

### INVESTOR

Real Estate Development and Advisory Firm



David Guzmán is a strategic leader with a civil engineering degree from the Institute of Technologies and Higher Studies of Monterrey (Tec de Monterrey), an EMBA from IPADE Business School, studies in Private Equity, Innovation and Real Estate management. He has over 8 years of experience in the real estate and construction industry, owner of a construction Co, a RE developer firm and a VC fund in Mexico, in which he's active as managing partner of TRUST Investments de Mexico and senior partner at LabCap Ventures.



## Diego Ysita Portilla

CEO  
FIBRA STORAGE

### REIT

Has performed the turnkey development services for more than 25 facilities and currently manages more than 1.3M SQFT with a robust pipeline focused in flagship properties in the Mexico City Metropolitan Area.



Diego Isita Portilla is a Mexican businessman and entrepreneur. He founded and is currently the CEO of U-Storage Group, a Mexican based development and management platform focused on the establishment and expansion of the self-storage market. In 2008 he partnered with Kenneth T. Woolley and Extra Space Storage, a self-storage REIT that owns and operates more than 1,000 facilities in the US. In 2018 U-Storage became the first self-storage focused REIT (FIBRA) in Mexico - Fibra Storage. This vehicle accelerates growth and encourages small and medium developers, as well as landowners to look for ways of contribution or association with Fibra Storage, allowing them to co-participate in the development of new U-Storage facilities.



## Federico Castillo

Director of Acquisitions  
MIRA

### ADMINISTRADORA DE FONDOS

En MIRA administramos fondos de capital privado institucional de origen nacional e internacional bajo los más altos estándares mundiales



Federico Castillo is Director of Acquisition of Mira Companies since May 2014. Mr. Castillo has over seven years of experience in the Mexican Real Estate industry in positions that include VP in JLL Mexico in its Resort Advisory and Development Team, CFO/Director of Investments in Umbral Capital and Associate at Walton Street Capital. Prior to moving to the real estate industry, Mr. Castillo's worked at McKinsey & Co., Protego Asesores and the Bank of Mexico. Mr. Castillo has a B.S. in Economics from ITAM and an MBA from UNC Kenan-Flagler Business School.



## Federico Martin Del Campo

CEO  
WALTON STREET CAPITAL

### PRIVATE EQUITY

Walton Street Capital is a hands-on private equity real estate firm that seeks to generate attractive risk adjusted returns for its investors.



CEO of Walton Street Capital Mexico where he has led the capital raising and investment of over a billion USD in México. Before joining Walton Street Capital he was a Senior Director at GE Real Estate in Mexico City where he realized equity investments of over USD \$350 million. He previously worked as an associate at JP Morgan Securities Inc. in New York. Federico has a degree in Economics from the Instituto Tecnológico Autónomo de México (ITAM) and an MBA from Harvard Business School.



## Francis Muûls

Chief Asset Management  
**RLH PROPERTIES**

### INVESTOR

RLH se enfoca en la adquisición, desarrollo y gestión de activos hoteleros de ciudad, resorts de playa y branded villas dentro del segmento alto, ubicados en las principales ciudades y en los principales destinos turísticos de México, España y el Caribe.



Francis es el Director de Desarrollo de Negocios y Asset Management de RLH. Tiene más de 15 años de experiencia en la industria hotelera desde una perspectiva financiera (inversiones, financiamientos estructurados, fusiones y adquisiciones) así como la supervisión de operadores hoteleros y desarrollo de hoteles. Antes de unirse a BK Partners, Francis trabajó como Vicepresidente de Adquisiciones y Desarrollos en Meridia Capital, firma española de gestión de capital de riesgo y especializada en inversión en hoteles y bienes raíces premium en México, Sudamérica y Europa. Ahí fue responsable de suministrar, analizar y ejecutar todas las inversiones (más de US\$600 millones), así como del manejo del portafolio.



## Francisco Covarrubias

Partner  
**TC LATIN AMERICA PARTNERS**

### INVESTOR

Real Estate Fund focused on low/middle income residential development in Latin America.



Francisco Covarrubias is a Partner at TC Latin America Partners and its Country Manager for Mexico. He brings over twenty years of financial, operational and legal experience in the US and Latin America. Prior to joining TC Latin America Partners, Mr. Covarrubias worked for more than 7 years at Kimco Realty Corporation, where he was responsible for business development and portfolio management of Kimco's Latin American division. Before Kimco, Mr. Covarrubias held several business development and financial planning positions at Dell, Inc. Earlier in his career, he worked at the law offices of Ritch, Heather & Mueller, in Mexico City, where he specialized in M&A, private equity, and real estate law.



## Gabriel Gonzalez Garza

Director General  
**EMBLEM CAPITAL**

### DEVELOPER

Emblem Capital is a company that develops vertical real estate projects and manages private equity funds in the city of Monterrey.



As founder and CEO of Emblem Capital Real Estate, he has 20 years of experience in real estate development in more than 30 projects in the family housing sector, offices, departments, as well as private equity investments.



## Gerardo Carrillo

Shareholder  
**GREENBERG & TRAUIG**

### LAW FIRM

Greenberg Traurig, LLP (GTLaw) has more than 2,000 attorneys in 38 offices in the United States, Latin America, Europe, Asia and the Middle East.



Gerardo Carrillo Valadez focuses his practice on real estate, development, and mergers & acquisitions transactions. He has more than 17 years of experience within the Mexican market, and brings wide-ranging knowledge of residential, commercial, industrial and hospitality projects. He also possesses a unique understanding of mixed use and multifamily properties. Additionally, Carrillo Valadez has participated in multiple engagements across other industries. In 2018, he was recognized in real estate by Chambers Latin America, The Legal 500, and Latinex.



## Gerardo Herrera

Director de Operaciones  
**TRUST INVESTMENTS**

### INVESTOR

Real Estate Development and Advisory Firm



Gerardo Herrera is a passionate team player with a civil engineering degree from the Institute of Technologies and Higher Studies of Monterrey (Tec de Monterrey), an MBA from IPADE Business School, studies in corporate finance and VC at London Business School. He has over 5 years of experience in the real estate and construction industry and 3 years in VC investments in Mexico, he now serves as managing partner of LabCap Ventures and finance manager at TRUST Investments.



## Giovanni D'Agostino

President  
**NEWMARK KNIGHT FRANK**

### CONSULTANT

Newmark Knight Frank (NKF) es una de las firmas más importantes de bienes raíces a nivel mundial y líder en consultoría inmobiliaria.



Mr. Giovanni D'Agostino is President of Mexico and Regional Managing Director of Latin America of Newmark Knight Frank, one of the world's leading commercial real estate advisory firm. He has more than two decades of experience in commercial real estate, delivering the highest level of service. In the last two years, he has led the exponential growth of NKF Mexico, positioning the company in more than 9 countries throughout Latin American while turning the company as the most disruptive leader in the region.

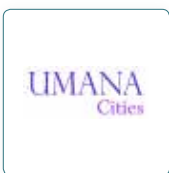


## Gonzalo Espejel

Managing Partner  
**UMANA CITIES**

DEVELOPER

UMANA, firm specialized in development and consulting services for national and multi-national investors



Founder and managing partner at UMANA Cities, a real estate development firm focussed on large master-planned communities, residential and mixed-use projects. UMANA also provides consulting and development-partnership at singular projects. Experience includes co-development of more than 3,000 Has, of innovative communities as well as 1,500 residential and high-end units. Prior to UMANA, he was MD at Anida, the RE development division of BBVA Group. Holds a B.A degree in Architecture from Anahuac University; member of the ADI (Asociacion de Desarrolladores Inmobiliarios), and co-founder of the ULI Executive Committee Chapter Mexico



## Gonzalo Robina

CEO  
**FIBRA UNO**

REIT

Fibra Uno is a Mexico-based company, which is engaged in the investment in commercial and industrial real estate properties.



