

ENHANCE YOUR ULI MEMBERSHIP

Join a pan-European Product Council

What is a Product Council?

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| <i>Topic-specific forums</i> | Sector or topic specific forums where industry leaders meet, exchange ideas, share best practices and foster thought leadership in their specific sector of the real estate market. |
| <i>International, senior, multi-disciplinary membership</i> | Consisting of a genuinely international and multi-disciplinary membership, the Councils provide a unique platform to learn from peers in the same sector who are operating in different geographical markets, as well as help shape the future of pan-European real estate. |
| <i>Topical, provocative and future thinking</i> | Feedback from members tells us that these meetings add value by facilitating a rich, open dialogue for industry leaders which is topical, provocative and future thinking. They aim to take down professional barriers to allow a free exchange of ideas and experience, and help careers by enabling members to steer their ideas and develop true friendships over time across a range of professions. |

Am I eligible to join?

To join a Product Council, you need to be a **full member of ULI**. If your membership is through a corporate package with your company, we are happy to check if you can be added to the company's roster.

How do I join?

There is a short approval process, with approval by the chair. In the first instance please send a short bio or CV with your Council preference to Louisa Batts, Louisa.Batts@uli.org.

FREQUENTLY ASKED QUESTIONS

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| What sectors/ topics are there? | <p>There are currently 11 European Product Councils; each focusing on a specific sector or topic:</p> <ul style="list-style-type: none"> • Data Centres • Hotels, Destinations and Resorts • Life Science and Healthcare • Living Concepts • Logistics • Office and Mixed-Use • Affordable Living • Retail and Entertainment • Sustainability • Technology and Real Estate • Urban Regeneration |
| When do the Councils meet and where? | <p>The Councils meet twice a year, once to coincide with the ULI Europe Conference and in the second half of the year. Some Councils initiate/undertake research projects and organise study tours and webinars to give members additional engagement opportunities between meetings. Most councils supplement their in-person council days with virtual meetings.</p> |
| How many people attend? | <p>Membership of each Council is capped at a maximum of 50 people to ensure the quality of personal interaction between participants.</p> |



Costs

The annual fee for membership of a Product Council is €649.

For further information

If you want to find out more about our Product Councils, please contact Louisa Batts, Director, Product Councils & Forums, Europe

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The Product Councils

ULI Europe currently has eleven Product Councils, each focusing on a specific sector of the real estate industry.

DATA CENTRES COUNCIL

Accelerated by the pandemic, the focus on alternative real estate sectors has significantly increased over recent years, especially those closely linked to technology, such as data centres. “One distinct trend this year is the focus on alternatives – those sectors outside the traditional big three of office, retail, and industrial. Survey respondents predict equity and debt will be most plentiful for alternative real estate asset classes, while beds-based asset classes – alongside sectors like... data centres ...– dominate the top of the sector rankings... Data centres are perceived as the most promising sector in terms of both their income profile and development potential.”

– Emerging Trends in Real Estate - Europe 2022

The ULI Global Data Centres Council includes senior level representatives from a range of companies active in the field of data centres, including operators, developers, architects and investors from around the world. The forum’s purpose is to provide an open conversation about current trends, e.g. related to technology, ESG and location, as well as the outlook for the industry. The council is global and meets in a virtual format.

HOTELS, DESTINATIONS AND RESORTS COUNCIL

The Hospitality Council brings together leaders from across the spectrum of developers, investors and operators to discuss the issues and opportunities faced by our sector. The Council shares its experiences across Europe, but also looks further afield to learn lessons and gain insights from the global tourism and leisure markets.

LIFE SCIENCE AND HEALTHCARE COUNCIL

The Councils mission is to provide a space for life science and healthcare property leadership to engage in industry wide challenges, share local and global best practices and provide a voice to the industry in the wider property and local community context. The Council has a particular interest in educating the wider market about its industry, but also to engage in issues that are common to the public and private sectors and to both for-profit and not-for-profit property operators, developers, financial investors and strategic owners.

LIVING CONCEPTS

Typologies within the BTR, student, senior and coliving sub-sectors are evolving and new concepts may arise; reflecting urbanism, growing needs, our changing demographics and the way we live. The Living Concepts Product Council will explore opportunities and challenges related to the investment, development, regulation and operations of these evolving concepts in Europe; along with the roles of ESG and Technology.

LOGISTICS COUNCIL

The Logistics Council’s core mission is to share and explore best practices and innovative solutions for Logistics in European real estate. The Council aims to facilitate discussions and produce research across a wide range of topics, including sustainability, innovation, technology, automation, and access to land, providing valuable insights through a shared knowledge and experience.

OFFICE AND MIXED-USE COUNCIL

The Office and Mixed-Use Council looks to keep its members at the forefront of this changing world by sharing lessons from cities across Europe as well as bringing industry leaders together to examine all aspects of investment, financing, development, architecture and sustainability.

AFFORDABLE LIVING COUNCIL

The Residential Council’s mission is to share best practices, lessons learned and innovative solutions from a diverse group passionate about the creation, expansion and retention of high quality housing that is affordable for all and fits their living needs in our European cities as a key success factor for vibrant, dynamic and economically successful cities.

RETAIL AND ENTERTAINMENT COUNCIL

Set against a backdrop of global retail and entertainment brands, the Council's membership and content programme reflects the fact that the sector transcends geographical boundaries. As well as examining best practice in Europe, the Council draws ideas from both established and emerging markets to provide members with a clear insight of the market

SUSTAINABILITY COUNCIL

The Council examines a wide range of issues from investigating new ways to measure the environmental performance or the social contribution made by individual buildings, through to the longer term planning considerations of European cities to ensure they are both successful and sustainable.

TECHNOLOGY AND REAL ESTATE COUNCIL

The ULI Europe Technology and Real Estate Council will focus on exploring how technology and innovation in real estate and urban development can enhance customer experience and quality of life.

URBAN REGENERATION COUNCIL

ULI's Urban Regeneration Council fosters stronger interaction between city governments, real estate developers and practitioners and major institutional investors. It looks to share ideas and experiences from around the world to help provide insights into best practice in urban regeneration, city and waterfront development.



For further information

If you want to find out more about our Product Councils, please contact

Louisa Batts, Director, Product Councils & Forums, Europe

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Messages from ULI Leaders

Consisting of a genuinely international membership, the councils provide a unique platform to learn from peers in the same sector who are operating in different geographical markets, as well as help shape the future of pan-European real estate.

"We are really excited for our members come together and share their knowledge."

"Product Councils allow for informal and direct interactions with senior business leaders from different nationalities and backgrounds on your sector of interest."

"Being a part of the Product Council really has developed and shaped the industry. We have seen our members put the best practices into action daily. Product Councils are not just for an individual, but for the industry."

"The Council provides a unique way to learn from fellow industry professionals and thought leaders on housing challenges across Europe, and affordability in particular; looking at the issues from different perspectives, and sharing best practice solutions."

"Being a member of a Product Council gives you the rare opportunity to openly, frankly but confidentially debate the key issues affecting the industry area you cover with other senior market players."

"The diversity and breadth of experiences of our members enables us to explore new thinking and innovative ideas from across Europe. The Council gives us time and opportunity to share knowledge, becoming more engaged with other market and policy responses to global sustainability issues."

"Product Councils really give an excellent insight into the latest developments and approaches within our industry, adding great contacts to your network amongst genuine experts. And they are great fun."

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