



FIRST EDITION

BUSINESS ARENA STOCKHOLM 2016

 ENGLISH PROGRAMME

STOCKHOLM WATERFRONT CONGRESS CENTRE
21 AND 22 SEPTEMBER

BUSINESS | ARENA

PARTNERS BUSINESS ARENA STOCKHOLM 2016

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BUSINESS ARENA STOCKHOLM 2016 – AGENDA

Wednesday 21 September

- 7:30 a.m.** Registration and breakfast
- 9:00 a.m.** Joint opening session
- 10:15 a.m.** Coffee and time for networking
- 11:00 a.m.** Seminars and sessions
- 12:00 p.m.** Lunch and time for networking
- 2:00 p.m.** Seminars and sessions
- 3:00 p.m.** Coffee and time for networking
- 4:00 p.m.** Seminars and sessions
- 5:00 p.m.** Business Arena after work

Thursday 22 September

- 7:30 a.m.** Registration and breakfast
- 9:00 a.m.** Joint opening session
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BOOST YOUR BUSINESS

in Stockholm, 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 is displaying great stability compared with most of Europe. Closer to 6,000 representatives from 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 about the major development projects, investment opportunities and the Nordic property market.

Do you want to get an efficient 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.

Key figures & dates

Stockholm

CATEGORY	2016	2015	2014	2013	2012
Delegates	-	6,100	5,700	5,200	4,800
Partners	-	175	142	132	125

Gothenburg

CATEGORY	2016	2015	2014	2013	2012
Delegates	1,040	930	840	680	550
Partners	66	58	42	38	35

Malmö

CATEGORY	2016	2015	2014	2013	2012
Delegates	910	975	670	570	500
Partners	55	57	37	33	30

