

# 31st ERES INDUSTRY SEMINAR (VIRTUAL)



## BIG DATA IN REAL ESTATE

European Real Estate Society (ERES) and University of Gdansk (UG) propose the organization of an online ERES Industry Seminar on “*Big Data in real estate*”, on March 19<sup>th</sup>, 2021. The conference will examine and discuss the needs of Big Data users at real estate market in Poland and the challenges they face.

Specialists in Big Data from different companies (advisory agencies, property managers, property appraisers, real estate agencies, financial institutions, database providers, etc.) will be invited to participate.

Big Data has affected the way organisations do business in every industry across the world, and real estate is no exception. Over the past decade, innovation technologies have re-shaped the commercial and residential real estate market.

## THE THEMES OF THE SEMINAR

- Analysis of the impact of Big Data on commercial and residential real estate markets
- Analysis of Big Data usability at various stages of the property's life cycle
- Methodological aspects and quality issues of Big Data on real estate
- Case studies on the use of Big Data in real estate

## PROGRAM FOR 19<sup>th</sup> MARCH 2021

### 10:00-10:15 (CET): Welcome and Opening

Prof. **Mirosław Szreder**, Dean of Faculty of Management, University of Gdansk

Prof. **Ingrid Nappi**, President of the European Real Estate Society (ERES)

### SESSION 1

#### BIG DATA IN COMMERCIAL REAL ESTATE

10:15-10:45 (CET): **Keynote Speaker: Katarzyna Puchalska**, Head of EMEA Data Quality and Governance, JLL Poland

#### 10:45-11:45 (CET): Panel Discussion

**Moderator: Krzysztof Sakierski**, Director in the Real Estate Team, NGL Advisory

#### Panelists:

- **Alan Aleksandrowicz**, Deputy Mayor of Gdansk
- **Krzysztof Grzesik**, Chairman of The European Group of Valuers' Associations (TEGoVA) and past Chairman RICS Europe
- **Piotr Smagała**, Managing Director REDD Real Estate Digital Data
- **Sandra Wnuk-Turczyk**, Shopping Center Director, BNP Paribas Real Estate

### 11:45-12:00 (CET): BREAK

### SESSION 2

#### BIG DATA IN RESIDENTIAL REAL ESTATE

12:00-12:30 (CET): **Keynote Speaker: Marcelo Cajias**, Head of the Data Intelligence Section, PATRIZIA Germany

#### 12:30-13:30 (CET): Panel Discussion

**Moderator: Jacek Maślankowski**, University of Gdansk, Statistics Poland

#### Panelists:

- **Waldemar Izdebski**, Surveyor General of Poland
- **Kazimierz Kirejczyk**, Vice President of the Board, JLL Poland
- **Krzysztof Olszewski**, Financial Stability Department, Narodowy Bank Polski (NBP)
- **Kamil Nicieja**, CTO & Co-founder of Ada – Rent a Place & Enjoy Living

## REGISTRATION



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### **Katarzyna Puchalska**

#### **Head of EMEA Data Quality and Governance, JLL Poland**

Katarzyna Puchalska is a seasoned data expert with more than 12 years of professional experience in the international environment. She is passionate about the concept of data democratization and specialize in data governance. At JLL she is part of Global Enterprise Data Governance team fulfilling the role of Head of EMEA Data Quality and Governance.



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### **Krzysztof Sakierski**

#### **Director in the Real Estate Team, NGL Advisory**

Krzysztof Sakierski is a Director in the Real Estate Team of NGL Advisory in Poland. He started out as a real estate broker and is currently a Certified Commercial Investment Member and a member of RICS. Before joining NGL he gained his experience in the real estate team of the advisory department of PwC, where he performed projects in Poland, CEE and Georgia. Earlier in his career he worked for a leading agency as well as a residential developer in Tricity, where he was responsible for the price policy of on-going and future developments. Krzysztof's main area of expertise consists of highest and best use and feasibility studies, masterplanning, restructuring, valuation and real estate brokerage services.



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## **Alan Aleksandrowicz**

### **Deputy Mayor of Gdansk**

Alan Aleksandrowicz is the Deputy Mayor of Gdansk, responsible for investments, real estate, public-private partnership projects, architecture, building inspections and monument protection. From 2009 to 2019 he led InvestGDA (Gdansk Economic Development Agency Ltd.) as its Chief Executive Officer. He also served in the Foreign Service as Vice Consul in charge of legal department at the Consulate General of Poland in Chicago, USA. He held the positions of Head of Business Service Center at the City Hall of Gdansk, Deputy Director of the Department of Civic and Foreigners Affairs at the Pomeranian Governor Office and member of supervisory boards of communal services 'GIWK Sp. z o.o.' and Gdańsk transport company 'GAiT Sp. z o.o.'



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## **Krzysztof Grzesik**

### **Chairman of The European Group of Valuers' Associations (TEGoVA) and past Chairman RICS Europe**

Krzysztof Grzesik is a qualified valuer and Recognised European Valuer, with many years experience as a property consultant in the UK and mainland Europe. In the UK he first worked as a valuation surveyor at the UK Government's Valuation Office and then as a partner of Kinney & Green, chartered surveyors in the City of London. In 1991 he set up the real estate services arm of Price Waterhouse in Poland. In 1997 he joined Healey & Baker (Cushman & Wakefield) as a partner, responsible for investment agency and in 2000 he became managing partner of King Sturge Poland. In 2004, Krzysztof set up Polish Properties Sp. z o.o. Krzysztof is currently the Chairman of The European Group of Valuers' Associations (TEGoVA). He is also a past Chairman RICS Europe and a former Vice-President of the Polish Federation of Valuers' Associations.



