



ADVOC
REAL ESTATE
CONFERENCE

WARSAW | 21 APRIL 2017



Dear Colleagues and Friends,

BSJP BROCKHUIS JURCZAK PRUSAK takes great pleasure to invite you to the **3rd ADVOC Real Estate Conference** to be held **in Warsaw on 21 April 2017**. Taking place annually since 2015, the ADVOC Real Estate Conference has grown into a noticeable point on the calendar for both the European real estate lawyers and real estate players. The event comes as an excellent opportunity for all of us to get together with our clients and business partners and engage in a high-level debate with key industry professionals so as to identify new trends, development opportunities and outlooks for the months ahead.

For this edition, we have the pleasure to offer you a unique insight into the **“INVESTMENTS IN THE HOSPITALITY SECTOR AND THE EVOLUTION OF THE MARKET TOWARDS NEW MODELS OF HOSPITALITY BUSINESS”**.

Whereas the focus of the programme will be on investment in the hospitality sector and the common contractual instruments utilised in different jurisdictions, the conference will not fail to address the hot topics related to sectorial dynamics such as the evolution of hospitality models or the impact of technological innovation, which both the legal reality and the business reality must keep up with.

We would like to welcome you on Friday morning at Intercontinental Warsaw Hotel for a full-day conference followed by a post-conference dinner at Restaurant Strefa, located in a faithfully restored pre-war tenement house just a stone's throw from the venue.

The dinner will be followed by a networking cocktail party at the new offices of BSJP. On this special evening, we are delighted not only to present our new office space for the first time to the public, but also to have you celebrate with us the 15th anniversary of firm's founding.

We very much look forward to seeing you this April in Warsaw. For more information on the conference, please go to the Programme section.
Registrations for the event are now open.

About BSJP

BSJP Brockhuis Jurczak Prusak is one of the leading Polish law firms offering legal and tax advisory, audit, accounting and business consultancy services. With more than 70 attorneys, tax advisors, patent attorneys and auditors working in seven offices across Poland (Gdańsk, Łódź, Katowice, Poznań, Szczecin, Warsaw and Wrocław), we provide comprehensive service in advisory and litigation to well-known domestic and foreign medium-size enterprises, financial institutions and public administration bodies.

INVESTMENTS IN THE HOSPITALITY SECTOR AND THE EVOLUTION OF THE MARKET TOWARDS NEW MODELS OF HOSPITALITY BUSINESS

Friday, 21 April 2017, Warsaw

10:30-16:00 Conference

Intercontinental Hotel, Emilii Plater 49, 00-125 Warsaw
Chopin + Paderewski room

18:00 Post-conference dinner

Strefa Restaurant & Bar, Próżna 9, 00-107 Warsaw

20:00 Evening cocktail party: Opening of BSJP's new office

Spektrum Tower, Twarda 18, 00-105 Warsaw
Transportation from the restaurant shall be provided.

Connect - Discover - Share - Experience

Connect with international lawyers, international investors, hotel developers and decision makers of the hospitality sector to exchange first-hand information.

Discover the in-depth analysis of the future of hotel and tourist property market.

Share intellectual space and build relationships in a family-like atmosphere.

Experience a vibrant European capital with its history, culture and nightlife.



INVESTMENTS IN THE HOSPITALITY SECTOR AND THE EVOLUTION OF THE MARKET TOWARDS NEW MODELS OF HOSPITALITY BUSINESS

The ADVOC Real Estate Practice Group have worked to ensure a varied conference programme. The panel session format will additionally allow for a lively debate on the highly topical legal issues connected with the hospitality sector.

