

FROM REAL ESTATE DYNAMICS TO LIFE LONG LEARNING

REAL ESTATE EDUCATION AND TRAINING INSTITUTE



KIINKON REAL ESTATE EDUCATION

KIINKO is Finland's most important real estate school.

- Founded 1978
- KIINKO has a dual structure: it consist of a foundation based institute and a business based education centre.



WHERE DO WE COME FROM?

KIINKO was founded by and is still owned by the main associations in the real estate business:

- The Finnish Real Estate Federation (FREF)
- VVO Group
- Finnish Real Estate Management Federation
- The Finnish Association of Building Owners and Construction Clients - RAKLI
- Uudenmaan asuntokiinteistöyhdistys ry
- Helsingfors Svenska Fastighetsföreningen rf
- SATO Group
- Finnish Student Housing Ltd SOA
- The Finnish Association of Real Estate Agents (SKVL)



THE CENTRE

Short intensive courses on actual topics

- Consultation services
- Recruitment services
- Biggest international event: The Annual Convention for Property Investment Prospects
- Over 3000 customers / year



THE FOUNDATION

Long term programs

- national level qualifications
- modules for MBA-programs
- close cooperation with universities and other research institutions both in Finland and internationally
- Over 2600 customers / year



KIINKO HAS A MISSION

KIINKO supports the Finnish real estate and construction industry by providing top quality courses and education programs for professionals involved in all aspects of the property business.



WHO ARE OUR CUSTOMERS?

Professionals

- from middle management to executive level
- from all the real estate and construction business sectors.



WHY DO THEY COME TO US?

We provide the best available expertise.

- Kiinko is the only company in Finland covering the entire business area.
- Our courses and programs are developed together with the most experienced experts from leading Finnish and foreign companies.



WHAT ARE OUR AREAS OF EXPERTICE?

Life long learning services, the courses and programs

- Real estate business and management, including leadership aspects
- Construction and construction project management, including infrastructure, housing and commercial buildings as well as all renovation related projects
- Administration and property management
- Facilities management and services



KEY INFORMATION

- Revenue 6 million €
- Staff 34
- Home office in Helsinki
- Nationwide education
- Annually 250 specialist lecturers

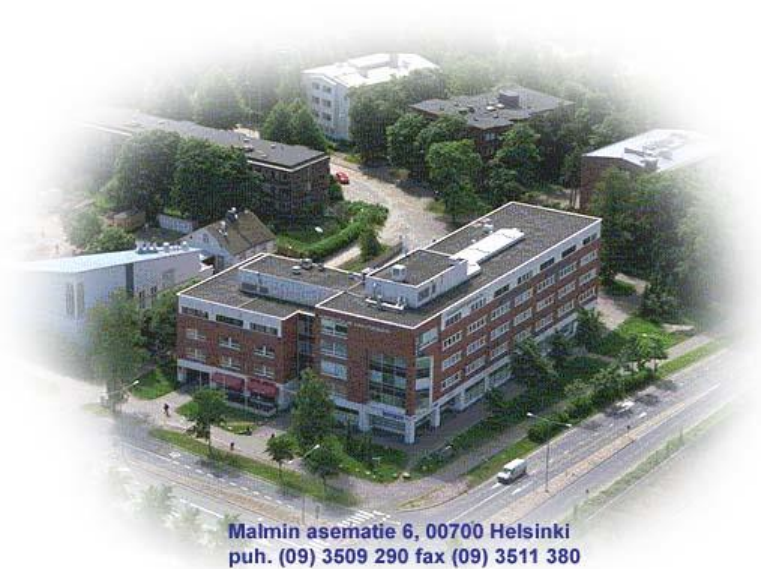


HOW TO FIND US?

Contact us:

