



## Property investment and management in Russia – *market structure, practices and transparency*

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Pöyry Building Services  
KTI Property Information



# Property investment and management in Russia – *market structure, practices and transparency*



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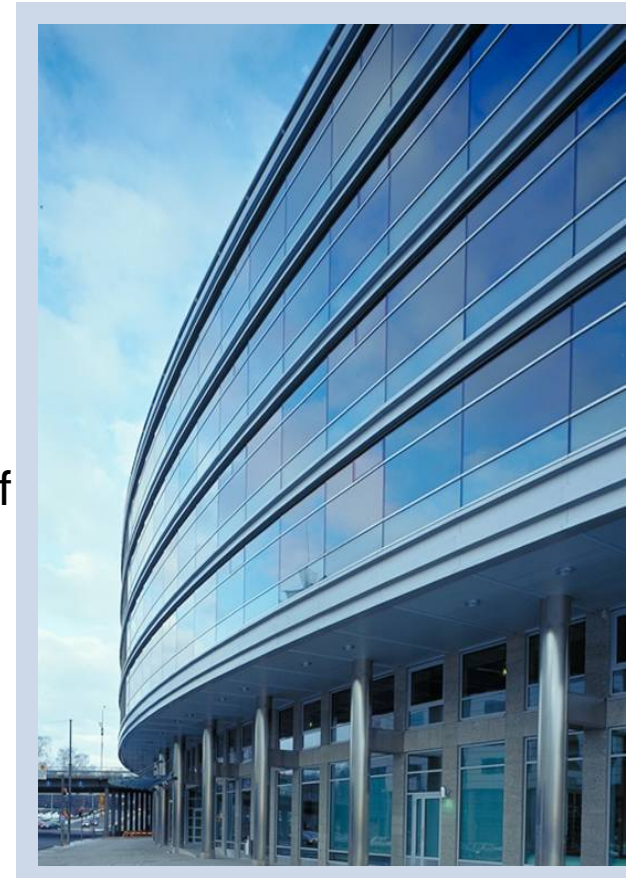




