

Address

by Aldo De Marco, *President Tecnoborsa*

One of the key objectives of **Tecnoborsa** is to promote the growth, the internationalization and the integration of the Italian real estate economy with the ones of the other European countries. In this regard, to increase the awareness on local market dynamics and regulation, **Tecnoborsa** has proposed UNECE to realize a public-private Forum involving government representatives, Non-Governmental Organizations (NGOs), and international partners to facilitate the start at the reform process necessary for the development of the European real estate, financial and professional sector.

Therefore, the *First European Real Estate Summit* represents for **Tecnoborsa** an important moment of cooperation with the United Nations Economic Commission for Europe (UNECE) Real Estate Advisory Group (REAG), of which **Tecnoborsa** is a member as well. Roma has been chosen as venue for this important event since the Summit also wants to bring attention to the Italian economic system, which is characterized by numerous and particularly dynamic Small Medium Enterprises (SMEs). This system is more and more integrated and efficient and that is able to combine traditions and professional culture with new ideas and international modern operative standards. John Maynard Keynes concluded his “*General Theory*” of 1936 with the famous consideration on the power of ideas by saying that “ideas more than interests run the world” and, in this sense, the Italian real estate economy represents an example of a dynamic system.

The Summit, although focused on the land as a basis for development, explores themes of common interest for all the international economies, both during the plenary sessions and the focus meetings whose topics of discussion are real estate



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President Tecnoborsa*