Jouko Lahti
Deputy Managing Director
jouko.lahti@kiinko.fi

Kaisa Saarela
Specialist in International Relations
kaisa.saarela@kiinko.fi



www.kiinko.fi
www.propertyinvest.fi

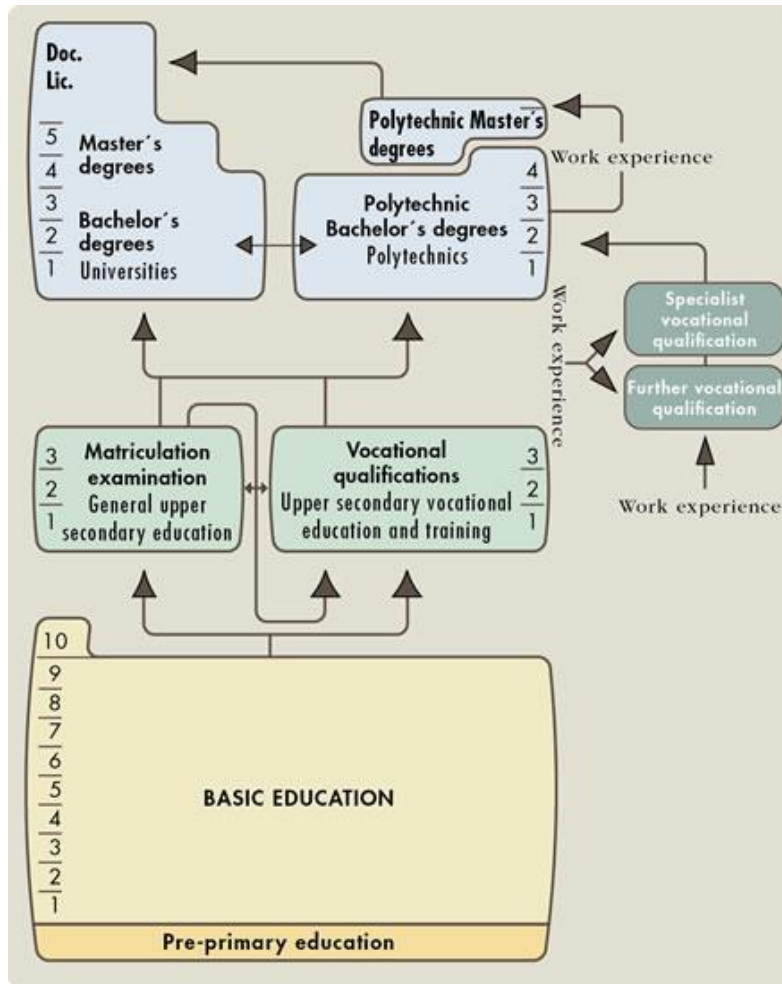


EDUCATION STRUCTURES

Finnish Education structure in relation to KIINKO Real Estate Education Structure



FINNISH EDUCATION STRUCTURE



(Picture: http://www.oph.fi/english/education/overview_of_the_education_system)

KIINKO Real Estate Education offers national level qualifications, specialist postgraduate education and training for asset, property and facilities management professionals in Finland.



KIINKO REAL ESTATE EDUCATION

Education Chart – Professionals in Real Estate Business

Life Long Education and Training Services – Annual Convention, seminars, short courses

Advanced Real Estate Business Management – Programme organised with international universities for Senior Executive and CEO's

Leadership and Business Administration in Real Estate Industry – Programme for Executives and Senior professionals and Advisors

Post Graduate Programmes in construction, renovation and infrastructure project management

Real Estate Business Controller Programme for Senior Professionals in Financing, Taxation, Bookkeeping etc.

Post Graduate Programme in Real Estate Business and Urban Development Programme

Facility Managers and Project Managers Program and Certification (FMA)

Training, Education, and Certification of Senior Property Manager (AIT)

Training of the Executives and Senior Managers of Service Companies (KIJO)

Business examination under governance of the Ministry of Employment and Economy

Training and Certifications of Technical Property Manager (ITS-TEK)

Training and Certification of Professional Property Manager (ITS)

Senior and Junior Real Estate Agent

Further Qualifications for Real Estate Agent

Further qualification for Property Managers

Basic Education: vocational, polytechnics, universities, private training programmes, learning by doing/in house programmes (not provided by KIINKO)

