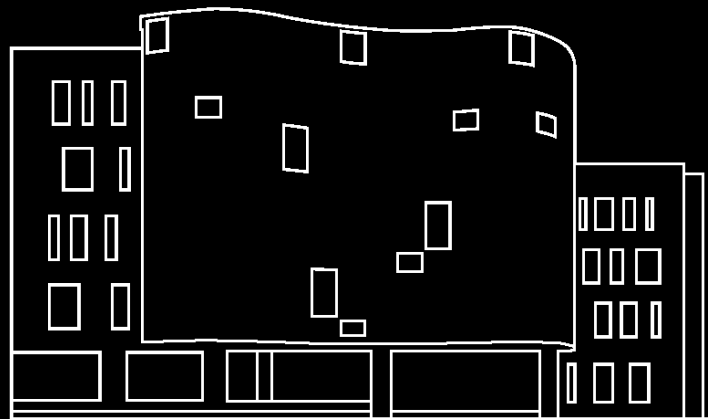


ВОИДМОЯ
DVOЯ



Мария Котова

Москва

10 декабря 2019г.

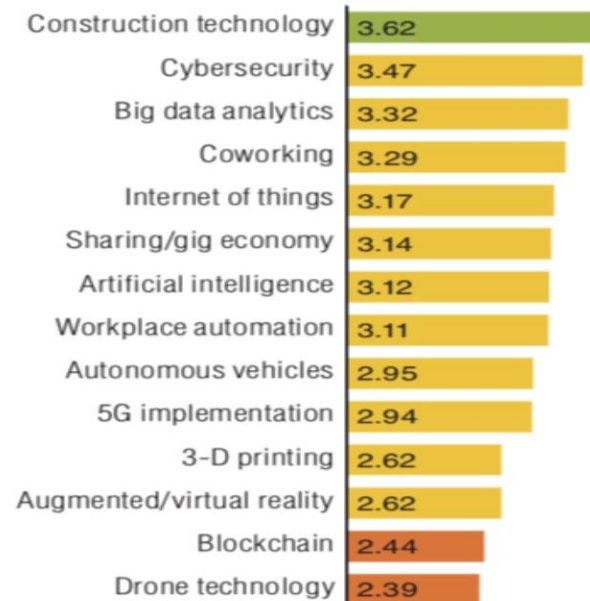
PRESENTATION

На пороге 2020: какие факторы будут влиять на развитие сектора коммерческой недвижимости в будущем году и станут драйверами нового десятилетия?

Exhibit 1-18 Importance of Disrupters for Real Estate in 2020



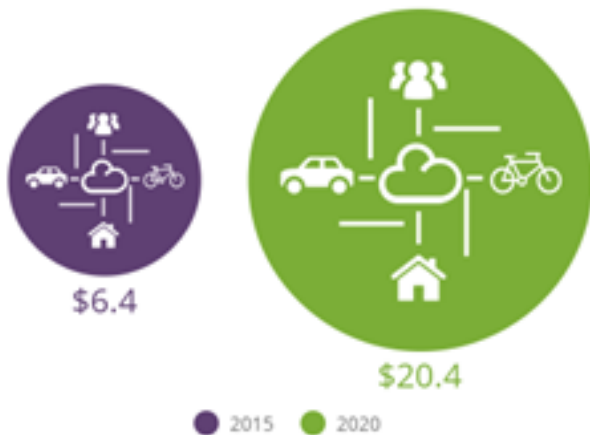
Real estate industry disrupters



Source: Emerging Trends in Real Estate 2020 survey.

