



Sneak peek

AS OF
24 OCTOBER 2019

BUSINESS ARENA HELSINKI 2020

MESSUKESKUS | 4 FEBRUARY 2020

BUSINESS | ARENA

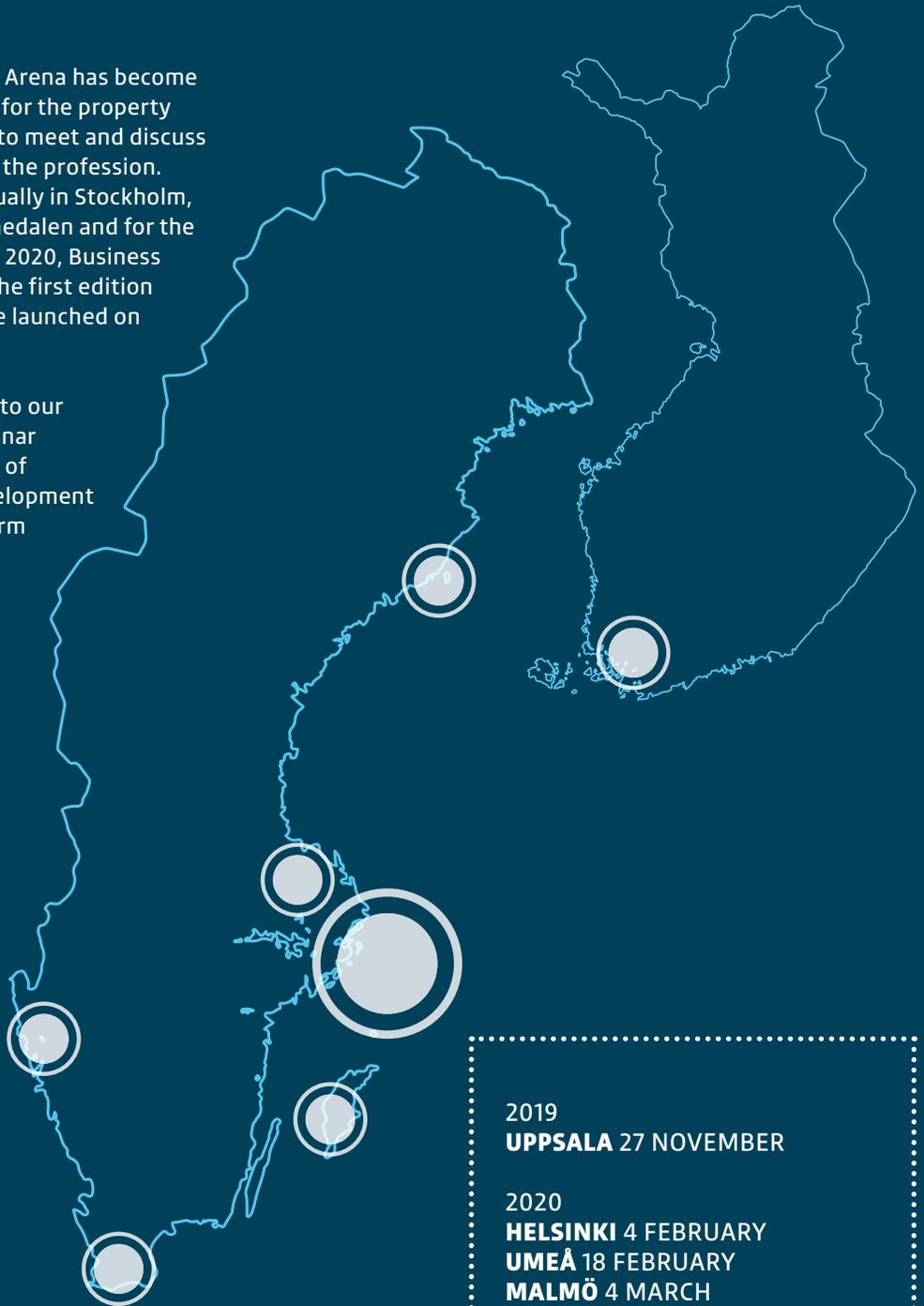
BUSINESS ARENA

EST 2001

Since inception in 2001, Business Arena has become the leading forum in the Nordics for the property and urban development sectors to meet and discuss current and future trends within the profession. Business Arena is organised annually in Stockholm, Göteborg, Malmö, Umeå and Almedalen and for the past two years also in London. In 2020, Business Arena will expand to Finland as the first edition of Business Arena Helsinki will be launched on 4 February.