Mr. Gonzalo Pedro Robina Ibarra serves as Chief Executive Officer of Fibra Uno. He has over 30 years of experience in the real estate sector. Before joining Fibra Uno, he was founder and Chairman of MexFund Private Investmetn Fund created in 2007. He was Chairman of Fenix Capital Group, a real estate fund owned by Deutsche Bank with over 7,000 real estate assets in Mexico and 14,000 properties under its management.



## Guillermo Medrano Artalejo

Director General  
**FIBRA NOVA**

REIT

Fideicomiso de Inversión en Bienes raíces que cotiza desde agosto de 2017 en la Bolsa Mexicana de Valores como "FNOVA17". Cuenta con un portafolio de 246 mil m2 en 84 propiedades, diversificados en distintas ciudades del país e industrias.



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## Guillermo Uribe Lara

Partner  
**HOLLAND & KNIGHT**

LAW FIRM

Holland & Knight is a global law firm with more than 1,300 lawyers and other professionals in 28 offices throughout the world. Our lawyers provide representation in litigation, business, real estate and governmental law.



Guillermo Uribe is a Mexico City attorney who focuses on matters related to banking and securities law, national and international capital markets (including real estate capital markets), structured finance and syndicated loans. Mr. Uribe also handles matters related to the compliance and surveillance of the Mexican securities market. Mr. Uribe has been responsible for the first and biggest Fibra in Mexico (Mexican REIT). He has advised on five additional Fibra initial public offerings (IPOs) and several Mexican certificados de Capital de Desarrollo (CKDs). His work includes major real estate acquisitions, including offers, rights offers and the debt deals (debt capital markets, and traditional and structured finance.



## Guven Giray

President  
**ATLAS DESARROLLOS**

DEVELOPER

Founded in 2002, Atlas Desarrollos is a Mexican real estate development company focused on the middle income and residential market segments.



Guven Giray is a founding partner of Atlas Desarrollos, President of the Board of Directors and responsible for business development and corporate finance. Previously Mr Giray served for 10 years in investment banking and was a Managing Director at Alfa Bank Russia (MD) based in London, a Managing Director at Donaldson, Lufkin & Jenrette based in London and New York, and a Managing Director at ING Barings based in London. Mr Giray worked at DG IV of the Commission of the European Union in Brussels and was called to the Bar of England & Wales. Academic qualifications include Barrister-at-Law and LL.M Cambridge University.

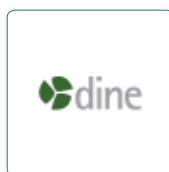


## Hector Rivas

Director de Planeación y Nuevos Negocios  
**DINE**

DEVELOPER

Desarrollos residenciales, espacios corporativos y comerciales



Héctor trabaja desde hace más de 11 años en DINE, empresa dedicada al desarrollo de proyectos inmobiliarios de gran escala enfocados en mercados de alto poder adquisitivo. Actualmente se desempeña como Director de Planeación Estratégica y Nuevos Negocios, tiene a su cargo el control del desarrollo estratégico del portafolio de negocios de la Compañía, así como el crecimiento y expansión del mismo. Anteriormente ocupó puestos de Planeación Financiera y Control de Gestión en Grupo DESC. Héctor es Ingeniero Industrial de la Universidad Anahuac y cursó una Maestría en Alta Dirección de Empresas en el IPADE.



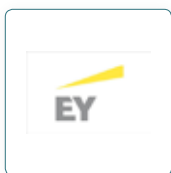


## Henry Gonzalez Duarte

Partner-Bienes Raíces, Hosp. y Constr.  
EY

### REAL ESTATE CONSULTANT

EY Real Estate, Hospitality & Construction practice has the ability to mobilize a team of seasoned professionals to address complex and demanding challenges and provide seamless service on a global basis.



Henry González Duarte, es Socio Director de Ernst & Young y responsable por el sector Real Estate, Hospitalidad y Construcción de la empresa em Mexico.



## Hugo Blum

CEO  
100 LADRILLOS

### MARKETPLACE TO BUY AND SELL RE FRACTIONS

100 Ladrillos is a digital marketplace that seeks to democratize real estate tenancy. The 100% online investment and secondary market it is possible due the use of advanced e-signature, digital trusts and blockchain.



CEO of 100 Ladrillos a digital marketplace that seeks to democratize real estate tenancy. The 100% online investment and secondary market it is possible due the use of advanced e-signature, digital trusts and blockchain. Hugo has a Bachelor Degree in Bussiness Administration and Finance, and for the past 10 years he has led Kapital Financiera a traditional Micro Finance Institution he co-founded in 2005. In 2013, he started in the world of fintech and together with his co-founders launched yotepresto.com the leading P2P lending platform in México. Being a technology enthusiast, he has invested in different startups through various venture capital funds -such as KF Ventures, Investo, View Acclerator and Narval Ventures.

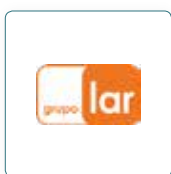


## Ignacio Bezares del Cueto

Director General México  
GRUPO LAR

### DEVELOPER

Desarrollador, inversor y gestor de proyectos inmobiliarios residenciales, comerciales, de oficinas y logísticos



Ignacio Bezares del Cueto, 47 años. Licenciado en Administración de Empresas por la Universidad CEU de Madrid y MBA por el IESE. Tiene una amplia experiencia en la industria de real estate, como desarrollador de proyectos residenciales y empresariales y gestor de fondos de inversión europeos de vivienda, oficinas y centros comerciales. Ha trabajado en España y México, ocupando puestos de responsabilidad en Sacyr, Banco Santander y Grupo LAR. Desde el año 2008 es director general de Grupo LAR en México.



## Jaime Fasja

Founder and Co-CEO  
THOR URBANA CAPITAL

### INVESTOR AND DEVELOPER

Thor Urbana is a leading real estate investment and development company based in Mexico City.



Co-founder and Co-CEO: Mr. Fasja oversees the sourcing, acquisition and development of the company's projects. Previously as Director of Acquisitions and New Development at GFa, Mr. Fasja was involved in the construction and financing of over 7 million sqf of residential, resort, and retail real estate property in Mexico. While at GFa, Jaime oversaw the development and construction of more than 3 million sqf of projects.



## Javier Dominguez Torrado

Partner Real Estate  
RITCH MUELLER

### LAW FIRM

Asesoría legal y fiscal a clientes nacionales e internacionales respecto a sus operaciones en México. Estructuración e implementación de soluciones que atiendan la necesidad de los clientes



Javier Domínguez is a member of the real estate practice group at Ritch Mueller. He has more than 18 years of experience, mainly dealing with real estate transactions and financing, capital and debt offerings in Mexico and abroad, secured and unsecured financing, financing to states and municipalities, and mergers and acquisitions. Javier has advised, the world largest industrial facility developer. He has also advised real estate investment funds and other investors in respect to their investments and developments in. He recently advised FIBRAMTY in its structuring and the structuring of its initial and subsequent portfolios, as well as its financings.

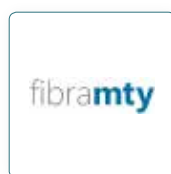


## Javier Llaca García

COO  
FIBRA MTY

### REIT

Fibra Mty is a Mexican diversified real estate investment trust that has the first internally managed structure in the Mexican REIT market.



Javier Llaca is the Chief Operating and Investment Officer, and co-founder of Fibra Mty, a diversified office and industrial real estate investment trust, publicly traded in the Mexican Stock Exchange. Mr. Llaca has more than 25 years of experience in the real estate sector, and deep knowledge in the office, industrial, retail and mixed use, including planning, structuring, marketing and operation of real estate projects. Mr. Llaca worked for 14 years at JLL, as Executive Vice President in charge of the firm's operations in Northern Mexico. Before that he worked for 8 years at CBRE.