Sharing economy: новые привычки потребления

Sharing Economy Platform Revenues (\$bn), 2015 & 2020



JUNIPER
RESEARCH

SHARING ECONOMY SECTOR AND TRADITIONAL RENTAL SECTOR PROJECTED REVENUE OPPORTUNITY

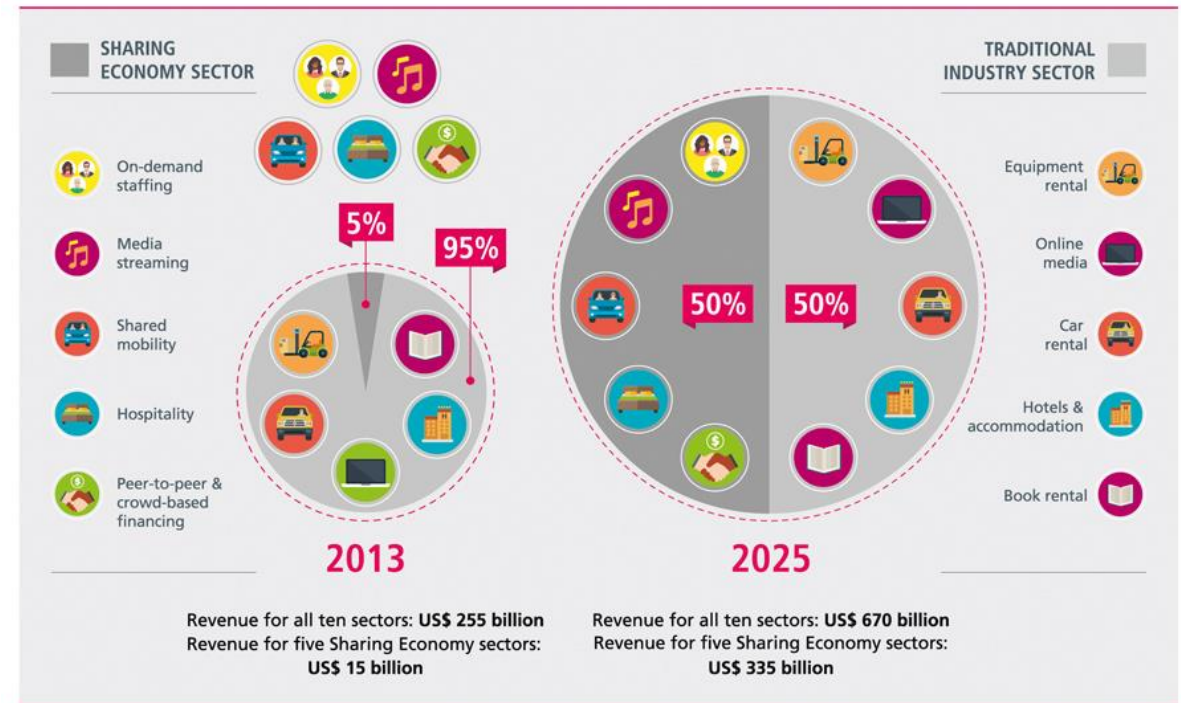


Figure 3: Illustrative revenue potential across five traditional and Sharing Economy sectors; Source: PWC – The Sharing Economy

Eco friendly: форточки против кондиционирования?



Millennials: иное потребление информации



1965 – 1980

Индивидуальность
Свобода
Независимость
Престиж
Здоровье
Карьера
Профессионализм



1980 – 2000

Оптимист
Общение
Уверенность
Быстрота
Удобство
Неформальность
Качество



2000 – ...

Технологичность
Созидание
Экономичность
Гиперактивность
Прагматизм
Практичность
Мультимедийность



КАКИЕ ДОРОГОСТОЯЩИЕ ПОКУПКИ ТЫ ПЛАНИРУЕШЬ СОВЕРШИТЬ В БЛИЖАЙШИЕ 5 ЛЕТ?

	Y	Z
Машина	60%	37%
Путешествия	55%	41%
Квартира	38%	34%
Образование	25%	43%
Ремонт жилья	31%	14%
Дача	11%	7%
Другое	2%	6%
Не планирую совершать покупки	6%	12%

HI-TECH: что технологии нам готовят?