Business Arena gives you access to our comprehensive and diverse seminar programme highlighting a series of current issues crucial to the development of the Nordic region. Each platform creates conditions for the successful meeting between the private and public sectors, leading to social development and new business opportunities.

Welcome to Business Arena!



2019
UPPSALA 27 NOVEMBER

2020
HELSINKI 4 FEBRUARY
UMEÅ 18 FEBRUARY
MALMÖ 4 MARCH
GÖTEBORG 28 APRIL
ALMEDALEN WEEK 27
STOCKHOLM 16-17 SEPTEMBER

BUSINESS ARENA HELSINKI

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PROGRAMME OVERVIEW

– BUSINESS ARENA HELSINKI 4 FEBRUARY 2020 | MESSUKESKUS

8.00	Registration and breakfast	
9.00	OPENING SESSION TBA Finland as a stabiliser in a divided Europe	
10.15	Coffee and time for networking	
	SEMINAR 1  Property Market	SEMINAR 2  Housing and (social) infrastructure
11.00	Macroeconomics	The demographic megatrend – where does it lead?
11.30	The Rise of Asia	Publically funded properties
12.00	Lunch and time for networking	
13.30	Leasing and transactions – overview	The housing market – overview
14.00		Residential as an asset class
14.30	Coffee and time for networking	
15.00	What lies ahead in the Finnish property market?	6x6 – visionary projects in urban development and infrastructure
15.45	Break	
16.00	CONCLUDING SESSION Investor panel – what's it like doing business in Finland?	
16.30	Business Arena Helsinki networking drinks	

SEMINAR 3 
International investor update

Market overview – sector by sector

SEMINAR 4 
Property management

Property management as a driver of social sustainability

Best practise: How to include tenants
in property management?

Investment opportunities in the Finnish market:
Development areas

Property management for a sustainable future

Digitalisation

Why do we prefer Finland?

The “co”-trend

Selected speakers



MARKUS STEINBY



MAARIT NORDMARK



JANI NIEMINEN



JARKKO LEINONEN



HANNELE POKKA



ARVI AILI LUOMA



JUSSI RAITANIEMI



ALASDAIR ROSS



MIKKO TENHOLA



ANRI LINDEN



LAURI TIENSUU



LOTTA PARTANEN



BRUCE DEAR



HANNA KALEVA



HANNU RANTANEN



PEKKA SUNDMAN

AGENDA

TUESDAY 4 FEBRUARY

- 8.00–9.00** Registration and breakfast
- 9.00–10.15** Opening session
- 10.15–11.00** Coffee and time for networking
- 11.00–12.00** Seminar session
- 12.00–13.30** Lunch and time for networking
- 13.30–14.30** Seminar session
- 14.30–15.00** Coffee and time for networking
- 15.00–15.45** Seminar session
- 15.45–16.00** Break
- 16.00–16.30** Concluding session
- 16.30–18.00** Business Arena Helsinki networking drinks

9.00–10.15

Opening session

Chair: Alasdair Ross, Editor, The Economist

9.00 TBA

Speakers TBA

9.05 TBA

TBA

Speakers TBA

9.45 TBA

TBA

Jan Vapaavuori, Mayor, City of Helsinki

10.15 Coffee break and time for networking

SEMINAR 1

TUESDAY 4 FEBRUARY | 11.00-15.45

TOPIC: PROPERTY MARKET

Where is the Finnish property market heading?