## Objectives

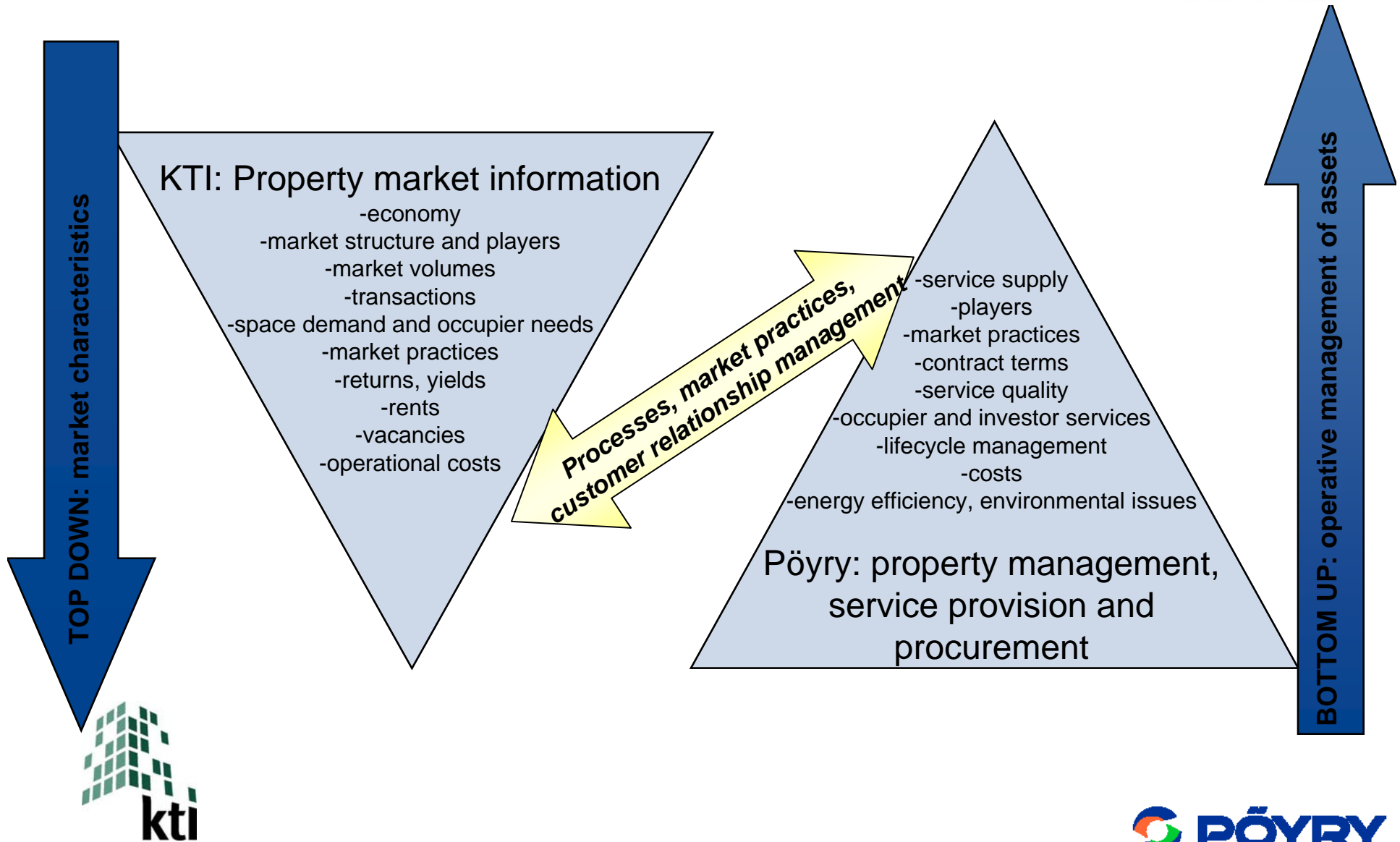
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1. To support the competitiveness of the property investment and management of Finnish / international companies operating in Russia
2. To provide information on:
  - market practices of property management, as well as availability and quality of services
  - availability, quality and usability of property market information
3. To develop the transparency and market practices of the Russian property market – focus on St. Petersburg and Moscow areas
4. To create a basis for continuous specialist services:
  - market information and benchmarking services
  - advisory services related to property management



