Global Real Estate Capital Flows

Investing in direct and indirect real estate has been globalizing at a rapid pace over the past two decades. The supply of and demand for real estate capital is no longer satisfied at the local market level and the exchange of capital is now truly global. This shift has caused more competition among capital providers and more investment opportunities to choose from, all with their own characteristics. As a consequence, capital providers need to be even more informed in their decisions about where and in what type of real estate they should invest.

While there is much more information available about the risks associated with the provision of global capital, and modern information technology makes it easier for global capital providers and their clients to communicate, there remains a need for face-to-face discussion of the issues. This conference intends to do just that: bring together academics and practitioners in the field of global real estate capital for a day of dialogue and learning on these topics.

250-300 conference attendees are expected, including corporate representatives on both the demand and supply sides of global real estate capital and academics in the real estate, finance and international business fields of study. They will represent the U.S. and international markets including Asia, Australia, Europe, Latin America, and the Middle East. Both mainstream and industry-based media outlets are expected to cover the conference and will be involved in the marketing of the event.

Preliminary Conference Agenda

Opening Keynote Speaker

Session 1: The Big Picture
This first session provides an overview of the global economic climate and the various real estate markets: direct, indirect and the market for real estate capital. In particular, current and future trends are highlighted, as well as macro-economic challenges and opportunities for global real estate investors.

Session 2: Global Capital Flows
Although real estate investment is local, the capital being invested in it has become a truly global phenomenon. In this session, the panelists analyze these real estate capital flows, examining trends and discussing the implications for capital providers, portfolio managers and developers.

Lunch Keynote Speaker

Session 3: Risk Factors
Investing in global real estate comes with a unique set of idiosyncratic risks, which need to be managed to be successful. In this session, the panelists discuss these risks and provide insight into how they can be effectively managed.

Session 4: Valuation and Management
As the previous sessions will have made clear, markets around the world have their own rules about real estate valuation and real estate management practices. These two aspects are extremely important for global real estate investors and they will be discussed in more detail in this session.

Session 5: Global Real Estate Development Opportunities
This final session provides the audience with first-hand insights of local specialists about the important real estate markets around the globe. Market-specific opportunities and their associated risks will be discussed.
About VIVA Group

Viva Group, the presenting sponsor of the conference, is a multifaceted business conglomerate with a significant presence in a wide array of realty segments. Through 25 years of sustained development, the company has emerged as one of the largest land aggregators in Mumbai, India. It has formalized several land acquisition deals across Maharashtra State and enjoys successful joint ventures with reputable heavyweights in the real estate space.

But there’s more to Viva Group than land aggregation.

Combining experience with business verve and imaginative thinking, the company has taken huge steps in retail, logistics, media, education, hospitality and other portfolios to stand shoulder-to-shoulder with the biggest names in these verticals.

About the School of Business and the Center for Real Estate and Urban Analysis

By incorporating a strong international orientation, the George Washington University School of Business (GWSB) provides students with hands-on experience in locations around the world and with insight into emerging markets. In 2015, GWSB was ranked 10th by U.S. News & World Report for undergraduate international business and in 2014, the Financial Times ranked GWSB in the top 100 among international business programs. Our Department of International Business, among the largest in the world, is highly ranked in faculty research, with a specialization in emerging markets, a key driver of global economic growth. Our Global MBA and World Executive MBA programs incorporate ethical values, rigorous theory and international residencies to produce principled leaders primed for success in today's fast-changing marketplace.

Formed in 2005, the Center for Real Estate and Urban Analysis (CREUA) at the School of Business works with students, alumni and the business community to further education, research and policy development in the areas of international real estate, walkable urban place development and management, and housing finance. As a thought leader for groundbreaking research on emerging trends in both domestic and international real estate, CREUA continues to lead at the forefront of industry research and innovation. CREUA is redefining approaches to real estate research, focusing its influential research agenda on challenges that are directly applicable to the current needs of the industry and the community.

Practical, real-world experience supported by a rigorous academic curriculum prepares GWSB students and graduates to immediately add value to the real estate community. CREUA is positioned to provide students the theoretical and practical education that the modern economy requires of its leaders. With proximity to dozens of government offices, real estate association headquarters and the top U.S. model for walkable urban spaces in the metropolitan Washington, CREUA is making tremendous strides as it becomes a nationally recognized leader at the intersection of business and society.

Recognition Levels

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<tr>
<th>Sponsor Level</th>
<th>Sponsor Amount</th>
<th>Package Details</th>
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<tr>
<td>Silver Sponsor</td>
<td>$50,000</td>
<td>Half-page ad and logo recognition in program materials, Logo displayed on conference webpage, Logo displayed on conference signage, Company handouts displayed at registration table, Recognition in conference remarks</td>
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<td>Participation</td>
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<td>5 complimentary conference tickets, Invitation to VIP Dinner, VIP Seating during conference</td>
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<td>Gold Sponsor</td>
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<td>Full-page ad and logo recognition in program materials, Logo displayed on conference webpage, Logo displayed on conference signage, Company handouts displayed at registration table, Recognition in conference remarks</td>
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<td>Participation</td>
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<td>Speaking role during the conference, 10 complimentary conference tickets, Invitation to VIP Dinner with priority seating, VIP Seating during conference</td>
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<td>Bronze Sponsor</td>
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<tr>
<td>Participation</td>
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<td>2 complimentary conference tickets, Invitation to VIP Dinner</td>
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For more information about the conference program, please contact: Dr. Tom G. Geurts, FRICS, Associate Professor of Finance and Real Estate at (202) 994-7542 or tgg@gwu.edu. For more information about sponsorship opportunities, please contact: Rob Valero, Executive Director of the Center for Real Estate and Urban Analysis at (202) 994-0920 or rjvalero@gwu.edu. Elizabeth Mitchell, Assistant Vice President of Development and Alumni Relations, GW School of Business at (202) 994-4803 or emitchel@gwu.edu.