Chair: Markus Steinby, Director, KTI

11.00 Macroeconomics: Finland in the global economy

After a long period of recovery and prosperity, more and more signs indicate that the global economy is at a tipping point and that the business cycle is turning south. Moreover, there are indications that we are going through a fundamental shift of the economic structure which in turn affects geopolitical stability. How will the global economy fare over the coming years, how should central banks conduct monetary policy when the principal of economics are changing and how will trade wars affect? Where does this leave Finland?

Speakers TBA

11.30 The Rise of Asia

The trade war between China and the US has put the spotlight on the role of Asia in the global economy. Fast as lightning, the highly populated continent has modernised its economies and the tiger economies are making stronger and stronger claims of being accepted into the better chambers of the global economic club. This, in turn, has awoken the sleeping bears of the west who have left their pits and sharpened their claws. The pivot of economic power to Asia, the entrance of Asian institutions into different asset market (the property market being one) and most of all, the growing influence of China. In a Finnish context, this is highly interesting given the fact that Finland has become a connecting hub between Europe and Eastern Asia as well a gateway for Asian capital seeking returns in Europe.

Bruce Dear, Head of Real Estate London, Eversheds-Sutherland

12.00 Lunch and time for networking**13.30 Leasing and transactions – overview**

Over the past few years activity has been strong in the Finnish commercial property market with a number of global players showing good appetite for investment in Finland. Will this development continue even going forward? Welcome to an overview session covering the leasing and transactions markets in Finland.

Leasing 13.30:

Mikko Tenhola, Head of Advisory, Newsec Finland
Jussi Raitaniemi, Business Director, Partner, Trevian Asset Management

Transactions 14.00:

Christian Hohenthal, CEO & Head of Capital Markets Finland, JLL
Lauri Tiensuu, Director, Real Estate team, Advium

14.30 Coffee and time for networking**15.00 What lies ahead in the Finnish property market?**

While the Finnish property market has performed well over the past few years, it is by nature – as are all markets – cyclical. This implies that there will be dry spells in the market. One important question of course is how severe these dry spells usually are and how it affects the view of international investors of the market. This, in turn, leads to the question whether the Finnish market is regarded a core market or if the FDI is mainly speculative? Moreover, the market is dominated by open-ended funds and the number of listed players has diminished drastically. Will this development continue? How will the Finnish property industry evolve in the coming years and how can transparency and liquidity in the market be increased?

Pertti Vanhanen, Global Co-Head of Real Estate, Aberdeen Aberdeen Standard Investments
Arvi A. I. Luoma, Managing Director, Head of European Investments, W. P. Carey
Hanna Kaleva, Managing Director, KTI Finland, KTI

15.45 Break**16.00 Concluding session****16.30 Business Arena Helsinki networking drinks**

SEMINAR 2

TUESDAY 4 FEBRUARY | 11.0- 15.45

TOPIC: HOUSING AND (SOCIAL) INFRASTRUCTURE 

Riding the demographic wave

Chair: TBA

11.00 The demographic megatrend – where does it lead?

Slowly but surely, the demographic structure of society has been changing for centuries. Over the past decades, this process has picked up pace and we now talk about a demographic megatrend driven by urbanisation combined with an aging population. As a result, new challenges arise with increased housing shortages in major cities, an infrastructure that is both underdeveloped and undersized, as well as an increasing need for housing solutions for the elderly. What is the demographic projection for Finland in the coming decades and how does it affect the property industry?

Speakers TBA

11.30 Publically funded properties

Schools and homes for an aging population are among the basic functions society is expected to provide. As the need for these functions increases, it becomes more and more expensive for governments, in a time where public expenditures are under bigger scrutiny than ever before. Thus, a new market has emerged where the property industry has been able to capitalise while supporting the public sector.

Jarkko Leinonen, Country Manager Finland, Hemsö
Essi Steen, Head of Finnish operations, Hemfosa
Mikko Heiska, Head of Property Management Finland, Samhällsbyggnadsbolaget SBB

12.00 Lunch and time for networking

13.30 The housing market – overview

In today's society, housing is one of the main challenges for policymakers to resolve. How are we going to meet the demand created by urbanisation in an affordable manner without easing the basic standard requirements too much. Further, how do we provide land for development of new residential areas with all the following basic needs such as infrastructure and social infrastructure?

