

ENGLISH *Programme*

AS OF 16 SEPTEMBER 2019

FOR FULL
PROGRAMME SEE
THE SWEDISH
EDITION

BUSINESS ARENA STOCKHOLM 2019

STOCKHOLM WATERFRONT CONGRESS CENTRE | 18-19 SEPTEMBER

BUSINESS | ARENA

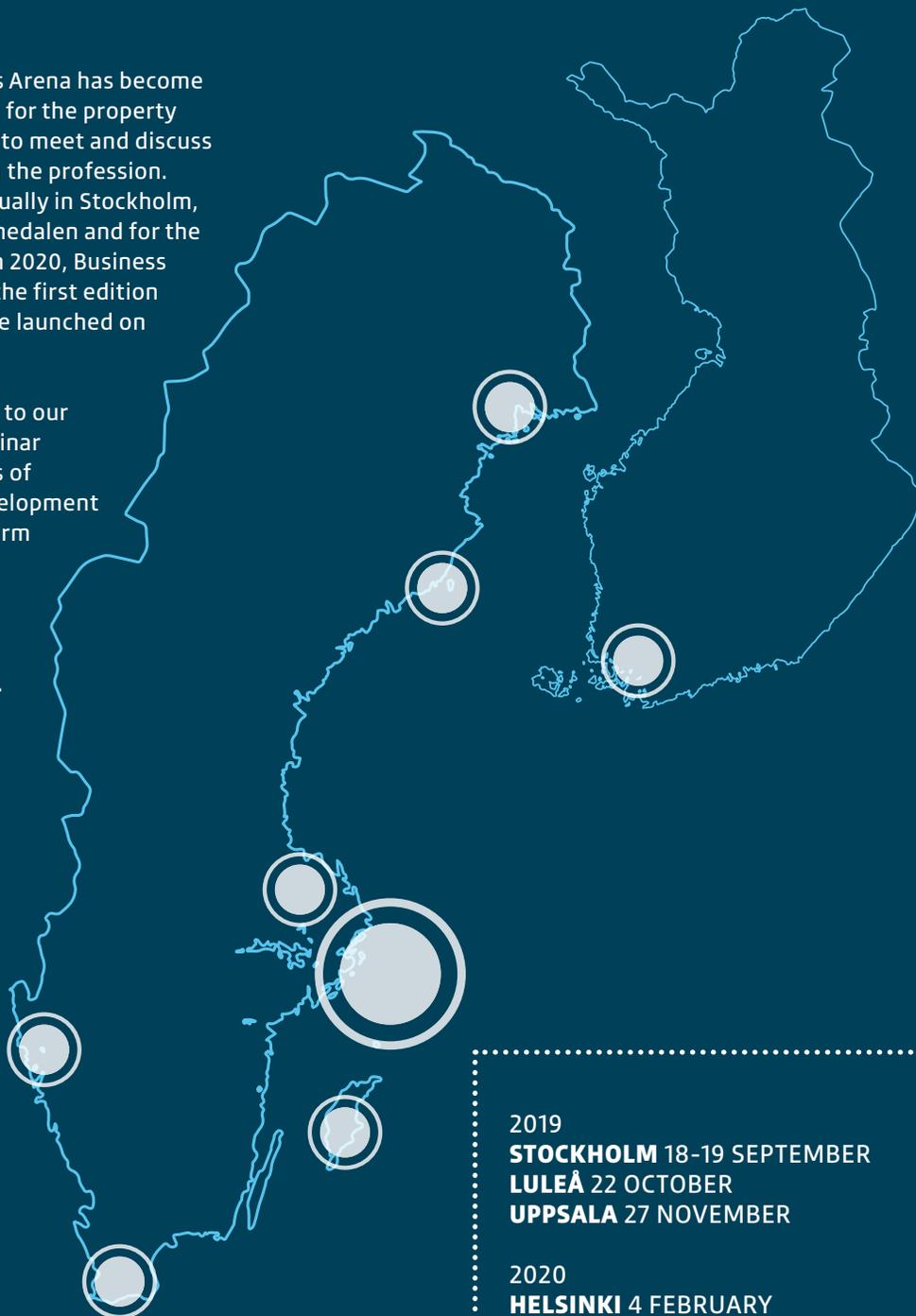
BUSINESS ARENA

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

STOCKHOLM 18-19 SEPTEMBER

LULEÅ 22 OCTOBER

UPPSALA 27 NOVEMBER

2020

HELSINKI 4 FEBRUARY

UMEÅ 18 FEBRUARY

MALMÖ 4 MARCH

GÖTEBORG 28 APRIL

ALMEDALEN WEEK 27

STOCKHOLM 16-17 SEPTEMBER

AGENDA

BUSINESS ARENA STOCKHOLM 2019

WEDNESDAY 18 SEPTEMBER

- 7.30 AM - 9.00 AM** Registration and breakfast
- 9.00 AM - 10.00 AM** Opening sessions
- 10.00 AM - 11.00 AM** Coffee and time for networking
- 11.00 AM - 12.00 AM** Seminars and sessions
- 12.00 AM - 2.00 PM** Lunch and time for networking
- 2.00 PM - 3.00 PM** Seminars and sessions
- 3.00 PM - 4.00 PM** Coffee and time for networking
- 4.00 PM - 5.00 PM** Seminars and sessions
- 5.00 PM** Networking drinks