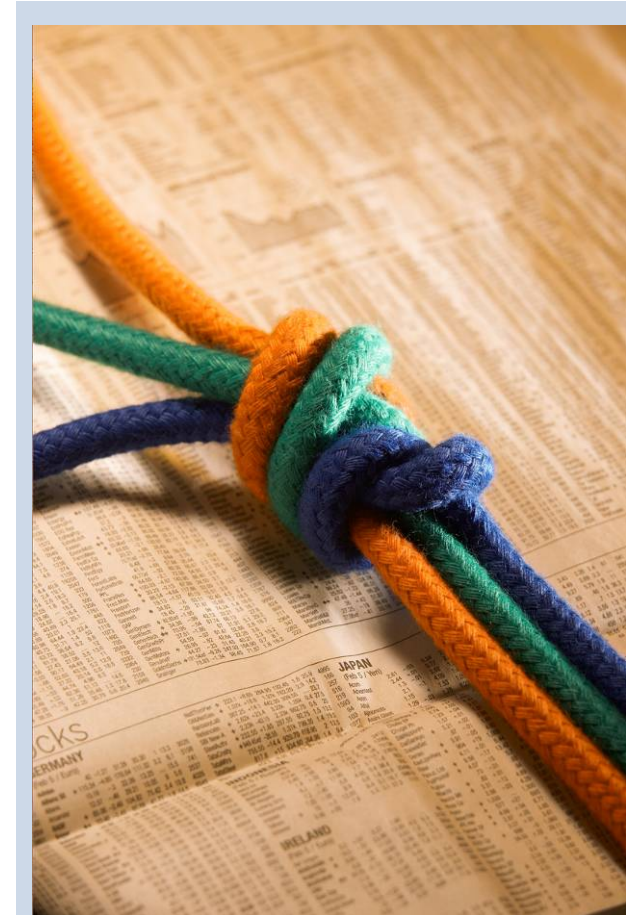


# The two approaches



## Added value for participants

- Short-term benefits
  - Independent information on St. Petersburg and Moscow property markets, practices and players
  - Identifying and supporting competitive advantages and business opportunities
  - Strengthening networks between investors, construction companies and service providers
  - Analysis of the effectiveness of the selected business model, benchmarking with other market participants
  - Recommendations for developing property management processes
- Long-term benefits:
  - Increasing transparency, more sophisticated market practices
  - Clarification and unification of terminology: increased understanding within partner networks, clarity of agreements and service descriptions
  - Improved conditions for systematic life-cycle management
  - Improved overall conditions for property business for all market participants



