

Central Asian International Forum on Real Estate Market  
Development



# CREW CENTRAL ASIA 2024

**GREEN&SMART  
DEVELOPMENT –  
The Future of the Industry**

**The Future of Development –  
Technologies and SMART Solutions**

The forum is dedicated to transformation and  
technologies in development



# FORUM AUDIENCE



- Investors / owners of commercial real estate (office, retail, warehouse, hotel, MFC)
- Developers
- Management companies
- Engineering companies
- Providers of services and service solutions for commercial and residential real estate
- Consultants / brokers, architects / designers
- Operations Task Managers
- Marketers
- IT integrators





## 18 October, Thursday / Ritz-Carlton Almaty Hotel

<b>09:30 – 10:00 Hall</b>	Sign up gathering of participants, Welcome coffee break	<b>10:00 – 11:00 Conference Hall I</b>	Welcome speech organizers, partners and co-organizers of the Forum
<b>11:00 – 12:00 Conference Hall I</b>	<p>Plenary Session "Conscious Construction: Industry Transformation, Digitalization, Technologies and Projects for Generation Z"</p> <p><b>Topics for discussion:</b></p> <p>Unity and architecture of mono-cities. Integrated development of territories. Experience in development and new approaches in the creation of modern real estate projects;</p> <p>Drivers of urban development: Opportunities for investment and financing tools for the construction industry;</p> <p>Discussion of international urban planning problems and solutions:</p> <p>Speech by the Urban Land Institute – International Institute of Urban Lands;</p> <p>G4 City is a modern look at the "smart city".</p>		
<b>12:00 – 12:30 Hall</b>	Coffee break, business acquaintance, communication between participants and speakers		





## Conference Hall I

12:30 –  
14:00

### Session No. 2 "SMART Solutions: Technologies. Security. Ecology"

**The evolution of society and technology requires the integration and focus of business on efficiency in approaches and services.** The COVID-19 situation has only accelerated these transformations. Now it is important to make the right and balanced decisions - to follow the course of reduction, cost optimization, environmental friendliness and the use of technology. At the session, together with the speakers, business representatives will discuss modern relevant approaches and technologies in the new reality.

#### **Topics for discussion:**

Monetization and benefit: planning and design of territories: modern concepts of construction, ecosystems and "smart" objects;

Building Management Systems (BMS): the use of advanced analytics and AI systems to reduce losses and resource consumption in the operation of facilities;

Parking and everything about it: innovative technologies and solutions for digitalization:

Convenient, affordable, safe sustainable mobility on the example of implemented projects with intelligent solutions.

## Conference Hall II

### Session No. 3 "SMART Facility: Operation tools and real estate management"

#### **Topics for discussion:**

Services and services of the management company that are relevant for tenants in 2024;

How to harmoniously fit into the new technological background, what know-how is worth betting on and which solutions should be preferred?

Customization of the object: what solutions allow you to effectively adapt the package of services to the customer's requirements?

Working with mixed-use real estate: how to ensure high-quality management of the object, taking into account the preferences of various target groups?

Operation: specifics of working with non-core assets of banks and state corporations.

14:00 –  
15:00

Dinner



#### Conference Hall I

15:00 –  
16:30

### Session No. 4 "Sharing Experience: World Experience and Raising Professional Standards"

**Mixed-use is considered the most relevant trend in development and urban planning.** The focus is on discussions, cases and experience in implementing various marketing chips to create high-quality service at the facility using the example of complexes with various basic functions: a business park, apartment hotels, multifunctional complexes and coworking spaces.

#### Topics for discussion:

Life-style trends: innovative eco-systems and product management in the creation of new real estate;

Apart-hotels as a separate IFC;

Office spaces according to the new laws of users.

#### Conference Hall II

### Session No. 5 "Property Management: Effectiveness or Efficiency"

#### Topics for discussion:

Performance of tenants: trends, strategies and tactics of effective tenants;

How to improve marketing and achieve high sales by applying the Eco-Friendly theme?

Marketing Trends: What Will Set You Apart from Your Competitors?

16:30 –  
17:30

Ceremonial conclusion of the Forum

17:30

**The award ceremony "CREW AWARDS 2023.  
The best objects and companies in real estate. Final Dinner**

# INVITED SPEAKERS



**Mohammed  
JAMIL AL RAMAHI,**  
Chief Executive Officer  
**Abu Dhabi future  
energy company  
(Masdar City)**



**Ron  
PRESSMAN**  
General Director  
**Urban Land Institute**



**Lily CHENG,**  
President of the  
International Federation  
Real estate **FIABCI**



**Klaus KLEINFELD,**  
former Chairman  
and CEO **Alcoa (Neom,  
Liniya City, Saudi  
Arabia)**



**Eugene GUN,**  
General Director  
Airport  
**Changi (Singapore)**



**Siddique KHAN,**  
General Director  
**Globalink Logistics**



**Nurlan  
SMAGULOV,**  
founder  
**Astana Group**



**Timur  
TURLOV,**  
founder  
and a shareholder of  
an investment group  
**Freedom Holding  
Corp.**





**Natalia  
AFANASOVA,**  
Director of Real Estate  
Operations Management  
**CORE.XP**



**Felix HAASBERGER,**  
Managing Director  
**Green Building Council  
(Germany)**



**Yuri  
SMOOTH**  
Founder, CEO  
Marketing  
Agency  
**Grape**



**Leonid  
VOLOKH,**  
cofounder  
**Lynks Property  
Management**



Модератор  
**Alexei  
HEGAI,**  
General Director of the  
company **TSPM.**