



## DAY 1, Thursday, 11 June

**8:45-9:45** registration

**9:45-10:00** OPENING OF THE CONFERENCE

**10:00-10:30** **The World at a Crossroads: Development Scenarios for Poland, Europe and the World.**

OPENING LECTURE

SPECIAL GUEST OF FRN 2026

**Marcin Piątkowski**, PhD, Professor at Kozminski University, Lead Economist in the Department of Finance, Competitiveness and Innovation (DFKI) at the World Bank

**10:30-11:30** **From sectors to strategies: does fragmentation strengthen or disrupt the real estate market?**

INTRODUCTION

In 2006, eight asset types were enough to describe the real estate market. Twenty years later, thirty categories are insufficient.

PANEL DISCUSSION

The increasing fragmentation of the real estate market is changing both asset classifications and investment decision-making, project financing and risk management. In a world where sectors are no longer a sufficient benchmark, a key question arises: does the market benefit from this complexity, or does it lose liquidity and comparability?

- How are the markets of Western Europe, Poland and the CEE region responding to this process?
- Under conditions of varying scale and maturity, does fragmentation strengthen market resilience or lead to a loss of liquidity and benchmarks?

**11:30-11:50** coffee break

**11:50-12:35** **The regulatory straightjacket.**

PANEL DISCUSSION

How to plan a long-term residential business when spatial planning regulations and quality requirements are in a constant state of flux.

- Is there still a real risk of investment paralysis due to the process of adopting General Plans and their impact on land availability?
- New regulatory ideas regarding zoning decisions (WZ). Are we witnessing a regulatory tailspin?
- The "Shelter Act", road agreements... – how many public tasks should the private sector take over?

**12:35-12:45** case study 1



**12:45-13:25**

### **Is the customer always right?**

PANEL DISCUSSION

Is this still consumer protection, or the feudalisation of the development industry?

- Is the customer still the weaker party in the process of purchasing a new home? Amendments to the Developer Act – new proposals and directions of change.
- Long-term consequences of extended warranty protection. Will additional consumer protection instruments translate into higher prices? Will the banking sector raise its thresholds for sectoral risk assessment?
- From a FOMO market to a JOMO market. Has housing price transparency actually improved market clarity and strengthened the buyer's position? Does easier access to market information help developers plan business strategies more effectively?
- PRS funds versus private investors. Can the professionalisation of the market influence buyer behaviour? Will further regulations on the separation of residential units, restrictions on short-term rentals and the prospect of a cadastral tax push customers out of the domestic market?

**13:25-13:35**

### **case study 2**

**13:35-14:15**

### **A healthy market without steroids.**

PANEL DISCUSSION

Can the new housing market function without subsidies and government support?

- How to support the housing market? Are direct subsidies for buyers the only and ideal tool? The subsidy trap that limits mobility as family needs change.
- Is the shift towards supporting social housing a political pipe dream or a real change in the market situation? New creditworthiness and purchasing power.
- Supporting the customer versus supporting the developer. Is stimulating the supply side still justified? The transformation of credit benchmarks (the shift away from WIBOR) and its impact on prices and financing models.

**14:15-15:00**

### **lunch**

**15:00-15:50**

### **Politics aside.**

Foresight: „Housing Poland 2050”.

PANEL DISCUSSION

- Long-term housing stock planning or a political cycle-driven pendulum?
- What housing market model are we moving towards in the long run? Is the shift away from homeownership truly beneficial for the economy?
- Can the European Affordable Housing Plan (EHAP) reshape the domestic housing market and address the shortage of housing supply?
- Is housing a right or a commodity? Or perhaps a way of building long-term social capital and family security?

**15:50-16:00**

### **case study 3**



**16:00-16:40**

### **The inevitable is coming.**

PANEL DISCUSSION

Developer strategies in a two-speed market.

- Market polarisation between metropolitan areas with their commuter belts and local markets. Product and pricing strategies for specific market types.
- Economic unification versus the costly delivery of individualised needs. How to strike a balance between the aspirations of residents and the business potential of local markets?
- Barriers to entry into new markets. Do smaller players still have growth potential, or are they destined for consolidation?
- How to maintain business liquidity in the face of extended sales periods and increasingly polarised demand??