Top 10 Trends Impacting Infrastructure & Operations for 2019



Serverless Computing



Artificial Intelligence



Network Agility



Death of the Data Center



Edge Computing



Digital Diversity Management



New Roles Within I&O



SaaS Denial

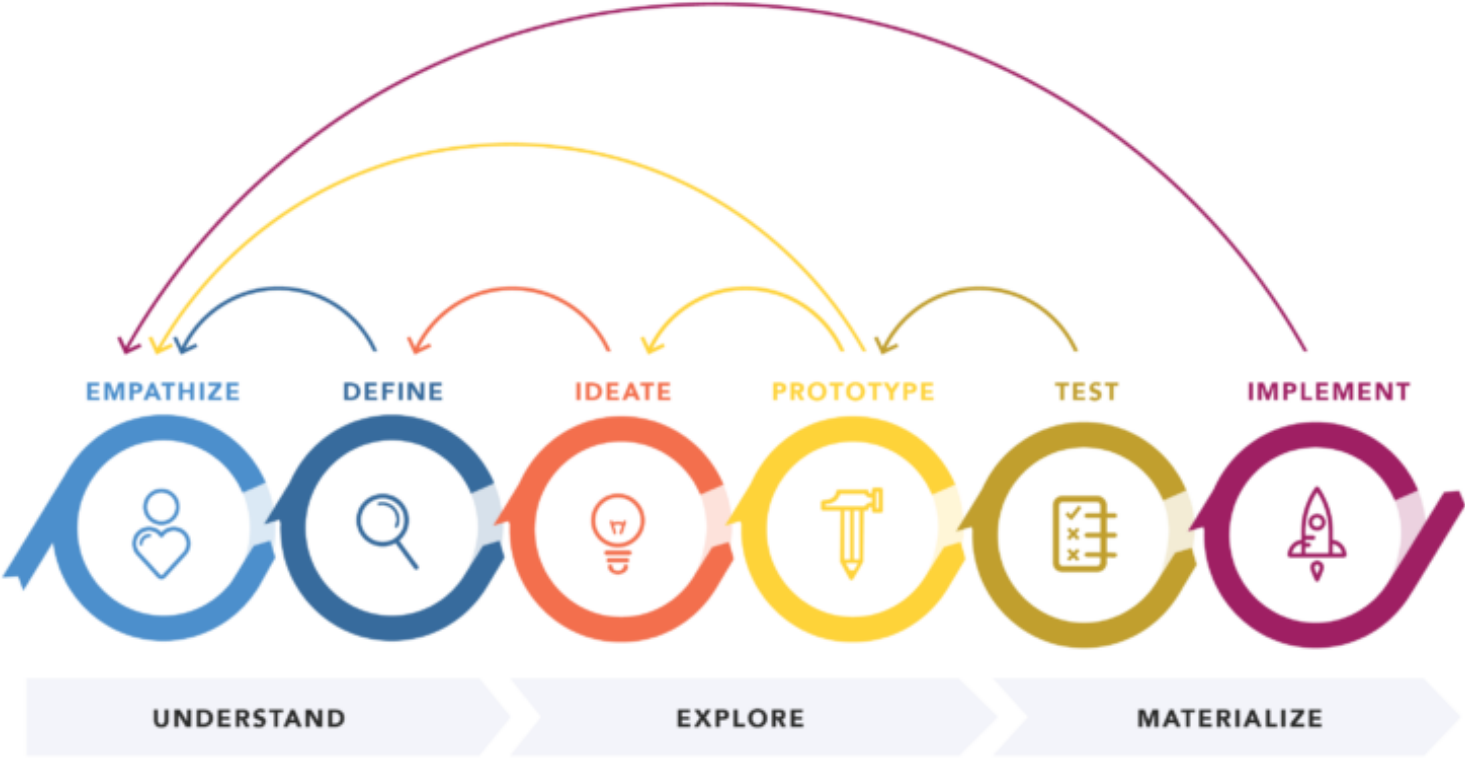


Talent Management



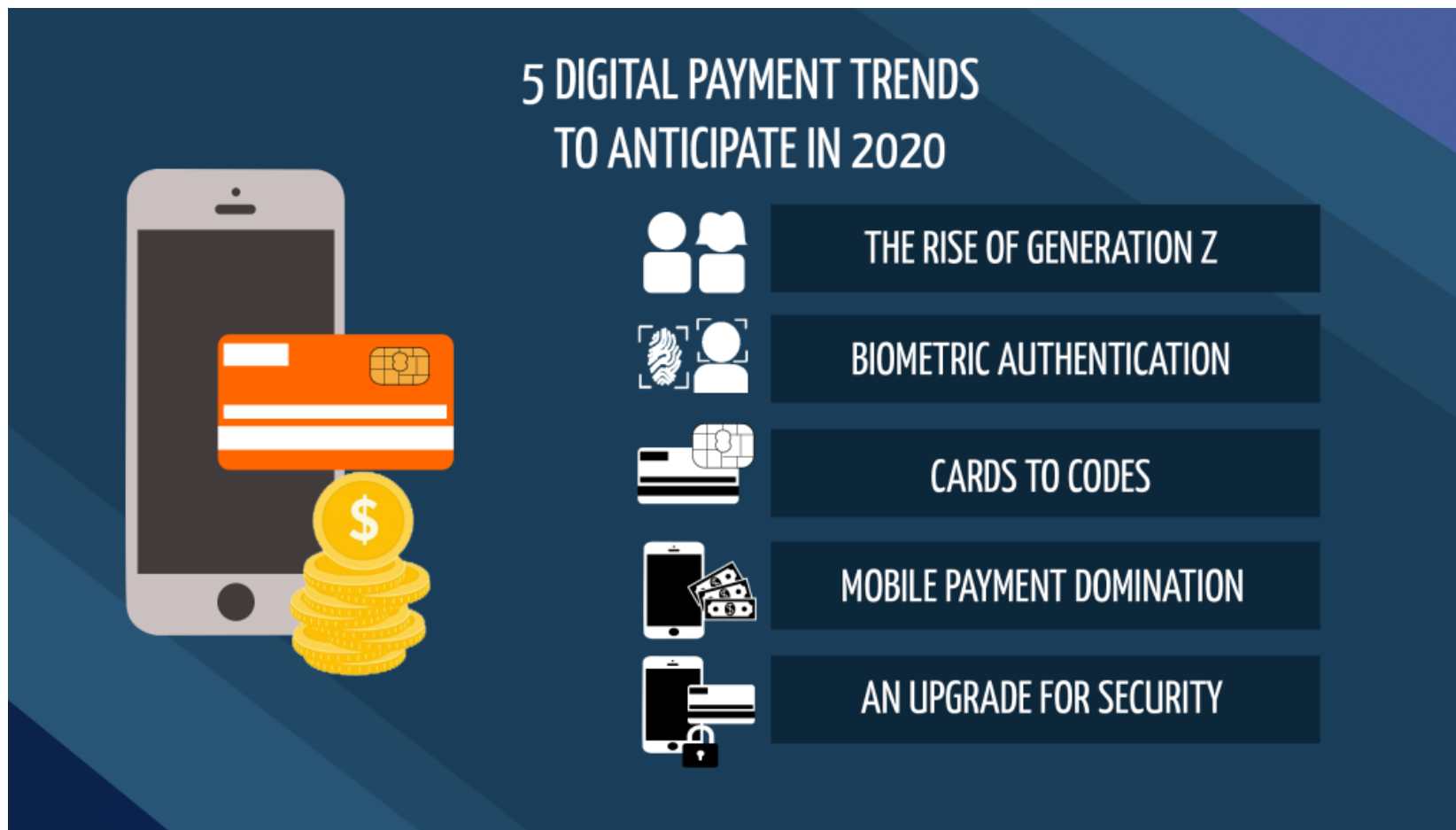
Global Infrastructure

Design thinking: люкс против проектного мышления



DESIGN THINKING 101 NNGROUP.COM

No money – no honey: электронные платежи и деньги

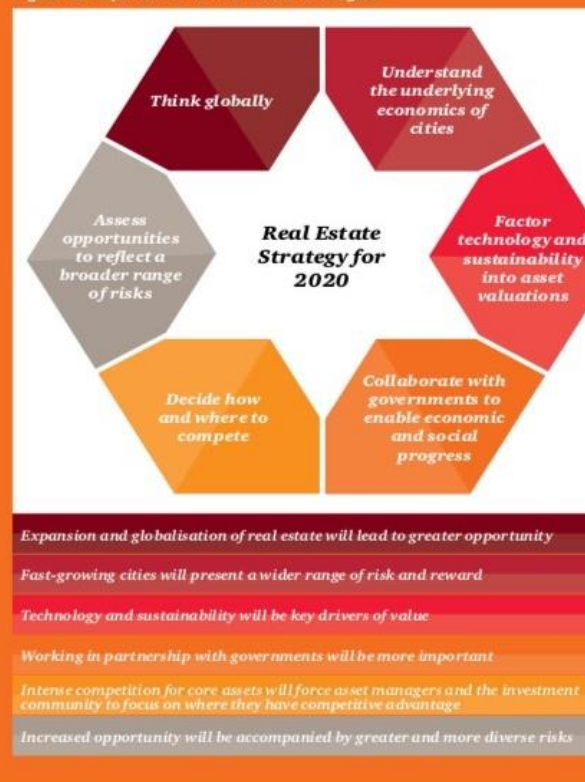


No limits:
недвижимость без
границ, новые
формы владения

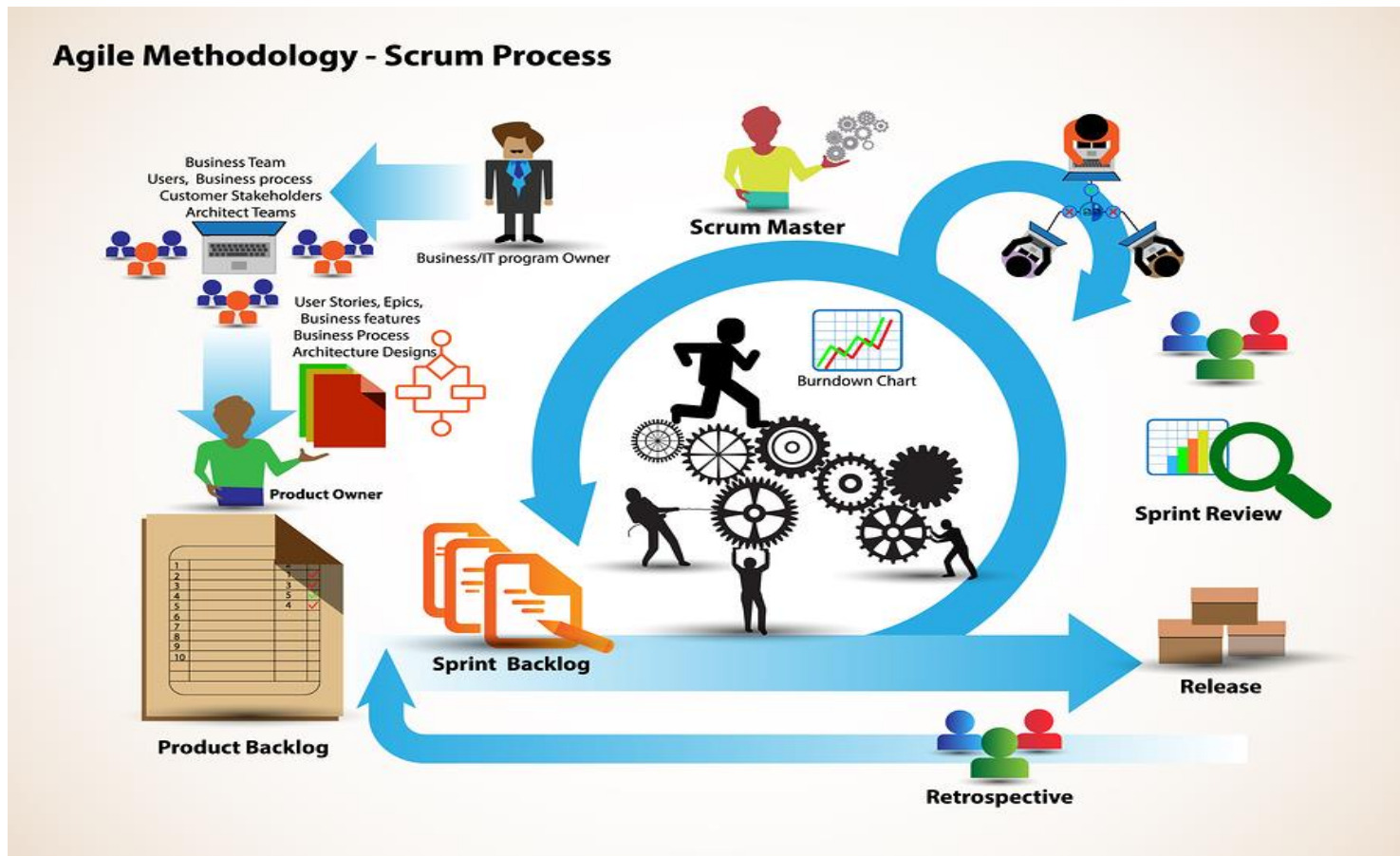
Implications for real estate strategies

The changing landscape will have major implications for real estate investment and development. It will increase the size of the asset pool, yet change the nature of investment opportunities. Real estate organisations will need to adapt early to survive and prosper.

