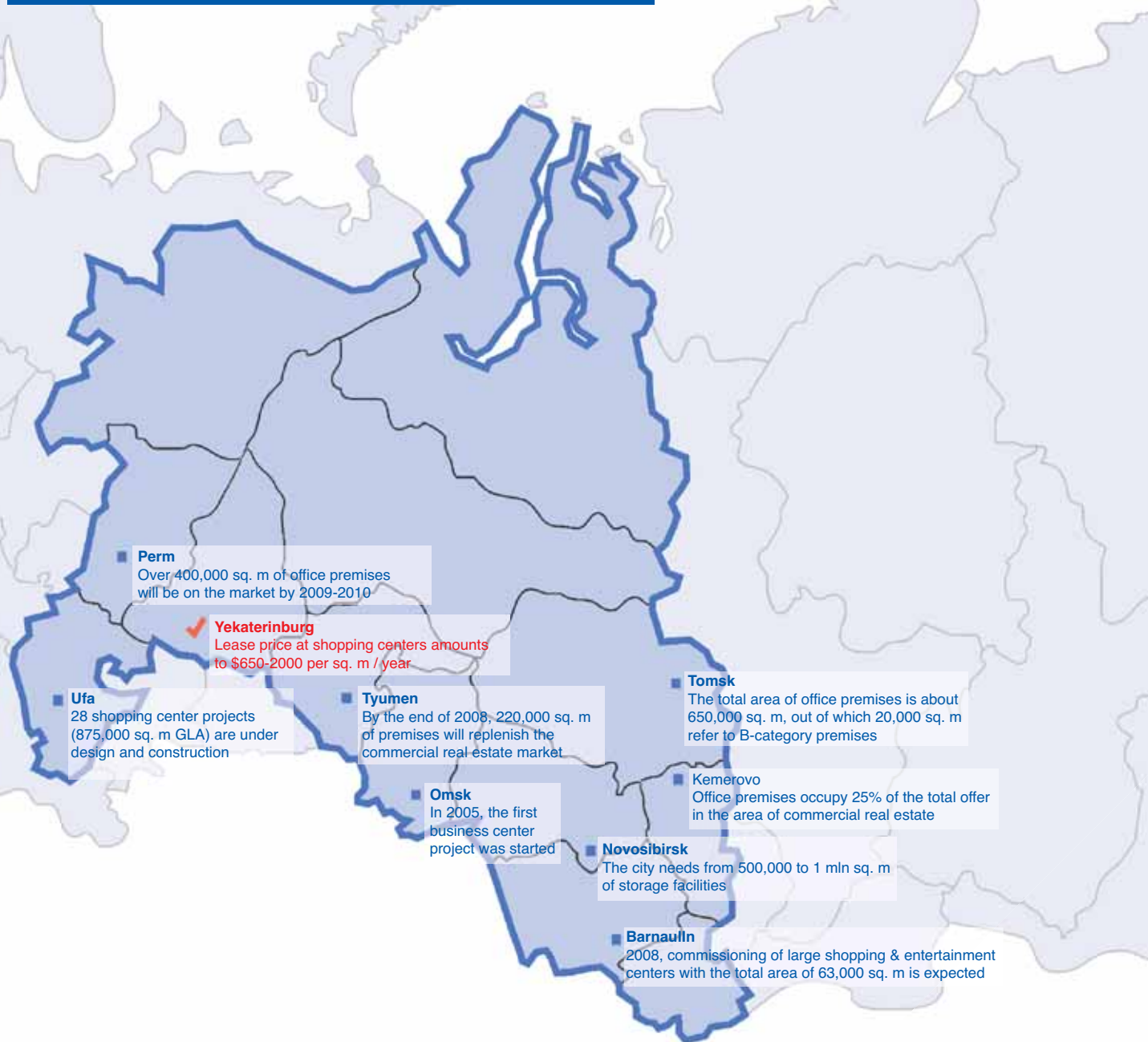
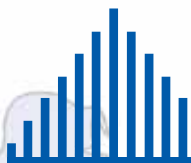


**RUS Estate**  
Урал и Западная Сибирь

**October 28-30, 2008**

**Yekaterinburg City, INEXPO Exhibition Center**

**COMMERCIAL REAL ESTATE  
FORUM**



## HEADED FOR REGIONS

The **RUSEstate Forum** will consolidate the interests of Russian regions within a single platform and become the meeting point for the key players of the commercial real estate market of Russia: investors, developers, management companies, retailers, brokers, advisers, architects, regional and city administrations.

The **RUSEstate EXHIBITION** is the only regional exposition of commercial real estate projects, which will cover all market segments. Over 100 participating companies will present a wide range of highly demanded services, modern projects of shopping and business centers, hotels, and integrated district development projects at the exposition area of 1,500 sq. m.

**Exhibition topics:**

- Offices
- Trade premises
- Hotels
- Entertainment and recreation facilities
- Logistics centers

**TOUR**

For the participants of the RUS Estate Forum, there will be held a tour of Yekaterinburg City to acquaint them with the major backbone commercial real estate facilities, city development plans, its cultural and historical sights.



