



Lambda Alpha International
Land Economics Weekend (LEW)

Madrid, Spain

October 15-17, 2014



Grand Melia Fenix Hotel

Rooms must be booked online at





<http://meetings.melia.com/en/LAMBDAALPHAINTERNATIONALECONOMICSWEEKEND.html#>

A limited block of sleeping rooms have been reserved on a first come first served basis for LEW attendees at a discounted rate of \$262.55/night. Prices are per guest room per night without breakfast. Rates are valid from October 8th through October 24th. **Reservation deadline is August 31, 2014.**




Cancellations between September 1 and September 29, 2014 will be charged 50% of the confirmed room nights. Cancellations after September 29, 2014 will be charged 100% of the confirmed room nights.

Wednesday, October 15		
8:00am – 9:00am	Breakfast	
8:30am – 5:00pm	LAI Business Meetings LAI Executive Committee LAI Chapter Presidents Roundtable LEF Executive Committee LEF Board of Trustees LAI Board of Governors <i>-Business meetings are for LAI Executive Committee, LAI Chapter Presidents, LEF Executive Committee, and are open to all LAI members.</i>	 Grand Melia Fenix Hotel
7:00pm-9:00pm	Tour: Torre Espacio Part of the “Four Towers Business Park”, Espacio is the Real Estate arm from the OHL Multinational construction conglomerate. Building owner will present the main features of the building, and how they see the Spanish real estate developments in the markets they are engaged in. Designed by Pei Cobb Freed & Partners	 Torre Espacio
9:00pm – 11:00pm	Welcome Reception	

Thursday, October 16

8:00am – 9:00am	Breakfast	
9:00am-11:00am	<p>Gran Melia Fenix Hotel Presentation:</p> <ul style="list-style-type: none">- Madrid Urbanism History- Madrid New Master Plan- Madrid Region Urban Policies- Latest Neighborhoods: Tablas-SanChinarro-Montecarmelo- Madrid Transit Developments	 <p>Grand Melia Fenix Hotel</p>
11:00am-1:30pm	<p>Tour: New City Hall Building Renovation (2011). This is the old Government Postage & Telecommunications HQs (1919). Hear about this renovation and a welcome by the Mayor.</p>	 <p>New City Hall</p>
1:30pm-4:00pm	Tapas, Drinks & Lunch at City Hall	
4:30pm-6:30pm	<p>Tour: BBVA Bank New HQs (under construction). This is the second largest Spanish multinational bank and will house the banks global headquarters. The building is designed by Herzog & De Meuron, and part of the building is already under operation. They are working towards LEED-Gold certification.</p>	 <p>BBVA Bank</p>
6:30pm-8:00pm	<p>Tour: TELEFONICA New HQs. (2008). This is the largest Telecom multinational in the nation. It includes a shopping mall, restaurants, and the largest solar PV plant on a building roof in Europe with 3MWp installed (614,000 sqm). It is designed by Rafael de la Hoz.</p> <p>Dinner (On your own)</p>	 <p>Telefonica</p>

Friday, October 17

8:00am – 9:00am	Breakfast	
9:00am-11:00am	<p>Gran Melia Fenix Hotel Presentation:</p> <ul style="list-style-type: none">- SAREB Spanish bad bank process- Office and Shopping malls market in Spain- Madrid-Rio Project- Real Estate Hotels Development market in Spain- Logistic development markets in Spain	 <p>Grand Melia Fenix Hotel</p>
11:00am-1:30pm 1:30pm-4:00pm	<p>Tour: REAL MADRID STADIUM (New Project). The new stadium renovation was awarded at the end of January' 2014. It will include a hotel, a shopping mall, a VIP area and a new plaza. Designed by GMP-L35-Ribas&Ribas</p> <p>Lunch on Your Own (Real Madrid Mall & Moda Shopping Mall, Stadium & nearby streets restaurants)</p>	 <p>New Real Madrid Stadium</p>
4:30pm-6:30pm	<p>Tour: SANTANDER BANK New HQs (2004) & Art Collection. This is the largest Spanish multinational bank. It has two data centers, a training center, hotel, kindergarten, sports areas, a golf course and the largest green roof in Europe. We will also visit a remarkable art collection. Designed by KR&JD</p>	 <p>Santander Bank</p>
8:30pm-11:30pm	<p>Closing Dinner: CASINO DE MADRID (1910). This magnificent and very well maintained building in the city center is the HQs of a social & country club society founded in 1836, which has the Retamares Golf Course outside Madrid. It uses the name casino but has never been a gaming place.</p>	 <p>Casino de Madrid</p>