

BEFORE THE XXI BMP (FROM 18 TO 22 OCTOBER, IN BARCELONA)

**CAIXABANK, THROUGH BUILDINGCENTER, AND SERVIHABITAT ARE THE
MAIN SPONSORS OF BMP 2017**

Barcelona, August 1, 2017. – El Consorci de la Zona Franca, CaixaBank group – through its subsidiary BuildingCenter– and Servihabitat have signed an agreement to be the main sponsors of Barcelona Meeting Point 2017 (from 18 to 22 October, Montjuïc-plaça Espanya, Fira de Barcelona). With this new arrangement, the banking group will have been the main sponsor of the last 19 editions.

Juan Alcaraz, general manager of CaixaBank; **Jordi Soldevila**, managing director of BuildingCenter; **Juan Carlos Álvarez**, general manager of Real Estate Business of Servihabitat; **Jordi Cornet**, special State delegate and CEO of Consorci ZF International –organizing exhibition– and **José M.^a Pons**, general manager of Barcelona Meeting Point were present at the signing of the agreement.

HOUSING PROMOTION

At the signing of the agreement, Jordi Cornet has reiterated the strategic commitment of the CZFB in the promotion of social and rental housing. **"The social and rental housing will be in the spotlight in the Barcelona Meeting Point Symposium, where an international think tank will discuss foreign success stories as an example of what can be done in Spain."**

The special State delegate said that the CZFB is **"one of the main public operators with planned housing in the city and our idea is to sell them with the collaboration of promoting and business organizations such as CaixaBank group. We can do this because we have reorganised El Consorci, we have benefits again and we may serve a social function. The BMP**

exhibition is a platform to find real estate partners and to explain to the citizen this strategic aim."

Juan Alcaraz, CEO of CaixaBank, said that **"if one analyses the evolution of housing sales figures and price changes, they note an expansion cycle in the Spanish real estate sector, which will continue next few months. CaixaBank and the financial sector are prepared to support the economic recovery shown by macroeconomic data. So, the favourable outlook for the real estate market place is one of the factors for last year economic growth."** Therefore, according to the CEO of CaixaBank, **"This Barcelona Meeting Point edition is one of the most interesting in recent years."**

Juan Carlos Álvarez, general manager of Real Estate Business of Servihabitat, said that **"Servihabitat remains committed to BMP as an essential meeting point for the real estate strategic players. We have renewed our confidence in this world-renowned exhibition and reinforced our commitment to this event, which is a must for the global industry leaders."** Regarding the evolution of the sector, Juan Carlos Álvarez said that **"in Servihabitat we are optimistic about the housing market, their signs of recovery in 2017, according to the main indicators."**

THE SYMPOSIUM OF REAL ESTATE ACTIVITIES

Barcelona Meeting Point is the most important professional and international real estate exhibition in Spain and in 21 years it has consolidated its role as the national and international autumn meeting point in Barcelona, thanks to its attractive Symposium for professionals and its exhibition for the public. BMP will take place from 18 to 22 October at the Montjuïc - plaça Espanya Fira de Barcelona. Given the growing internationalisation and the great technological disruptions, Barcelona Meeting Point's next edition seeks to win real estate business by introducing the following new features:

- **Promoting social and rental housing**
- **Digital culture and Proptech: How it will affect the sector**
- **First meeting of WIRES (Women in Real Estate) in Barcelona**
- **Strengthening international networking activities**

The BMP International Symposium will discuss the hottest and most current issues in the real estate sector. For the development of these topics, BMP will work again with the most important national and international sector institutions, such as the **Asociación de Promotores y Constructores de España, European Public Real Estate Association, ESADE, Global Real Estate Institute, Iberian Property, IESE, Royal Institute of Chartered Surveyors, Urban Land Institute or WIRES (Women in Real Estate).**

BMP 2017 hosts **Barcelona Funds Meeting**: for the fourth consecutive year, it brings together investment fund managers from all over the world. It also organizes the **Luxury Real Estate** cluster, which engages Spanish real estate companies with buyers and agents from the most traditional European markets, the largest buyers now in Spain.

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