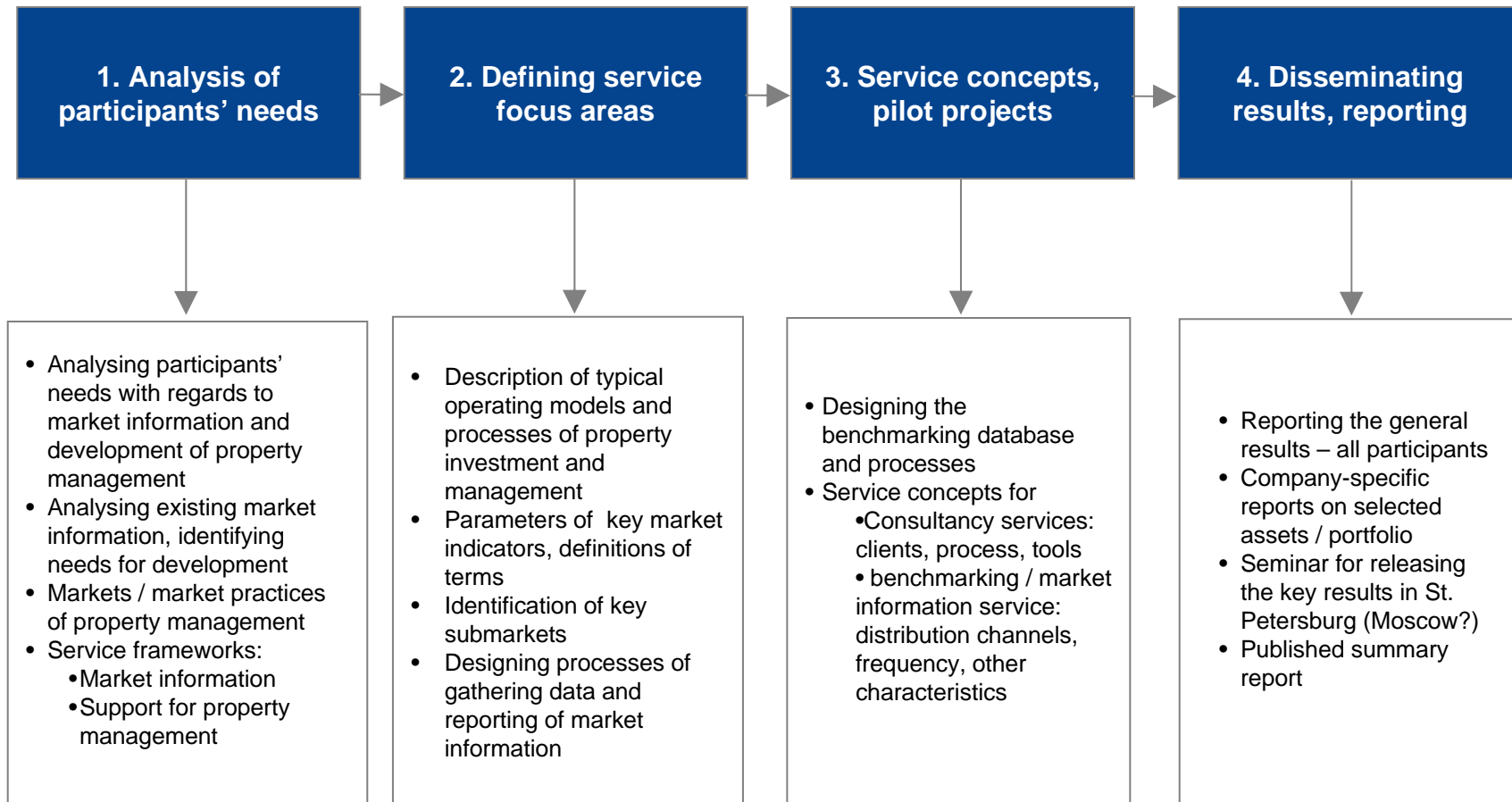


## Two levels of participation

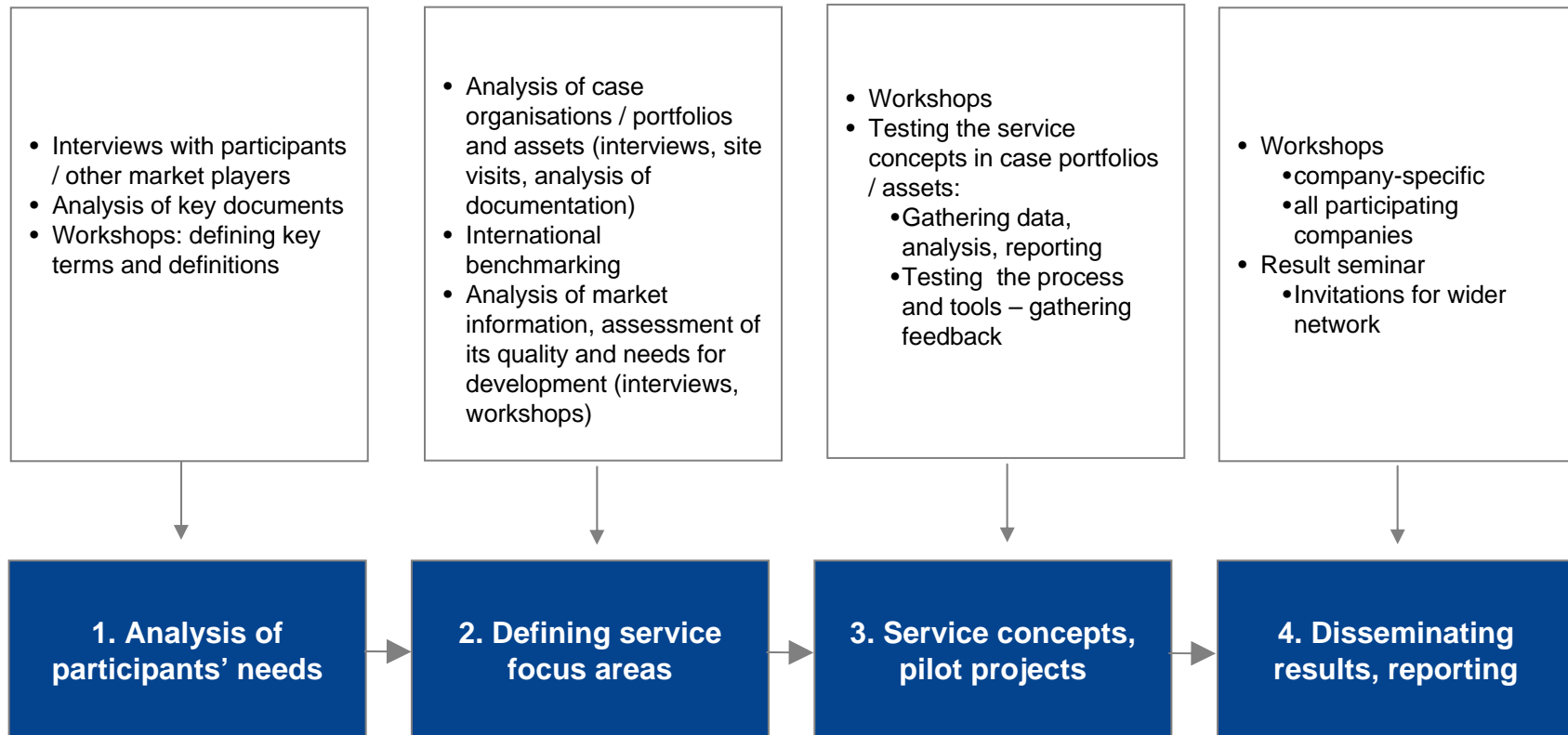
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	<i>option 1</i>	<i>option 2</i>
<b>Possibility to give input in project's focus areas and research questions</b>	<b>x</b>	<b>x</b>
<b>Company-specific benchmarking report</b> <ul style="list-style-type: none"><li>– Analysis and recommendations for development of the selected business model</li><li>– Analysis of the key indicators of the portfolio, five objects</li><li>– Possibility for company-specific workshops / feedback meetings</li></ul>		<b>x</b>
<b>Invitations to project's seminars and workshops</b>	<b>x</b>	<b>x</b>
<b>Project report and seminar</b>	<b>x</b>	<b>x</b>

