

**BERND  
HEUER**

**20th Management Congress  
for Top Executives  
from the Building, Property  
and Finance Worlds**

**FACE TO FACE  
WITH GERMANY**

**Investment Opportunities  
in the U.K. and German  
Property Markets**

**23rd/24th November, 1989  
London**

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**INSTITUTION AND COLLEGE CONFERENCES**

**12 Great George Street  
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### **THE STATUS QUO**

The prospects beyond the national boundaries are becoming more and more interesting for property investors and financiers. The 1990's promise a strengthening and growth of the real estate industry. However, the risks involved in a commitment on "unknown territory" are high. A knowledge of the market, regional characteristics and the competition are essential. A joint venture with a partner in the other country can reduce the risks.

The growth in activities from foreign investment companies reflects the increasing significance of the major German cities. Frankfurt (along with London and Paris) is one of the most notable economic metropolises and is the most important location for the banks and the financial institutions in Germany. The British, Americans, Japanese and Dutch are already active in Frankfurt and have also acquired interesting sites in Munich, Stuttgart, Dusseldorf, Hamburg and Cologne. In the meantime there has also been an influx of investors from Scandinavia, France and Australia who are benefiting from a booming property market, where the supply can no longer meet the demand. Even if the return on investment may not be as high as in other European countries, the social, political and economic stability and the steady economic growth in Germany make the German market attractive.

### **OBJECTIVE**

This event aims to provide a forum for top executives from Britain and West Germany. There will be plenty of opportunities to make personal contacts with directors from Germany's building, property and finance industries. The emphasis will be on the property investment opportunities and of course the risks involved in both countries.

The conference themes will be as follows

- how the property markets of the two countries are assessed with an aim to comparing their valuation systems,
- which are the key players, investments and developments in Britain and West Germany in the property industry,
- which markets and players in these markets will dictate tomorrow's business, and which regions can still be developed,
- which factors influence a successful property management in Britain and West Germany,
- how strategies have to be developed and put into practice in order to acquire new objects,
- the structure of property financing in Britain and Germany – an appraisal of its future development.

**We are organising our first seminar in London together with the ICC Institution and College Conferences, a partner of the College of Estate Management and The Royal Institution of Chartered Surveyors. Each lecture and discussion during the event will be simultaneously translated.**

On 23rd November from 2.00 p.m. we will be offering the German participants a tour of London including the Broadgate development and the Docklands.

The evening programme will consist of a cocktail reception and dinner in the traditional Ironmongers' Hall with guest speaker the former Prime Minister, The Rt Hon Edward Heath MBE M.P. This will also enable an exchange of views between the British and German delegates.

**PROGRAMME:**

**23rd November, 1989**

- 14.00 - 17.00      **Property in London**  
1/2 day tour for German participants organised by the ICC (Institution and College Conferences). ICC is a joint venture between the conference units of The Royal Institution of Chartered Surveyors and The College of Estate Management.
- 19.00              Cocktail reception
- 20.00              Dinner  
**Guest speaker**  
The Rt Hon Edward Heath MBE M.P.

**24th November, 1989**

- 09.00              Welcome  
Bernd Heuer
- 09.15 - 09.45      **Worldwide Property Investment**  
J. R. Parry  
The Hammerson Property  
Investment and Development Corporation  
PLC, London



## Participants of the Panel Discussion:

Nicholas Barr  
M.E.P.C. Germany GmbH, Munich  
Dr. Gerhard Niesslein  
Deutsche Projektentwicklungs-Gesellschaft  
für Grundvermögen mbH, Frankfurt

15.30 – 16.00      **Tea break**16.00 – 17.30      **International Property Financing**

## Panel Discussion

Moderator:      Dr. Rolf Seebauer  
                         Dr. Seebauer & Partner GmbH, Munich

## Participants of the Panel Discussion:

**United Kingdom**

Richard Mully  
County NatWest Property Ltd., London  
Alison Rawcliffe  
Barclays de Zoete Wedd, London

**USA**

Karl H. Casagrande  
Deutsche Bank Capital Corporation,  
New York

**West Germany**

Jürgen Dienst  
Matuschka Gruppe, Munich

**BOOKING CONDITIONS**

23rd November, 1989      Dinner: Ironmongers' Hall, Barbican London EC2Y 8AA  
24th November, 1989      Congress: New Connaught Rooms, Great Queen Street,  
   London WC2B 5DA

Fee:                              £ 250,-  
   Fee includes seminar folder, audio cassettes (lectures and  
   panel discussions), dinner on 23rd November and lunch on  
   24th November, together with refreshments during the event.

Cancellations should be made in writing. 50% of the fee will be invoiced for  
cancellations notified after 13th November. For cancellations received on 23rd  
November and in the case of absence the full fee will be charged.

Registration deadline: 9th November, 1989

**AFTER DINNER SPEAKER:**

The Rt Hon **Edward Heath** MBE, M.P.

**LECTURERS AND MEMBERS OF THE PANEL DISCUSSIONS:**

**Nicholas A.S. Barr**, F.R.I.C.S., Managing Director of M.E.P.C. Germany GmbH, Munich

**Michael Boggis**, Director of Lloyds Merchant Bank Ltd. and Lloyds Investment Managers Ltd., London

**Hartmut Bulwien**, Diplom-Geograph, Münchener Institut for Regional and Economic Research, Munich

**Karl H. Casagrande**, Executive Vice President of Deutsche Bank Capital Corporation, New York

**Jürgen Dienst**, Managing Director of Matuschka Gruppe, Munich

**Jürgen Ehrlich**, Member of the Board of DIFA - Deutsche Immobilien Fonds AG, Hamburg

**Peter Evans**, Director of Research of Debenham, Tewson & Chinnocks, London

**Norman Ferguson**, Managing Director of Imperial Investments Ltd., Bristol

**Anno A. Jagdfeld**, Managing Director and Partner of FUNDUS FONDS - Verwaltungen GmbH, Cologne

**John F.W. Morgan**, F.R.I.C.S., Managing Director and Partner of Zadelhoff Deutschland GmbH, Frankfurt

**Richard Mully**, Associate Director Property Finance Division, County NatWest Property Ltd., London

**Dr. Gerhard Niesslein**, Managing Director of Deutsche Projektentwicklungsgesellschaft für Grundvermögen mbH, Frankfurt

**J.R. Parry**, F.R.I.C.S., Managing Director of The Hammerson Property Investment and Development Corporation PLC, London

**Alison Rawcliffe**, Manager Property Finance Section, Banking Division, Barclays de Zoete Wedd, London

**Horst C. Schlüter**, Managing Director of Jones Lang Wootton GmbH, Hamburg

**Dr. Rolf Seebauer**, Dr. Seebauer & Partner GmbH, Munich