## Joan Bertran

Global Head of Commercial Real Estate  
**BANCO SABADELL**

**BANK**



Joan Bertran joined Banco Sabadell in 2008 to manage the Group's Real Estate portfolio (\$15bn). Since then he served in different executive positions and today he is the Banco Sabadell's Group Global Head of Commercial Real Estate & Hotels. Based in Miami, he is in charge of the CRE & Hotels Group's financing activity with teams in America and Europe. Previously, Joan served as Business Manager at 'Logispark', a Banco Sabadell JV with a RE developer, where he managed investments for \$400M to develop more than 700.000sqm of CRE in Europe. He started his professional career in 1999 as Construction Manager at Ferrovial.



## Joanna Frazier

Director of Operations, Mexico  
**GREYSTAR**

**INVESTOR**



Greystar is the leading investment manager, developer, and operator of multifamily apartments in the US, UK, Netherlands, and Mexico.

Joanna Frazier is the Managing Director of Operations for Greystar Mexico. She joined Greystar in 2013 to oversee the multifamily portfolio in Mexico City, Monterrey, Cancun, and Guadalajara. She is responsible for the strategy and execution of operational assets; supporting capital partnerships with market expertise; and oversight across business lines. She holds an MBA from Chicago Booth School of Business and a BBA and BA from the University of Georgia. Prior to Greystar Ms. Frazier worked as a management consultant at Bain & Co. in Mexico City.



## Jorge Avalos

CEO  
**FIBRA MTY**

**REIT**

Fibra Mty is a Mexican diversified real estate investment trust that has the first internally managed structure in the Mexican REIT market.



Jorge Avalos is Founding Partner and CEO of Fibra MTY, which went public in its initial public offering in December 2014. With more than 27 years of experience in the Finance Sector, Jorge was previously a Member of the Administrative Council of Banco Inxev, and further acted as General Director of the bank's Northern Region. Jorge serves on the board of directors of several public and private companies and additionally participates in several trade associations, such as the Asociación Mexicana de Fibras (AMEFI), where he serves as a Member of the Communications and Marketing Committee.



## Jorge Gómez

CEO  
**OUEST**

**DEVELOPER**

Somos un grupo enfocado en la inversión y desarrollo de una distintiva gama de proyectos inmobiliarios; turísticos, de retail, residenciales, oficinas e industriales. Adaptando soluciones únicas en base a las exigencias del mercado.



Empresario mexicano con experiencia en evaluación, desarrollo y generación de proyectos en el sector inmobiliario por más de 15 años. Ha emprendido importantes proyectos en conjunto con firmas reconocidas a nivel internacional como Sanaa (Sejima + Nishizawa y Asociados), Herzog & de Meuron y SOM (Skidmore, Owings and Merrill). Su trayectoria comprende una amplia variedad de proyectos residenciales, turísticos y de urbanización e infraestructura, principalmente en los Estados de Jalisco y Nayarit (Punta de Mita). Actualmente desarrolla "Distrito la Perla", proyecto de usos mixtos de clase mundial, ubicado en el terreno de la Antigua Planta Kodak en la Zona Metropolitana de Guadalajara.



## Jorge Margain

Vice President  
**IVANHOÉ CAMBRIDGE**

**INVESTOR**

Ivanhoé Cambridge develops and invests in high-quality real estate properties.



Jorge has extensive experience in the real estate industry and more specifically in the management of real estate funds in Mexico. Prior to joining Ivanhoé Cambridge, he worked for PGIM Real Estate (Prudential), a real estate private equity firm where he was Head of Transactions for Mexico. Before that, Jorge was a Senior Director at Tishman Speyer and also worked for real estate development and investment firms Tresalia Capital, Apollo Real Estate and AMB Property Corporation (now Prologis). Jorge holds an MBA from Wharton School of Business and a Bachelor's Degree in Economics from Instituto Tecnológico Autónomo de México (ITAM). He speaks fluent English and Spanish.

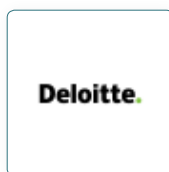


## Jorge Yarza

Consultor  
**DELOITTE**

**INVESTOR**

Proveedor de servicios de auditoría, consultoría, asesoría financiera, asesoría de riesgo, impuestos y servicios relacionados.



Jorge es Doctor en Ingeniería por parte de la Universidad de Manchester (UMIST), UK. Se incorporó como socio del área de Bienes Raíces & Transacciones de Inversión Inmobiliaria en junio de 2015. Ha sido directivo, empresario y consejero de empresas líderes en desarrollo Inmobiliario y Transacciones hipotecarias. Ha fungido como asesor de agencias gubernamentales nacionales y extranjeras e instituciones internacionales con más de 25 años de experiencia.



## Jorge Zaragoza

Development, Mexico  
**IHG**

**HOTEL MANAGEMENT**

Jorge Zaragoza ha estado en la industria hotelera por alrededor de 15 años, incrementando roles y responsabilidades en diferentes áreas como Alimentos y bebidas, Recepción, Ventas y actualmente en el área de Desarrollo de Franquicias. Trabajo previamente como Director de ventas para diferentes cadenas hoteleras mexicanas e internacionales entre las que se encuentran Hampton Inn by Hilton, Holiday Inn Express, Krystal Urban Hotels y recientemente en el área de desarrollo de InterContinental Hotel Group (IHG).



## José Carlos Alemán

General Manager  
**SIILA MEXICO**

**MARKET RESEARCH**

La misión de SiilA México es proporcionar inteligencia de mercado del sector inmobiliario comercial con los más altos estándares de calidad.

José Carlos is responsible for increasing the reach and scope of SiilA's services in Mexico. As general manager some of his responsibilities include: strategically growing SiilA coverage across Mexico, Business development, and managing the marketing and administrative departments. Prior to joining SiilA México, José Carlos worked at Orange Investments and executed real estate investment projects. He coordinated the team responsible for collecting and analyzing data. This data was used for the creation of in-depth market research, conceptualization and financial projections.



## Jose Cattán

CEO & Founder  
**MY HOME**

**DEVELOPER**

My Home es una desarrolladora inmobiliaria con más de 25 años de experiencia en bienes raíces como socio y constructor. En My Home buscamos mejorar la vivienda de los mexicanos creando los mejores espacios, sustentados en un diseño vanguardista.



Ejecutivo en el ramo inmobiliario con más de 25 años de experiencia en la administración y gestión de empresas, probado historial de logros en la dirección simultánea de varios proyectos hasta su finalización con éxito. Solucionador de problemas, capaz de tomar decisiones para cumplir con los objetivos establecidos. Reconocido por ofrecer consistentemente un liderazgo fuerte, aumentar la motivación del personal y aumentar la calidad mediante un estrecho seguimiento y evaluación.



## Juan Antonio Monedero

Director de Expansión y Crecimiento  
**CINÉPOLIS**

**DEVELOPER / CORPORATE USER**

Cinépolis was founded in Morelia, Mexico in 1971. Today it has positioned itself as the world's 4th largest movie theater circuit, operating 722 cinema complexes, 5840 screens and over 1M seats across 14 countries worldwide. Employs over 38K people.



Juan Antonio holds a degree in Business Administration from the UIA and a master's degree in Finance from the FCA of the UNAM. He is currently responsible for the expansion of the Cinépolis brand inside the Mexican Republic, utilizing the different formats that the company has developed. This includes the management and development of its own Commercial Centers, as well as maintaining and strengthening commercial relations with the main Real Estate developers in the country. Juan Antonio has participated for more than 20 years in the expansion of international brands such as McDonald's, Starbucks, KFC, Pizza Hut and Wal-Mart among others.



## Juan Carlos Mier y Terán

Commercial Real Estate Sector Head  
**HSBC MEXICO S.A.**

**BANK**

HSBC is one of the world's largest banking and financial services organizations.



Juan Carlos Mier y Terán (44, Commercial Real Estate Sector Head for HSBC in Mexico) has over 20 years of experience at companies like GE, Citibanamex, Cemex and HSBC. At HSBC he has originated real estate loans for over US\$3 billion and reshaped the portfolio to focus on industrial, retail and office properties and conformed of the top real estate players in Mexico. He made Real Estate a growth target sector for the bank through loans and capital financing and also closed the first real estate loan-on-loan acquisition bank transaction in Mexico. Mr. Mier y Terán has a bachelor's degree in Industrial Engineering from Universidad Anáhuac and an MBA from The Fuqua School of Business at Duke University.



