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**BUSINESS ARENA**  
**STOCKHOLM 2018**

19-20 SEPTEMBER  
STOCKHOLM WATERFRONT CONGRESS CENTRE

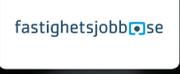
BUSINESS | ARENA

# BUSINESS ARENA STOCKHOLM 2018

19-20 SEPTEMBER  
STOCKHOLM WATERFRONT CONGRESS CENTRE

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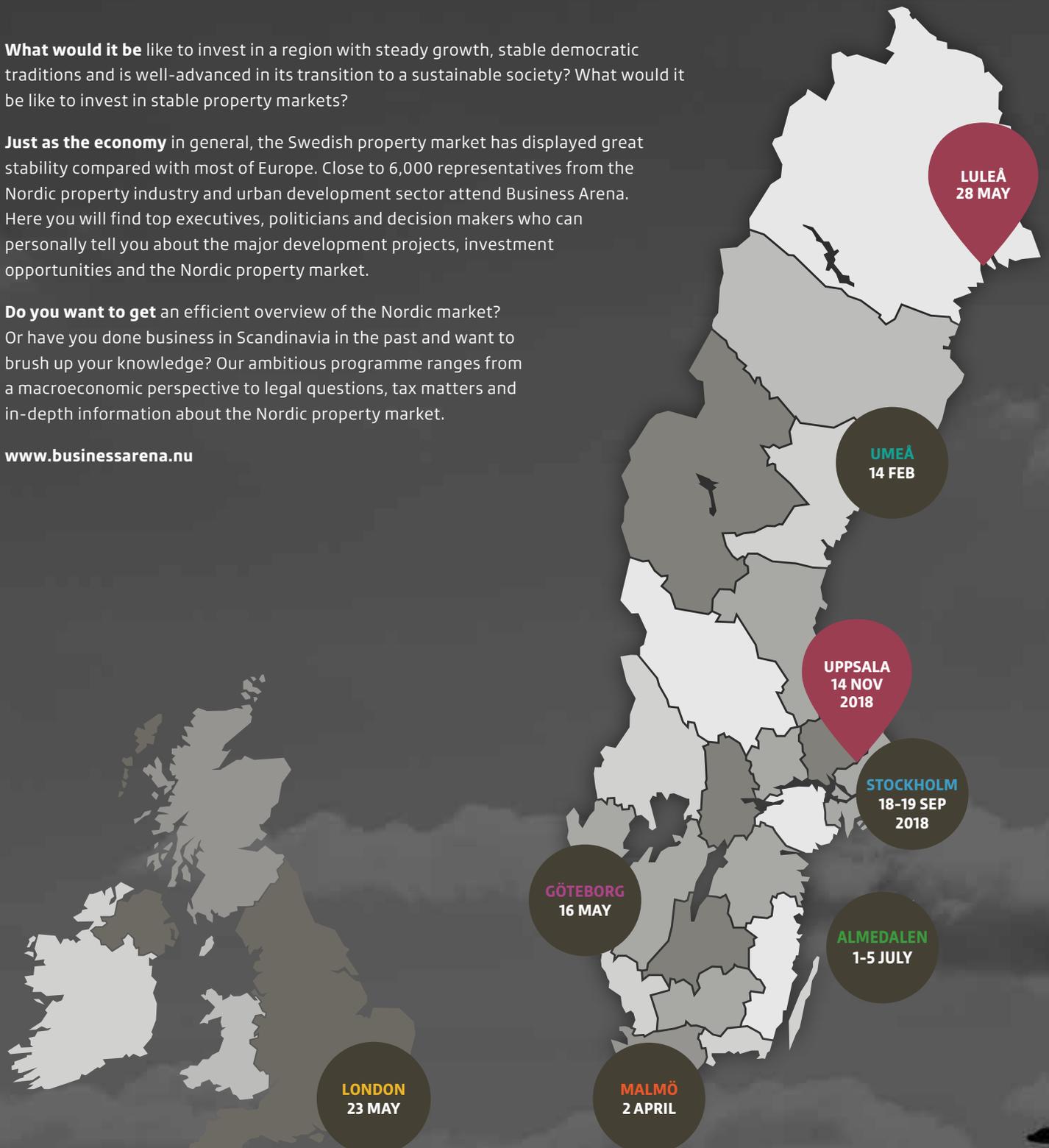
# 2019

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

**Just as the economy** in general, the Swedish property market has displayed great stability compared with most of Europe. Close to 6,000 representatives from the Nordic property industry and urban development sector attend Business Arena. Here you will 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 brush up your knowledge? Our ambitious programme ranges from a macroeconomic perspective to legal questions, tax matters and in-depth information about the Nordic property market.