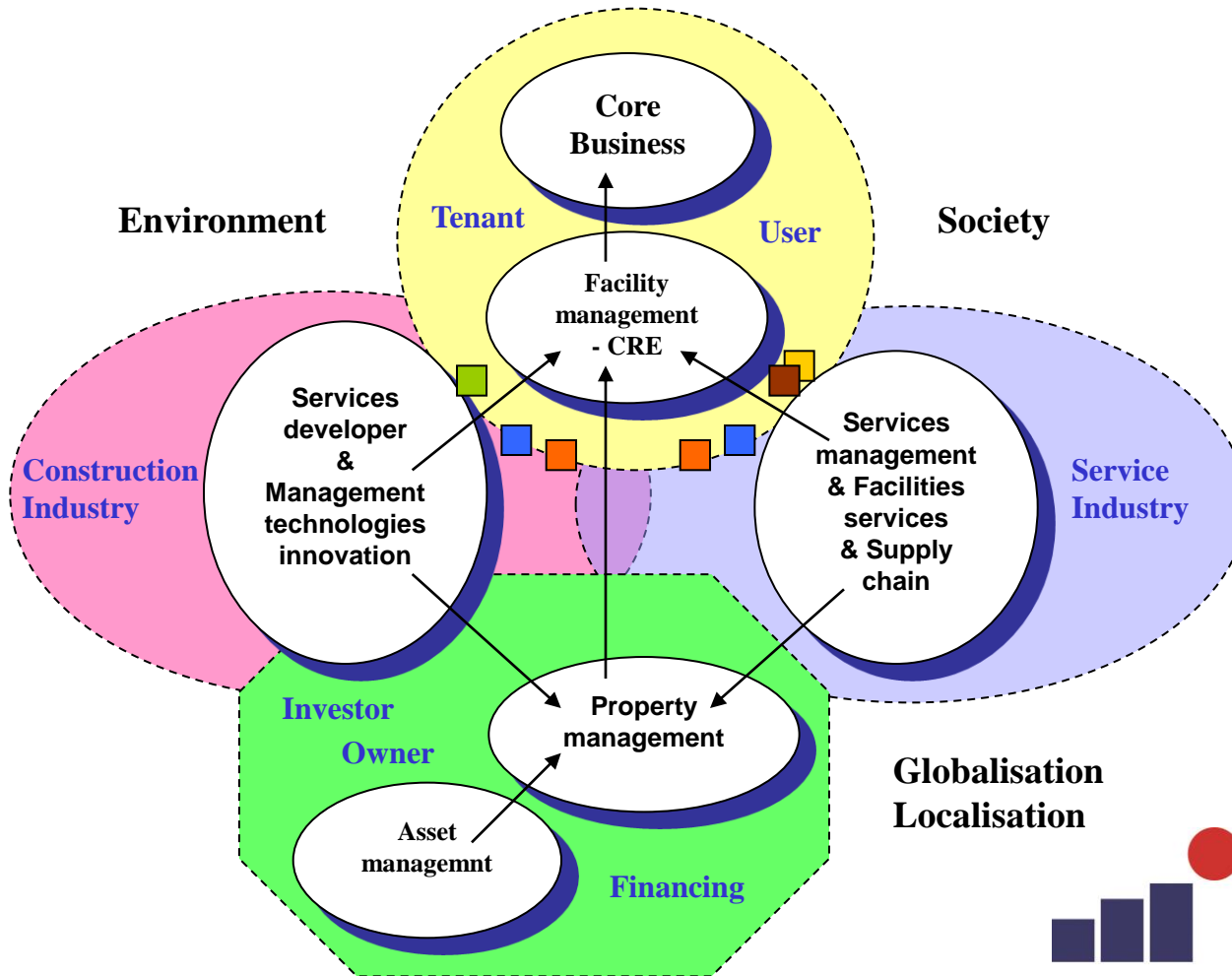


INDUSTRY DYNAMICS

From Real Estate dynamics to Life Long Learning



INDUSTRY DYNAMICS



RELATIONSHIPS/INDUSTRY DYNAMICS

1) Investor – User/Owner Occupier

- Capital Management – interest returns
- Primary cash flow – rent
- Investment/cost management
- Tenant management
- Usability of building/programming
quality of design



RELATIONSHIPS/INDUSTRY DYNAMICS

2) Developer – Investor

- **Real Estate Market**
- **Profitability of Investment – risk and return, cost management**
- **Rentability, usability, dealability**



RELATIONSHIPS/INDUSTRY DYNAMICS

3) Developer – User/Tenant or Owner Occupier

- **Usability – support to core business**
- **Company strategy owning or renting**
- **Price/cost – Real estate and construction market**



RELATIONSHIPS/INDUSTRY DYNAMICS

4) Investor

- Real estate market
- Risk and Return
- Portfolio strategies
- Usability, flexibility, convertability
- Cooperation and co-investments



RELATIONSHIPS/INDUSTRY DYNAMICS

5) Developer

- **Competition**
- **Market understanding**
- **Subcontractor management**
- **Technologies**
- **Innovation capacity – winning solutions**
- **Co-development**



RELATIONSHIPS/INDUSTRY DYNAMICS

6) User – User (occupier)

- **Rental agreements**
- **Strategies cooperation**
- **Common FM/CRE resources**



RELATIONSHIPS/INDUSTRY DYNAMICS

7) Service provider – Uset/Tenant/Occupier

- **Connections to lease contracts/duties**
- **Service level agreements**
- **Support to corebusiness**
- **Quality and cost control**
- **Added values and experiences**



RELATIONSHIPS/INDUSTRY DYNAMICS

8) Service provider – Investor

- **Connections to lease contracts/duties**
- **Added values**
- **Cost management**
- **Higher returns**



RELATIONSHIPS/INDUSTRY DYNAMICS

9) Service provider – Service provider

- **Competition**
- **Supply chain management**
- **Added values**
- **Consolidation**



