

19<sup>a</sup> LARES International Conference  
São Paulo Corporate Towers  
São Paulo, 25th - 27th September 2019

**EVENT SCHEDULE**

(subject to change)

Do not leave your belongings at the Auditorium or Rooms during coffee break or lunch

**25/9 Wednesday**

- 9h00 am-10h00 am Thecnical Visit - Cidade Matarazzo - GROUP 1
- 11h00 am-12h00 pm Thecnical Visit - Cidade Matarazzo - GROUP 2
- 2h00 pm-3h00 pm Thecnical Visit - São Paulo Corporate Tower - GROUP 1
- 3h00 pm-4h00 pm Thecnical Visit - São Paulo Corporate Tower - GROUP 2

**26/9 Thursday**

- 8h00 am-8h40 am Registration
- 8h40 am-9h00 am OFICIAL OPENING CEREMONY - Sala 1  
Prof. Dra. Paola Torneri Porto - President LARES
- 9h00 am-10h30 am PLENARY SESSION 1 - Room 1  
**BIG DATA & REAL ESTATE: TECHNOLOGY IMPACTS TO THE MARKET AND RESEARCH (IRES)**  
Clarissa Vieira - Co Founder e CTO Keycash  
Fernando Ferreira de Araujo Souza - Partner Urbit  
Prof. Dr. Danilo Camargo Iglori - Economist Group ZAP  
Fernando Libardi - Director Buildings  
Moderator: Prof. Dr. Claudio Tavares de Alencar - Escola Politécnica da USP
- 10h30 am-11h00 am COFFEE BREAK
- 11h00 am-12h30 pm PARALLEL SESSION A (SESSIONS 1 to 3)
- 12h30 pm-1h45 pm LUNCH (Free)
- 2h00 pm -3h30 pm PARALLEL SESSION B (SESSIONS 4 to 6)
- 3h30 pm-4h00 pm COFFEE BREAK
- 4h00 pm-5h30 pm PLENARY SESSION 2 - Room 1  
**RESIDENTIAL DEVELOPMENTS FOR RENTING: THE NEW REAL ESTATE PRODUCTS**  
Alexandre Lafer Frankel - CEO Vitacon  
Ricardo Negrão - Partner Negrão, Ferrari & Associados  
Carolina Burg Terpíns - Director JFL Realty  
Moderator: Alessandro Vedrossi - Partner Valora Gestão de Investimentos



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27/9 Friday

8h00 am-8h40 am Registration

8h40 am-9h00 am OPENING SECOND DAY- Sala 1  
Profa. Dra. Paola Torneri Porto - Presidente LARES

9h00 am-10h30 am PLENARY SESSION 3 - Room 1  
**MULTIUSE REAL ESTATE DEVELOPMENTS: LIVING, WORKING, BUYING**  
Alvaro Fabiano de Castilho - Director Group Baumgart  
Saulo Nunes - Operational Director Gafisa  
Marcia Martini Ferrari - Head of Development Latin America - RICS  
Moderator: Profa. Dra. Eliane Monetti - Profa. Dra. Escola Politécnica da USP

10h30 am-11h00 am COFFEE BREAK

11h00 am-12h30 pm PARALLEL SESSION C (SESSIONS 7 to 9)

12h30 pm-1h45 pm LUNCH (Free)

2h00 pm -3h30 pm PLENARY SESSION 4 - Room 1  
**MACROECONOMICS & REAL ESTATE**  
Celso Luiz Petrucci - Economist Chefe Secovi - SP  
Prof. Dr. João da Rocha Lima Jr. - Professor Titular Escola Politécnica da USP  
Prof. Arthur Vieira de Moraes - Professor B3 Educação, FIA, FIPE, FIPECAFI, IBMEC. Presenter Infomoney.  
Moderator: Hamilton Leite - Vice President LARES

3h30 -4h00 pm AWARDS: IRES, IBAPE e IBS - Sala 1

4h00 -4h30 pm EVENT CLOSING - Room 1

