REAL ESTATE MANAGEMENT BRAND

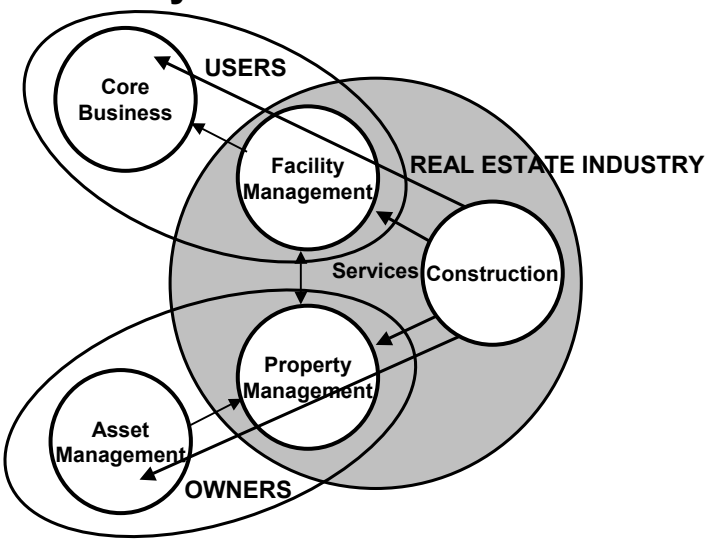
A Technology Programme for Real Estate Business and Services

1999-2003

TEKES

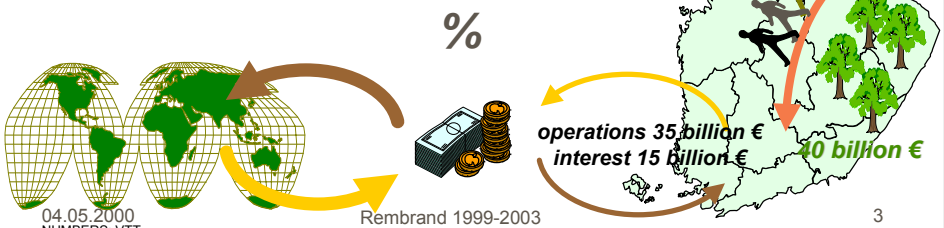
RAKLI

New View to the Real Estate Industry



The Finnish Real Estate Cluster

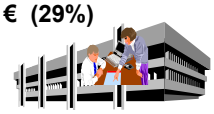
- *produces and maintains the built environment for businesses, services and living*
- *constitutes the main part, 70%, of the Finnish national assets*
- *employs more than 500 000 Finns = 20% of work force*

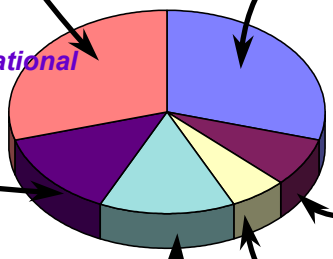


The Finnish Real Estate Cluster

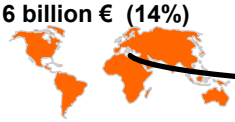
Interest
12.5 billion €. (29%)

Service and maintenance
12.5 billion € (29%)



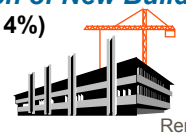


Exports and International Operations
6 billion € (14%)