Hannu Penttilä, Deputy Mayor, City of Vantaa

14.00 Residentials as an asset class

While many people prefer to own their homes, the need for residential leasing prevails. Younger people entering adult life, students, and by all means ordinary people who for different reasons are not willing to commit for life; all of the above provide a market for professional property companies in the residential segment. What are the main structures of the Finnish housing market? Which are the main players in the residential segment and how much of the market is dedicated to social housing?

Hannele Pokka, Permanent Secretary of the Ministry of the Environment
Jani Nieminen, CEO, Kojamo

14.30 Coffee and time for networking

15.00 6x6 – visionary projects in urban development and infrastructure

Finland is known for its pioneering in design and architecture and there is a variety of interesting visionary projects on the horizon. In this final session, we will learn about six of the most interesting projects – each project having six minutes to present itself.

1. City of Vantaa

Markus Holm, Head of Planning at Public Utilities Services Centre, City of Vantaa

2. Helsinki East Urban Centre – open ideas competition

Anri Linden, Unit Manager, architect SAFA, City of Helsinki

3. "How is low-budget family housing designed in the future city?"

Tiina Antinoja, Tiina Antinoja, Architect, Partner, Muuan

4. The Hiedanranta Area

Reijo Väliharju, Program Director, Hiedanranta, City of Tampere

5. Pasila project (city of Helsinki)

Päivi Ahlroos, Project Director, City of Helsinki

6. Skanssi, Turku

Taina Riekkinen, Project Manager, City of Turku

15.45 Break

16.00 Concluding session

16.30 Business Arena Helsinki networking drinks

SEMINAR 3

TUESDAY 4 FEBRUARY | 11.00-15.45

TOPIC: INTERNATIONAL INVESTOR UPDATE



Investment opportunities in the Finnish market

Chair: TBA

11.00 Market overview – sector by sector

While the Finnish property market in general has performed well over the past few years, there are always some segments that outperform the rest. Moreover, there are always some segments that perform outright poorly. In this session, local market experts give us a guided tour through the various asset classes, without geographical regard. We take a closer look at how they have performed and are expected to perform in coming years.

Office

Tomi Grönlund, Managing Director,
Mrec Investment Management

Retail

Speaker TBA

Logistics

Speaker TBA

Residential/Social infrastructure

Speaker TBA

12.00 Lunch and time for networking**13.30 Investment opportunities in the Finnish market: Development areas**

Similar to most other countries, the metropolisation megatrend has affected Finland creating an explicit divide between growth cities and other urban centres that for some reason have missed out. Growth cities are growing and there is big demand for investment in different development projects. Which are the main development projects in Finland's main cities and where can future opportunities be found?

Helsinki Metropolitan Area

Marja-Liisa Niinikoski CEO, Helsinki Business Hub

Tampere

Virpi Ekholm, Director, Real Estate and Housing, City of Tampere

Turku

Pekka Sundman, Director of City Development Group, Turku

Oulu

Speaker TBA

14.30 Coffee and time for networking**15.00 Why do we prefer Finland?**

In the past few years, the Finnish property market has been firing on all cylinders, attracting vast amounts of international capital in search for returns. Some of the planets most prominent institutional investors have entered the market and demand is still strong. Which market characteristics attract foreign investors and what are their plans for Finland?

Nils Styf, CEO, Hemsö

Michael Swank, Technically Managing Director, Real Estate, Blackstone

15.45 Break**16.00 Concluding session****16.30 Business Arena Helsinki networking drinks**

SEMINAR 4

TUESDAY 4 FEBRUARY | 11.00 -15.45

TOPIC: PROPERTY MANAGEMENT 

Sustainable property management in the digital era

Chair: Maarit Nordmark, Head of Asset Management, Hestia Part of Realia Group

11.00 Property management as a driver of social sustainability

We exist in a time where the social gap is wider than it has been for decades, the demographic structure of society is shifting and new citizens of various origin struggle to adapt to their new homes. This, of course, creates new challenges for society as a whole as well as the property market. In fact, the property market may just provide an effective tool to contribute to a more socially equal society. How can this be done?

