



# **BUSINESS ARENA** **LONDON 2018**

**MAY 17<sup>TH</sup> | PARK PLAZA WESTMINSTER BRIDGE**

**BUSINESS | ARENA**



**BUSINESS ARENA LONDON 2018:**

# A SMORGASBORD OF INVESTMENT OPPORTUNITIES

**In a European context, the Nordic region is a highly liquid property market.** Sweden, Norway, Denmark and Finland are not only among the ten most liquid markets in terms of transactions, they are also among the ten most liquid markets in terms of turnover velocity. Returns are high and risk is low. Business Arena London is your guide to investing in Nordic property markets.

Don't miss the opportunity to meet prominent representatives from some of the largest property companies in the Nordic region. Shares, bonds, debt, funds and direct investments – Business Arena London is a smorgasbord of investment opportunities.

Our seminar program consists of corporate presentations and in-depth sessions about the different Nordic countries and their investment markets. We also address different issues important to know about, for example regarding market regulations, tax issues and the political environment.

At Business Arena London, we bring the Nordic property market closer to global UK-based investors interested in investing in the Nordics. We will provide answers to the following key questions: Why should you invest in the Nordics? How to invest in the Nordics? What to avoid? Business Arena is a time-efficient way to meet the right people in the right place for your business.

**We look forward to seeing you in London on May 17th!**

# ORGANIZERS

Fastighets|NYTT BONNIER BUSINESS|ARENA

## MEDIA PARTNERS



## PRESENTING PARTNERS



## PARTNERS



A large crowd of people is visible in the background, overlaid with a dark blue semi-transparent filter. The people are looking in various directions, some towards the camera and others away. The overall atmosphere is that of a busy event or conference.

# **AGENDA**

## **BUSINESS ARENA**

### **LONDON 2018**

## WEDNESDAY MAY 16<sup>TH</sup>

**5 pm-7 pm** Welcome reception Park Plaza Westminster Bridge, Hotel bar Primo. Drinks and canapées will be served.

---

## THURSDAY MAY 17<sup>TH</sup>

**8 am** Registration and coffee  
**9 am** Opening session part 1  
**9.45 am** Coffee break and networking  
**10 am** Opening session part 2  
**11 am** Coffee break and networking  
**11.30 am** Parallel seminars and special topics  
**12.30 pm** Lunch and networking  
**1.30 pm** Parallel seminars and special topics  
**2.30 pm** Coffee break and networking  
**2.45 pm** Parallel seminars and special topics  
**3.45 pm** Coffee break and networking  
**4.15 pm** Parallel seminars and special topics  
**5.15 pm** Coffee break and networking  
**5.30 pm** Concluding session  
**6.15 pm** Drinks and networking  
**6.45 pm** Buffé dinner

---

## FRIDAY MAY 18<sup>TH</sup>

**8.30 am** Registration and coffee  
**9 am** Parallel seminars  
**10.30 am** Coffee break and networking  
**11 am** Parallel seminars  
**12.30 pm** Lunch



9 AM-11 AM

OPENING AND FINAL SESSIONS MAY 17TH

It is customary to start Business Arena with a common opening session where all attendees gather to listen to our keynote speakers to set the mood for the day. Business Arena London is no exception. In the first of two such sessions, world leading economist Mr. Martin Wolf, gives his view on the Nordic economies in a global context. Then, after a short break, a distinguished panel will paint the general picture of the economic and political situation in the Nordic, followed by short presentations on the global real estate capital flows and the Nordic property market.