## Juan Carlos Ostos

CEO  
**CINUK**

**INVESTOR / DEVELOPER**

CINUK es un fondo inmobiliario y plataforma integrada que se dedica al desarrollo end to end de proyectos de Real Estate, principalmente proyectos de vivienda vertical, centros comerciales, usos mixtos y oficinas.



Since June 2017, Mr. Ostos is CEO of CINUK, an integrated real estate platform. From 2009 to 2017, Mr. Ostos was CFO and COO of MIRA, a mixed-use real estate development and fund management company, where he closed US\$650 mm in equity commitments, including the first CERPI in the Mexican market, and US\$450 mm in debt financing. At MIRA, Mr. Ostos was part of the management team that grew the platform to US\$500 mm of AUM and 20 development projects. Previously, he worked in finance roles at Johnson & Johnson and the Mc-Graw Hill Companies. Mr. Ostos has a BS from Universidad Iberoamericana and an MBA from Stanford GSB.



## Juan Gonzalez

Managing Director  
**7 BRIDGES LATIN AMERICA**

### REAL ESTATE INVESTMENTS

7 Bridges Latin America is a diversified investment platform, seeking value-added and opportunistic returns by investing in real estate and real estate related assets in Latin America. The Company is backed by institutional capital.



Juan Gonzalez has focused on real estate private equity and credit related investment opportunities. Juan is currently Managing Director for 7 Bridges Latin America, a real estate investment platform backed by a Southern California based institutional fund manager. Prior to joining 7BLA in 2015, Juan worked at two Mexican private equity real estate fund managers (Gaia Capital and Capital Inmobiliario) investing in residential and credit related opportunities. Previously Juan was CFO of a Mexico based, U.S. owned residential mortgage lender. Juan started his career as Economist leading research projects focused on global and local capital markets for Mexico's Central Bank. Juan has a degree in Economics from UDLAP and an MBA from UCLA.



## Juan Jose Copeland

Director General  
**CORPORATE PROP. OF THE AMERICAS**

### DEVELOPER

CPA is Mexico's leading industrial RE company, having developed\_ acquired more than 30 million square feet of industrial space across the country



Se incorporó a CPA a principios del 2001, compañía de capital privado que opera como desarrollador y administrador de bienes raíces industriales y de logística en México. Actualmente es miembro del Consejo Directivo del Comité de Inversión y funge como Director General con una amplia experiencia en el sector. Diestro en formación de equipos, planeación estratégica, liderazgo, negociación, proyectos de inversión y administración de inmuebles. Juan José ha tenido dentro de sus responsabilidades la dirección de los equipos de Ventas y Administración de Activos supervisando más de 3 millones de metros cuadrados.



## Juan Monroy

CEO  
**FIBRA MACQUARIE**

### REIT

FIBRA Macquarie's portfolio consists of 271 industrial properties and 17\* retail/office properties, located in 20 cities across 15 Mexican states (as of December 31, 2017).



Mr. Monroy joined Macquarie in 2012 and has a total of 18 years of real estate investment and development experience. Prior to joining Macquarie, he was a partner in a real estate development and investment firm focused on residential and retail real estate development, primarily in Mexico City. He is a former director of acquisitions at Acadia Realty Trust, a former vice president of international at Loews Cineplex Entertainment, and a former private equity professional at Onex Investment Corp.



## Juan Rubio

Business Development Director  
**COPACHISA SA DE CV**

### CONSTRUCTORA

Formamos parte de Grupo Punto Alto donde, brindamos servicios integrales de diseño y construcción en los ramos industrial, institucional y comercial. Iniciamos en el año de 1958 bajo el nombre de Terrazas y Valdéz en la ciudad de Chihuahua.



Business Development Director



## Karl Kreppner

Senior Vice President - Investments  
**CADILLAC FAIRVIEW**

### INVESTOR

The Cadillac Fairview portfolio is owned by the Ontario Teachers' Pension Plan. The real estate portfolio also includes investments in retail, mixed-use and industrial real estate in Brazil, Colombia and Mexico.



Karl Kreppner is responsible for the execution of strategic acquisitions, dispositions and management of investments across the emerging markets. Prior to re-joining Cadillac Fairview in 2013, Karl worked three years for Morgan Stanley Real Estate Investing (MSREI) in their Mexico City office. Karl is a Chartered Financial Analyst and holds a Master of Business Administration from McMaster University.



## Luis Cantú

CEO  
**SERIS RETAIL HOLDINGS**

### DESARROLLADOR

Proyectos inmobiliarios de Retail



Con más de 20 años de experiencia en desarrollo inmobiliario y más de 300,000m2 rentables desarrollados, así como con un amplio conocimiento y entendimiento de los aspectos de inversión y gestión.





## Luis Moreno

Head Partner of the Mexico RE Practice  
**HOLLAND & KNIGHT**

### LAW FIRM

Holland & Knight lawyers have served the legal needs of the real estate industry for more than 100 years with more than 280 real estate professionals throughout the firm.



Luis Moreno is a dual-licensed Mexico City attorney who has nearly 20 years of experience counseling clients in the real estate, hospitality and energy industries.

Mr. Moreno has experience handling the acquisition and development of major hotel projects in many of Mexico's most renowned beach resorts, preparation and negotiation of hotel operation agreements, and structuring and planning of fractional programs for various hotel developers and operators.



## Luis Sada

Principal & CEO  
**ONE DEVELOPMENT GROUP**

### DEVELOPER

ONE Development Group is a Mexican company focused on creating revolutionary real estate spaces with memorable experiences that change the way people live, work and interact with their communities. Our utmost priority is to create a positive impact on the



Luis has more than 17 years of experience in the development, management, acquisition and financing of real estate across multiple assets classes. Over the past five years, Luis has led ONE Development Group and its team in the development and management of one of the largest high-end mixed-used developments in Mexico, including residential, retail, office and hospitality assets. Currently, in addition to the execution of existing projects, Luis is leading the company in its growth and expansion efforts into other asset classes and markets across Mexico. Prior to joining ONE Development Group, he held several senior leadership positions at two major industrial real estate development firms in Mexico, FINSA and Stiva, with management respons



## Marcelo Carrere

National Director  
**JLL**

### CONSULTANT

Con presencia en más de 80 países y 78.000 colaboradores alrededor del mundo, JLL es una firma líder global en servicios inmobiliarios y gestión de inversiones en bienes raíces.



Marcelo Carrere lidera la operación de JLL en Chile. A su vez se encarga del desarrollo de la estructuración de transacciones con un enfoque en el mercado de capitales. Marcelo cuenta con más de quince años de experiencia en el mercado de Santiago de Chile,

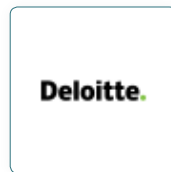


## Mauricio Costemalle

Socio de Asesoría Financ. Bienes Raíces  
**DELOITTE**

### CONSULTOR

Proveedor de servicios de auditoría, consultoría, asesoría financiera, asesoría de riesgos, impuestos y servicios relacionados.



Mauricio es Ingeniero por parte de la Universidad Iberoamericana, UK. Se incorporó como socio del área Corporate Finances & Transaccione en. Ha sido directivo, consultor de agencias gubernamentales nacionales y extranjeras e instituciones internacionales con más de 25 años de experiencia.



## Maurício Elizondo

Director de Desarrollo Resorts  
**GRUPO POSADAS**

### HOTEL MANAGEMENT COMPANY

Empresa hotelera líder en Mexico



Mauricio Elizondo - Development Director Resorts A high executive within the hotel industry in Mexico with over 12 years of experience, currently holds the position of Development Director within Grupo Posadas, overseeing all Resort projects for Mexico and the Caribbean, under which they offer several brands and Resort Concepts to fit every project. Mauricio is also responsible for the franchise model for new and existing projects in Mexico. Mauricio has been head of Revenue Management & Distribution and Director of vacation ownership products, involved in over 70 hotel projects. Mauricio lives in Mexico City



## Maria José Portillo Lopez

Directora de Real Estate  
**THE WE COMPANY**

### COWORKING

The We Company's guiding mission will be to elevate the world's consciousness. Living a conscious life means choosing to live proactively and with purpose.



