



## Affordable housing creation, the data centers expansion and the 'flex' macro-trend marks The District 2024 agenda

**The summit is expected to bring together more than 12,000 Real Estate capital professionals from around the world, who will come to discover new investment opportunities and the best success stories in the industry**

**The District is celebrating its international roadshow in several European cities, and its next appointment is in London in July**

**Barcelona, June 27, 2024 - [The District](#)**, the largest European real estate meeting designed by and for capital, continues to prepare its third edition. From **September 25 to 27 in Barcelona**, Spain, more than 12,000 attendees will gather at the summit to discover new investment opportunities and delve into the macro-economic trends that are expected for 2025.

In this regard, the European Central Bank (ECB) has already made a key move recently, after nine months of immobility, and announced a 0.25% cut in interest rates, leaving the price of money at 4.25%. A reduction that is perceived to catch breath, although experts point out that macroeconomic policies will remain restrictive in the coming months in order to deal with inflation, which continues to exceed 2%, which the community body had originally set as a target for 2025.

With this backdrop of cautious change in Europe, the Real Estate industry is facing a course marked by a gradual reactivation of activity, which will lead to investment in new volume operations, especially in assets such as living, hospitality or alternative. In order to clarify the doubts that arise as a result of the macro panorama, The District will be the meeting point where the path of real estate will be studied through best practices and new projects with a view to them being taken as a reference for the rest of the international players. To achieve this goal, The District has already opened its accreditations and has started its presentation roadshow, visiting several European cities, which will take it to London next July.

**Juan Velayos**, chairman of The District, emphasizes that *"this third edition will be more international than ever, as we have managed to make the global Real Estate know us, consider us and take us as a reference in terms of transmission of experience, knowledge, and above all, in terms of investment possibilities"*. Velayos adds that *"the celebration of The District with the America's Cup will bring novelties that will create a unique scenario where we will be able to captivate this foreign profile that is so interesting"*.

Proof of this transnational recognition is that in the framework of **The District World Summit**, the main congress of this community focused on all sources of capital that takes place within the framework of the summit, speakers such as **Michael Abel**, founder and CEO of the British fund Greykite; **Itamar Volkov**, founder of Frux Capital; **Matt Calner**, Managing Partner of Stronghold Asset Management; **Sarah Schlesinger**, Managing Partner at Blackprint; **Javier Solís**, head of Real Estate Asset Management in EMEA at Goldman Sachs, have already confirmed their participation; **Domingo Etcheverri**, Director of the European team at private equity firm, The



Carlyle Group; **Vanessa Gelado**, Senior Managing Director and Country Manager of Hines in Spain; **Aaron Block**, co-founder and Managing Partner of MetaProp, a private equity firm based in New York; **Riccardo Abello**, Managing Director at Eurazeo Real Assets; **Florian Fischer**, Founder and CEO of German venture capital firm Styx Urban Investment; **Tripty Arya**, Founder and CEO of Travtus, a London-based firm that uses AI for real estate management; or **Juan Manuel Acosta**, CIO & Head of Spain at Rockfield Real Estate.

### Topics at The District World Summit

The 400 leaders who will speak on the stages of The District World Summit will be responsible for highlighting the main issues concerning capital. In this regard, the macro trend related to the **concept of 'flex'**, a phenomenon derived from the growing change of habits and mobility, which has facilitated new models in offices and assets of 'living', will be brought to the table.

At the same time, the congress will address the housing crisis facing the Western countries, focusing on the challenge of **strengthening affordable housing** for young people and families. Likewise, The District will be the space where public-private collaboration strategies will be highlighted. Also, the projects that are leading the way in different European cities to establish a framework that guarantees comprehensive access to housing will be presented. An initiative that also drives more investment and stimulates the economy in assets such as retail, shopping centers and hospitality.

In fact, **'hospitality'** will also be discussed at the third edition of the meeting, as it is the "winning asset of 2023" due to the volume of transactions raised. This asset will have a specific agenda focused on **'Data Centers'**, as due to the great irruption of artificial intelligence, it is one of the assets on which capital is putting the most focus.

In addition, **ESG criteria** will be a cross-cutting issue analyzed at The District World Summit, not only from the climate point of view, but also because of their relevance for investors in order to increase the value of assets. This would be the case of **offices**, which in countries such as Spain are experiencing a good momentum, as long as they meet criteria related to energy, have amenities, and are located in a premium location. Consequently, sustainability and decarbonization will be treated as a 'driver' of today's Real Estate at a time when European bodies are fighting to reach 'net zero' by 2050.

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**About The District (September 25-27, Barcelona):** is the largest European event dedicated to Real Estate from an investment perspective. The summit has a Hospitality area and a content program in The District World Summit 2024, the global reference congress on capital structures in the real estate industry, which has 5 auditoriums. It is the main meeting forum where the different Real Estate agents who are looking for opportunities and new real estate projects that drive urban transformation meet with the aim of designing the future of the sector in Europe. The District is an event organized by NEBEXT - Next Business Exhibitions.