- Key Note by Martin Wolf, Chief Economics Commentator, Financial Times
- The Nordics: Poster children of stability and prosperity
- Global capital flows in real estate
- Nordic real estate market overview – transactions
- Market overview: Investor panel

## SELECTED SPEAKERS:



**GREG CLARK**  
 Professor of City &  
 Regional Leadership



**MARTIN WOLF**  
 Chief Economics  
 Commentator,  
 Financial Times



**LOTTA EDLING**  
 Editor in Chief,  
 Dagens Industri

11.30 AM-15.15 PM | SEMINAR 1 & 2

CAPITAL MARKETS – LISTED COMPANIES

## A LARGE AND LIQUID MARKET THAT CONSISTENTLY PERFORMS WELL

Within the Nordics, Sweden is by far the largest market for publicly listed property companies. The number of companies listed on the main market amounts to 27 and in addition a number of companies is listed on growth markets and alternative exchanges as well. The market has consistently performed well for the past ten years and fundamental factors indicate nothing that would change that. In this seminar, representatives from prominent listed companies give a short presentation of their companies, followed by a Q&A session for each company.

### The following companies will be represented on-stage

Fabege AB, Atrium Ljungberg AB, Kungsleden AB, Platzer Fastigheter Holding AB, Diös Fastigheter AB, Catena AB, Samhällsbyggnadsbolaget i Norden AB, Wihlborgs Fastigheter AB

### SELECTED SPEAKERS:



**BILJANA PEHRSSON**  
CEO, Kungsleden AB



**ULRIKA HALLENGREN**  
CEO, Wihlborgs



**ANNICA ÅNÄS**  
CEO, Atrium Ljungberg AB



**CHRISTIAN HERMELIN**  
CEO, Fabege AB





11.30 AM-15.15 PM | SEMINAR 3

CAPITAL MARKETS – FIXED INCOME

## CORPORATE BONDS IN THE PROPERTY MARKET – HERE TO STAY?

Traditionally, Nordic property companies have relied heavily on bank funding but in the wake of the Great Recession, they have not only turned their attention to the bond market, they have literally invaded it. In Sweden, for example, the property sector makes up over 40 per cent of the corporate bond market, and as a result, a number of companies have now turned to the eurobond market and some have even issued sterling denominated bonds. Welcome to a seminar that gives you everything you need to know about the corporate bond market and property companies in the Nordics.

- Market overview
- The Green Wall of Money – how it works
- Issuers (capital markets presentation)
- The recent urge for ratings

### SELECTED SPEAKERS:



**NILS STYF**  
CEO, Hemsö



**ILIJA BATLJAN**  
CEO, SBB

11.30 AM-15.15 PM | SEMINAR 4

CAPITAL MARKETS – FUNDS

# ALTERNATIVE INVESTMENTS IN AN ALTERNATIVE ASSET CLASS

As is the case in most well-developed property markets, property funds are a natural part of the Nordic property market fauna and a clear alternative to investment in listed companies. They come in all shapes and sizes and as is to be expected, they cover all different segments of the market. In this seminar, a number of the most prominent pan-Nordic funds introduce themselves in addition to a discussion on the larger pension funds that, of course, have a considerable stake in the property market. Moreover, we get an introduction into the market environment, answering questions such as how the regulatory framework works, etc.

- Nordic funds – how does it work?
- Market overview – Nordic funds (capital market presentation)

## SELECTED SPEAKERS:



**JENNIFER ANDERSSON**  
COO, Niam



**THERESE RATTIK**  
CEO, AREIM



**FREDRIK JONSSON**  
CEO, Niam





11.30 AM-15.15 PM | SEMINAR 5 & 6

## THE NORDICS – MARKET OVERVIEW

For the past three years, the combined Nordic market has consistently reached an annual transactions volume of more than EUR 40 billion. Furthermore, international investments in the market have increased as capital, in the wake of the financial crisis, has turned its attention to transparent markets with strong economic fundamentals. The interest has remained strong and the Nordics are still regarded safe-havens for property investments, despite higher prices. The Nordic region is also competitive in a number of future fields, such as sustainability and the digital transformation.

### Sweden

Overview: Consistent stability and transparency

In-depth: Tax reforms and housing

### Finland

Overview: Increased transactions intensity

In-depth: A market without currency risks?