Maria Jose tiene 10 años de experiencia laboral pasando por el sector hotelero y retail representando marcas internacionales y desde 2017 ocupa la posición de Directora de Real Estate para WeWork México encargada de la expansión y crecimiento de WeWork en todo el país



## Michele Porrino

Director Ejecutivo  
**WTC INDUSTRIAL SLP**

### DESARROLLADOR

El parque WTC en SLP ofrece ventajas competitivas como el Recinto Fiscalizado Estratégico, Terminales Ferroviarias, Intermodal y de Combustibles, Generación de Energía, y amenidades comerciales. WTC ha desarrollado 250K m2 de naves industriales en México.



Michelle Porrino es Director Ejecutivo de WTC Industrial parte de Grupo Valoran. Es Ingeniero Industrial y tiene un MBA por parte del ITESM. Antes de WTC fue parte de las áreas de operaciones, ingeniería y marketing en Grupo Cydsa, así como marketing y ventas en desarrollos inmobiliarios residenciales como Vivendum y Ranman.



## Miguel Bordes

Director de Comercial Real Estate  
**BANCO SABADELL**

### BANK

Banco Sabadell es el cuarto grupo bancario privado español integrado por diferentes bancos marcas sociedades filiales y Sociedades participadas.



Director de Real Estate con 15 años de experiencia en el sector financiero. Estuvo en otras empresas como HSBC, JLL y Prudential Real Estate Investors. Licenciatura en Administración (ITAM)



## Miguel Chapa

Owner & CEO  
**MACH CONSTRUYE**

### DEVELOPER

Desde hace 20 años MACH Construye ha tenido la oportunidad de trabajar en más de 100 obras, como edificios de departamentos, corporativos hasta complejos de usos mixtos. Actualmente nos encontramos desarrollando más de 30 proyectos de gran escala.



El ingeniero Miguel Ángel Chapa Garza es actualmente uno de los empresarios en construcción y desarrollos más sobresalientes de la ciudad de Monterrey. Obtuvo su licenciatura en el Instituto Tecnológico de Monterrey de ingeniero civil con estudios en Administración de la Construcción (Diplomado en el IPADE en el programa AD2). Tras 20 años de arduo trabajo como constructor decide convertirse en Desarrollador, logrando en el año 2013 colocar sus proyectos de vivienda vertical en el gusto y preferencia de los regiomontanos, acaparando un mercado exclusivo por lo novedoso y moderno de sus diseños. Actualmente es Director de la empresa Mach Construye.



## Miguel Sánchez-Navarro

Director General  
**FORTEM CAPITAL**

### DEVELOPER

Empresa administradora de fondos privados, cuyo objetivo consiste en desarrollar programas de inversión inmobiliaria en México de forma integral



Director General de Fortem Capital I, S.C. es el principal responsable del diseño de la estrategia de inversión del Grupo. A su vez sus funciones también incluyen detectar, negociar y estructurar las oportunidades de inversión para el Fideicomiso. Antecedentes: Director General en Inmobiliaria Península de la Baja, Plaza Comercial Chimalhuacán, Península Motors (Distribuidor Honda), Grupo Península Motors (Distribuidor Toyota). Trabajó durante 5 años en Noriega y Escobedo. Durante el periodo 2005-2007, participó como Director General de México de las Editoras Desconocido On Line y Libros, Libros Books, Books. Integrante del consejo en Club Campestre San José. Consejero Regional de BBVA Bancomer y Banorte.



## Milfred Hammerbacher

CEO  
**S2E TECHNOLOGIES**

### ENERGÍA SOLAR

Empresa tecnológica canadiense especializada en la generación y utilización óptima de energía eléctrica con origen solar. Nuestro objetivo es generar un impacto ambiental positivo, sustentable y responsable en cada uno de nuestros proyectos.



Es un destacado innovador y empresario en energía solar y tecnología fotovoltaica. Como co-fundador y CEO de S2E Technologies, Milfred ha liderado el desarrollo de la comunidad de balance cero de energía más grande de Canadá (West 5 ubicada en London, Ontario), y un concepto radicalmente nuevo llamado EVE Park: el primer vecindario de balance cero de energía introduciendo vehículos eléctricos con capacidades autónomas. La pasión de Milfred por el medio ambiente ha guiado su educación y su carrera, respaldando la inspiración de S2E. Tiene una Licenciatura en Ciencias y una Maestría en Ciencias en Física de la Universidad de Missouri-Kansas City. Ha vivido y administrado negocios en cuatro países (USA, Canadá, Francia y China).



## Nicolas Martinez

Senior Manager Development Mexico  
**HILTON**

### HOTEL MANAGEMENT

Hilton Worldwide is a 95 year old leading global hospitality company, with more than 715,000 rooms in 94 countries and territories.



Nicolas joined Hilton in 2010 where he held several roles within the company in Puerto Rico and Mexico, including Finance and Office Manager for the shared service office in Mexico, where he led the team in charge of the establishment and growth of the office. In 2015 he joined JLL Hotels & Hospitality as part of the Strategic Advisory and Asset Management division for Mexico. He rejoined Hilton in 2017 as Senior Manager of Development for Mexico. Nicolas has a bachelor's degree in Industrial Engineering from Universidad Javeriana in Colombia, and holds a Master's degree in Financial Management from the Rotterdam School of Management, Erasmus University Rotterdam. A native of Colombia, he fluently speaks Spanish and English. Nicolas is a former swimmer and he enjoys travelling in his free time.



## Nuno A Matos

CEO  
HSBC

### BANK

Grupo Financiero HSBC is formed by the following subsidiaries: HSBC Mexico Banco, HSBC Seguros, HSBC Casa de Bolsa, Global Asset Management (Mexico), and HSBC Servicios. HSBC Holdings has around 38 million customers in 67 countries.



CEO of Grupo Financiero HSBC Mexico. Previously he was Head of Consumer Banking and Wealth Management for HSBC Latin America and Global Head of Small Business Banking for HSBC. Later he would also become Deputy CEO and COO of HSBC Mexico. Before HSBC, Nuno worked over 20 years in Santander, with several positions as Global Head of Individuals Segment in Spain. He was previously Board Member and Head of Retail and Business Banking for Santander United States and Head of Cards and Acquiring Business for Santander Brasil, where he was also CFO and COO of Global Banking, Markets and Commercial Banking; he had the transition from Sovereign Bank to Santander.



## Oscar Calvillo Amaya

CEO  
FIBRA INN

### REIT

Fibra Inn es un fideicomiso mexicano formado primordialmente para adquirir, desarrollar y rentar un amplio grupo de propiedades hoteleras en México.



Director General de Fibra Inn, del Asesor, del Gestor Hotelero y de la Administradora. Tiene más de 24 años de experiencia en la industria de bienes raíces y más de 31 años de experiencia en el área de Finanzas. Responsable de la administración de la fibra y de la adquisición y desarrollo de inmuebles. Se graduó como Ingeniero Mecánico de la Universidad Autónoma Metropolitana; cuenta con Maestría en Administración de Empresas del Instituto Panamericano de Alta Dirección de Empresas (IPADE) y Miembro, Ex Vice-Presidente, Secretario y Presidente del Foro 2003 del Capítulo Monterrey del IMEF, el prestigioso Instituto Mexicano de Ejecutivos de Finanzas, el cual cuenta entre sus miembros con los ejecutivos líderes de México en Finanzas.



