**Inmobiliare Magazine**

Inmobiliare Magazine is one of the most recognized magazines in the Mexican real estate industry and the only bilingual one.

Through high profile events and conferences in both Mexico and the United States and by partnering with the US-Mexico Chamber of Commerce NE Chapter, Inmobiliare has strengthened its presence and extensive experience recognized by the real estate community. They have also had highly attended events, conferences and exhibitions in Mexico.

Their publication is supported by leading organizations and associations such as the Real Estate Developers Association (ADI) and the Urban Land Institute (ULI MEXICO), the International Council of Shopping Centers (OCSC) and the Mexican Association of Private Industrial Parks (AMPIP).

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**B2B Media**

The most prestigious and recognized real estate multimedia platform in Latin America.

It is a multimedia holding, founded in 2000, which has multiplatform publications: Printed, Digital, Web, Newsletter, Real Estate Summits and International Congresses.

B2B Media is a company that offers specialized multimedia services and is renowned for its innovation.

B2B Media organizes international business meetings of the highest industry standards. Its main objective is to promote real estate investments in the region and connect developers, investors, builders and real estate professionals in its sector.
Objectives

Deliver a comprehensive analysis regarding the current situation and outlook of the real estate market in Mexico and its relation with the United States, from the perspective of recognized specialists from both countries.

Learn about business opportunities in commercial, industrial, tourism and residential real estate in Mexico open for U.S. and international industry players.

Understand trends and innovation on investing and financing real estate in Mexico.

Provide a forum for prime networking opportunities with individuals currently participating or interested in the Mexican real estate market, including real estate specialists, institutional investors, bankers and developers from Mexico and the United States.

Discuss about business opportunities for Mexican companies and investors in the real estate sector in the United States, and learn about international trends in the industry.

Target audience

We expect an attendance between 150 and 200 executives representing real estate funds, institutional investors, developers, real estate brokers, consultants, attorneys, academics, as well as government officials and other representatives of the business and financial community of New York and Mexico.

The event will be attended by reporters and editors of Inmobiliare Magazine and its coverage will be included in the Magazine providing an even larger visibility to the event.
**Thursday June 21th**
19:00 PM  Cocktail Networking at Terrace IOS OFFICES, Via Corporativo

**Friday June 22nd**
08:00 AM  Breakfast & Registration
08:45 AM  Welcome and opening presentation
09:00 AM  **OPENING PANEL: CURRENT SITUATION OF THE HOTEL INDUSTRY OF THE COUNTRY AND MARKET OUTLOOK**
New actors, brand expansion, type of tourism, new experiences and elements that impact travel to Mexico.

09:45 AM  **FINANCING PANEL: FINANCING SOURCES FOR THE HOTEL SECTOR AND THE DIFFERENT INVESTMENT MECHANISMS**
Who and how are you investing in the hotel industry?
New Tourism proposals.
What are hotel brands and franchises in Mexico betting on?
New tourism trends and their potential.

10:30 AM  **INFRASTRUCTURE PANEL: MIXED USE PROJECTS AND MASTER PLANS**
Medical tourism
Hospitality
Commercial
Residential

11:15 AM  **SPEED MEETING: BUSINESS RELATIONSHIPS - ONE ON ONE**

11:45 AM  **REAL ESTATE PANEL: RESURGENCE OF TOURISM REAL ESTATE DEVELOPMENTS**
Second Residences
Retreat Tourism
Resorts
New products (Wine Route)

12:30 PM  **BIG DATA PANEL - TOURIST DESTINATIONS INTELLIGENT SOLUTIONS AND TECHNOLOGICAL TOOLS**
Airbnb
Trivago
TripAdvisor

13:15 PM  **CONFERENCE: HOSPITALITY AND ITS DIFFERENT EXPERIENCES - HOW TO DIFFERENTIATE FROM THE NATIONAL OFFER**
Leisure tourism, Gastronomic, Adventure, sports, etc.

14:00 PM  **CONFERENCE: LOW INVESTMENT OPPORTUNITIES CALIFORNIA**
Ministry of Economic Development (SEDECO) & Ministry of Tourism (SECTURE) Private Initiative (Projects: Wine Route, Real Estate, Medical Tourism)

14:45 PM  **END OF PROGRAM AND CLOSING REMARKS**
Optional: Tour departure to Guadalupe Valley
**SPONSORSHIP LEVELS**

**BENEFITS**

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<th>DIAMOND</th>
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- Full page ad in **INMOBILIARE**
- Half page ad in **INMOBILIARE**
- Logo in electronic bulletin in web
- Recognition as a sponsor
- Presence of logo
- Promotion booth with material
- Logo on banners, announcements, bulletins etc.
- Publication of the event review in the **INMOBILIARE** magazine
- Complimentary badges

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**Wire transfer:**
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*Discount valid for members of the Ministry of Tourism of Baja California and Government Entities of Baja California*
Registration & Lodging

TERRACE IOS OFFICES, VIA CORPORATIVO
COCKTAIL THURSDAY, JUNE 21ST - 7:00PM

TERRACE IOS OFFICES, VIA CORPOTARIVO
Misión de San Javier 10643 - 400, Zona Urbana Río, Tijuana, B.C. 22010

HOTEL REAL INN TIJUANA
Paseo de los Héroes No. 9902 Col. Zona Río, Tijuana, Baja California 22010

Special rate to stay at the host hotel with the following group code:
“B2B Media”

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