

## **Benefits of going green – Sustainable Investment Conference at EXPO REAL**

### **Property investors and users in dialogue about sustainable solutions that work for everyone**

Sustainability makes financial sense – but what are the concepts and strategies behind commercially successful green property investments? At the Sustainable Investment Conference, international best-practice companies will be demonstrating how investors and users alike can benefit from the trend towards sustainability. This special forum is being held on the second day of EXPO REAL (5 October 2010, from 10.30 a.m. to 1.30 p.m.), the 13th International Trade Fair for Commercial Property and Investment in Munich. The venue is Hall A2 (Planning & Partnerships Forum) and the conference opens with two case studies. Representing the user perspective, Lee R. Utke, Director of Global Real Estate at Whirlpool Corporation, and Rainer Kohns, Head of Sustainability at Siemens Real Estate, will describe the role played by sustainable buildings in the corporate sustainability strategies of their respective companies. In the subsequent discussion, high-calibre representatives from Prupim, Hammerson, FABEGE, CB Richard Ellis, TNT Real Estate and Union Investment Real Estate will explore how investors and users can arrive at sustainable solutions. A further highlight of the Sustainable Investment Conference is the awards ceremony for the 2010 Prime Property Award, which for the second time recognizes investors who have implemented European real estate projects that combine commercial success with ecological and sociocultural sustainability in exemplary fashion. Fourteen projects from Germany, Denmark,

Austria, Switzerland, the Netherlands and Spain have been shortlisted for the 2010 Prime Property Award, which carries prize money totalling 30,000 euros.

For more information on the Sustainable Investment Conference, visit [www.exporeal.com](http://www.exporeal.com) or [www.union-investment.com/realestate](http://www.union-investment.com/realestate).

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