

15th Latin American Real Estate Society International Conference

Escola Politécnica - São Paulo University

September, 23th - 25th 2015

EVENT SCHEDULE (subject to changes)

23/09 (Wednesday)		
12:00	Reception & Registration	
OFFICIAL OPENING CEREMONY - Auditorium Francisco Romeu Landi		
13:30	14:00	Prof. Dr. José Roberto Castilho Piqueira Director of the Polytechnic School of USP - EPUSP Prof. Dr. Francisco Ferreira Cardoso Head of Civil Construction Engineering Department - EPUSP Prof. Dr. Ramón Sotelo President IRES - International Real Estate Society Prof. Dr. Claudio Tavares de Alencar President LARES - Latin American Real Estate Society
PLENARY SESSION 01 - Auditorium Francisco Romeu Landi		
The Macroeconomic Performance for 2015 and 2016 and Sectoral Impacts		
14:00	15:30	Moderator: to be confirmed Mauricio Kedhi Molan Chief Economist Banco Santander Prof. Dr. Paloma Taltavull de la Paz Professor Internacional Universidad de Alicante, Spain
PLENARY SESSION 02 - Auditorium Francisco Romeu Landi		
The contraction of the real estate credit in Brazil. Consequences and Projections		
15:30	17:00	Moderator: Prof. Dr. João da Rocha Lima Jr. Full Professor Real Estate Center of the Polytechnic School of USP Filipe Pontual Executive Director ABECIP - Brazilian Association of Real Estate Credit and Savings Entities Teotônio Resende Director of Housing Credit Caixa Econômica Federal
INTERNATIONAL PRESENTATION - Auditorium Francisco Romeu Landi		
New perspectives for Real Estate Education in Latin America		
17:00	18:00	Prof. Dr. Andres Losada Chair Master in Real Estate Development, Antonio Nariño University, Colômbia Prof. Gustavo Rojas Moya Diretor Escuela de Ingeniería en Construcción, Instituto Tecnológico de Costa Rica
18:00	20:00	Cocktail - welcome reception

24/09 (Thursday)		
08:00	Reception & Registration	
OPENING DAY 2 - Auditorium Francisco Romeu Landi		
08:45	09:00	Prof. Dr. Claudio Tavares de Alencar President LARES - Latin American Real Estate Society
PLENARY SESSION 04 - Auditorium Francisco Romeu Landi		
The Behavior of Residential Property Prices and Competitive Positioning Strategies for Companies		
09:00	11:00	Moderator: Profª Drª Eliane Monetti Professor Dr. Real Estate Center of the Polytechnic School of USP Prof. Dr. João da Rocha Lima Jr. Full Professor Real Estate Center of the Polytechnic School of USP Alessandro Olzon Vedrossi President director Brookfield São Paulo Eduardo Zylberstajn Researcher at Fipe and Coordinator of FipeZap Index Economic Research Institute Foundation
11:00	11:30	COFFEE BREAK
INTERNATIONAL PRESENTATION - Auditorium Francisco Romeu Landi		
Guide to Publish: How to increase your chances of publication by Emerald Publishing		
11:30	12:30	André Jun Regional Editorial Manager Emerald Publishing
12:30	13:45	LUNCH: FEA Restaurant
PARALLEL SESSIONS - paper presentations		
14:00	15:30	SESSION 01 - Auditorium - Commercial Building Sustainability SESSION 02 - Room A - Sector Overviews SESSION 03 - Room B - Finance & Mortgages
15:30	17:00	SESSION 04 - Auditorium - Residential Projects Sustainability SESSION 05 - Room A - Shopping Centers SESSION 06 - Room B - Securitization and Real Estate Investment Trusts
17:00	17:30	COFFEE BREAK
PLENARY SESSION 05 - Auditorium Francisco Romeu Landi		
The Short and Medium-Term Scenarios for the Commercial Real Estate in Major Brazilian Markets		
17:30	19:00	Moderator: Prof. Dr. Claudio Tavares de Alencar President LARES - Latin American Real Estate Society Claudio Bruni CEO BR Properties Francisco Fabrini de Augustinis Executive manager - Real Estate Investments FUNCESP

