LATEST TRENDS IN REAL ESTATE DEVELOPMENT AROUND THE WORLD AND ITS APPLICATION IN MEXICO

FIESTA AMERICANA GRAND HOTEL
Country Salon
Av. Americas 1551
Col. Providencia
Guadalajara, Jalisco, Mexico
August 24 – 25, 2010

Program

Tuesday, August 24

6:30 p.m. - 11:00 p.m.
NETWORKING COCKTAIL
ANDARES SHOPPING CENTER
Winner of 2010 ULI Awards for Excellence Las Americas

ULI Awards for Excellence define the standard for real estate development practice worldwide. In its 32nd year, the awards program is the centerpiece of ULI’s efforts to identify and promote best practices in all types of real estate development. The awards recognize the full development process of a project—construction, economic viability, marketing, and management—as well as design.

Presentator:
Eduardo Leaño
Director
Desarrolladora Mexicana de Inmuebles/DMI
Guadalajara, Jalisco, Mexico

6:30 – 7:00   Pick up at Fiesta Americana Grand Hotel Lobby
7:00 – 7:30   Registration
8:00 – 9:00   Conference
9:00 – 11:00 Cocktail

Wednesday, August 25

FIESTA AMERICANA GRAND HOTEL
Country Salon

8:00 a.m. - 9:00 a.m.
Registration & Networking Breakfast
9:00 a.m. – 9:15 a.m.

OPEN REMARKS
Carlos Santacruz – ULI Mexico Chair
Principal
Insights
México, D.F., México

9:15 a.m. – 10:15 a.m.

KEYNOTE CONFERENCE:
Place Making in Mix-Use Projects
The presentation will discuss the nature of mix-use developments; essential criteria to create/design successful projects, strategic programming, drivers in place making, and the design process.

Keynote Speaker:
Liora Haymann
Managing Director - Miami
OBMI
Coral Gables, FL, USA

10:15 a.m. – 11:45 a.m.

Sustainable Development progress in Mexico (the State of Jalisco experience)
Panelists will discuss and share experiences with the audience, with respect to sustainable real estate projects developed or under development in the State of Jalisco and especially in Guadalajara, and the applicability of urban, zoning, construction and environmental laws, regulations, norms and programs which incentive the development of sustainable projects in the area.

Moderator:
José Picciotto
Principal (ULI MX Vice Chair of Sustainable Committee)
Picciotto Arquitectos
México, D.F., México

Speakers:
Carlos Errejón Alfaro
President
Cámara Nacional de la Industria de Desarrollo y Promoción de Vivienda Jalisco
CANADEVI
Guadalajara, Jalisco, México

Fabián Monsalve
National Partner
Baker & McKenzie
Zapopan, Jalisco, México

Hector Basurto (TBC)
Director Jurídico de Obras Públicas
H. Ayuntamiento de Guadalajara
Guadalajara, Jalisco, México

11:45 a.m. – 12:00 p.m.

Coffee Break
12:00 p.m. – 1:00 p.m.
**Sustainable Strategies for Successful Mixed Use Developments**
The panel will discuss the key factors in the integration of sustainable technologies and strategies that are critical in successful mixed-use developments. Three different perspectives will be discussed; the architect, the engineer and the developer to offer a comprehensive view.

**Moderator:**
Juan Diego Pérez-Vargas  
President of the Board  
KMD Architects  
San Francisco, CA, USA

**Panelists:**
Aidan Hughes, LEED® AP  
Principal  
Arup  
USA

Francisco Martín del Campo  
Principal  
Grupo Arquitectoma  
México, D.F.

