

# ||| BUSINESS SHOWROOM

APRIL **19-20**  
2012 MOSCOW



Energy efficiency  
and sustainable  
technologies  
in real estate industry

## Partners:



Agentschap NL  
Ministerie van Economische Zaken,  
Landbouw en Innovatie

**o.properties**



MirLand Development Corporation Plc

**Dates:** 19-20 April 2012

**Venue:** Moscow, 1st Zachatievsky lane 4, Exhibition Center "InfoSpace"

**Organized by:** the Guild of Property Managers and Developers

## PROGRAM

### 19 April

**10:00-10:30** – Registration, welcome coffee

**10:30-12:00 - Plenary session**

**Energy efficiency and sustainability in Russian regions:** use of green technologies in low budget construction and public utilities. Investment potential of Russian regions for energy efficient projects

#### **Green legislation**

- Regional guidelines for construction "Recommendations for energy efficiency of residential and public buildings". St. Petersburg experience.

- Federal Law № 261-FZ "On energy saving and enhanced energy efficiency. Introduction of changes into the RF legal acts". Two years after: positive effect and weak points of the law. What changes should be introduced still?

- Legislative reforms: what green regulations should be developed, which amendments are discussed by the government.

- "Free microphone": proposals from conference participants on the legislative improvements in the sphere of energy efficiency and sustainability in construction

#### **Presentation of Green Awards Competition**

#### **Speakers:**

**Pavel Svistunov**, Director of department of energy efficiency, modernization and development of heat&energy complex, RF Energy Ministry

**Dmitry Solomonov**, Director for development, OJSC Construction bureau VIPS

**Natalia Aristova**, Chief legal adviser, Ernst&Young

**Ksenia Bruk**, Lawyer, Salans

**Douwe Jan Joustra**, Managing Partner, OPAi; expert, Ministry of Economy, Agriculture and Innovations of the Kingdom of Netherlands

Representative of Kaluga region administration

**12:00-12:45 Lunch**

### **12:45-14:15 Green construction market in Russia and abroad**

- Obstacles to successful green projects in Russia
- Russian experience of international companies: local specifics, opportunities, problems and solutions.
- Eco-houses: the customer needs to be persuaded

#### **Speakers:**

**Lev Margolin**, Director for construction, MirLand Development Corporation Plc

**Eugenia Budanova**, Consultant for energy efficient design, PRP Architects

**Dmitry Kuvshinnikov**, Head of department of interior design, ABD Architects

**Jeroen Ketting**, Managing Director, Lighthouse

**Svetlana Ilyina**, Director, NDM Group

### **14:15-15:00 Implementation of green projects: features and peculiarities**

- Environment friendly and energy efficient construction technologies
- How sustainable and energy-efficient technologies influence the project payback?
- Property and facility management of green buildings

#### **Speakers:**

**Maxim Grishin**, Manager of EcoCommercial Building program, Bayer MaterialScience

**Eugeny Teslya**, Head of Department of energy efficient and ecological solutions, CJSC Technics bureau

**Valentin Ilyushin**, Senior manager, Property management department, CBRE

**Svetlana Ilyina**, Director, NDM Group

### **15.00-15.30 Coffee-break**

### **15:30-16:20 Green marketing: tools and efficiency.**

What to offer first when selling green?

#### **Speakers:**

**Elena Smirnova**, consultant for ecological marketing

**Dmitry Nazarov**, President Advisor, Multigroup Development

**Ekaterina Kulikova**, Expert, Desso

## **20 April**

### **Site visits to the best sustainable properties of Moscow:**

1. **The Olympia Park** (Investment company O1 Properties) belongs to the new generation of business parks. Its concept revises the conventional standards of business space. Located on the bank of the Khimkinsky lake, the Olympia Park fuses highly efficient interior layout with fitness options along with unique landscape design. Multifunction complex has total area of 71,492.4 sq. m. The BREEAM certification of the complex is in progress.
2. Business center **Country Park's** (BPS Rusland). The sophisticated 'city in the city' concept creates an efficient, environmentally friendly space for work and leisure. Offices and an Alpine-style restaurant, a tourist agency and a beauty salon, elegant shops and Country Park's own yacht club are all located in scenic parkland on Butakovsky Bay. Country Park is one of Russia's first green projects. Country Park follows the principle of maximum green space inside a building. The "phase 2" building has an atrium and a living roof with expansive green terraces designed for this purpose.

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