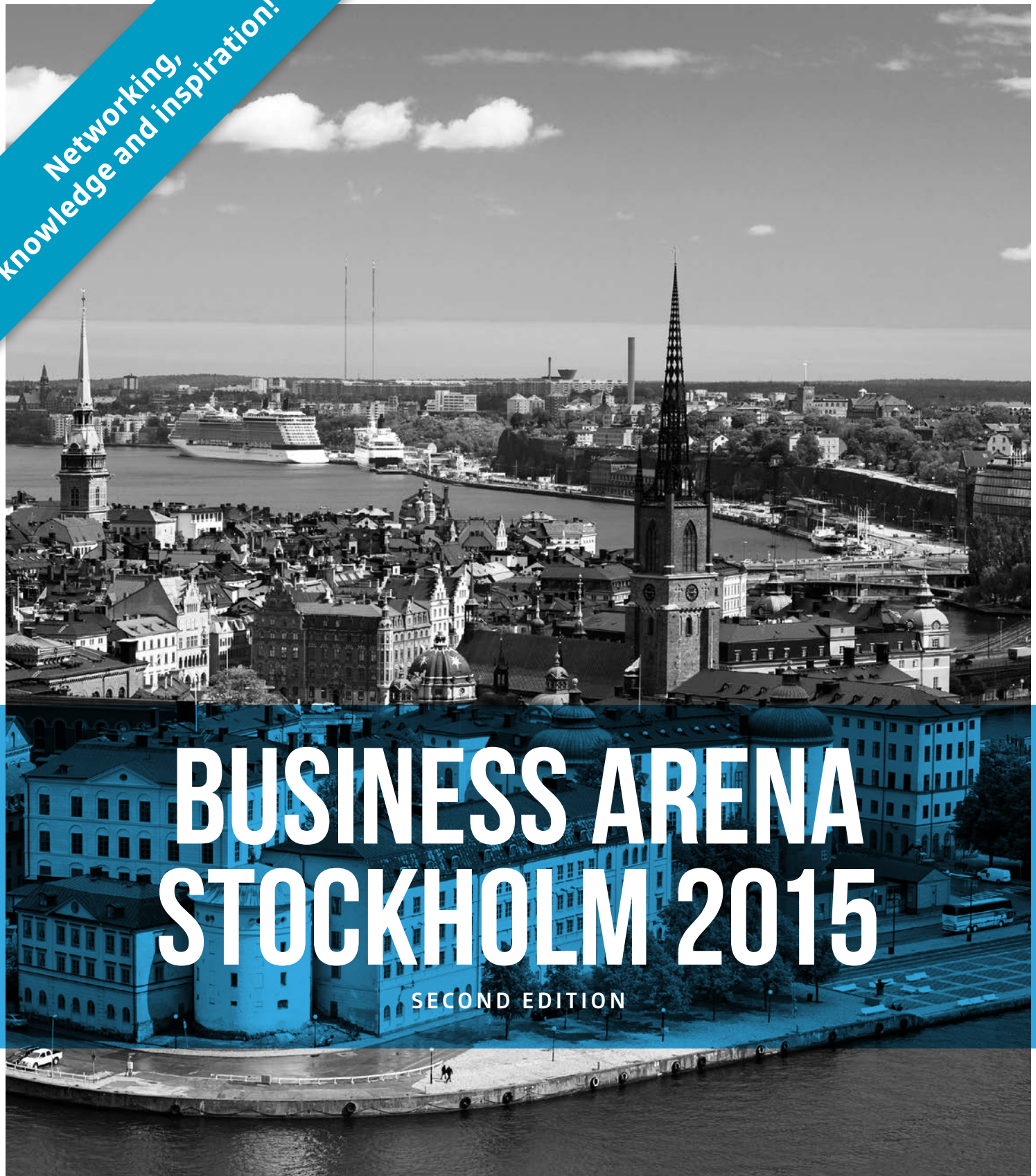


Networking,
knowledge and inspiration!