**Eduard Rossel,  
Governor of the Sverdlovskaya region**

‘At present, as our country is experiencing a rapid growth of economy, conquering new milestones of investment appeal and actively developing its social infrastructure, the importance of this event is increasing by leaps and bounds. It is rejoicing that representatives of 14 Russian regions participate in the forum. This will allow the specialists to get a broad understanding of the prospects in development of the area of commercial real estate, exchange their experience, and conduct a professional dialog at a new level.’



**Vera Solovyova,  
Minister of Trade, Catering and Services of the Sverdlovskaya region**

‘The Sverdlovskaya region in the Urals federal district and the Urals area has the lead by the turnover in retail, catering, and services. Throughout the past five years, retail of the Sverdlovskaya region has remained one of the most attractive in Russia in terms of investment appeal. Development of the commercial real estate market plays a significant role in development of the consumer complex in the region. The forum provides its participants with an excellent opportunity for communication, constructive business-oriented discussion of real estate management issues, as well as the issues of building architecture, design and branding.’

## AGENDA

The leading experts in the areas of development, management, and finance will discuss the Russian experience of investments in commercial real estate, the major factors which determine the investment appeal of the Russian regions, and the principles of interaction between the regional authorities and developers.

- October 28** Plenary conference  
**‘Development of Regional Market of Commercial Real Estate.’**
- October 29** Conference **‘Commercial Real Estate Management Standards’ (within the program of the Professional Development School).**  
Workshop **‘City Marketing Special.’**  
Workshop **‘Logistical Routes of Russia. Trends in Development.’**
- October 30** Conference **‘Shopping Center Architecture, Design, Branding’ (within the program of the Professional Development School).**

## PROFESSIONAL DEVELOPMENT SCHOOL

**October 27-31**

**Professional Development School** is a unique educational course, fully adapted to the modern requirements of the Russian commercial real estate market. It has been successfully held in Moscow on a regular basis since 2003 and will be held in Yekaterinburg City for the first time.

The school curriculum includes design, marketing, development, economics, and management issues for trade premises. Education is conducted both in the form of classes and special professional tours. The school speakers are solely experts representing the leading foreign and Russian companies.

Many famous figures from the professional community, developers and managers from 40 cities of Russia, as well as Ukraine and Kazakhstan have been trained at the **Professional Advancement School**.



**Arkady Chernetsky,**  
**Head of Yekaterinburg City, President of the Union of Russian Cities**

‘Among the major trends of development of the commercial real estate market in Yekaterinburg, there is stable excess of demand over offer. This occurs in spite of the fact that hotels, shopping, business, and logistics centers are commissioned in the city every year. Thus, our task for today is to continue the progressive and dynamic movement towards the development of the commercial real estate market, and I’m sure this forum will become another starting point in this direction.’



**Viktor Konteev,**  
**Deputy Head of Yekaterinburg City,**  
**President of Consumer Market Section, Union of Russian Cities**

‘I will not exaggerate if I say that this is a unique event. For the first time, in the framework of a single forum, the area of commercial real estate will be represented in the most complete way. It is pleasant that such a large-scale event, the first of its kind, is held in this city. In my opinion, this testifies to the fact that the area of commercial real estate in Yekaterinburg is a very dynamic and promising sphere which is an integral part of the life of Yekaterinburg.’

## INFORMAL EVENTS SCHEDULE

**October 28**

**WELCOME RECEPTION** to celebrate the opening of the RUS Estate Forum will be held under the aegis of the city and district authorities. Chief executives of Russian and foreign companies, regional and city administrations, honorary guests, and representatives of the major mass media have been invited to the reception.

**October 29**

**«TUSOFFKA»** – about the commercial real estate of Russia in a creative, non-standard, amusing way!

This is a new format for ‘business’ communication, special for the guests and participants of the Forum, from the sponsor: MALL Events Co.



**Oleg Voytsekhovskiy,  
Managing Director, Russian Council of Shopping Centers**

‘Development of the commercial real estate sector is an essential indicator of business activity in the area. By the new exhibition forum ‘RUS Estate,’ we would like to draw attention to projects directly at the local level, provide an opportunity to establish partnerships between city and regional authorities, regional and national market participants.

‘We are certain that the RUS Estate Forum will become an annual event, which will advance together with the professional community.’



**Alexander Zasukhin,  
Director of Ural-Germes consulting company**

‘Yekaterinburg City is currently one of the leaders by the rate and level of development in commercial real estate, not only in the Urals & Siberia region, but also throughout Russia. Shopping centers and logistics complexes are particularly actively and dynamically developing markets in the city. In functional terms, it is promoted by the considerable resource and economic potential of the Sverdlovskaya region, its advantageous geographical position, the status of the capital within the Urals federal district. These points make it especially interesting and justified to hold a forum in the city, which will bring a real benefit to all participants from various regions of Russia.’



**Alexey Karavaev,  
President of the Non-Commercial Partnership ‘Urals Council of Management and Development Companies’**

‘We have a lot to discuss with our colleagues from other cities, and we are willing to share our ideas and discoveries – this is the main task of the non-commercial partnership ‘Council of Yekaterinburg Management Companies’ established in order to improve the quality of the city’s commercial real estate. Spaces similar to this event are the most suitable for sharing the experience, since they allow going beyond phrases and images, illustrating ‘live’ as they say, demonstrating real operation at real facilities.’