



NEWS RELEASE

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Debating whether the recession has crushed courage: “Pecha Kucha” completes CoreNet Global’s London Summit programme

BRUSSELS (4 August, 2010) – A lively “Pecha Kucha” debate on the impacts of the recession on corporate real estate is the final part of September’s London Summit programme to be confirmed by CoreNet Global.

Taking the theme “Ingenuity at Work: Bold Approaches to Corporate Real Estate”, the Summit (27-29 September 2010) will focus on the industry’s creative response to the challenge of a slow moving economic recovery in the mature European markets, with the Pecha Kucha forming the second of three main stage highlights.

In a departure from the more traditional General Session format, the Pecha Kucha will address the motion “The Recession has Crushed Courage: Bold approaches to corporate real estate are no longer possible, and we are entering a new era of caution” with responses both for and against the statement.

Six participants will each respond with a 20 slide presentation, with each slide appearing for a maximum of 20 seconds, ensuring that responses are dynamic and fast moving. Three participants will support the motion and three will argue against it, with presentations examining whether innovation and creativity have become taboo, and whether caution is now leading the corporate agenda.

Participants arguing for the motion will include Nigel Baker (Microsoft), Andrew Adams (Arcadis), and Roland Teixeira (GE), while those against will include Neil Usher (Rio Tinto), Flip Verwaaijen (TNT), and Thomas Glatte (BASF). Patrick Morrissey of GVA Grimley is the moderator.

As well as this first Pecha Kucha, the Summit programme will also include a General Session presentation from 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.

(more)

In addition, 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.

Economist and author Norbert Walter will also provide an update on his uncompromising economic forecasts presented at last year’s Summit via a specially recorded video.

Finally, an extensive programme of breakout sessions will include presentations from major corporate occupiers, including Cisco, Deutsche Bank, GlaxoSmithKline, Motorola, Pfizer and Shell, with sessions focusing on proactive portfolio planning, outsourcing, strategic site selection and restructuring.

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 or contact Katleen Beeckman, Tel: +32.53.21.27.10; email kbeeckman@corenetglobal.org.

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

Ends

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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.

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