Umeå

CATEGORY	2016	2015
Delegates	790	640
Partners	47	44

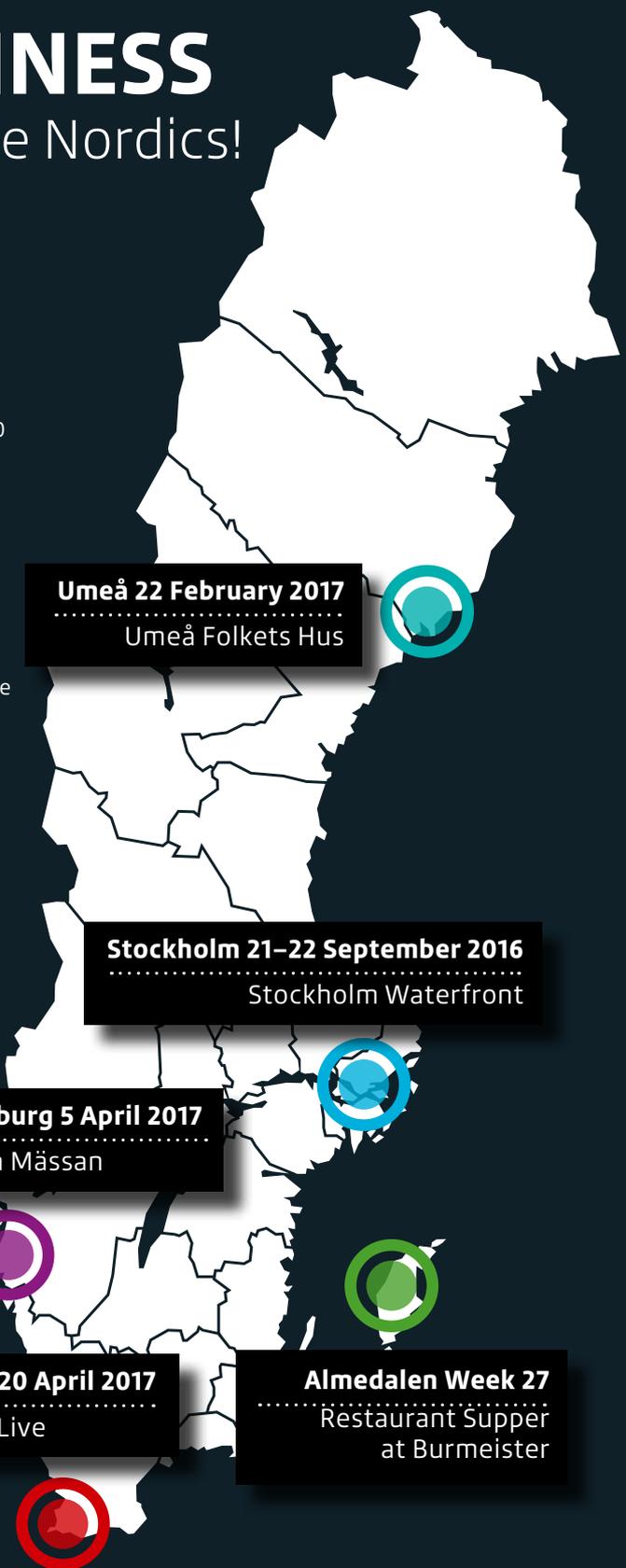
Umeå 22 February 2017
Umeå Folkets Hus

Stockholm 21–22 September 2016
Stockholm Waterfront

Gothenburg 5 April 2017
Svenska Mässan

Malmö 20 April 2017
Malmö Live

Almedalen Week 27
Restaurant Supper
at Burmeister



INVESTMENT OPPORTUNITIES IN SWEDEN AND STOCKHOLM

Thursday
22 September
2016

There are many reasons for an international investor to learn more about Sweden and Stockholm. Sweden has a long history of successful transnational giants such as Ikea, Atlas Copco and Ericsson. In recent years, Swedish companies in the digital sphere such as Spotify and successful gaming companies have attracted international attention. Other sectors, such as cleantech, the automotive industry and the life sciences, are also at the forefront of their fields. The Swedish economy is strong, with well-functioning social institutions, world-class research in many fields and a tradition of innovation in trade and industry. In a highbrow seminar with distinguished speakers, we will delve into investment opportunities with a focus on property.

Moderator



Caroline
Sundewall

Selected speakers



Johan
Zetterstedt



Niklas
Nordström



Maria
Rankka



Peter
Wågström



Lena
Sellgren

In collaboration with:



BUSINESS | ARENA

12:00 p.m. Registration and conference lunch

During this time, you will have the opportunity to meet actors in the Swedish property sector through Business Arena partner companies.

2:00 p.m. Part 1

Welcome speech

Welcome to Business Arena Stockholm and Stockholm City.

Johan Zetterstedt, CEO of Fastighetsnytt Förlags AB and founder of Business Arena

Opportunities in Sweden for global and international companies

Despite its relatively small size, Sweden boasts many successful big businesses and a strong export sector. The Swedish business climate has proven to be a veritable hotbed for global expansion. Business Sweden talks about opportunities to invest and establish operations.

Niklas Nordström, Chair of Business Sweden

Swedish enterprise in an international perspective

In a globalised economy, it is vital that both the state and trade and industry look outwards and work together to build a viable foundation for competing internationally. The Swedish Ministry of Enterprise and Innovation explains its policies, how Swedish enterprise should position itself and its view of the EU and the impact of Brexit on Sweden.

Speakers to be announced

How are Sweden and Stockholm affected by Brexit?

Lena Sellgren, Chief Economist at Business Sweden

Stockholm as a growth region with long-term sustainability

Stockholm drives Sweden's economy. Its trade and industry are diversified, education and research are top class, and public transport is world class. Key members of the city's trade and industry talk about the conditions for growth.

Peter Wågström, Member of the Board of Stockholm Chamber of Commerce and CEO of NCC AB

3:00 p.m. Coffee and time for networking

4:00 p.m. Part 2

The Stockholm market – an overview of the current situation in the region

Things are going well for Stockholm and the capital region. The economy is growing, the city is ranked high in international comparisons of attractivity and competitiveness, and many people are moving to the capital. We provide three perspectives on opportunities in the region – Growth and KPIs, Trade and industry and the business climate, and Properties and property projects.