**16:40-17:00**

### **Collaboration is key.**

LECTURE

The role of KZN in building synergy between the public and private sectors.

**17:00-17:45**

### **Land – an asset that lost its innocence long ago.**

PANEL DISCUSSION

The land market is increasingly shaped by more than simple calculations of location and price. Although land formally has an owner, real control over its use is shared between the owner, local government, the administration, the regulator and the market. A plot's value is determined by planning, timing and regulatory risks, as well as the pace and direction of infrastructure development, which can rapidly shift the centre of gravity of entire investment areas. Intermodal hubs, new transport corridors and systemic-scale projects, such as the Central Communication Port (CPK), are changing not only the attractiveness of locations but also investment horizons and valuation methods.

- Who in practice decides the fate of investment land?
- How is the role of cities and investors changing, and what does this mean for the pace and structure of new projects?
- How do investors, cities and landowners manage risk?

**21:00-01:00**

### **Banquet at the White Marlin restaurant (1 Wojska Polskiego Avenue)**



## DAY 2, Friday, 12 June

**10:00-11:00** second breakfast at the JLL Business Hub

**11:00-11:30** A demographic earthquake.

INTRODUCTORY LECTURE

**11:30-12:30** Are we facing a structural and lasting shift in housing demand?

PANEL DISCUSSION – „BOOMERS” PLUS

- Is this the end of the 2+2 family model as the primary driver of housing market development?
- Poland's housing landscape in an era of singularisation and the dictate of the “silver tsunami”.
- Systemic oversupply or a lasting transformation of the housing market model? Are we approaching a critical tipping point?
- Market dualism: concentration in metropolitan areas vs. depopulation of local centres. Can this trend be reversed?

**12:30-12:40** case study 4

**12:40-13:30** Crafting a strong foundation.

PANEL DISCUSSION

On precise analysis of buyer needs and tailoring products to the “Customer 2.0” — a patient, analytical and exceptionally demanding process.

- The easy days are over: how to analyse and meet the needs of the digital-era customer.
- How to create and communicate a “measurable product” that responds to the real needs of an informed buyer.
- An offer for “experience seekers”: do details, leisure amenities and entertainment have product value?
- How to sell effectively: necessary changes in customer service. What are sales teams not doing (but should be)? How to increase the lead-to-sale conversion rate in an environment with 30% fewer leads? Sales support tools. Does greater transparency of information about the offer limit a personalised approach?

**13:30-13:45** break



**13:45-14:30**

### **Seniors in the professional real estate market – genuine participants or unfulfilled hope?**

PANEL DISCUSSION

- Does the senior housing segment have a solid basis for growth? Does the housing and financial condition of today's seniors and those over a 10-year horizon justify investment in this market segment? Are existing business models already delivering returns, or is this primarily an investment in the future?
- Have lessons been learned from systemic failures such as reverse mortgages or assisted living schemes for affluent seniors?
- How can housing stock be better aligned with the actual needs of seniors? Urban seniors vs. those in smaller towns and rural areas.
- Does today's housing market think about old age? Developments adapted to the family life cycle and ageing processes. Programming services within senior housing projects.

**14:30-14:40**

### **case study 5**

**14:40-15:20**

### **Living – different paths to value.**

PANEL DISCUSSION

The living segment encompasses various institutional rental formats, but each operates with a different relationship to capital, operations and the exit market. Alongside stable tenant demand, investment strategies are becoming increasingly diversified. Some projects target the retail market, while others find buyers among large investment platforms.

- In the current market cycle, does living function as a long-term asset class based on institutional financing, or rather as a set of flexible strategies where exit and capital rotation play a central role?
- Which exit models are actually effective, what costs and risks do they generate, and why is there no single, universal path to value creation in the living segment?

**15:20 lunch**

THE ORGANISER RESERVES THE RIGHT TO MAKE CHANGES TO THE PROGRAMME.