



NEWS RELEASE

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Business and science leaders headline at CoreNet Global's London Summit – experts in creativity and innovation set to focus on the workplace

BRUSSELS (14 May 2010) – Baroness Susan Greenfield, the neurobiologist, broadcaster and author, and Sahar Hashemi, the entrepreneur, author and founder of Coffee Republic, have both been confirmed as keynote speakers at this year's **CoreNet Global EMEA Summit** in London (27th-29th September) which takes the theme "Ingenuity at Work: Bold Approaches to Corporate Real Estate".

The Summit theme acknowledges that economic recovery in the mature markets of Europe is moving slowly, and that many businesses are actively seeking opportunities overseas in growth and emerging markets. For portfolio managers, creativity and innovation is essential as they seek to profitably manage a shrinking portfolio in the West, whilst finding ways to move with speed to take advantage of new markets opening up in the East.

Presenting on "The Neuroscience of Ingenuity", Baroness Greenfield will examine our ability to think creatively and foster real ingenuity, and how it can set you apart from the competition. As Professor of Synaptic Pharmacology at University of Oxford, Greenfield is an international expert on the brain, and will use her unique insights to help explain the connection between brain function and creative thinking.

Complementing the first presentation, Sahar Hashemi will look at "Bold Approaches to Life", and what is needed to 'take a chance' on innovation, and overcome your fears to strike out on your own. Formerly a lawyer, Hashemi founded the UK's first US style coffee chain with her brother, building a widely recognised high street brand and creating one of the main players in the UK's "coffee revolution".

(more)

Finally, by popular demand, economist and author Norbert Walter is confirmed to return to the annual European Summit, where he will provide an update on his forecasts from last year where he predicted that the global economic crisis will not be a classic "V" shaped cycle, and in fact will more closely resemble a "triple U" shape. Delegates will be interested to hear whether his uncompromising trajectory for recovery is being borne out, and consider his thoughts on Europe's prospects for full recovery going forward.

The ninth annual CoreNet Global EMEA Summit returns to London following a successful event in the UK capital three years ago, and will include a range of presentations focusing on how corporate real estate executives are finding innovative and often courageous solutions to managing limited resources in order to achieve real business growth.

The event will comprise keynote presentations, seminars and workshops, and networking opportunities including breakfasts, lunches, evening entertainment and a closing cocktail reception.

The CoreNet Global EMEA Summit takes place over Monday 27th – Wednesday 29th September at the Royal Lancaster Hotel in London

Ends

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