

## THE EUROPEAN CONGRESS OF FIABCI SOFIA 2011

From 3rd September to 2 October in Sofia was held **the European Congress of**

**FIABCI**. This year's theme was **"Ageing Europe- Challenges and Opportunities"**. The Congress was aimed to analyze the investment potential and opportunities of the recent demographic trends in Europe and how this change affects the Real Estate market.



The **President of FIABCI Italy Giancarlo Bracco** spoke in front of the other partners of Fiabci on September 30 on a topic of great interest as the relationship between **tourism and lifestyle focused on wellness and health**, particularly with regard to investment opportunities in this field in the Mediterranean Area.

The Conference presented an interesting program of professional events that have offered an overview of key issues and has also sought to bring together internationally renowned speakers to share their experience and knowledge with delegates from all over Europe. Particularly interesting are the interventions that showed the detailed analysis of the situation of Real Estate in various European countries by not only professionals but also of university researchers and experts in demography.



The conference has definitely been an added value for the growth of the Real Estate industry in Europe. In particular it is, as always, an exciting chance that provides the **unique opportunity to exchange ideas and share views and proposals on issues of common interest** with other experts and specialists from the European Fiabci chapters.

The Congress was also an opportunity to better know the host country, **Bulgaria**, a land rich in booming tourist and economic potential.