## Pablo Coballasi

Socio Director  
PC CAPITAL PARTNERS

### PRIVATE EQUITY

PC Capital Partners, una de las firmas líderes de capital privado y banca de inversión en México



Pablo es co-fundador y Socio Director de PC Capital Partners, una de las firmas líderes de capital privado y banca de inversión en México. Antes de la creación de PC Capital, trabajó como Vice Presidente de FondElec Group, uno de los primeros fondos de capital privado en invertir en mercados emergentes principalmente en México, Brazil y otros países de América Latina. Previa a FondElec, trabajo como consultor para Deloitte Consulting/Braxton Associates en EEUU, Argentina, México y Costa Rica. Es Ingeniero Mecánico de la Universidad de Vanderbilt, con Maestría en Administración de Empresas de la Escuela de Negocios de Kellogg de Northwestern University y ha participado como expositor de la industria de capital privado en distintos foros.



## Pablo de la Cerda Fortes

Development Director  
REGUS MEXICO

### CORPORATE USER

Regus is a global provider of work environments. Its network of more than 3,000 business centers in more than 104 countries. It provides convenient and high-quality spaces for people to work on, whether for minutes or years.



14+ years of experience in LatAm real estate development. Prior to his current position, he collaborated with many key players in the industry by helping them grow their business, structuring M&A's, JV's, and project finance for equity and leverage. Former financial broker at NAI Mexico and consultant for PE and development firms. Joined IWG in January 2018, with the intent of setting up an integrally planned development model, with deep comprehension of the market, and keen benchmarking to provide a better product for IWG's network.



## Palmer Letzerich

Senior Managing Director  
HINES

Hines is a global real estate investment firm founded in 1957 with a presence in 201 cities in 24 countries. Has \$111 billion of AUM. The firm has 108 developments currently underway around the world. Hines has developed or acquired 1,295 properties.



Mr. Letzerich is Senior Managing Director and is a member of the Capital Markets Committee. He serves as country head for development, acquisitions and property management activities for Mexico and Central America and as the head of industrial development operations in the Southwest United States. In his tenure with Hines, he has been involved with all phases of development and operations of projects in Texas, Mexico and Panama, totaling over 16 million square feet and representing invested capital in excess of \$900 million. He has developed or acquired both office buildings and industrial parks, in addition to vertical mixed-use projects, horizontal housing developments and retail centers.



## Patricio Desentis

Managing Partner & CEO  
GBM REAL ESTATE

### INVESTOR

Investor and Fund Operator with over 15 years of experience in the Real Estate Sector in different cities and project types throughout the Real Estate Market.



He has a Bachelor's Degree in Actuary and a Diploma in Corporate Finance from the Autonomous Technology Institute of Mexico (ITAM). He has more than 12 years of experience in the real estate sector. He has previously worked in a real estate fund since 2007 and since then he has reviewed more than US \$ 10bn in real estate transactions with a total value of more than US \$ 1.3bn. From 2005 to 2007 he collaborated in the Corporate Finance area of Grupo México



## Rafael Jimenez

Director General  
**CHINA TOWN**

### DEVELOPER

Contando con mas de 3,500 m<sup>2</sup> de piso comercial, nuestros socios tendrán el mejor precio del mercado, seguridad, rentabilidad, alta plusvalía y transparencia.



CEO. Coordinar y supervisar el buen funcionamiento de la empresa, asistiendo en el desarrollo de objetivos de mejora a corto y largo plazo. Asegurar la rentabilidad y viabilidad financiera de la empresa.



## Raúl Mejía

Director de Desarrollo  
**REGUS MEXICO**

### CORPORATE USER

Regus is a global provider of work environments. Its network of more than 3,000 business centers in more than 104 countries. It provides convenient and high-quality spaces for people to work on, whether for minutes or years.



Raul Mejia runs the business development and network growth for Regus in Mexico, global leader provider of flexible workspace solutions. Prior to his current responsibilities, he was Real Estate Financing & Technical Director at Scotiabank, Global Banking and Markets, Project Management Director at Kinetics and Sr. Project Engineer for BOT Projects division at Tribasa, Raul has over 25 year experience in the construction industry, focused on infrastructure and real estate projects financing and development . He has a B.S. degree in Civil Engineering and a Master degree in Engineering for UNAM as well as a MBA for Universidad Politecnica de Madrid.



## Ricardo Amack

Senior Director of Invest Development  
**GREYSTAR**

### INVESTOR

Greystar is the leading investment manager, developer, and operator of multifamily apartments in the US, UK, Netherlands, and Mexico.



Ricardo Amack is the senior director of Investments and Development for Greystar Mexico. He leads all aspects of the investment and development process for the Mexico market, including sourcing, underwriting, and execution of deals, as well as managing relationships with capital and development partners. Ricardo has an MBA with concentrations in Real Estate and Finance from the Kellogg School of Management at Northwestern, and a B.S. in Finance and Accounting from Syracuse University. Ricardo is a dual citizen of Costa Rica and USA.



## Ricardo Zúñiga Massieu

Chairman and CEO  
**VERTEX REAL ESTATE**

### PRIVATE EQUITY

Private Equity Fund focused on hotels retail industrial office and residential within Mexico.



Mr. Ricardo Zúñiga is Founding Partner, Chairman and CEO of Vertex Real Estate Investors, a private equity real estate platform focused on investing third party institutional capital in Mexico's Real Estate Sector. Prior to his current responsibilities he was CEO of BCBA, Principal at O'Connor Capital Partners, Director at Hines Interests, Associate at Marriott Hotels and Operations Manager for Hardin Construction Group. Over his more than 23 years of real estate experience Mr. Zúñiga has been involved in either the construction, development, or financing of more than USD 3 billion of real estate property in Mexico including all asset classes.



## Roberto Garcia

CEO  
**CAPITAL REAL ESTATE PARTNERS**

### INVESTOR

Fondo especializado en el arrendamiento a empresas premium relacionadas al consumo básico. Desde el 2011, el portafolio genera un rendimiento promedio anual de ~13%. Su principal valor es la diversificación de inversiones con un riesgo controlado.



Director General y fundador de Capital Real Estate, cuenta con más de 30 años de experiencia laboral, 15 años profesor en el ITESM de Monterrey y en la UDEM, 20 años Corredor de Bolsa en Vector Casa de Bolsa, graduado de Ingeniera Industrial de la Universidad Anáhuac de la Ciudad de México y cuenta con un MBA del EGADE Business School.



## Roberto Kelleher

CEO  
**INMOBILIA DESARROLLOS**

### DEVELOPER

Opera desde hace mas de 20 años. Ha levantado USD \$300M en la BMV. Se ha posicionado como líder en el mercado premium con proyectos residenciales, comerciales y de hospitalidad en Mérida, Cancún, Puebla, Tulum y Belice; desarrollado más de 4.8M m<sup>2</sup>.



Nacido en Mérida. Ingeniero Industrial por el ITESM, así como miembro del IPADE con estudios de AD1 y AD2 y con amplia experiencia académica y profesional en el extranjero. Es Presidente del Consejo y Socio Fundador de Inmobilia Funds, empresa pública listada en la BMV, la cual fue la primera empresa yucateca en emitir CKDs. CEO y Socio Fundador de la empresa de premium real estate Inmobilia. Ha desarrollado mas de 13M m<sup>2</sup> con grandes proyectos como Yucatan Country Club, Vía Montejó, SLS Cancun, Country Towers en Mérida, Four Seasons Caye Chapel en Belice, Aldea Zama en Tulum. Socio de proyectos con Related Group y U-Calli. Consejero Nacional Independiente y Presidente del Consejo Regional del Grupo Financiero Banorte para el Sur-Sureste.





## Roberto Ordorica

Co-Founder & CEO  
**ALIGNMEX REAL ESTATE CAPITAL**

### INVESTOR

ALIGNMEX Capital is independently managed real estate investment firm that provides services to public and corporate pension funds, life insurance companies, endowments, foundations and trusts, high net worth families and sovereign wealth funds in Mexico.