# Process and outcomes



# Applied methodology

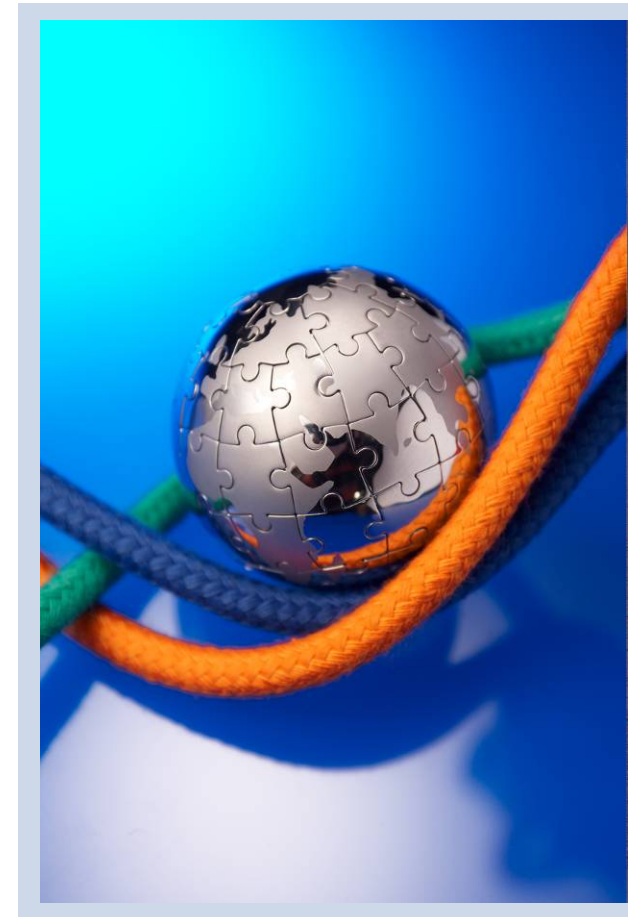




## Network

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- Project carried out by:
  - Pöyry Building Services Oy
  - KTI Kiinteistötieto Oy (KTI Finland)
- Sponsors / participants
  - Tekes
  - Finnish / international companies operating in Russia
    - Investors
    - Corporations
    - Construction companies
    - Service providers: management, maintenance and advisory
- Others:
  - Local specialists (advisors, potential local partners)
  - Universities (Finnish / Russian)
  - Professional (trade) organisations / education companies / others