### Norway

Overview: A domestic market opening up

In-depth: Tighter screws in the housing market and a trillion dollar fund

### Denmark

Overview: An attractive market on the top of a rebound?

In-depth: The link to Europe

11.30 AM-15.15 PM | SPECIAL TOPICS

As a recurring feature of Business Arena we address different topics of importance, that do not fit into the regular seminar programme. In one hour sessions we discuss topics for any investor interested in the Nordic market in-depth.

- Taxes and regulations in the Nordic property markets
- How big is the currency risk?
- Stockholm – investment opportunities
- A Nordic housing bubble?
- Good Growth by Design – is it possible?
- City competitiveness: Emerging trends
- High leveraging in the Nordic property sector – how does it work?
- Theme: Nordic USPs: Sustainability – best practise

## SELECTED SPEAKERS:



**ULLA WERKELL**  
Tax Lawyer,  
Fastighetsägarna



**VIKTOR SANDBERG**  
Managing Partner,  
Svalner



**JONATHAN LYE**  
Director, JCRA



**PETER PAPADAKOS**  
MD, Green Street  
Advisors

## **SPECIAL PROGRAMME!**

# **FRIDAY, MAY 18<sup>TH</sup>**

While the main event of Business Arena London will take place on Thursday, May 17<sup>th</sup>, there will also be activities on the day after.

On Friday, May 18<sup>th</sup>, Stockholm Business Region will host a half-day seminar on investment opportunities in the Stockholm region.

Similarly, the UK Department of International Trade will host special half day seminars on investment opportunities in the UK.

**The programme process for the half-day seminars is ongoing.  
Stay tuned at [www.businessarena.nu/london](http://www.businessarena.nu/london)**

# INFO & REGISTRATION

Register 3,  
PAY FOR 2!

## Date:

May 17th, 2018

## Attendance fee:

Business Arena London 17th of May:  
995 £ (British Pound) per person /  
11.995 SEK per person exkl. moms

## Offers and discounts:

Members of the following organizations enjoy a 25% discount (the discount can not be combined with other offers.)

EPRA, RICS, ULI, Inrev

## Venue:

Park Plaza Westminster Bridge  
200 Westminster Bridge Road



## STAY CLOSE TO THE CONGRESS

Now we offer all delegates at Business Arena London the benefit of booking a hotel room at the Park Plaza to a special price. A great way to book accommodation at the Congress venue, centrally and close to transportation.

### You can easily book via this link:

<https://www.parkplaza.com/bal18>

### Make sure to fill in the correct date in your booking!

*Please note that we have a limited amount of hotel rooms available – make your time your reservation in time!*

# CONTACT

## CONCEPT AND PARTNERSHIP



**Johan Zetterstedt**

+46 (0)8 652 89 83  
+46 (0)70 733 41 80

[johan.zetterstedt@fastighetsnytt.se](mailto:johan.zetterstedt@fastighetsnytt.se)

## PROGRAM AND EVENT



**Linda Lagerdahl**

+46 (0)8 652 89 80  
+46 (0)70 996 66 98

[linda.lagerdahl@fastighetsnytt.se](mailto:linda.lagerdahl@fastighetsnytt.se)

## COMMUNICATIONS AND PR



**Sara Gommel**

+46(0)8 652 89 80  
+46(0)73 558 66 37

[sara.gommel@fastighetsnytt.se](mailto:sara.gommel@fastighetsnytt.se)



**Sverrick Thór**

+46(0)8 522 25 560  
+46(0)76 250 77 45

[sverrick.thor@fastighetsnytt.se](mailto:sverrick.thor@fastighetsnytt.se)



**Anna Magnusson**

+46 (0)8 522 25 211  
+46 (0)73 314 04 82

[anna.magnusson@fastighetsnytt.se](mailto:anna.magnusson@fastighetsnytt.se)

BUSINESS | ARENA

Fastighets | NYTT

A part of Bonnier