



The modernisation of obsolete assets drives the new office market cycle in The District 2025

From 30 September to 2 October, Europe's leading real estate capital event will examine the recovery of workspaces and the innovative models that are attracting investment

Executives from Deloitte, Hill International, Schneider Electric, Microsoft, Keys REIM and Merlin Properties, among others, will share their insights on the sector's transformation

Madrid, September 15, 2025 – After a period marked by caution, the office market in Europe is showing clear signs of recovery. The combination of a more stable macroeconomic scenario, with forecasts of upward growth, moderate inflation and interest rate cuts, together with the consolidation of hybrid models, is driving investor appetite for workspaces. In this context, offices in prime locations with ESG certifications and additional services are attracting most of the demand, as they offer added value for both companies and investors.

An example of this is provided by JLL, which indicates that take-up of space in CBDs (Central Business Districts) has risen from 20% to 28% between 2020 and 2024, while average rental growth in prime CBDs has been 6.1% in Europe. For this financial year, the outlook remains positive, with office take-up in the second quarter up 10% year-on-year across the continent.

In this context, [The District 2025](#), the largest European real estate event in terms of capital, which will take place **from 30 September to 2 October in Barcelona**, will dedicate an exclusive forum to analysing the transformation that workspaces are undergoing to adapt to current demands. In this regard, experts such as **Xabier Barrondo**, Real Estate Professional at Mentor Capital; **Teodoro Diez**, Head of Asset Management & Developments at IBA Capital Partners; and **Miguel Valente**, Senior Investment Manager at French firm Corum L'Epargne, will be responsible for delving into the aspects that are making investors take notice of corporate spaces. They will also discuss the change in risk perception and the strategies that are driving the dynamism of this asset.

Updating to attract investment

Another focus of the debate at The District 2025 will be the modernisation of buildings with the aim of improving their quality and expanding the office stock. As various market studies indicate, this is seen as the solution to providing more workplaces in a segment defined by a shortage of new construction.

In this regard, **Carolina Álvarez**, Technical Director at Hill International; **Daniel Wagensberg**, Senior Asset Manager at Keys REIM; and **José María Espejo**, Director of Real Estate Transactions

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at Deloitte, will share their perspectives from the point of view of the developer, urban planner and investor in order to explain how historic assets are converted into proposals with a future.

In terms of demand, The District 2025 will feature **Claudia Tichauer**, Director of Global Workplace, Sustainability, Accessibility and Inclusion at Schneider Electric, and **Savas Cizmeci**, Head of Workplace Investments for Microsoft in the EMEA region, who will share the criteria that currently guide occupancy decisions. The executives will detail the factors relating to facilities, services, location and leasing strategies so that owners and capital can hear first-hand about tenants' needs.

New models of occupancy and urban development

The paradigm shift in work is also reflected in the emergence of innovative occupancy formulas. This is the case with flexible offices, which offer greater versatility in terms of duration of use, available space and included services. **Carles Anglada**, Managing Director of World Trade Centre Barcelona; **Yigit Satioglu**, Co-founder of Assembly Buildings, specialising in office transformation; **Morgan Pierstorff**, Director Occupier Experience EMEA at the real estate advisory and services company Wewmark; **Gregorio Olmeda**, Head of Business Development at Sutega, dedicated to interior architecture; and **Fernando Ramírez**, Director of MERLIN Properties' flexible and coworking space brand, LOOM, will share the impact that user interaction, new professional habits and the operational layer are having on offices as an evolving segment.

At the same time, **Flavio Tejada**, Director of Arup in Spain, among other specialists, will analyse the boom in mixed-use developments that are being built around large mobility infrastructures, such as airports and ports. It is in these environments that projects are springing up that integrate offices, hotels, shops and housing, which converge to contribute to urban regeneration and create economic hubs.

For her part, **María Luisa Contreras**, Head of Business Development at Deeplabs, will explore new hybrid clusters that combine offices with laboratories and industrial assets in strategic sectors such as science, defence and advanced technologies. All this with the aim of attracting international capital, complying with ESG criteria and facilitating the creation of cutting-edge spaces for R&D.

About The District 2025 (September 30 - October 1-2, Fira Barcelona Gran Via): is the largest European event dedicated to Real Estate from the capital perspective. The summit has a Hospitality area and a content program in The District World Summit 2025, the global reference congress on capital structures, which has 5 auditoriums. It is the main meeting forum where the different Real Estate agents who are looking for opportunities and new real estate projects meet with the aim of designing the future of the sector in Europe. The District is an event organized by NEBEXT - Next Business Exhibitions.

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