

Nadlan Center: [Report on the Conference in Nadlan Center](#)

The 11th Israel-US Real Estate Investment Conference was held at the Carlton Hotel in Tel Aviv, and convened senior executives in global investment. *“Israel is a rising power on the international investment map.”*



"Many factors see Israel as the target for raising money for real estate investments abroad," as stated during Israel-US Real Estate Investment Conference, which focuses on global investment every year. The conference dealt with current trends, opportunities and issues in global real estate investing.

"Israelis have money, they are out of sight, and the world recognizes it. In recent years, more visitors from major global companies have come here because they see Israel as a target for raising money for real estate investments abroad. "

In the past, Israelis operated primarily through direct investment in real estate through a local sponsor. They do so today, but the current trend of large and institutional investors is investment through funds managed by large overseas companies, and these companies also see Israeli investments and large sums as an opportunity to justify their arrival. To Israel and marketing in the country. "

The keynote speaker at the conference was Isabel Scemama, CEO of the real estate investment arm of AXA IM - Real Assets, which mainly addressed the global investment world: "We expect to see continued real estate investment growth in the coming year. A key reason is the low sustained interest rates, and in some cases even the negative ones, set by central banks due to fears of a global economic slowdown and further increasing the attractiveness of real estate assets as an alternative to income for investors. We expect to see continued increase in real estate investment around the world in the coming year. A major reason is the low interest rates, and in some cases even negative, set by central banks due to

concerns about global economic slowdown and further increasing the attractiveness of real estate as an alternative for investors. "

In 2020, we will execute more complex and larger transactions, continue to generate value, improve our investment revenue profile and ultimately generate high returns for our clients. Israeli institutions are a growing part of our third-party investors, with a healthy appetite for investment, especially in the European and American markets. "

David Lazarus, a board member at Eastdil secured banking company, co-hosting the conference, talked about uncertain investors' behavior in the world, partly because of elections this year in the US and Israel, as well as the US-China trade war. Lazarus says low interest rates are pushing investors to look for a return, and demographic changes in population aging are drawing investors to new avenues such as housing for the elderly. According to Lazarus, by 2030 there will be over 72 million Americans aged 65 and over, and will have 70% of disposable income.

The conference presented a PWC report on leading real estate investment trends in 2020 by PWC senior Mitch Rochelle, who focused, among other things, on the climate and its impact on investments: In continuing to attract global money. " Rochelle presented PWC's predictions about the future of work spaces, and the housing choices of various generations, noting the concept of Hipsturbia - the next word to describe Millennials' preferred residential neighborhoods. He said that new neighborhoods are developing in these neighborhoods and are a recommended investment channel.

The conference was held, as mentioned, for the 11th time, initiated by the Goulston & storss firm and Eastdil secured. It appears to be in excellent timing, given further publications about the [ongoing decline in Israeli real estate market investors'](#) recent preference, apparently, to overseas options over domestic market investment - certainly compared to the distant move.