Mr. Ordorica is Co-Founder and Chief Executive Officer of ALIGNMEX Capital. In this capacity, Mr. Ordorica is responsible for the strategic planning and growth of ALIGNMEX Capital. As Chief Executive Officer, Mr. Ordorica sets goals and objectives to ensure that the operation of ALIGNMEX Capital and the performance of its investment initiatives meet and/or exceed the expectations of clients and shareholders. In this regard, Mr. Ordorica is a skilled operating executive who thinks strategically about long-term initiatives in the context of real estate industry cycles.



## Rodolfo Balmaceda

CEO  
**FIBRA UPSITE**

### FIBRA

Fibra Upsite es un vehículo de desarrollo inmobiliario con un planteamiento de inversión único enfocado en apoyar al mercado de las Pequeñas y Medianas Empresas (PYMEs), a través de bienes inmuebles innovadores bajo la estrategia de economía compartida.



En 2016 fundó la empresa Upsite México y en 2018 colocó una Fibra industrial en la BMV. Es licenciado en Economía por el ITESM y tiene un posgrado en Desarrollo Económico y Políticas Públicas en la Comisión Económica para AL. De 1985 a 1990 trabajó como Subdirector del área de Financiamiento Corporativo en Operadora de Bolsa, Casa de Bolsa. De 1990 a 1994 trabajó como Consejero para el Gobierno Mexicano en la Oficina del TLC en Washington. En 1994, co-fundó una compañía de desarrollo inmobiliario industrial que se transformó en Vesta en 1998. De 1998 a 2015 sostuvo varias posiciones en esta empresa, incluyendo la de Consejero. Fue Presidente de la AMPIP durante 2014 y 2015.



## Rodrigo Conesa Labastida

Head Partner of Real Estate  
**RITCH MUELLER**

### LAW FIRM

Asesoría legal y fiscal a clientes nacionales e internacionales respecto a sus operaciones en México. Estructuración e implementación de soluciones que atiendan la necesidad de los clientes



Rodrigo Conesa is the leader of the Real Estate practice group at Ritch Mueller. Rodrigo actively participates in transactions involving real estate financings, acquisitions and developments working for lenders and developers. Rodrigo advises pension funds and private equity funds in the formation and investment in real estate private equity funds. He regularly advises real estate investment trusts in respect of their investments in Mexico (including, property acquisition, financing, development and management of the assets). Mr. Conesa is very active in M&A transactions in a variety of sectors, including real estate, financial services, gaming, infrastructure and other industries.



## Rodrigo Díaz Álvarez

Director General  
**ACCIONA**

### DEVELOPER

En 2008, ACCIONA Inmobiliaria adquirió la totalidad de las acciones de Parque Reforma, que desde entonces se encuentra integrada a la división Inmobiliaria de la compañía que desarrolla proyectos en España, Polonia, Brasil y México.



Rodrigo Díaz is currently General Director at Inmobiliaria Parque Reforma, Acciona's Real Estate Division in Mexico. He is responsible for overseeing all ongoing developments, as well as expanding the company into new segments. He has over 12 years of experience in the industry, where he has held different roles, most recently as Director of Portfolio Management at Prudential Real Estate Investors. Rodrigo has executed an aggregate of over \$1 billion US dollars in transactions. Rodrigo has a B.S. in Industrial Engineering from the Universidad Iberoamericana in Mexico City and holds an MBA and a Master in Finance from Boston College.



## Rodrigo Suárez

Co-Founder and COO  
**HASTA CAPITAL**

### INVESTOR / DEVELOPER

Empresa global especializada en administración/inversión/ desarrollo de inmuebles residenciales en renta.



Rodrigo is Chief Operating Officer and Co-Founder of HASTA Capital, as well as Director General of HASTA Capital Mexico and a member of the firm's Investment Committee. Prior to founding HASTA, Rodrigo was Managing Director for Greystar Real Estate Partners in Latin America, where he was responsible for all of Greystar's business activities in the region, including the company's Investment, Development, and Property Management divisions. Rodrigo was responsible for investing a \$250M USD equity fund and of the sourcing, underwriting, negotiating, and execution of the development deals that made up that fund. Rodrigo was also responsible for the management of a 2,000+ unit portfolio in Mexico.



## Rodrigo Labastida

Managing Partner  
**COLOCA**

### INVESTMENT BANK

Investment Banking Firm that offers financial advice to companies, institutional investors, funds and financial sponsors in structuring processes of financing, IPO, private placements, M&A transactions, valuations and restructuring.



He founded Coloca in 2017, an investment banking firm focused on satisfying the financing needs of its clients through a continuous process of value creation. Previously, he worked as an Associate and later as Investment Banking Director at Punto Casa de Bolsa, where he led more than 40 issues of both debt and capital, obtaining resources for more than \$2MMD for companies such as Elektra, Dinero Express, Lingo, Recorcholis, Central Leasing, ION Financiera, among others. During his tenure, he was responsible for the structuring and placement of Fibra Plus. participated in the Public Offerings of CADU, FIBRA HD, among others. He is a Business Engineer from ITAM.



## Salim Dahdah

CEO  
AP CAPITAL I LLC

### INVESTOR

ACCESO GROUP representa una empresa privada anclada en una sólida estrategia de inversión inmobiliaria mediante la creación de sociedades y alianzas estratégicas para gestionar inversiones únicas y sostenibles.

ACCESO|O

Salim es Socio Fundador y CEO de ACCESO GROUP una firma privada de inversión inmobiliaria internacional con oficinas en Arizona, Ciudad de México, Monterrey, y Hermosillo. Su formación profesional se basa en una experiencia multicultural, habiendo participado en desarrollos inmobiliarios en Mexico, Guatemala y Estados Unidos. Cuenta con experiencia en las áreas de estructuración, planificación y desarrollo de bienes raíces de diversos usos, generación propia de inteligencia inmobiliaria, desarrollo y expansión internacional de marcas; y creación de un portafolio diversificado de cartera de inversiones.



## Salvador Cayón

CEO  
FIBRA SHOP

### REIT

Es un fideicomiso Mexicano creado principalmente para adquirir, desarrollar y operar un amplio rango de centros comerciales en México.



Salvador Cayón es Director General de Fibra Shop cuenta con más de 15 (quince) años en el sector inmobiliario, principalmente en el área comercial y 3 (tres) años en el sector de vivienda. Su experiencia incluye el desarrollo, construcción, comercialización y venta de los proyectos que desarrolla. Ha participado en el consejo de administración de la empresa perteneciente a la familia Cayón Harinera de Irapuato y Molino Cayón, Industria de Harina de Trigo, y derivados. Contador Público por el Tecnológico de Monterrey (Campus ciudad de México) y cuenta con diversos diplomados en negocios, familia y administración.



## Santiago Gil

Managing Director  
PALADIN REALTY PARTNERS

### INVESTOR

Founded in 1995, Paladin Realty Partners, LLC is a leading institutional real estate fund manager focused on Latin America.

PALADIN

Mr. Gil has worked closely with Paladin Realty since 2010, and now serves as Managing Director and Mexico's Country Head. Previously, Mr. Gil structured real estate portfolio investments at Los-Angeles-based Lucent Capital, and developed real estate in several Mexican markets for almost a decade with Integra, a family-owned development company. Mr. Gil holds a dual degree from ITAM in Mexico City, and an MBA from UCLA Anderson School of Management.



## Sebastian Amui

Principal Equity Specialist - Latam  
IFC

### DEVELOPMENT BANK

IFC, a member of the World Bank Group, is the largest global development institution focused exclusively on the private sector in developing countries



Mr. Amui has 26 years of experience in private equity, focused primarily in Latin America, with extensive background in sourcing, negotiating, monitoring, and exiting investments. Principal Investment Officer for the \$1.2bn China-Mexico Fund, managed by the Asset Management Company, a subsidiary of IFC. Prior to joining the IFC as Principal Equity Specialist for Latin America in January 2012, has been a Managing Director with PineBridge Investments and with AIG Capital Partners, for over 12 years. Mr. Amui has participated in over 24 investments, of which 17 have been fully exited, generating an average return of 2.5x cash-on-cash to investors. Amui has served on the Board of Directors of 14 portfolio companies.



