

ROMANIAN WORKPLACE MANAGEMENT FORUM 2026 Day 1 • Conference Agenda



May 21



09:30 – 20:00



GENPACT AI Innovation Center Bucharest

5th Floor, Hermes Business Campus, 5–7 Dimitrie Pompeiu Blvd.

09:30

Doors open & welcome coffee

10:00

Opening Keynote: Global Trends Reshaping the Workplace Experience

- Pauline Roussel, CEO & Co-Founder COWORKIES / TWOFIFTY

10:45

Beyond Space: State of Flex Office in Romania 2026

- Tudor Popp, Managing Partner BEYOND SPACE & Chair, Workplace Management Section, ROFMA

11:30

Networking & coffee break

12:00

Panel #1

Designing for the Next Workforce: Creating Workplaces for Generation Z – and beyond

- Sebastian Capotescu, Project Director GREENFOREST
- Ionuț Codreanu, Head of Studio FUNCOM
- Anda Manu, Managing Partner AMA DESIGN
- Vlad Mureșan, Founder PERISKOP & Workspace Design Specialist
- Laura Popa, Infrastructure Leader EMEA & Americas GENPACT

Moderator: Mihaela Dobra, Senior Interior Architect | Founder MYKADO STUDIO

13:00

Networking lunch

14:00

Panel #2

Workplace Transformation & Adaptive Reuse: Aligning Design, Ownership and Operations

- Corina Croitoru, VP Global Real Estate DEUTSCHE BANK
- George Drăgan, CEO SMARTOWN GROUP
- Andrei Ianculescu, Head of Project & Development Services CUSHMAN & WAKEFIELD ECHINOX
- Andrei Postelnicu, Managing Director South Europe CBRE GWS EMEA
- Radu Tar, Head of Workplaces & Construction CORAL COMPANIES
- Gabriel Tomescu, CEO BMF GRUP

Moderator: Costin Nistor, Managing Director FORTIM TRUSTED ADVISORS & Chair, Property Management Section, ROFMA

15:00

Networking & coffee break

15:15

Panel #3

The Corporate Shift: The Future of Flexible Workspaces Inside Organizations

- Andreea Bîrlădeanu, General Manager MINDSPACE ROMANIA
- Simona Cherciu, Location Manager BETAHAUS ROMANIA
- Gianina Crăciun, Founder & CEO SUPERTREE | WORKSPACES & MORE
- Ana-Maria Diaconu, Project Manager EON ROMÂNIA
- Miruna Motoi, Business Development Manager IWG ROMANIA
- Cătălina Sandu, Coworking Director IMPACT HUB

Moderator: Tudor Popp, Managing Partner BEYOND SPACE & Chair, Workplace Management Section, ROFMA

16:15

Panel #4

Workplace Value Equation: Balancing Cost, Performance, and Business Impact

- Loredana Ciobanu, Global Facilities Manager BRITISH COUNCIL
- Laura Ene, CRE Strategy & Workplace Advisory IO PARTNERS
- Dan Gavrilă, Facility Manager BRITISH AMERICAN SHARED SERVICES
- Tina Mehedințu, Procurement Operations Manager ORANGE ROMANIA
- Adriana Vizireanu, Corporate and Cleaning Operational Manager ATALIAN ROMANIA

Moderator: Cătălin Tănăsescu, VP Business Development ARCHIBUS SOLUTION CENTER ROMANIA

17:00

Closing Remarks: Aligning Workplace Vision with Facility Management Reality

An end-of-day reflection bringing together the strategic workplace agenda discussed at ROWMF 2026 with IFMA's international perspective and ROFMA's national projects

- Lara Paemen, Managing Director IFMA EMEA
- Cristian Vasiliu, Managing Director ROFMA

17:30

ROFMA Dinks & Talks Cocktail