# Schedule and budget

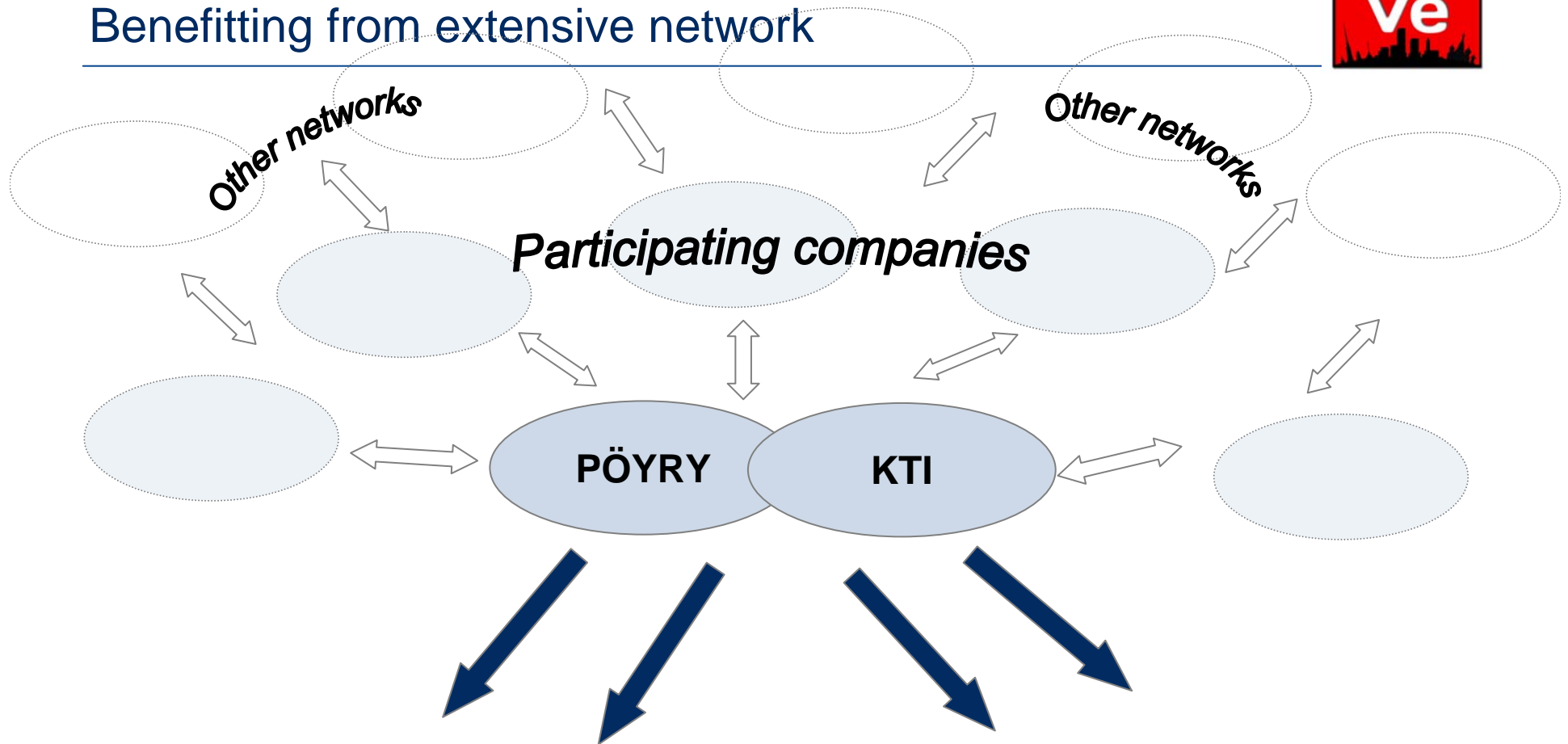
	2009				2010											
	Sep	Oct	NOV	DEC	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Project kick-off</b>	█															
<b>PHASE 1</b>																
Analysis of current status, identification of client needs				█	█	◆	◆									
<b>PHASE 2</b>																
Defining service contents							█	█	█	█	◆					
<b>PHASE 3</b>																
Defining service concepts and processes											█	█	█	█	◆	◆
<b>PHASE 4</b>																
Reporting, disseminating results														█	█	◆