**EVENT SPONSORED BY:**
Grupo DMI

**SUPPORTED BY:**
Inverdesarrollos

**SPEAKERS:**

- **Juan Diego Perez-Vargas** KMD Architects. Chairman of the Board. Memberships: ULI, AIA. 
  As Chairman of the Board of KMD and founder of the KMD’s Mexican offices, Mr. Perez Vargas provides overall firm leadership for its practice worldwide. 
  KMD is a global architecture firm that specializes in numerous building types, including: commercial, retail, mixed-use, academia, healthcare, government, corporate offices, housing, hospitality and urban planning. With 50 years of practice, KMD has an impressive portfolio of completed projects in a wide range of countries across the globe, including current leadership projects in the Middle East and Asia. The firm has won over 200 design awards and international design competitions, including over 40 awards from the American Institute of Architects (AIA). 
  Juan Diego as principal at KMD, is actively engaged working closely with KMD clients to ensure high value solutions which combine global strategic thinking, local community sensitivity and sense of regional identity. 
  His commitment to creativity, research-driven-design, client satisfaction and his ability to foster a culture of innovation continues to champion KMD as a global design leader. 
  Juan Diego is an active member of the Urban Land Institute and acted as founding chair of the ULI Mexico City District Council.

- **Aidan Hughes, LEED® AP** is a Principal of Arup and the leader of Arup's Planning Practice in the US, which focuses on integrated urbanism, transportation, and sustainable planning and design. Aidan brings over 20 years’ experience in the management of complex multi-disciplinary projects. He consults to municipal governments, transportation agencies, and developers, and is currently leading the redevelopment of the Concord Naval Weapons Station in Concord, CA, which includes technical, environmental and economic evaluation of alternatives for a 5,000 acre redevelopment. A major part of the redevelopment program is compliance with California AB32 (global warming act) and evaluating and mitigating carbon emissions from transportation, energy, and other sources for each redevelopment alternative. 
  Aidan was an advisor on the Treasure Island Sustainability Plan project in San Francisco and has advised developers and regional government on transportation and infrastructure strategies.
including leading work on a range of transit-oriented and mixed-use development projects. Aidan is a LEED® Accredited Professional and has worked in Europe, Asia and the United States. Aidan was a recent participant in the California state-sponsored workshop on Climate Friendly Growth, was a participant in the Fischer Center for Real Estate and Urban Economics Policy and is a member of the Urban Land Institute's Community Development Council.

HOTEL INFORMATION
FIESTA AMERICANA GRAND HOTEL
Av. Americas 1551
Col. Proviencia
Guadalajara, Jalisco, Mexico

ULI Mexico Group
Rate: August 24-25, 2010
Single Ocupancy De Luxe $1,953.00 Mexican pesos/night
Double Ocupancy De Luxe $ 1,988.00 Mexican pesos/night
Taxes and tips are included
Reservations (33) 3648-3500
Convenios, Key “GO9PY GRUPO ULI”

Sponsorship Opportunities

ABOUT THE ULI, THE URBAN LAND INSTITUTE:

ULI is a trusted idea place.

ULI—the Urban Land Institute is a nonprofit research and education organization supported by its members. Founded in 1936, the institute now has more than 30,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service. As the preeminent, global, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information and experience among local, national and international industry leaders and policy makers dedicated to creating better places.

The mission of Urban Land Institute is to provide responsible leadership in the use of land in creating and sustaining thriving communities worldwide.

Members say that ULI is a trusted idea place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. With pride, ULI members commit to the best in land use policy and practice.

Who We Are

The members of the Urban Land Institute are community builders, the people who develop and redevelop neighborhoods, business districts and communities across the U.S. and around the world.

Who belongs to the Urban Land Institute?
Leading property owners, investors, advisers, developers, architects, lawyers, lenders, planners, regulators, contractors, engineers, university professors, librarians, students and interns. Some 3,000 members are the CEOs, leading advisers, and policy-makers in the United States. Another 2,000 members are the leading owners, investors, and advisers in Mexico, Europe, Japan, Australia, Canada, South Africa, South America, and Southeast Asia.
Most ULI members participate through district councils and more than 20% work in government, academia, and public-private partnerships. ULI members control, own or enhance the value of more than 80% of the U.S. commercial property market.

Questions? Please visit www.uli.org
Contact:
Alejandra Villarroel
ULI Mexico – Coordinator
Phone 52 55 5511-1265
Fax 52 55 5514-5314
Email alejandra.villarroel@uli.org

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