## **Piotr Smagała**

### **Managing Director REDD Real Estate Digital Data**

Piotr Smagała is the co-founder and Managing Director of REDD. He has been involved with real estate industry for the past six years. From the very beginning he's been interested in Big Data, AI and proptech. Before working on REDD, for 3 years he was responsible for sales at SkyConcept, a real estate IT & marketing company. In 2014 he set up the Talkin' Things startup. He won the "Impulse for business" competition by Puls Biznesu for the most innovative startup in Poland 2014. At REDD he is responsible for technological development of the platform, market data quality, Big Data and communication with key customers.



## **Sandra Wnuk-Turczyk**

### **Shopping Center Director, BNP Paribas Real Estate**

Sandra Wnuk-Turczyk is a licensed Property Manager, currently a Shopping Center Director in Gdansk at BNP Paribas Real Estate. Prior to this, she worked in retail real estate sector for over a decade - first as a retail, office and residential real estate agent in Tricity. Over the years she gained experience in top property management companies for a wide variety of Shopping Centers and Office Building. She worked in retail property management starting at APSYS Management and after that at DTZ/Cushman & Wakefield where she was involved in high scale redevelopment of shopping center to finally get a chance to become a shopping center manager at Savills where she was actively participating in the opening of a new asset. A few years later she started a job in JLL/MVGM where she was responsible for retail and office properties until the beginning of 2020.



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**Marcelo Cajias**  
**Head of the Data Intelligence Section,**  
**PATRIZIA Germany**

Marcelo Cajias heads the Data Intelligence section, which is part of the Investment Strategy and Research team at PATRIZIA. In his role he is responsible for the global portfolio of analytical solutions and dashboards that support strategic investment decisions by means of supervised and unsupervised machine learning forecast models for various asset classes. Marcelo studied business administration at the University of Regensburg in Germany, majoring in statistics, econometrics and real estate economics. He received his doctorate for his thesis on the economic impact of sustainability on listed real estate companies. As a dedicated researcher, his work has been published in various international journals and he was awarded the RICS Best Paper Award in 2011 and the German Real Estate Research Prize in 2013.



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**Jacek Maślankowski**  
**University of Gdansk, Statistics Poland**

Jacek Maślankowski is an assistant professor at the University of Gdańsk and a consultant at the Statistics Poland. His research interests are currently focused on Big Data and its applications. He has published more than 50 research papers, mainly on Business Intelligence and Big Data. Jacek was involved in several practical projects of the European Commission, including the use of Big Data to obtain data from the web. These projects' applications focused on the use of online data to collect, process and analyze real estate prices. The data were also used to estimate the accommodation base and the flat rental market. Jacek is the author of software using Big Data methods, published on the website of the European Commission and used by many European countries. He is the co-author of several reports and books published by UNECE, EC and OECD, including studies on Big Data.



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### **Waldemar Izdebski**

#### **Surveyor General of Poland**

Waldemar Izdebski is an associate professor at the Faculty of Geodesy and Cartography of the Warsaw University of Technology. He is also the founder of the company Geo-System Sp. z o.o., where he served as the President of the Management Board until 2018. Since the early 1990s, both in his academic work and commercial activities, he has been actively contributing to the implementation of technical advancement in Polish geodesy. His work has appeared in many publications, and he has participated in the work of expert groups as well as numerous implementations of software developed directly by him or under his direction. Since 2018, while still employed at the Warsaw University of Technology, Waldemar Izdebski has also held the position of Surveyor General of Poland and Chairman of the Council for Spatial Information Infrastructure.



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### **Kazimierz Kirejczyk**

#### **Vice President of the board, JLL Poland**

Kazimierz Kirejczyk is the Vice President of the Board of JLL Poland. He has been responsible for development of housing advisory services in Poland, also Central and Eastern Europe. He is one of the leading experts on the housing market in Poland supporting its development since early 1990s. Co-founder and long-term president of the REAS consulting company, which became a part of JLL as of 1 December 2018. For several years Kazimierz Kirejczyk has been giving lectures and conducted training on financing residential projects and the development process. He is also the author of numerous articles in trade press as well as a number of publications offering analyses of the housing market in Poland. He is a Fellow of the Royal Institution of Chartered Surveyors (FRICS), a member of the Association of Polish Architects (SARP) and the Mazowieckie District Chamber of Architects (MOIA).



## **Kamil Nicieja**

### **CTO and co-founder of Ada**

Kamil Nicieja is CTO and co-founder of Ada, AI-powered property data and customer intelligence software. Kamil is a seasoned engineer, an architect, and a project manager. He has built products for companies from all over the world, including start-ups such as Cooleaf, a member of the world-renowned 500 Startups acceleration program. Featured on the prestigious Forbes 30 Under 30 list for his work in the area of artificial intelligence, big data, and start-ups. Author of "Writing Great Specifications", a Manning Publications bestseller book about product management in software using Specification by Example.



## **Krzysztof Olszewski**

### **Financial Stability Department, Narodowy Bank Polski (NBP)**

Krzysztof Olszewski graduated from the University of Bielefeld in Management in 2005, and in 2009 he received his PhD in Economics from Ca' Foscari University in Venice. Since October 2009 he has been working at the Narodowy Bank Polski, the central bank of Poland. At the beginning he was involved in the analysis of foreign direct investments and human capital development. For over eight years he has been dealing with the real estate market and the stability of the financial sector. He examines the cycles in the residential and commercial property markets, deals with the development factors of these markets and their impact on the economy. He works as an economic advisor at the Narodowy Bank Polski and cooperates with the Warsaw School of Economics (SGH).

**ERES Industry Seminar Chair**  
Małgorzata Rymarzak

### **Organizing Committee**

Krzysztof Kowalke, Ewelina Nawrocka, Paweł Korcz