Anna Gissler, CEO of Invest Stockholm Business Region

Maria Rankka, CEO of Stockholm Chamber of Commerce

The Swedish property market – why it is attractive in an international perspective

Thomas Völker, Vice President International RE Finance, Northern & Central Europe, Helaba

Summary and closing

Johan Zetterstedt, CEO of Fastighetsnytt Förlags AB and founder of Business Arena

Niklas Nordström, Chair of Business Sweden

5:00 p.m. Business Arena after work

SESSIONS IN ENGLISH

Wednesday 21 September

4:30 p.m. Seminar 4

Management on the global level – what are the success factors?

While, in many sectors, outsourcing of various services is balanced appropriately, based on economies of scale and the added value created by specialists, the question is what actually decides whether it becomes successful and why the use of outsourcing solutions keeps growing in the international real estate sector. The manager of Aberdeen's Swedish real estate portfolio as well as extensive real estate assets in the EMEA region shares his views on efficient management that works on the international scene. What are the current global trends in real estate management and how does real estate compare with other sectors when it comes to outsourcing? How should the interaction between property management and asset management be formed in order to increase capital value?

Andy Hay, Managing Director of Asset Services EMEA, CBRE



11:00 a.m. Seminar 7

Architecture in the spotlight – how to make The Nobel Center a public place

One of the most acclaimed and controversial projects in Sweden, The Nobel Center, will be built on Blasieholmen in central Stockholm. The idea behind the project is to create a platform for activities concerning the Nobel Prize, such as a museum, school programs, seminars and events on all six floors. Designed by David Chipperfield, the world famous architect shares his thoughts about his design and his opinion in the current debate.

David Chipperfield, founder, David Chipperfield Architects

Thursday 22 September

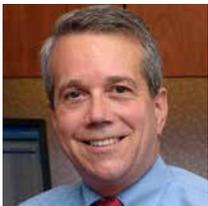


9:00 a.m. Joint opening session

How do we want smart cities to work?

The rapid digital developments will fundamentally change the way big cities works. With phenomena such as Big Data, Internet of Things and autonomous cars, we will, as urban creatures, think in completely new and different ways. Some of us see the smart city as green and look forward to a more intelligent use of resources and reduced emissions of greenhouse gases. Others worry about the surveillance society or that international tech-companies will obtain monopolies. Can urban planners find a way to harness technology and really make cities smarter than today? If so, how? Who will be able to increase their influence over increasingly digitalized cities? What is the real meaning of the word "smart" when it comes to complex phenomena such as big cities?

Anthony M. Townsend, international expert on urban technology



4:00 p.m. Seminar 9

Transport infrastructure in a global perspective

Rail infrastructure is not only growing in Sweden, congestion and an increased environmental awareness mean that trains have a bigger global impact. Politically, however, infrastructure is a sensitive issue, since as it often involves projects over several terms of office, broader agreements and tough decisions are required. Furthermore, the question of financing and ownership is not an easy question to answer. What is the view on infrastructure in Saudi Arabia? How has the UK organized its transportation programmes? How does the US finance its projects? An experienced international expert provides us with a global outlook on how different countries manage transport infrastructure.

David McAlister, Global Director, Transport & Infrastructure, WSP



11:00 a.m. Seminar 14

How do we want smart cities to work?

The rapid digital development will change the way cities work forever. This applies to transport, the inner functions of buildings, urban planning, governance and citizens' opportunities to influence developments. We follow up the opening session with an in-depth discussion of the issues raised during the opening session.

Anthony M. Townsend, international expert at urban technology

Information & contact

Date and location

21–22 September 2016
Stockholm Waterfront Congress Centre
Nils Ericsons Plats 4
Stockholm
www.stockholmwaterfront.com

Accommodation

Radisson Blu Waterfront Hotel
www.radissonblu.se/waterfronthotel-stockholm

Entry fee

1 day 700 €
2 days 1,200 €

To register, visit www.businessarena.nu

The fee includes lunch, coffee, dinner plate (only 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:



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