[www.businessarena.nu](http://www.businessarena.nu)



## AGENDA

# BUSINESS ARENA STOCKHOLM 2018

## WEDNESDAY 19 SEPTEMBER

- 07.30-09.00** Registration and breakfast
- 09.00-10.00** Two parallel opening sessions
- 10.00-11.00** Coffee and time for networking
- 11.00-12.00** Seminars and sessions
- 12.00-14.00** Lunch and time for networking
- 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 afterwork with dinner plate
- 19.00-21.30** Partners: BA, Newsec, Kungsleden afterwork

## THURSDAY 20 SEPTEMBER

- 07.30-09.00** Registration and breakfast
- 09.00-10.00** Opening session
- 10.00-11.00** Coffee and time for networking
- 11.00-12.00** Seminars and sessions
- 12.00-13.30** Lunch and time for networking
- 13.30-14.30** Seminars and sessions
- 14.30-15.15** Coffee and time for networking
- 15.15-16.00** Seminars and sessions
- 16.00-17.00** Business Arena afterwork

WEDNESDAY 11.00-17.00

SEMINAR 4

ROOM: 24-25, LEVEL 2



THEME: NORDIC INVESTOR UPDATE PART I

# Capital market investments in Nordic Property

Following up on Business Arena London last May, in this Nordic investor update we will address the main topics of interest for international investors pondering property investment in the region. How are the most important macro economic variables such as inflation, unemployment and interest rates developing? Has the stock market recovered from the turmoil in early 2018? Is access to capital still good?

**Moderator:** Jonathan Lye, Director, Auxillium Financial Risk Management

## SELECTED SPEAKERS:



**Jonathan Lye**



**Amanda Welander**



**Pär Magnusson**



**Birgitta Leijon**



**Magnus Dagel**



**Peter Papadakos**

### 11.00 What could upset long-term prosperity?

With relatively high public spending, financed by relatively high taxes, the Nordic economic model is somewhat controversial in some parts of the world and celebrated in other parts. Regardless, we should all be able to agree that the region is prosperous and stable, in an economic sense, and it has been for a long time. Yet, there is always some volatility and after a long period of stability, volatility shouldn't be unexpected. What explains the long-term economic stability and which specific threats could upend the Nordic economic vessel?

Pär Magnusson, Chief Rate Strategist, Swedbank

Amanda Welander, Head of Research, CBRE

Lennart Sten, CEO, Svenska Handelsfastigheter, chairman of the board, Swedish Property Federation

### 12.00 Lunch and time for networking

### 14.00 Which are the main stock market trends?

The stock market is an important source of capital to property companies, in the Nordics and other regions alike and the property industry's presence in the Nordic stock market does not go unnoted, especially in Sweden. What are the main current market trends and how have the main indices developed? Are there any new companies being floated or will we see further structural deals with listed companies being overtaken?

**Presentation:**

Peter Papadakos, Managing Director, Green Street Advisors

**Panel:**

Peter Papadakos, Managing Director, Green Street Advisors

Magnus Dagel, Analyst, Dagens Industri

Sven Dalin, Partner, Nordanö

Christian Roos, Senior Fund Manager, Bell Rock Capital Management

#### 15.00 Afternoon coffee and time for networking

#### 16.00 Debt and fixed income – the vital lever

While property management and urban management of course is at the heart of the business, the modern property industry has in many ways become the art of applying financial leverage to create value, in monetary terms, and by allowing our cities and societies to grow and prosper. As such, borrowed money is a vital input in each company, from different sources, banks and the money market being the most important ones. What does the funding situation for the Nordic property industry look like? Are the skies clear or are there any clouds on the horizon? Which alternative markets can the sector look to and which are currently the biggest issuers?

**Bank:**

Birgitta Leijon, General Manager Nordics, Aareal Bank  
Magnus Richardsson, Head of Commercial Real Estate, Nordea  
Maria Gillholm, Vice President, Moody's Investor Service

**Bonds:**

Louis Landeman, Head of Credit Research, Danske Bank Markets  
Åsa Bergström, CFO, Fabega  
Marianne Ramel, Partner, DLA Piper  
Tomas J. Lundquist, Managing Director, Debt Capital Markets, Citi  
Maria Gillholm, Vice President, Moody's Investor Service

#### 17.00 Business Arena Stockholm afterwork

\*Kommunicate, Framtidsforum and Mötesplats Stockholm take place during the breaks and lunch.



THEME: NORDIC INVESTOR UPDATE PART II

# Direct investments in Nordic Property

Following up on Business Arena London last May, in this Nordic investor update we will address the main topics of interest for international investors pondering property investment in the region. How do global investors view the region? How is the Swedish transactions market developing and which are the main projects to be undertaken in the Nordic capitals?

**Moderator:** Nona Atoyan, Associate Development Director, Citygrove Securities

## SELECTED SPEAKERS:



**Nona  
Atoyan**



**Håvard  
Bjorå**



**Peter  
Helfrich**



**Åsa  
Norrie**



**Anna  
Persson**



**Max  
Barclay**

### 09.00 Investing in the Nordics – International investor panel (In cooperation with PropertyEU)

When pondering investment in a regional market, it is important to gain insights into the different market elements and functionalities. Who better to give these insights than those who are already active, have invested and done their due diligence? A panel of international investors shares their experiences with doing investment in the Nordics.