RELATIONSHIPS/INDUSTRY DYNAMICS

10) Service provider – Developer

- **Creating added values**
- **Collaboration**
- **Innovations**



RELATIONSHIPS/INDUSTRY DYNAMICS

11) New players and society connections 1/3

- **SPE'S – Special Purpose Entities**
 - Management
 - Financing
 - Life cycle management
 - Knowledge and skills management



RELATIONSHIPS/INDUSTRY DYNAMICS

11) New players and society connections 2/3

- **PPP New Models**
- **Official processes/authorities**
 - **Legislation**
 - **Masterplanning**
 - **Administrative processes**
 - **Permits**



RELATIONSHIPS/INDUSTRY DYNAMICS

11) New players and society connections 3/3

- **Consumer relations/expectations**
- **Competition and competitors**
- **Stakeholders – employees/key professionals**
- **Financiers/Bankers**



ANALYSING FOCUS AREAS

Core Business – FM-Unit/CRE 1/2

- **Location**
- **Premises meet the needs and regulations, maintenance**
- **Services, aquisition and management**
- **Support to CB**
- **RE as an asset**



ANALYSING FOCUS AREAS

FM-Unit/CRE – Customer 2/2

- **In house customers**
- **Customers of the core business**
- **Customer Experience**



REAL ESTATE DIRECTOR

Post Graduate Programme in Asset, Property and Facility Management – PGP18

27.9.2012 – 22.8.2013



Postgraduate Programme – PGP18

Basis of the programme – PGP18

- Strategic orientation
- Market orientation
- Property management
- Customer orientation
- Professional skills and capabilities



Postgraduate Programme – PGP18

1st Session:

Property sectors connections to the Global economy and capital Market

- Property sector and economy
- Property sector and European economic development
- Property sector and capital market – investment market
- Property portfolio management
- Property investment and risk
- Property market dynamics



Postgraduate Programme – PGP18

2nd Session:

Legal, urban and social trends – connection to real estate business and Built environment

- Social environment of property and construction sector
- Environmental questions in property sector
- Ethical questions in property business
- Town planning and development
- Legal contracts in property sector
- Challenges originating from the operating environment



Postgraduate Programme – PGP18

3rd Session:

Strategic planning and operation in the property function

- Introduction to strategic planning – strategy and business concept
- Industry dynamics and strategic thinking
- Competitor analysis in property business
- Property strategy and corporate strategy
- Market strategies and market orientation
- Implementing the strategy
- Defining service quality – contract negotiations
- Service acquisition



Postgraduate Programme – PGP18

4th Session:

Customer and customer orientation in the property sector

- Principles and customer oriented marketing
- BtoB communication
- Introduction to service marketing
- Brand management
- Customer oriented marketing activities



Postgraduate Programme – PGP18

5th Session:

Property investment and property portfolio management

- Business accounting in the property sector
- Life-cycle management
- Property investment process
- Market analysis
- Investment analysis
- Property in business transaction



Postgraduate Programme – PGP18

6th Session:

Core business accounting and property/facilities management

- Property as a corporate asset
- Corporate operational accounting
- Accounting standards
- Profit management of property function
- Property portfolio management
- Property company - case



Postgraduate Programme – PGP18

7th Session:

Future foresights in real estate business

- Analysing business environment
- Network management
- Knowledge and Information management
- Analysing futures
- Skills and capabilities as a competitive advantage



Posgraduate Programme – PGP18

PGP18 Programme includes and provides

- Seminars and thesis
- Literature overview
- Essays concerning the development of real estate field
- Networking
- Excursion during spring 2013

Certified Property Manager Designation

Property manager PGP training programme is a compulsory prerequisite for the Certified Property Manager designation.



Postgraduate Programme – PGP18

Supervising committee

- Director Kaj Hedvall, Senate Properties
- Managing director Hanna Kaleva, Finnish Institute for Real Estate Economics
- Vice President Timo Kankuri, NCC Rakennus Oy
- CEO Kai Keituri, Newsec Oy
- Director Jyrki Konsala, Amplion Asset Management Oy
- Director Kari Louhenkilpi, Nordea Pension Fund Finland
- Director Veli-Pekka Mäkinen Sponda Oyj
- CEO Tapani Piri, JLL Finland
- Director Pekka Salakka, NIAM
- CEO Carl Slätis, Espoo Real Estate
- Real Estate Director Matti Tarhio, ASO Finland
- CEO Kari Virta, ISS Finland
- Deputy managing director Jouko Lahti,
Real Estate Education and Training Institute



Thank you!

For more information please contact:
jouko.lahti@kiinko.fi