BUSINESS ARENA STOCKHOLM 2015

SECOND EDITION



ENGLISH PROGRAMME

16-17 SEPTEMBER STOCKHOLM WATERFRONT CONGRESS CENTRE

BUSINESS | ARENA

PARTNERS STOCKHOLM 2015 AS OF AUGUST 11TH

BUSINESS | ARENA

Aberdeen

BOSTADS
FÖRMEDLINGEN **b**

COOP
Fastigheter

estate

Grontmij

afa
FASTIGHETER
En del av AFA Fastöring

BOTKYRKA
KOMMUN
Långt ifrån lagom

COOR
SERVICE
MANAGEMENT

evidens

Gävle
KOMMUN

aff

BRANSCHINDEX
BOSTÄDER - KONTOR

COWI

expandia

Göteborgs
Stad

AirportCity
STOCKHOLM | SCANDINAVIA

bravida

Cube

EY
Building a better
working world

Haninge
kommun

AIX

CASTELLUM
BROSTADEN

DATSCHA

FALUN BORLÄNGE
REGIONEN

Helaba | 
Landesbank
Hessen-Thüringen

ak
AKADEMISKA HUS

CASTELLUM

pbb DEUTSCHE
PFANDBRIEFBANK

Familjebostäder

**Familjen
Helsingborg**

AktivBo

CATELLA

DILIGENTIA

Fastighetsbranschens
UTBILDNINGSNÄMND

Hifab

ALLIANCE +

CATENA

Diös

fastighetsjobb.se

HSB
HSB - där möjligheterna bor

AMF Fastigheter **AMF**

causey & westling

DLA NORDIC

FastighetsNYTT

HUDDINGE
KOMMUN

ANNORDIA

CBRE

DTZ

FASTIGHETSÄGARN
Förbundet

HUFVUDSTADEN

ARCONA

CEDERQUIST

EAST SWEDEN

FASTIGO
Fastighetsbranschens Förtroendeorganisation

HUMLEGÅRDEN

arena
huddinge

CHALMERS

ebab

Folksam

ICA Fastigheter

ARKITEMA
ARCHITECTS

CMB
CENTRE FOR
MANAGEMENT
OF THE BEST
PERFORMANCE

EM
EINAR MATTSSON

Fortum

IVG

QL
ATRIUM LJUNGBERG

**CM-
balagen**

e-on

FORUM
FASTIGHETS
EKONOMER AB

Jernhusen

**BENGT
DAHLGREN**

**Colliers
INTERNATIONAL**

EDUATOR

FRANK

JM

bjerting

CONCENT

**Eskilstuna
kommun**

Grant Thornton
An instinct for growth

JÄRFÄLLA KOMMUN



BOOST YOUR BUSINESS

in Sweden and the Nordics!

What would it be like to invest in a region with steady growth, stable democratic traditions and a well advanced transition to a sustainable society? What would it be like to invest in stable property markets?

Such as the economy in general, the Swedish property market displays great stability compared to most of Europe. Close to 6,000 representatives of the Nordic property industry and urban development sector attend Business Arena. This is where you'll find top executives, politicians and decision makers who can personally tell you all about the major development projects, investment opportunities and the Nordic property market.

Do you want to get an effective overview of the Nordic market? Or have you done business in Scandinavia in the past and want to update your skills?

The ambitious programme ranges from a macroeconomic perspective to legal questions, tax matters and in-depth information about the Nordic property market.

VISITORS

- Real estate owners
 - residence, logistics, office, industrial, public
- Consultants, advisors and architects
- Investment funds
- Community builders and community developers
- Investors and financiers
- Commercial tenants
- Lawyers
- Local and regional representatives
- Politicians and officials
- Construction companies

KEY FIGURES

Stockholm

Kategori	2014	2013	2012	2011
Delegates	5700	5200	4800	4500
Partners	142	132	125	120