**Co-chairman:** Richard Betts, Publisher, PropertyEU

Max Barclay, Head of Advisory, Newsec

Peter Helfrich, Region Head North West Europe, Patrizia

Eva Granlund, Head of Nordic Real Estate Investment, Schroders

Ingemar Rindstig, Leader Real Estate Nordics, EY

### 10.00 Coffee and time for networking\*

### 11.00 Still going strong – the Swedish direct market

Although intensity has declined slightly, the Swedish market remains strong, in terms both of transactions and leasing, and international investors are lining up to invest in the region. Which locations and segments are most attractive at present and where will "tomorrow's" upside be found? Are there any new regulations on the horizon, that need to be taken into account.

Mikael Söderlundh, Head of Research, Partner, Pangea Property Partners

Erika Åslund, Partner, Cederquist

Anna Persson, Partner, Svalner

Dan Sandstedt, Head of Capital Markets, Newsec Advisory in Sweden

**12.00 Lunch and time for networking\***

**13.30 Five capitals – one market?**

As pillars of the region, the five Nordic capitals reflect well the underlying economies and the regional property markets. What do the five cities have in common, why have they been so successful in navigating and benefiting from shifts in economic trends and how is the outlook going forward? Welcome to a tour of the Nordics, followed by a panel consisting of investors with an outside perspective.

Håvard Bjorå, FRICS, Head of Research Nordics, Cushman & Wakefield

Marcel Kokkeel, CEO, Citycon

Åsa Norrie, Senior Director Global Strategic Alliances, Aberdeen SLI

Justin O'Connor, CEO, Savills IM

**End of seminar**

**14.30 Afternoon coffee and time for networking\***

\*Kommunicate, Framtidsforum and Mötesplats Stockholm take place during the breaks and lunch.

## SPECIAL SESSIONS IN ENGLISH

09.10-09.40 WEDNESDAY

KEY NOTE SESSION

ROOM: A3-A4, LEVEL 5



# A new normal in the global arena?

For the moment the state of the world economy is quite positive, at least in what we call the developed countries. It doesn't really mirror what's happening in the political arena where stories regarding Trump, Kim Jong-Un, Brexit, Putin, expelled ambassadors and so on should make investors think twice. But the somewhat extreme events do not seem to hinder the economic development to any significant extent. Do we have a new normal in the world with a higher tolerance for deviations from what previously was regarded as normal? Some of the risks certainly lie with the names mentioned above, but how worried should we be?



Alasdair Ross, Editor, The Economist

13.30-14.30 THURSDAY

SEMINAR 16 | URBANITY

ROOM: C4, LEVEL 2



# Urban design where people matter most

As cities grow, developers are faced with the same challenges all over the world. How to plan and design our expanding urban areas in a sustainable and liveable way? The urbanist David Sim is the creative director at Ghel, a firm focused on urban design aimed at creating value for both the real estate industry and people living in cities alike. His work takes him all over the globe, recent assignments include the recovery plan for Christchurch, New Zealand, after the 2011 earthquake. In his approach to the subject, people are always the centre of planning and design. How can we develop our cities without sacrificing the citizens' dignity?



David Sim, Partner and Creative Director, Gehl

15.15-16.00 THURSDAY

THEME: METROPOLISATION

ROOM: 27, LEVEL 2



# Metropolisation: How does it affect investment strategy?

As urbanisation increases, big cities tend to grow stronger and more attractive. The term "metropolisation" has been coined, describing how regional and global hubs contribute with increased growth and prosperity, driven by globalisation, the knowledge intensive service economy and digitalisation. Population growth, clusters and prioritised infrastructure are among the main strengths of the metropolises and as productivity grows, so do the gaps between the big cities and the rest of the country. A sector that undeniably benefits from this is of course the city focused property sector that faces an almost insatiable need for modern work and residential spaces. The question, however, is how should the recent trend affect property managers and investors strategy? Should they invest broadly in the emerging metropolises or focus on micro locations? Which asset classes will be winners in the metropolises of the future?



**Moderator:** Billy McCormac, Head of Public Affairs, Prime Weber Shandwick

Souad Cherfouh, European Research Analyst, Aviva Investors

Monica von Schmalensee, Chairman for the council of Sustainable Cities

Josefin Uhnбом, Strategist, Tyréns

Staffan Unge, Head of Sweden, Barings Real Estate

Daniella Waldfogel, Policy Expert, Stockholm Chamber of Commerce

**NORDIC CAPITAL MARKET AND  
PROPERTY INVESTMENT**

# **BUSINESS ARENA** **LONDON 2019**

**23 MAY PARK PLAZA LONDON RIVERBANK**

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know about investing  
in Nordic properties.

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