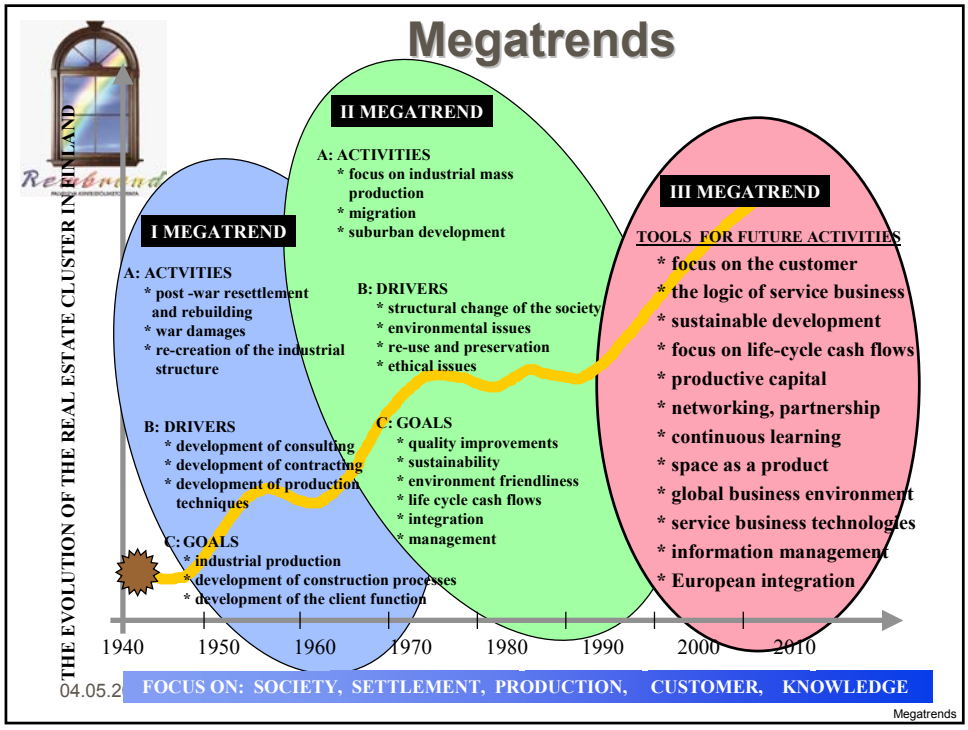


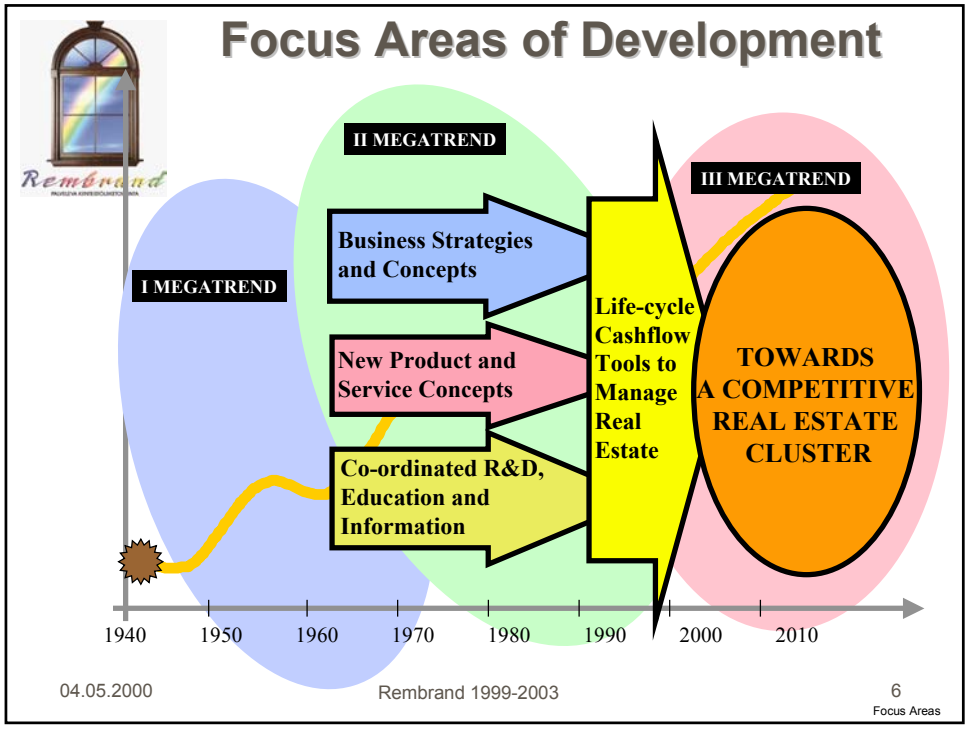
Land and Water Construction
3.5 billion € (8%)