Gothenburg

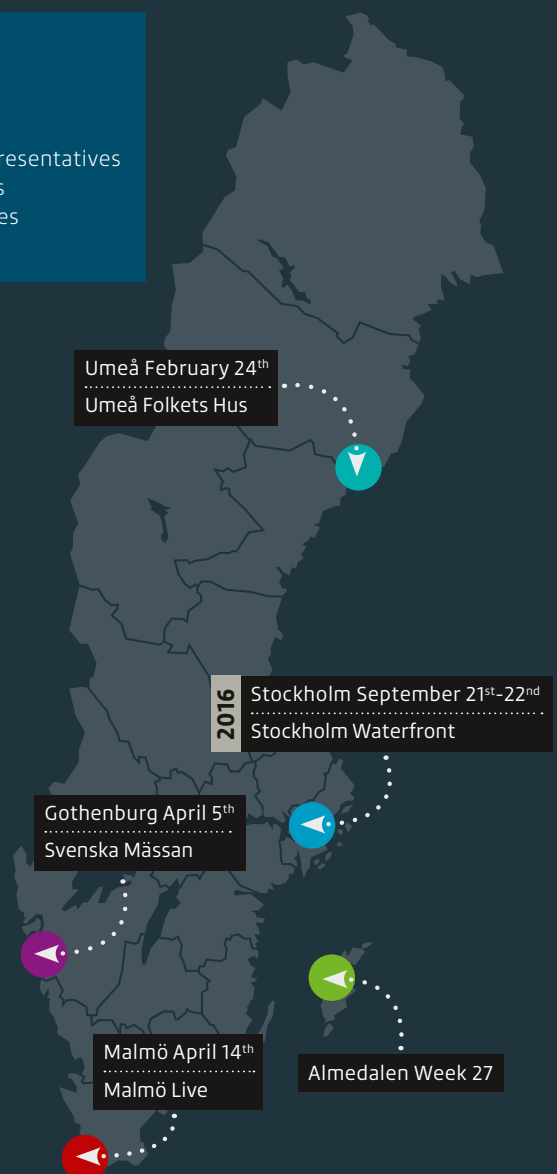
Kategori	2015	2014	2013	2012
Delegates	930	840	680	550
Partners	58	42	38	35

Malmö

Kategori	2015	2014	2013	2012
Delegates	975	670	570	500
Partners	57	37	33	30

Umeå

Kategori	2015
Delegates	640
Partners	44





BUSINESS ARENA STOCKHOLM 2015 - AGENDA

07:30–09:00	Registration and breakfast
09:00–10:15	Joint opening
10:15–11:00	Coffee and time for networking
11:00–12:00	Seminars and sessions
12:00–14:00	Lunch
14:00–15:00	Seminars and sessions
15:00–16:00	Coffee and time for networking
16:00–17:00	Seminars and sessions
17:00–19:00	Business Arena Stockholm Afterwork (Wednesday)
17:00–18:00	Business Arena Stockholm Afterwork (Thursday)

WEDNESDAY 11:00-17:00

SEMINAR 1

Theme: Real estate, economy and financial affairs

The global macroeconomic environment

Although seven years have passed since Lehman Brothers collapsed and eight years have passed since the credit crunch hit USA, the global economy still finds itself in the wake of The Great Recession. Europe is still doing poorly, Greece is back on the agenda and the Federal Reserve seems reluctant to hike its policy rates as no one seems to be able to foresee the consequences of such an action. The global economy is walking on the tightrope and it appears to be a hard balancing act. On one hand we have the mirage of a recovery and on the other technological advancements hold down costs, inflation just doesn't lift off. In this seminar, we analyze the global macroeconomic situation and relate it to the Swedish economy as well as the Swedish property market.

Moderator: Pontus Herin, economics and public affairs journalist

Expert: Lennart Sten, CEO, Svenska Handelsfastigheter

Participating speakers



Fredrik
Reinfeldt



Lars
Oxelheim



Pia
Fromlet



Richard
Barkham



Thomas
Beyerle



Pär
Magnusson

11:00 The Swedish economy and Sweden's global role – threats and opportunities

Sweden is one of the countries that have fared relatively unharmed from the economic and financial crises that have arisen since 2008. Experts have mentioned the relatively stable fiscal policy and the resilient export sector as possible explanations for the Swedish success. However, there have also been problems, economic integration of immigrants and a high level of unemployment among young people. Similarly, the high indebtedness of households with mortgages worries some experts and nervousness on foreign exchange markets can cause great volatility in the value of the SEK. Here, exclusive for Business Arena, the prime minister of Sweden from 2006-2014 gives his view of the Swedish economy and Sweden's global role.

Fredrik Reinfeldt, former Prime Minister and Moderate party leader

11:30 The global economic situation

What is the current state of affairs in the global economy? It seems that we get mixed signals from around the world and although there are some locomotives pulling the global train, it is hard to identify a clear trend. Digitalization causes a pressure on costs and the central banks of the world seem to be desperately unable to get ignite the fire of inflation. Simultaneously, although there is an abundance of liquidity in all systems, partly due to QE's, there seem to be no drivers of demand; in some ways reminding us of the liquidity traps of the 1930's. An internationally renowned economist summarizes and explains the global economic situation.

Lars Oxelheim, Professor, Research of Industrial Economics, Stockholm and Ekonomihögskolan, Lunds university

12:00 Lunch and time for networking**14:00 International capital flows and investments**

Without regard for the economic situation, large institutional investors are expected to deliver a good return on capital under management. This also means that they need to have good insights into all markets and sectors of the economy. Where do the large institutions of the world invest their capital during these economic times? Where is the upside and which markets do they leave or avoid?

