



Operational Costs Optimization

Wednesday, February 12th, 2009

09:30 - 12:30 (registration from 09:00)

Marriott Aurora

11/20 Petrovka.str, Moscow
Stoleshniki Hall

Business meeting

Agenda

- 09:00 – 09:30 **Registration & Coffee break**
- 09:30 – 09:35 **Welcoming speech of Adrian Salter, the Real Estate Committee Chairman of AEB**
- 09:35 – 10:00 **Real Estate market – current situation and appropriate strategies in turbulent market**
Anastasia Alexandrova, Associate Director, Head of Strategic Consulting for Occupiers
Jones Lang LaSalle Russia
Anastasia will present several possible strategies that can be pursued by Corporates in Russia to save their costs e.g. lease restructuring, capital release, rationalization of the current workspace, consolidation and re-location.
- 10:00 - 10:30 **Lease Renegotiation: Legal and Commercial Elements**
Alexander Popov, Senior Lawyer
Alexander will speak about terms of lease agreement; review early termination clauses, discuss commercial elements of renegotiation including; insolvency termination clauses and remedies for failure to pay rent and finally how to document the new terms.
- 10:30 – 11:00 **General Arrangement efficiency increase**
Ekaterina Nikolaeva, Chief architect, A&D Premier
Ekaterina will describe the main ways to increase efficiency in space lay-out and how to make the right building choice to lease. Ekaterina will guide through the existing standards and architectural norms and share best practices used to optimize the logical office planning.
- 11:00 - 11:30 **Efficient furniture layout replanning**
Evgeny Bakunov, Sales Manager, Kinnarps
Evgeny will talk about the most effective furniture layout for small office spaces less than 1,000m2 and the range of densities that various Corporate Clients demand in their business.
- 11:30 - 12:00 **View of the managing company**
Natalia Kornilova, President, Blackstone facility managing company
Natalia will highlight how facilities managing companies run their business in current Market situation; what managing companies do in order to retain tenants; what steps facility managing undertake to optimize the operational cost.
- 12:00 - 12:30 **Retail Real Estate: problems and perspective solutions**
Maria Smorchkova, Executive Director, Fashion Industry Association (FIA /APRIM)
Maria will overview the Retail RE market situation and explain the prerequisites led the existing problems. While examining the relationship between developers, retailers and object managing companies Maria will outline possible solutions as they are viewed by non-food retailers.

Working language – Russian (English translation will not be provided). Presentations will be prepared in English

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