Figure 16: Implications for real estate strategies



Agile: гибкие офисы и не только



OFFICE TRENDS

FOR 2020 AND BEYOND



ACTIVITY-BASED WORKPLACES

Companies are providing flexible environments with different types of workstations (shared workspaces, quiet/private spaces, etc.).

FLEXIBLE SEATING

We're seeing coffee bars, cozy lounge areas, clusters of desks, and even corners filled with bean bags in addition to the more traditional work areas.



A HOME-LIKE ENVIRONMENT

It's all about a comfortable living space design, complete with "human-centric lighting" that can benefit employees' well-being.

GOING GREEN

Green initiatives such as utilizing living plants in office design and giving work from home opportunities to reduce carbon footprints by minimizing employee travel.



BUILDING COMMUNITY

Incorporating team-building activities to promote collaboration and increase workplace satisfaction.

STANDING AND ADJUSTABLE DESKS

These continue to be a trend, keeping employees energized and engaged.



Success

Success factors

In order to prosper in real estate's new world, leading industry players, such as managers, developers and the investment community need to make sure they have the right capabilities and qualities.

Figure 17: Success factors



A global network with local knowledge and good government relations

Specialist expertise and innovation



Cost management and scale



The right people



СТРАТЕГИЯ

Спасибо за внимание!

Теперь вы тоже стали частью Romanov Dvor
Community, присоединяйтесь к нам
в социальных сетях



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