Norbert Müller, Head of Real Estate Finance Continental Europe West, Deutsche Pfandbriefbank AG

Thomas Beyerle, Managing Director & Group Head of Research, Catella

Alain Kerneis, Managing Director, BlackRock Solutions

14:30 Financing and interest rates

The fact that interest rates are at historically low levels probably hasn't escaped anyone. On the other side of the Atlantic, rates have been close to zero for a long time and the Federal Reserve is preparing to start hiking rates, while the Eurozone (and other European economies except Great Britain) are experiencing a unique period. Furthermore, the rates in Europe are expected to remain low for a long time. For how long will we have negative interest rates and how will a rate gap between Europe and USA affect the financial markets? How will the financing opportunities in Europe be affected if investors are able to invest to higher, risk-free, rates in other parts of the world?

Lars Oxelheim, Professor, Research of Industrial Economics, Stockholm and Ekonomihögskolan, Lunds university

Richard Barkham, Executive Director, Global Chief Economist, CBRE

Pia Fromlet, Macroeconomic Research, Konjunkturinstitutet

Marianne Nessén, Head of Department of monetary policy, Riksbanken

15:00 Coffee and time for networking**16:00 China and USA – the world's largest economies**

The two largest economies in the world and the most important locomotives in today's global economy are USA and China. The importance of USA as the world's leading economy is undisputed, just consider the fact that the trigger to The Great Recession was the US sub prime-crisis. While China's importance may not be quite as obvious, China is the economy that has grown the most and fastest over the past few decades, albeit at a decreasing rate. How robust is the US recovery and how will the global economy be affected by China's shift towards a more developed economy? The market unrest that followed the People's Bank of China's decision to devalue the renminbi gives good testimony to China's importance in the global economy.

Pär Magnusson, Chief Analyst, RBS Sverige

Hubert Fromlet, Senior Professor, Linné university

16:30 Deflation – price stability or a giant economic threat

While the term deflation can be enough to give both politicians and economists the chills, there are economists who describe "modest" deflation as price stability and argue that there is no reason to worry. However, the modest variety of deflation is frequently accompanied by "low economic activity", which in the longer term may lead to economic stagnation, as Japan has experienced. Where does Sweden place itself on the deflation scale? Which macro factors determine the progress and are there some constructive lessons to be learned from other economies that have been hit by deflation.

Robert Bergqvist, Chief Economist, SEB

17:00 Business Arena Stockholm After Work

THURSDAY 09:00-15:00

SEMINAR 13

Theme: International investment seminar

From tax to management – how do the Nordics differ from other markets?

While capital flows from one continent to the other; on the global capital market it is of the utmost importance for foreign investors to have good knowledge of the local markets they want to enter. In this seminar we provide you with an overview of the Nordic property market, focusing mostly on Sweden. Which trends catch the eye of the local analysts, which rules apply and how do they affect foreign investors? Finally, how does the Swedish property market distinguish itself from other large Swedish markets?

Moderator: Håvard Bjurå, Vice president, Real Estate Coverage Nordic, MSCI

Participating speakers



Erik
Nyman



Bård
Bjølgerud



Andrew
Smith



Viktor
Sandberg



Zsolt
Kohalmi



Linus
Forsberg

9:00 The Nordic property market

Which trends characterize the Nordic property market, which segments give the best return on investment and where in the Nordics do you get the best return on capital? What is the current status of the Nordic market and where should you want to invest?

Erik Nyman, Executive Director, MSCI
Bård Bjølgerud, CEO & Partner, Pangea
Andrew Smith, Partner, Catella
Max Barclay, CEO, Newsec

10:00 Coffee and time for networking

11:00 Historically low interest rates – do they attract foreign investors?

Given the negative policy and market rates, Sweden should be attractive for foreign investors willing to borrow money and invest it in Swedish property. Does the regulatory framework allow for such investments; are there any regulatory barriers in place or only market barriers? How will hedging strategies be affected by the low interest rates?

Viktor Sandberg, Managing Partner, Svalner
Sten Gejroth, Partner, MAQS
Dr. Gertrud R Traud, Chief Economist & Head of Research, Helaba

11:30 Investment strategies when risk assessment is difficult

Circumstances on the capital market are extraordinary and the risks are very hard to assess. At present, prices are relatively high, which makes alternative vehicles for property investment more attractive. Direct investment, indirect investment (stocks, bonds or funds), joint ventures or club deals, which is the most attractive?