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25/09 (Friday)			
08:00		Reception & Registration	
OPENING DAY 3 - Auditorium Francisco Romeu Landi			
08:50	09:00	Prof Dr. Claudio Tavares de Alencar	President LARES - Latin American Real Estate Society
PLENARY SESSION 06 - Auditorium Francisco Romeu Landi			
The Attractiveness of Latin American Real Estate Markets for International Investors			
09:00	10:30	Moderator: Prof. Dr. Andres Losada Prof. Dr. Ramón Sotelo Prof. Dr. Stephen Roulac Prof. Dr. Paloma Taltavull de la Paz	Chair Master in Real Estate Development, Antonio Nariño University, Colômbia Professor of Real Estate Investment Products Faculty of Civil Engineering - Bauhaus University Weimar Professor of Real Estate and Management University of Uster Professor Internacional Universidad de Alicante, Spain
10:30	11:00	COFFEE BREAK	
PLENARY SESSION 07 - Auditorium Francisco Romeu Landi			
Extra-judicial procedures for conflict resolution, applied to the real estate and construction			
11:00	12:30	Moderator: Eduardo Rottmann, M.Sc. Eng. Adv. Francisco Maia Neto Prof. M.Sc. Asdrubal Franco Nascimbeni Eng. Jorge Pinheiro Jobim	FRICS, Standards Coordinator UPAV President Commission of Construction Law - OAB-MG Vice-president Business Law Commission - OAB-SP Vice-President Brazilian Institute of Construction Law - IBDiC
12:30	13:45	LUNCH: FEA Restaurant	
PARALLEL SESSIONS - paper presentations			
14:00	15:30	SESSION 07 - Auditorium - Housing & Marketing	SESSION 08 - Room A - Business Strategies
15:30	17:00	SESSION 10 - Auditorium - Urban Development Policies	SESSION 11 - Room A - Construction Business
17:00	17:30	COFFEE BREAK	
INTERNATIONAL PRESENTATION - Auditorium Francisco Romeu Landi			
Ethics in the view of the real estate market: Getting the Best Common Denominator?			
17:30	18:30	Moderator: Márcia Ferrari	Country Manager RICS - ROYAL INSTITUTION OF CHARTERED SURVEYORS
LARES ABECIP SECOVI-SP Best Paper Awards- Auditorium Francisco Romeu Landi			
Announcement of best paper awards winners			
18:30	19:00	Caio Sergio Calfat Jacob Prof Dr. Claudio Tavares de Alencar	Vice-President of Hospitality & Lodging Real Estate SECOVI-SP President LARES - Latin American Real Estate Society

The sessions held on the Auditorium will be simultaneously translated (English - Portuguese-English).
The organization reserves the right to substitute any speaker, and to make changes in the schedule of the sessions, if necessary.
Only in the event of cancellation of the event will be committed to refund the fees already paid,
and participants are advised in due course.

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24/09 (Thursday)

SESSION 01 - Auditorium - Commercial Building Sustainability

moderator: *TBD*

- 1084 Sustainability Certification in Corporates Offices Buildings
Wilson Saburo Honda, João da Rocha Lima Jr
- 1191 Monitoring Green Buildings: A Case Study of Solutions in Experimental Buildings
Magnus Bonde, David Sundfors
- 1133 The potential of ZEB - Zero Energy Buildings - in cities of sustainable construction
Célia Regina Moretti Meirelles, Renata Pereira Oliveira
- 1150 Employee perceptions of short distance relocation – A longitudinal study of a Finnish case
Matti Christersson, Peggie Rothe, Christopher Heywood

SESSION 02 - Room A - Sector Overviews

moderator: *TBD*

- 1158 Real Estate falling prices in Brazil, price indices, and the BIS Working Papers: a perspective for policy makers
Claudio Martins Gaiarsa
- 1067 Public Sector and the real estate market: the business scale and methods of operation
Paulo Roberto Kozlowski Tannenbaum Filho
- 1109 Proposal of Project Management for urban gentrification
Mariana Matayoshi Marchesin, Eliane Monetti, João da Rocha Lima Júnior
- 1208 Transit oriented model for polycentric urban development
Bruno de Lima Borges, Marcelo Fonseca Ignatios

SESSION 03 - Room B - Finance & Mortgages

moderator: *TBD*

- 1111 Valuation of real estate income properties under implementation: potential value proposition for decision-making in credit financing operations
Lutemberg Araújo Florêncio, Rômulo Pereira Lemos
- 1121 Housing Finance System: Limits and potential to expand the residential mortgage market in Brazil
Claudia Maria Magalhaes Eloy
- 1145 The changes brought by Law No. 13,097 / 2015 and the creation of the Brazilian Covered Bond (Real Estate Guaranteed Letter - LIG): legal certainty to promote
Carolina Koschdoski de Souza
- 1221 Share Sales of real estate companies: using partners resources as an additional source of capital
Naiara Moraes Gatto, Paola Torneri Porto

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SESSION 04 - Auditorium -Residential Projects Sustainability

moderator: *TBD*

- 1177 Sustainability in construction: the advantages of eco-efficiency
Fernanda Autran Valentini, Daniel Ferreira Falcão
- 1172 Stakeholders and Sustainable Measures in Real Estate Residential Development
Priscila Juliana Maria Gama, Daniel Ferreira Falcão
- 1113 The OUC Água Branca Urban Retrofit Project in São Paulo: Comparative Analysis to Paris Nord-Est Project
Iara Negreiros, Léo Trêguer, Alex Abiko
- 1075 The measurement of sustainable housing affordability using a multiple criteria decision-making framework : Case Study of Malaysia
Roslí Said, Rohayu Abdul Majid, Amir Saufi Norzin

SESSION 05 - Room A -Shopping Centers

moderator: *TBD*

- 1080 A new typology in shopping centers: open street combined with covered mall
Maria Luiza Fava Grassiotto, Denise de Cássia Rossetto Januzzi, Junker de Assis Grassiotto
- 1162 Shopping Centers Values Analysis in Brazil
Francisco Maia Neto
- 1197 Shopping Centers - where, how and why the errors
Eliane Monetti, Arthur Clemente Cruz

