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Berlin

MIPIM 2009 Stand H4.28

MIPIIM 2009

10th–13th March 2009

Programme

TUESDAY, 10th MARCH, 2009

15.30 Welcome

Regula Lüscher | Director of Urban Development, Berlin
Manuela Damianakis | Head of Press Office, Berlin

16.00 Happy Hour

With the British Chamber of Commerce in Germany (BCCG)
By invitation of the airport region berlin brandenburg

WEDNESDAY, 11th MARCH, 2009

12.00 Real Estate Marketing in the 3rd Dimension – The Virtual City Model of Berlin

René Gurka | Managing Director, Berlin Partner GmbH
Jörg Nehls | Managing Director, DTZ Germany
Presentation: Christoph Lang | Head of Corporate
Communication, Berlin Partner GmbH

15.30 Projects for the Future Market

Regula Lüscher | Director of Urban Development, Berlin
Henrik Thomsen | Head of Vivico Berlin, Vivico Real Estate GmbH
Jean-Thierry Schüler | Managing Director, EMESCO Monod
Schüler & Co
Petra Nowacki | Member of the Board of Management,
OFB Projektentwicklung GmbH
Presentation: Dr. Thomas Beyerle | Head of Global Research, DEGI

16.00 Happy Hour

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Berlin, Stand H4.28

Level

4

THURSDAY, 12th MARCH, 2009

11.30 BBI Capital City Airport

**Investment Prospects at BBI – Marketing Launch for
BBI Airport City**

Ingeborg Junge-Reyer | Minister for Urban Development, Berlin
Klaus Wagner | Head of Real Estate Management, Berlin Airports
Presentation: Miriam Beul | Journalist

15.00 Strategies and Ideas for Tomorrow –
The Berlin Approach

Ingeborg Junge-Reyer | Minister for Urban Development, Berlin
Rainer Eichholz | Spokesman of the Management Board,
Hochtief Projektentwicklung GmbH (invited)
Jan Bettink | Chairman of the Board of Management, Berlin Hyp
Presentation: Christoph Lang | Head of Corporate
Communication, Berlin Partner GmbH

16.00 Happy Hour

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2009 years fall of the wall

The fall of the Berlin Wall in November 1989 brought to an end the decade-long division of the city. What remained at the sites where the wall and the border strips kept people apart were large areas that soon became part of the inner city – at Potsdamer Platz, at former Lehrter train station, around Heidestraße, on Bernauer Straße and in the eastern area around the river Spree.

Large-scale projects have already been completed, for instance, Potsdamer Platz, at one time Europe's biggest construction site, and Pariser Platz at the Brandenburg Gate. Other projects offer attractive investment opportunities with excellent transport connections, located directly next to water, or offering space for state-of-the-art production and the creative industries. Berlin is stronger than ever – the drama of a divided city has created options for Berlin's future.

See you at Level 4 of Palais des Festivals, booth H4.28

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