- Project schedule: October 2009 - December 2010
- Participation fee:
  - Level 1: 5 000 € + VAT
  - Level 2: 10 000 € + VAT
  - Participation covers both sub-projects (Pöyry's and KTI's)





## Benefitting from extensive network



- *Increased knowledge and understanding of the markets*
- *Extensive networks and new contacts*
- *Identification of business opportunities and competitive advantages– participants, KTI, Pöyry*
- *Developing and testing service concepts*
- *Increased transparency of markets and market practices*





## Pöyry Oyj, KTI Kiinteistötieto Oy

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Brief introductions





## Pöyry's wide network

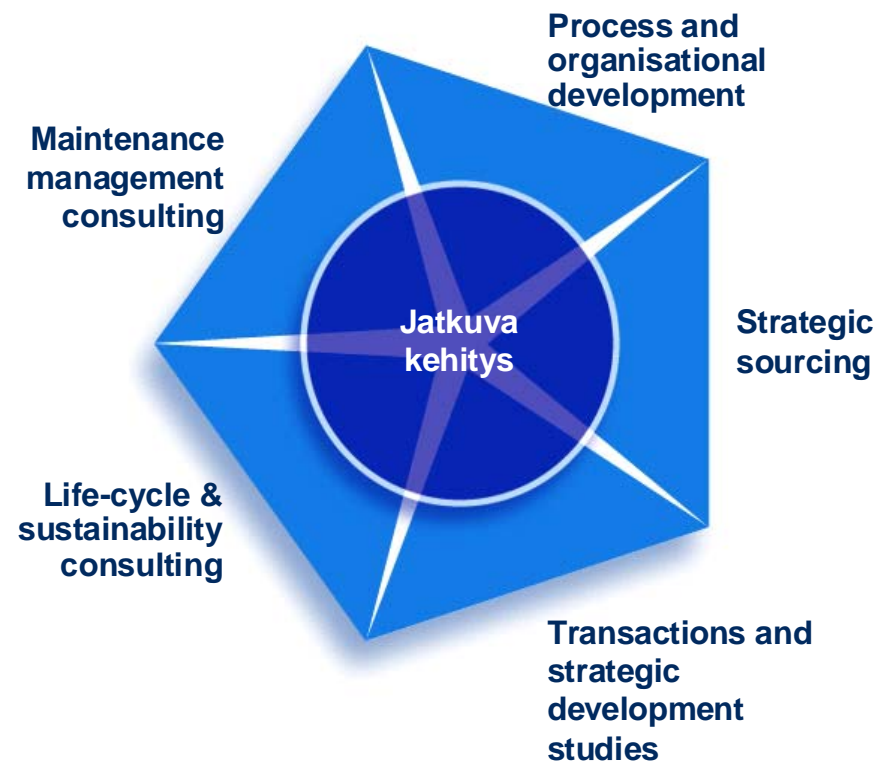
**Pöyry is a global consulting and engineering firm focusing on the following sectors: construction services , forest industry, energy, traffic systems, water and environment**





## Pöyry's Real Estate Consulting services

Our team provides services in matters broadly relating to technical, economical and strategic needs arising from real estate. Our strengths arise from our long experience and our expertise to examine these issues from different perspectives and our continual desire to improve our services to fulfil the changing needs of our clients and interests groups.





