



## NEWS RELEASE

**CONTACT:**  
**Tony Nokling**  
**FD**  
**+44 207 269 9359**

### **Tackling a challenging climate: Major corporate occupiers focus on creative solutions**

**BRUSSELS (2 July, 2010)** – As Europe continues to tackle the issue of sustained economic recovery, CoreNet Global's EMEA Summit (27-29 September, London) is set to provide a timely focus on how corporate occupiers can creatively, profitably and effectively manage their existing portfolios in this challenging climate.

Taking the theme "Ingenuity at Work: Bold Approaches to Corporate Real Estate", organisers have confirmed the participation of many leading corporates and other real estate experts in a programme designed to show how the industry is responding creatively to the challenge in Europe, with sessions focusing on proactive portfolio planning, outsourcing, strategic site selection and restructuring.

Major corporate occupiers presenting in the comprehensive programme will include Cisco, Deutsche Bank, GlaxoSmithKline, Motorola, Pfizer and Shell, joining many other leading corporate real estate experts including service providers, academics, economic developers and consultants.

Highlights of the programme will include:

- A look at whether portfolio planning can be a truly proactive contributor to wider business strategy, and the practical tools required, in a session debated by **Pfizer, Shell, Cisco** and **Jones Lane LaSalle**.
- An analysis of the shrinking development pipeline in Europe and the implications for occupiers under pressure to cut costs, with rents on new accommodation expected to rise as existing leases expire and the availability of new stock dwindles. Presented by **DTZ** and a panel of occupiers and developers.
- The role of talent in strategic site selection, and how access to labour pools and attractive locations can provide a strategic advantage in terms of productivity and success in onshore, nearshore and offshore locations, will be debated by **Buck Consultants** and a panel of corporate real estate executives.
- How leading retailers are responding to the rising challenge of internet sales, and its implications for the property portfolio of the future, with a focus on the latest research from DTZ.

(more)

- A look at how in 18 months a former **Siemens** company restructured a 46 country global real estate portfolio, while reducing costs by 25%, presented with **Newmark Knight Frank**.
- The increasing role of sustainability in workplace strategy, presented by **GIE Energy**, a cross-functional research consortium made up of nine partners (Immobilier, Intel, Lexmark, Philips, Schneider Electric, Siemens, Sodexo, Steelcase and Tenesol).
- A look at the shape of the legal workplace of the future, presented by **Addleshaw Goddard, MCM Architecture** and **Cordless Consultants**.
- A focus on **Motorola's** switch to a new outsourced governance model to achieve a significant decrease in operational costs, improve global corporate controls and standards, and diminish divisions between regions, business and countries, presented with **Johnson Controls**.

In addition, a series of four themed *Snap Sessions* comprising 12 individual sessions will focus on areas including 'optimising resources', 'driving sustainability', 'workplace strategies' and 'leading edge issues', with participants including representatives from Corporate Property Advisors, Desso B.V., Deutsche Bank, DTZ (China), GlaxoSmithKline, HOK, HurleyPalmerFlatt, IA Interior Architects, Locate in Birmingham, Red Hat, Sheffield Hallam University, and Southwest Michigan First.

The Summit will also include a number of General presentations on the main stage, with contributors, including Baroness Susan Greenfield, the neurobiologist, broadcaster and author, who will focus on "The Neuroscience of Ingenuity" looking at our ability to think creatively and foster real ingenuity; and Sahar Hashemi, the entrepreneur, author and founder of Coffee Republic, who 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. Finally, by popular demand, economist and author Norbert Walter will provide an update on his uncompromising economic forecasts presented at last year's Summit.

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.

Johnson Controls, DTZ and BNP Paribas Real Estate are Platinum sponsors of the London Summit, with Gold sponsors CB Richard Ellis and Microsoft, and Silver sponsors including Ahrend, Eurocres, Haworth, Locate in Birmingham, Procos Group, Qube and Steelcase, with BIFM a supporting organisation.

Registration details are available at [corenetglobal.org/learning](http://corenetglobal.org/learning) or contact Katleen Beeckman, Tel: +32.53.21.27.10; email [kbeeckman@corenetglobal.org](mailto:kbeeckman@corenetglobal.org).

The CoreNet Global EMEA Summit takes place over Monday 27<sup>th</sup> – Wednesday 29<sup>th</sup> September at the Lancaster Hotel, Lancaster Gate, London.

Ends

**CoreNet Global** is the world's leading association for corporate real estate (CRE) and workplace professionals, service providers, and economic developers.

Our 6,500 members, who include 70% of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.

For more information, visit [www.corenetglobal.org](http://www.corenetglobal.org)