MORNING SESSION (from 10:30-13:00)

Moderator: **Jörn Brockhuis**, *BSJP Brockhuis Jurczak Prusak, Warsaw*

- 10:30 - 10:40 **Welcome introduction**
- **Jörn Brockhuis**, *Managing Partner, BSJP Brockhuis Jurczak Prusak, Warsaw*
- 10:40 - 11:10 **An inside view of the hotel investment market in Europe and latest global trends**
- **Frederic Le Fichoux**, *MIRICS Partner, Cushman & Wakefield, Head of Hotel Transactions, Continental Europe, Pargue*
- 11:10 - 11:40 **Overview of the hotel market in Poland**
Hotels stratification, tourism and business inflow, airports etc.
New developments in major regional cities and tourist resorts.
Examples of successful investments. Investment opportunities outlook.
- **Adrian Bojczuk**, *Associate Director, BNP Paribas Real Estate, Warsaw*
- 11:40 - 12:10 **Hotel Deals: Trends, Market and Deal Structure**
- **Christian Fojtl**, *Managing Director and Partner, WX Management Services, Warsaw*
- 12:10 - 12:40 **Hotel investment and hotel management**
- **Johannes Bauer**, *Asset Management CEE, S+B Gruppe AG, Vienna*
- 12:45 - 13:00 **Questions, summing-up morning session**

LUNCH (from 13.00-14.30)

AFTERNOON SESSION (from 14:30-16:00)

- 14:30 - 16:00 **Discussion panel**
This panel shall discuss the following topics:
The most common contractual tools utilized in different jurisdictions in the hospitality sector and any peculiarities related such contracts.
Identifying and dealing with risk management in the hotel industry: the complex relationships between the owner and the operator.
The impact of Airbnb and of the alternative vacation homes websites and apps on the hotel business, an overview of each country's experience and legal regulation.

Moderator:

- **Giulia Comparini**, *Cocuzza & Associati, Milan*

Speakers:

- **Jan Stoop - Harm Heyen**, *Boels Zanders, Maastricht - Eindhoven - Velno*
- **Chris Marks**, *Ashfords, London*
- **Duane Keighran**, *Colin Biggers & Paisley Lawyers, Sydney*
- **Burkhard Herzog**, *Schellenberg Unternehmeranwälte, Berlin*
- **Alessandro Barzaghi**, *Cocuzza & Associati, Milan*

REGISTRATION FORM

To register please complete the registration form in capital letters and send it back by mail to **a.noonan@advoc.com** or by fax to **+44 20 7544 2400**.

Please RSVP to this invitation by 15 March 2017.

An email confirming your registration will be sent upon receipt of payment.

Title:

First name:

Surname:

Position:

Organisation:

Address:

Mobile phone:

Email:

Full Conference 21 April 2017

EUR 246 (EUR 200 + 23% VAT)

(not included accommodation and travel costs.

Please be noted that you will have the right to deduct the VAT input tax)

Fees can be paid by cheque (made payable to BSJP Brockhuis Jurczak Prusak) or by bank transfer to BSJP Brockhuis Jurczak Prusak Sp.k.

Bank details: Deutsche Bank Polska S.A.

Al. Armii Ludowej 26

00-609 Warsaw

IBAN: PL34 1910 1048 2209 6182 4561 0002

SWIFT: DEUTPLPX

VAT: PL6312333016

Hotel booking information

A contingent is booked at Warsaw Intercontinental Hotel, with a fixed rate guarantee until 30 March 2017. For your hotel accommodation call +48 22 328 88 60 and refer to "BSJP" or send the respective hotel reservation form available at www.bsjp.pl to wrs.reservation@ihg.com.

Another contingent is booked at Hampton by Hilton. Please book your room on-line and indicate upon arrival the purpose of your stay. All guests to the ADVOC Real Estate Conference will be treated with a 10% discount on their final room charge.

Terms and Conditions

1. BSJP Brockhuis Jurczak Prusak reserves the right to amend or cancel this event.
Should the event be cancelled, a full refund of the registration fee will be made.
BSJP can accept no further liability if the event is cancelled, including no liability for any expenses incurred as a result of cancellation.
2. For cancellations received by 1 March 2017, a full refund of the conference fees, less bank administration fees, will be made. No refunds will be given for cancellations received thereafter.