Speakers TBA

11.30 Best practise: How to include tenants in property management?

As the social divide grows in Sweden, most bigger cities observe that certain residential areas are associated with unemployment, poverty, social vulnerability and alienage. This, in turn, contributes to creating stigmas that in the end may lead to a higher rate of criminality and property destruction. How do Swedish residential property owners include their tenants in the management for the benefit of their neighborhood? In this session, we will learn more about one of the most celebrated modi operandi.

Speakers TBA

12.00 Lunch and time for networking

13.30 Property management for a sustainable future

While the property industry has done much in order to reduce its overall environmental footprint, we still have to face the fact that virtually nothing is as invasive in nature as man-made edifices. Thus, we have a moral responsibility to do everything in our power to minimise the footprint of the industry. Flexible structures and environmentally friendly properties are a good start but how do we go forward and how may the industry go above and beyond?

Lotta Partanen, Corporate responsibility, Eco Real

14.00 Digitalisation

On the one hand, Finland is well-known as a technologically advanced nation and the country's start-up scene has brought the legacy of Nokia forward. On the other, the property industry is in dire need to step up its digitalisation process and as such, it may have a lot to learn from the Finnish tech sector. How do we match the property industry and the tech industry together for the benefit of both? In which way is tech able to contribute to increased efficiency of the property industry, in order to better utilise existing structures and thus contribute to a more profitable industry and of course a better environment.

Toni Luhti, CEO, Platform of Trust
Matti Uusivirta, Head of Sales Finland, Datscha
Hannu Rantanen, CEO, Assetti

14.30 Coffee and time for networking

15.00 The "co"-trend

Sharing is caring, they say, and one of the most commonly cited ways to provide for a better climate is simply to better utilise the resources our planet and past generations have left us, including houses. The co-trend is perhaps the best example of how the sharing economy has impacted the property industry, with both co-working and co-living as prominent features of the modern property market. How has the co-trend penetrated the Finnish market and how can we make even better use of the existing resources?

Speakers TBA

15.45 Break

16.00 Concluding session

16.30 Business Arena Helsinki networking drinks

16.00-16.30

Concluding session

Chair: Alasdair Ross, Editor, The Economist

16.00 Investor panel – what's it like doing business in Finland?

Investing in a new country may often be tricky as all markets have their own idiosyncrasies that usually are unknown to foreign investors. Working knowledge of a local market may just be difference between success and failure when it comes to investments, or any kind of business for that matter. What are the main characteristics of the Finnish property market? Which pitfalls and threats should investors be aware of and avoid? Which opportunities does the Finnish market present? International investors with an experience from the Finnish market share their insights.

Arvi A. I. Luoma, Managing Director, Head of European Investments, W. P. Carey

James Seppälä, Head of Real Estate Europe, Blackstone

Jenny Lindholm, Head of Nordics, Allianz Real Estate

16.30 Business Arena Helsinki networking drinks

INFO

Date and address

4 February 2020

Messukeskus Expo & Convention Centre

Conference Centre Siipi Entrance

Rautatieläisenkatu 3

FI-00520 Helsinki

FINLAND

Price

700 € / 6 995 kr per person

Web

www.businessarena.nu

www.fastighetsnytt.se

Meetingpoint

As a partner to Business Arena Helsinki, we offer you the possibility to book a private meeting room during the congress on February 4th. The meeting room is located at Messukeskus Expo & Convention Centre and can be booked for a 45 minute session between 8.00– 17.00.

Meeting room reservations

Cecilia Diamond, Event Manager

cecilia.diamond@fastighetsnytt.se

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The fee includes breakfast, lunch, coffee and a closing reception with light refreshments. Registration is binding and to be paid in advance. Tickets are collected at the Registration desk upon arrival. We reserve the right to alterations in the programme if necessary and close sessions if maximum capacity is reached.

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