

## Director Obradović Participated in the “Challenges of the Real Estate Market” Conference

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The second international conference *Challenges of the Real Estate Market*, held on December 11–12, 2025 at the Marea Hotel in Neum, brought together leading experts from Bosnia and Herzegovina and the region, representatives of institutions, market participants and digital platforms, involved in the development of the real estate sector. The event provided an overview of key trends, regulatory challenges, and guidelines for the future development of the market.

The two-day program fully met the expectations of participants: professional experiences were exchanged, important conclusions were reached, and key topics were opened, laying the foundation for stronger cooperation between institutions and market stakeholders.

Through three panels, expert discussions, and networking opportunities, the conference offered a dynamic platform for the exchange of knowledge and experience. The first panel, *A View from Different Perspectives*, gathered representatives of institutions and relevant organizations. The Director of the Federal Administration for Geodetic and Real Property Affairs, Željko Obradović, presented the progress

made in the digitalization of cadastral and land registry records, as well as planned reforms aimed at increasing transparency and legal certainty. He emphasized that the real estate market cannot be stable and predictable without a modern and up-to-date records system, which serves as the foundation for every purchase, sale, investment, or infrastructure project.

Following the first panel, a discussion was held with Ivan Luburić, Director of the Insurance Supervisory Agency of FBiH. The second panel, *Where Is This Ship Sailing*, analyzed current trends and price movements in the regional market. The third panel, *How to Gain the Trust of Your Target Audience?*, offered practical recommendations in the fields of marketing, branding, and digital tools, providing agencies and companies with concrete advice for strengthening their market position.

Participants highlighted that a stable and predictable real estate market can be built only through synergy between institutions, market actors, and the expert community, with a clear focus on more efficient procedures, harmonized data, and further digital transformation of the system.



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