

**An interview with FIABCI  
World President, Enrico Campagnoli**



# The **Win-Win** of Global Alliances

BY BARBARA BILLITZER

As a global representative of the private real estate sector, FIABCI is an international organization worth talking about.

FIABCI is the acronym for Federation Internationale des Administrateurs de Bein et Conseils Immobiliers, or as we know them, The International Real Estate Federation. They have served as a non-governmental consultant to the United Nations since 1954, and today, the organization has more than 2 million members and chapters in 65 countries.

In hopes of benefitting national economies and the real estate sector, FIABCI World President Enrico Campagnoli has a strong desire to establish cooperation among the private sector, United Nations and national governments. In discussing his current priorities, Enrico says, “From my perspective, the greatest challenges

facing the real estate profession today are risk real estate assessment, greening the real estate market and land policy. These are the areas that can most deeply impact future real estate. I am trying my best to bring the private real estate sector to face them.”

## SHARED PHILOSOPHIES

FIABCI brings together a broad base of real estate professionals in 65 countries who can share ideas and do business together. Their membership, which mirrors that of IRWA’s, includes brokers, appraisers, developers, attorneys, financial experts, property managers, and other real estate professionals. As such, they understand the benefits of having a diverse membership.

In addition to the similarities in our membership, FIABCI and IRWA also share a common focus on education

and professional development. Enrico predicts that we will have significant opportunities to leverage our respective knowledge and best practices for mutual benefit. He believes that IRWA plays a vital role in the area of land policy matters, and through our joint efforts, we could become the driving force on future land policy actions that would benefit us both.

## EDUCATIONAL FOUNDATION

In reviewing IRWA’s educational curriculum, Enrico sees a synergistic relationship between their programs and ours. While FIABCI offers education on international matters, they look to their Principal Members like IRWA to serve as experts in their field. Therefore, they rely on each member organization to allocate resources for specialized education and training.

Much like IRWA's certification and designation programs, FIABCI also offers professional development programs. One is the FIABCI International Real Estate Consultant (FIREC), a unique international certificate awarded to members who are actively engaged in the challenging new world of international real estate. Through the FIABCI University, degreed professionals can also earn the FIABCI diploma, which signifies professional excellence at an international level.

Graduate students are offered a student membership rate and are eligible for the FIABCI Exchange Program, a venue to learn more about real estate markets and practices. Exchanges can last from two weeks to six months. Thanks to the FIABCI Exchange Committee and the organization's global presence, they can combine the same cultural real estate environment with a unique field experience abroad.

### MEMBERSHIP ADVANTAGES

Enrico outlined how FIABCI members receive benefits from both a microeconomic and macroeconomic perspective. "As a global and multidisciplinary organization, we offer information and business tools for improving a member's competitive capacity in a range of different real estate activities. We also offer an unparalleled business network that benefits members and their clients around the world."

When asked how the economic environment has affected their membership, Enrico disclosed, "Like other industries, real estate was a victim of the financial crisis. Our membership has been affected both positively and negatively. The downside was the resulting economical difficulties facing our members. However, for several reasons, we have also been impacted in a positive way. In times like these, we have seen how the value of FIABCI membership takes on a greater significance. Being a member of any professional association sets members apart from their local competition and gives them an edge when it comes to connecting with new business niches and opportunities. It also gives members an opportunity to present a strong front. In the face of any financial crisis, as a global



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player, our collective strength enables us to contribute in some way to minimize the effects of the crisis."

### GLOBAL CONNECTIONS

Enrico is proud of the organization's global partnerships. "FIABCI has represented private real estate interests in the United Nations since the 1950s," he notes. "Since the beginning of the financial crisis in 2008, FIABCI has supported the definition of guidelines for the development of a country's real estate sector by this UN subsidiary body, the Real Estate Market Advisory Group of Economic Commission for Europe of the United Nations (UNECE/REM). These UN guidelines were finalized on April 2010, and the organization is now supporting their implementation worldwide after the pilot program in the Ukraine was deemed a success."

According to Enrico, "The real estate sector plays a significant part in the worldwide economy and of the assets backing financial products. The implementation of these UN principles on a worldwide basis will facilitate the use of real estate as a driving force for the recovery. This will be beneficial to both the national economies and of the private real estate sector that FIABCI represents. We can play an important role in helping prevent future similar situations from happening."

FIABCI has assumed a lead role in organizing the annual World Congress, which brings together principal, individual members and

organizations who share an interest in a specific specialty. Sessions on real estate hot topics are presented, and delegates come from around the world to share their perspective. Participants represent all areas of the real estate profession, including brokers, developers/investors, managers, appraisers, attorneys, architects and others. In May 2011, the 62nd World Congress will be held in Cyprus.

In January 2011, FIABCI organized an UNECE/REM event with national government in Portugal to consider the possibility of using these principles and the real estate market as a driving force for the recovery.

### CROSS MARKETING OPPORTUNITIES

FIABCI welcomes participation from Principal Members like IRWA and encourages us to leverage their far-reaching network to increase our own visibility and reach. They recognize that IRWA's unique educational programs are industry-specific and not available elsewhere. As such, they support our efforts and provide tools to help us market our professional development opportunities to their members. In return, they hope to promote their educational programs and global events to our members.

Does Enrico see any potential for IRWA to partner with FIABCI on upcoming initiatives? "Absolutely," he says. "An appropriate land policy is at the basis of the future of the private real estate profession and of a global sustainable real estate. A long road could be traveled together."