## KTI: an independent property market specialist

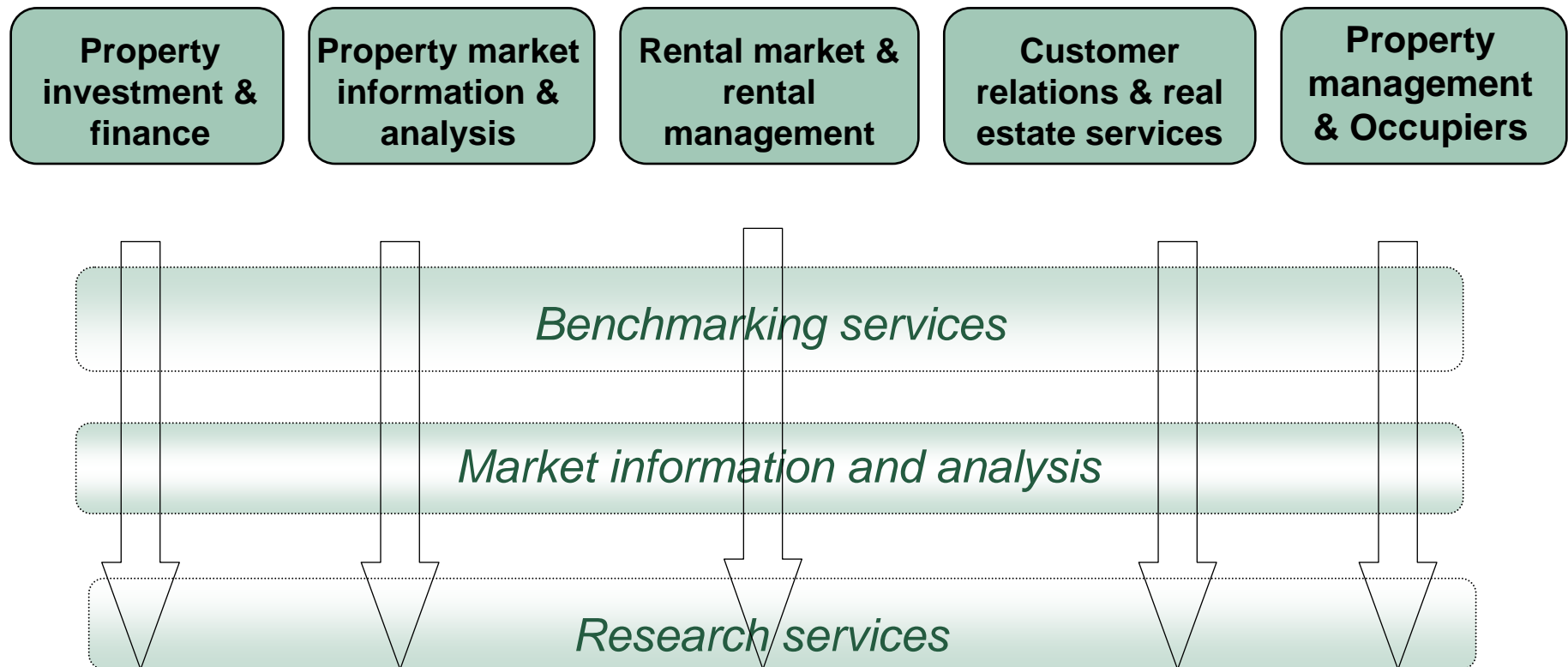
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- **Mission statement:**
  - *KTI's information and research services improve the profitability and competitiveness of our clients' property business*
- Established in 1993 by RAKLI (Association of Building Owners and Construction Clients), Finnish Real Estate Federation and Turku School of Economics
- Independent and neutral specialist
- Staff: 20 specialists
- Continuous co-operation with ca. 60 companies and all major public sector organisations
- Co-operates with all major universities
- Extensive international co-operation network:
  - IPD, INREV, EPRA, ERES, Nordic FM, ULI, RICS
  - University of Reading, Cass Business School, KTH





## KTI: specialist areas and services





For more information, please contact us!

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