Construction of New Buildings
6 billion € (14%)



Building Renovation and Repair
2.5 billion € (6%)


Megatrends
THE EVOLUTION OF THE REAL ESTATE CLUSTER IN FINLAND
I MEGATREND
A: ACTVITIES
* post -war resettlement and rebuilding
* war damages
* re-creation of the industrial structure
B: DRIVERS
* development of consulting
* development of contracting
* development of production techniques
C: GOALS
* industrial production
* development of construction processes
* development of the client function
II MEGATREND
A: ACTIVITIES
* focus on industrial mass production
* migration
* suburban development
B: DRIVERS
* structural change of the society
* environmental issues
* re-use and preservation
* ethical issues
C: GOALS
* quality improvements
* sustainability
* environment friendliness
* life cycle cash flows
* integration
* management
III MEGATREND
TOOLS FOR FUTURE ACTIVITIES
* focus on the customer
* the logic of service business
* sustainable development
* focus on life-cycle cash flows
* productive capital
* networking, partnership
* continuous learning
* space as a product
* global business environment
* service business technologies
* information management
* European integration
1940
1950
1960
1970
1980
1990
2000
2010
04.05.2
FOCUS ON: SOCIETY, SETTLEMENT, PRODUCTION, CUSTOMER, KNOWLEDGE
Megatrends


Focus Areas of Development
I MEGATREND
II MEGATREND
III MEGATREND
Business Strategies and Concepts
New Product and Service Concepts
Co-ordinated R&D, Education and Information
Life-cycle Cashflow Tools to Manage Real Estate
TOWARDS A COMPETITIVE REAL ESTATE CLUSTER
1940
1950
1960
1970
1980
1990
2000
2010
04.05.2000
Rembrand 1999-2003
6
Focus Areas

Rembrand

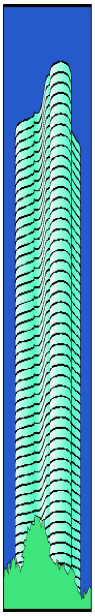
- A major effort to develop world-class know-how in Real Estate Management and Services
- Develops new technologies and concepts in the Real Estate Industry
- Financed by Tekes, the National Technology Agency
- Co-ordinated by the Finnish Association of Building Owners and Construction Clients (RAKLI)
- Programme Manager is Kaj Hedvall *<kaj.hedvall@rakli.fi>*
- The programme duration is from 1999 to 2003
- Total funding is 120 million FIM (20 million €), ~50% funded by industry and ~50% by Tekes

THE AIM

The aim of Rembrand is to create a unified real estate cluster consisting of networked sectors of the entire real estate and construction industry.

Only by putting the end-user in front of all processes the needs of the clients can be efficiently and competitively met.

THE OBJECTIVES



- to raise the standards of functional quality in services offered by the Finnish real estate sector to the same level as in the leading countries in the world
- to increase and diversify market services in the real estate sector
- to create the ability to export real estate know-how

FOCUS AREAS

- Internationally competitive **service concepts** that rely on partnerships and networks
- **Transparent real estate markets** and transparent organisational cultures in real estate functions
- Efficient use of capital and knowledge to **support the core business of the end-user**
- **Life-cycle co-operation agreements** to functionally integrate the real estate cluster
- The **quality of the real estate** is seen as one of the **key features in core business competitiveness**.
- **Integrated education and R&D** to enhance the speed of technology adoption

WHAT IS REMBRAND?

Key driver

Continuous processes

WHAT IS REMBRAND?

Key driver

Service concepts and brands

WHAT IS REMBRAND?

Key driver

Customer Relationship Management

WHAT IS REMBRAND?

Key driver

R&D a strategic issue in every company