Linus Forsberg, Partner, Trinova

David Lillo, Transactional Risk Leader, Nordics Marsh

12:00 Lunch and time for networking**14:00 What distinguishes the Swedish property market from other markets?**

Foreign investors and analysts often point to the high LTV's of Swedish real estate companies as a risk factor and another factor are the relatively short leases. Even when it comes to property management, there may be differences compared to other countries. A typical example are the long, cold and often snowy winters that set costly challenges for real estate owners. How do these challenges and other differences affect foreign investors who wish to place their money in Swedish property?

Victor Persson, Head of Investment Nordic, Unibail-Rodamco

Zsolt Kohalmi, Head of European Acquisitions, Starwood

Erik Gustafson, Senior Vice President, Global head of Portfolio Management, Pembroke

14:30 What is so attractive about retail?

Among foreign investors, retail has been an attractive segment in the Nordic property market recently. We have witnessed a number of large transactions over the past few months, while at the same time competition is growing as the largest shopping mall in Northern Europe is scheduled to open in November 2015. Given this, why is the market so attractive at present?

Nils Styf, CIO, Citycon

James Raynor, CEO of GFM, Grosvenor

15:00 Coffee and time for networking, end of seminar

EXTRAS: OTHER SESSIONS IN ENGLISH

Wednesday September 16th

Seminar 3 11:00-11:40

Trendspotting: The increased importance of the physical market place

All trends seem to point in the same direction, that shopping increases due to digital activity and that the physical market place once again has become an important parameter. We browse online and buy in a store. We order online and collect in a store. Retail requires all available channels and the physical market place appears to be the key to the future of the brand and should therefore be tended to and preserved.

Lee Peterson, Executive Vice President, Brand, Strategy & Design, WD Partners

Seminar 4 16:40-17:00

Cross border sustainability in real estate

When one of the world's biggest real estate advisory company takes active steps to reduce its own ecological footprint, and introduce best practice in its portfolio under management, it is bound to have a great impact. The head of sustainability EMEA for CBRE also has the task to spread the word of innovations and new possibilities in the field of sustainability. At Business Arena, she tells us about strategies and practical work methods that have proven themselves useful internationally.

Rebecca Pearce, Head of Sustainability EMEA, CBRE

Thursday september 17th

Joint opening 09:40-10:15

Smart cities are safer cities

We live in a global world without boundaries. That is especially valid for a phenomenon like urbanization and the intense development in the world's cities. Rapid urban growth, youth bulges and income inequality are great challenges for urban planning and the society. Crime and violence are already a big threat in many cities around the world. In General, security has become a more urgent issue in Scandinavian cities too. One of the world's leading experts on cities, security issues and encouraging gives his views on how smart innovations can lead to a positive urban development.

Robert Muggah, Megacities expert

Seminar 12 11:00-11:30

Urban innovations for safer cities

Urbanization and population growth on a limited urban space, a large proportion of young new arrivals, large economic disparities and spatial segregation means an enormous strain on the world's major cities. Even in our own comparatively well-kept Scandinavian cities there is a risk of violence and crime. Investments in smart urban innovations of different kinds can be a way to lead the development in a favorable direction. The international expert Robert Muggah continues to develop his ideas from the morning.

Robert Muggah, Megacities expert

INFORMATION AND CONTACT

Location

Stockholm Waterfront Congress Centre
Nils Ericsons Plan 4
Stockholm

Entry fees

1 day 700 €
2 days 1,200 €

To register, visit www.businessarena.nu

The fee includes lunch, coffee, dinner plate (day 1) and after work with refreshments. Your registration is binding, however it can be transferred to a colleague if you are not able to attend. The badges are available on site and cannot be shared with others. The entry fee is paid in advance. We reserve the right to make changes in the program and to the fact that some of the seminars might be full.

For more information, please contact:



Johan Zetterstedt

CEO Fastighetsnytt | Founder of Business Arena

Tel. +46 (0)8 652 89 83

Mob. +46 (0)70 733 41 80

johan.zetterstedt@fastighetsnytt.se



Linda Lagerdahl

Project Manager Business Arena

Tel. +46 (0)8 652 88 22

Mob. +46 (0)70 996 66 98



#BUSINESSARENA

BUSINESS | ARENA

Fastighets|NYTT