

## **Xymax at MIPIM 2013**

12-15 March | Cannes, France

Xymax will again take part in the largest international real estate industry event MIPIM on 12-15 March in Cannes.

In addition to exhibiting our stand(Stand No. R33.24), this year we will provide through our special sessions co-organized with Reed MIDEM on the investment opportunities and the unique real estate practices in Japan based on the in-depth data and analysis in the Japanese real estate market and its outlook.

The Japanese real estate market is witnessing a revival of occupiers and investors' appetite after a long downtrend. Global investors, especially core investors are now shifting their focus into Japan. The measures revealed by the new Abe government also caught investor's attention.

What is more, as described above, our sessions will guide you through the unique and unknown practices of the real estate business in Japan, which is actually very important and often misunderstood by investors.

Members attending MIPIM are encouraged to visit our stand to meet us. And above all, we are very much looking forward to seeing you at our special sessions. Details are given below.

### **Opportunities, Outlook and Unique Practices of Real Estate Business in Japan**

**Presented by Reed MIDEM and Xymax**

**Time & Date: 14:30-15:30, Tuesday, 12th March 2013**

**Venue: Gaudi**

#### **Presentation: Economic environment and real estate market trends**

- ☐ Opportunities and risks in current market environment
  - Japanese real estate market has evolved into mature and stable market
- ☐ Outlook for 2013: Recovering Japanese real estate market
  - Capital market and space market are both entering recovering phase

Speaker:

YOSHIO NAKAYAMA

Director, XYMAX Real Estate Marketing Institute Corporation

MAI, MRICS, CCIM

**Panel Discussion: Importance of understanding uniqueness of its business practices in Japan**

Panelists:

LAWRENCE LONGUA

Director, New York University REIT Center

JOSEPH KELLY

Director, Real Capital Analytics

YOSHIO NAKAYAMA

Director, XYMAX Real Estate Marketing Institute Corporation

RYUHEI MORI

Head of Global Marketing Department, XYMAX Corporation

For further information about this event, please visit the MIPIM website:

<http://www.mipim.com>