SESSION 06 - Room B -Securitization andReal Estate Investment Trusts

moderator: *TBD*

- 1181 The Brazilian Real Estate Securitization Market: a Comparative Analysis of Spreads
Eduardo Fernandes Cazassa
- 1124 Study about the risk relation between the brazilian REITs and the overall market
Anderson Luis Walker Amorim, Nicolle Chidiac Marchiori, Andreas Dittmar Weise
- 1072 Analysis of investment quality in a Real Estate Investment Fund (FIL): a case study.
Marcos Roberto Machado, Celma de Oliveira Ribeiro, Antonio Carlos da Rocha, Marina Rosa Crespo
- 1164 Revamping Asset Quality to Maximize Income in Office Markets
Odilon Costa, Wesley Mendes-da-Silva

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SESSION 07 - Auditorium -Housing & Marketing

moderator: *TBD*

- 1118 Encouraging the production of affordable housing in Bogotá (Colombia): Application of planning instruments within the housing policy between 2012 and 2015
Oscar Eduardo Perez Moreno
- 1196 Public preferences towards residential placement in a township area: with reference to Malaysia
Rohayu Ab Majid, Rosli Said
- 1100 Strategies for the C Class: Considerations about marketing and selling to this new Middle Class.
Cecília Carolina Reia Cavazani
- 1132 Evaluation of residential buildings production with personalization of units
Henrique Dinis, Célia Regina Moretti Meirelles

SESSION 08 - Room A -Business Strategies

moderator: *TBD*

- 1090 Study of the possible internationalization of residential real estate Brazilian companies to the market of Costa Rica: summary of results
Fabrizio Alonso Richmond Navarro, Claudio Tavares de Alencar
- 1101 Real Estate Development Business Models
Luciano de Souza Abdalla
- 1155 Guidelines and Recommendations for partnerships between real estate companies
Cristiane Bueno de Camargo
- 1154 Decision making in new real estate buildings for small companies
Andre Soares de Souza

SESSION 09 - Room B - Valuation & Surveying

moderator: *TBD*

- 1152 Considerations about the activities proposed by the Law of Autovistoria (auto inspection) in buildings in Rio de Janeiro City
Oswaldo Luiz de Souza Silva, Luiz Antônio Fonseca Punaro Baratta, Alice de Barros Horizonte Brasileiro
- 1156 Discrepancies on Real Estate Valuation for expropriation in the public interest: the case of Steel Valley Airport
Lorilli Chaves Almeida, Fernanda Furtado
- 1112 Property valuation by the method of comparative data and linear regression: Case Analysis of a Region That Received Large Investments in Fortaleza
David Augusto Ximenes Rodrigues
- 1078 Economic feasibility study of a residential development in Santa Maria Goretti, Porto Alegre, RS
Carine Villarino Frischmann

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SESSION 10 - Auditorium -Urban Development Policies

moderator: **TBD**

- 1068 Industrialization, economic growth and urbanization among mid-sized cities: an analysis of Matias Barbosa and Three Rivers
Silvia Augusta do Nascimento
- 1085 Right to the City and Disordered Occupation Areas of Urban Wetlands: Brief Case Studies in the Baixada Fluminense - Metropolitan Region of Rio de Janeiro
Maria Helena Custódio do Carmo
- 1138 The Mairipora urban policy threshold
Celina Maria Rodrigues Pinto, Gilda Collet Bruna
- 1184 Actions of Urban Policy versus Social Housing in the sector Jabaquara, SP
Angela dos Santos Silva

SESSION 11 - Room A -Construction Business

moderator: **TBD**

- 1083 Real Estate in the Last Decade: Quality and Sustainable Baselines
Wilson Saburo Honda, João da Rocha Lima Jr
- 1190 Building Construction management methods in Brazil: state of the art and market
Elisabete Maria Freitas, Claudio Tavares Alencar
- 1173 Lean Construction – The challenge of the assessment on construction
André Perroni de Burgos, Daniel Ferreira Falcão
- 1119 Evaluation the Average Cost Construction stipulated in Wind Power Generation Public Sale in Brazil.
Andrea Cristina Dias Fernandes, João da Rocha Lima Jr

SESSION 12 - Room B -Residential Property Assessment

moderator: **TBD**

- 1092 Real Estate Market behavior and Externalities in Urban Development.
Cristiane de Ávila Amaral, João da Rocha Lima Jr.
- 1126 An analysis about the residential real estate prices in the city of Porto Alegre.
Sandrine de Almeida Flores, Estefana Da Silva Stertz, Anderson Luis Walker Amorin, Andreas Dittmar Weise
- 1127 The student entrance effect in the Universities of Santa maria-RS, over the sales price of one bedroom apartment
Anderson Luis Walker Amorin, Luiz Alberto Wagner Pinto Jr., Andreas Dittmar Weise
- 1129 The usage of factorial analysis to identify the profile of potential real estate buyers in Santa Maria/RS: Differences by men and woman
Anderson Luis Walker Amorin, Estefana Da Silva Stertz, Andreas Dittmar Weise