## Sergio Argüelles

CEO  
FINSA

### DESARROLLADOR

Desde 1977, FINSA ha estado a la vanguardia del desarrollo inmobiliario industrial en México, administrando una de las carteras más grandes de América Latina. Uno de los desarrolladores de bienes raíces más respetados en todo el mundo.

FINSA

Presidente y Director General de FINSA desde 2001, Sergio ha guiado la transformación de la compañía, llevando una empresa familiar a uno de los más importantes desarrolladores inmobiliarios en México. Argüelles estableció alianzas estratégicas con socios financieros institucionales con presencia internacional, asegurando de esta manera el crecimiento continuo de FINSA y acceso a mercados de capital globales. En 2014 Sergio fue nombrado EY Emprendedor del Año en México. Participa como miembro del consejo en BANCOMER-BBVA, BANAMEX-Citi y BANORTE. Participa también como miembro del consejo en la Fundación Niños y Niñas, Fundación FINSA y en la Universidad de Monterrey – UDEM.



## Sergio Godinez

CEO  
GRUPO VALORAN

### DESARROLLADOR

Grupo desarrollador regional y con presencia internacional de proyectos inmobiliarios, de infraestructura y de servicios como: Autopistas, Recintos Fiscalizados, Terminales Ferroviarias, Energía, Parques Industriales, Residenciales y Oficinas.



Director General de Grupo Valoran, grupo desarrollador de infraestructura carretera, parques industriales, terminales de hidrocarburos, paradores turísticos y un campo santo. Tiene 25 años de experiencia progresiva principalmente en finanzas, desarrollo de proyectos y planeación estratégica. Es Licenciado en Administración de Empresas y tiene una maestría en Finanzas (ITESM). Posgrado en alta dirección del IPADE. De 2007 a 2015 fue CFO de Grupo Fonderia, una de las compañías siderúrgicas más grandes de México con operaciones globales y a partir del 2015 miembro del consejo de administración de este grupo. Socio fundador y miembro del consejo de administración de Star San Luis, franquiciatario de Carl's Jr con 9 unidades en operación.



## Sergio Mireles

Founder  
DATOZ

### MARKET RESEARCH

DATOZ combina la investigación de bienes raíces con minería de datos y tecnología de punta a fin de proporcionar transparencia a la industria inmobiliaria. Monitorea la actividad del segmento industrial en 24 áreas metropolitanas y 6 mercados de oficinas.



Emprendedor Mexicano con mas de 12 años de experiencia en bienes raíces. Su carrera comenzó mientras estudiaba economía en la Universidad de Arizona. Durante este periodo realizó practicas profesionales analizando adquisiciones de propiedades multifamiliares con un inversionista y desarrollador local. Posteriormente, pasó al mercado de capitales, colaborando en el análisis de certificados bursátiles respaldados por hipotecas comerciales (CMBS por sus siglas en ingles) con una empresa de consultoría con sede en Nueva York. En 2016 se unió a CBRE México donde se especializó en transacciones de propiedades industriales durante 7 años antes de emprender en el segmento de PropTech con el lanzamiento de DATOZ.



## Tal Peri

Head of US East Coast and Latin America  
UNION INVESTMENT REAL ESTATE

### EQUITY INVESTOR

With over 50 years of experience, we are a strong and reliable partner for investors and tenants alike. Let us help you to discover new opportunities in 22 countries worldwide.



Tal Peri is Head of U.S East Cost & Latin America for Union Investment Real Estate. He joined Germany's largest open-ended real estate fund in 2010 in the New York office and has since closed \$3.5 billion in acquisition & disposition transactions in four countries. Prior to this role, Tal was an Associate Director at WestLB, New York, where he was responsible for \$1.3 billion in real estate acquisition & development finance transactions in the same regions. Tal holds a Master Degree in Finance, Accounting & Management from Heinrich-Heine University in Düsseldorf, Germany



## Tim Gifford

Managing Director-Capital Advisors,LatAm  
CBRE

### COMMERCIAL REAL ESTATE COMPANY

Real Estate Consultancy specialized in providing solutions to investors developers occupiers and owners in all business lines.



Tim Gifford is the Head of CBRE's Investment Banking Business for Latin America, CBRE Capital Advisors Latin America, focusing on complex cross-border investment advisory services throughout Latin America. Mr. Gifford advises institutional investors on mergers and acquisitions, dispositions, and financing of commercial real estate throughout Latin America. Working closely with CBRE office locations in Latin America, he provides clients seamless capital markets advisory service. Mr. Gifford has more than 20 years of experience in commercial real estate and investment banking business in various Latin American and Caribbean markets.



## Vicente Naves

Managing Director Plataf. Inmobiliaria  
ARTHA CAPITAL

### PRIVATE EQUITY FUND MANAGER

Artha Capital es un administrador de capital privado, enfocado en originación, desarrollo, adquisición y operación de activos reales en bienes raíces, infraestructura y energía. Artha Capital tiene MXN \$22,800 MM de pesos en activos bajo administración.



Vicente Naves Ramos, Es Ingeniero Civil graduado con Mención Honorífica por la Universidad La Salle, cuenta con un MBA (Master in Business Administration) por el IPADE, además de diversos cursos. El Ingeniero Naves cuenta con 31 años de experiencia de trabajo, más de 25 años en desarrollo inmobiliario, siempre con una carrera ascendente. Cuenta con amplia experiencia como Director General en empresas desarrolladoras líderes y concesionarias de infraestructura. Fue Miembro del Consejo de Administración de Consorcio ARA (2008-2011) Liderazgo y dirección de equipos multifuncionales y de alto desempeño y Vicepresidente de la Cámara Nacional de la Industria de Promoción y Desarrollo de Vivienda (CANADEVI), 2000 a 2011.



## Victor Manuel Requejo

Pres. del Consejo de Administración  
BANCO INMOBILIARIO MEXICANO

### BANK

Banca Múltiple especializada en otorgar financiamiento para la edificación, desarrollo y mantenimiento de la industria inmobiliaria en México.



Tiene una experiencia de 56 años en el sector Hipotecario, Inmobiliario y Financiero. Fundador de Hipotecaria Nacional, la cual dirigió durante 11 años, que llegó a ser en la primera década de este siglo el originador más importante de crédito para la construcción de vivienda en el país. Después de venderla al grupo BBVA Bancomer, fundó en el año 2009 con un grupo de socios la SOFOM Apoyo Integral Inmobiliario, también dedicada a financiar la edificación de inmuebles que se convirtió a fines del año 2013 en el Banco Inmobiliario Mexicano, que dirigió durante 4 años, y desde el 1 de enero de 2017 es Presidente del Consejo de Administración de esta empresa.



# Peru GRI 2019

August 20<sup>th</sup> & 21<sup>st</sup> Lima, JW Marriott Hotel

*Keynote Speaker*  
**Keynote Speaker**

**FIBRAs - ¿La Clave para Impulsar el Mercado de Real Estate?**



**AUGUSTO ARELLANO OSTOA**  
CEO

**EVERCORE**

[www.perugri.org](http://www.perugri.org)

# GRI Hospitality Latin America 2019

August 29<sup>th</sup> - 30<sup>th</sup>, Miami



# Chile GRI 2019

September 11<sup>th</sup> - 12<sup>th</sup>, Santiago de Chile, Hotel W Santiago

*Keynote Speaker*



**BILL MADDUX**  
COO



[www.chilegri.org](http://www.chilegri.org)

# Colombia GRI 2019

October 16<sup>th</sup> - 17<sup>th</sup>, Bogota, JW Marriott Hotel

*Keynote Speaker*



**JIM WORMS**  
Chairman and CEO



[www.colombiagri.org](http://www.colombiagri.org)



# Argentina GRI 2019



December 4<sup>th</sup> - 5<sup>th</sup>, Buenos Aires, Palacio Duhau - Park Hyatt

# Latin America GRI 2020



May 2020, New York City

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