THURSDAY 19 SEPTEMBER

- 7.30 AM - 9.00 AM** Registration and breakfast
- 9.00 AM - 10.00 AM** Opening session and breakfast seminar
- 10.00 AM - 11.00 AM** Coffee and time for networking
AFA art auction in favour of
Stockholms Stadsmission
- 11.00 AM - 12.00 AM** Seminars and sessions
- 12.00 AM - 1.30 PM** Lunch and time for networking
1.00 PM Award ceremony Framtidsindex
1.10 PM Award ceremony Branschindex
- 1.30 PM - 2.30 PM** Seminars and sessions
Draknästet
- 2.30 PM - 3.15 PM** Coffee and time for networking
- 3.15 PM - 4.00 PM** Seminars and sessions
- 4.00 PM** Networking drinks
4.10 PM Award ceremony Årets Monter
4.20 PM Award ceremony Årets Lounge
4.30 PM AFA presents results of
the art auction

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PARTNERS

BUSINESS ARENA STOCKHOLM 2019

AS OF 16 SEPTEMBER 2019



SEMINAR 4

WEDNESDAY 18 SEPTEMBER | 11.00 AM-5.00 PM

ROOM: 35/36 | LEVEL 3

TOPIC: INVESTOR UPDATE 

Investment in Nordic property markets – a primer

Following up on Business Arena London last May, this Nordic investor update addresses the main topics of interest for international investors pondering property investment in the region. How are the most important macroeconomic variables such as inflation, unemployment and interest rates developing? Are the Nordics a single market or do the five different countries have distinctive different characteristics? What is it like, doing business in the region?

Chair: Jonathan Lye, Director, Auxillium Financial Risk Management



JONATHAN LYE

**SELECTED
SPEAKERS**



PÄR MAGNUSSON



LAS OLSEN

11.00 AM Macroeconomics: The main risks going ahead

When the wealthiest, happiest and generally most prosperous countries in the world are listed, all five Nordic countries consistently rank among the top 30. Political stability combined with stable institutions, transparency and low corruption creates favourable macroeconomic conditions and prosperity. Nevertheless, the most stable economies can also suffer shocks and it is important to be familiar with the weaknesses of markets you intend to invest in. In this session, a leading Nordic economist guides us on a tour of the Nordics, followed by an insightful panel. Which are the main risks going ahead?

Presentation:

Pär Magnusson, Chief Rate Strategist, Swedbank

Panel:

Pär Magnusson, Chief Rate Strategist, Swedbank

Las Olsen, Cheføkonom, Danske Bank

Neal Kilbane, Senior Economist, Oxford Economics

12.00 AM Lunch and time for networking

2.00 PM Five countries – one market?

While the Nordics are five different countries, they all share both history and culture. Yet, there are important differences between countries, both in market composition, the quality of the asset stock and the way of doing business. What do the Nordic markets have in common and in which ways do they differ?

Presentation:

Håvard Bjorå, Head of Research Nordics, Cushman & Wakefield

Panel:

Morten Schultz, CEO, Partner, Keystone Investment Management

Pernilla Arrrud Melin, Head of Real Estate Investments, AMF

James Robson, Managing Director, Hines

3.00 PM Afternoon coffee and time for networking

4.00 PM Do's and don'ts: When in the Nordics...

Everybody knows that when in Rome, you should do like the Romans. Yet, cultural differences are frequently cited as the reason for business deals going south and this is especially true for differences in business culture. What are the main cultural idiosyncrasies of the Nordic business environment? How should investors act and, more importantly, what pitfalls should they avoid? How does Danish business culture differ from Swedish, etc.?

Panel:

Richard Angliss, Consultant, Newsec Properties Asset Management

Kathrine Heiberg, CEO, Reteam Group

Bård Bjølgerud, Managing Partner, Pangea Property Partners

Ulrika Hallengren, CEO, Wihlborgs

Hanna Kaleva, Managing Director, KTI Finland

5.00 PM Business Arena Stockholm networking mingle

SELECTED SPEAKERS



HÅVARD BJORÅ



PERNILLA ARNRUD MELIN



JAMES ROBSON



BÅRD BJØLGERUD



ULRIKA HALLENGREN



HANNA KALEVA

SPECIAL SESSIONS IN ENGLISH 

SEMINAR 6 | WEDNESDAY 18 SEPTEMBER | 11.00 AM | ROOM: C4 | LEVEL 2



JAREK MORAWSKI

Turning challenge into opportunity

The death of retail (retail apocalypse) is not isolated to Sweden. Even in countries like Great Britain, where the markets has previously been dominated by large and well-known department stores, giants are staggering as they have not succeeded in the digital transformation of their business. There are, however, those who stand out, who took an early ride on the digital bandwagon and have been able to benefit from e-commerce. These companies are now experiencing the so-called Halo effect, where a combination of physical and online platforms creates increased profitability. How is the threat from e-commerce best met? How do you create the optimal omni channel platform?

Jarek Morawski, Director Research and Analysis, Grosvenor Europe

SEMINAR 1 | WEDNESDAY 18 SEPTEMBER | 4.00 PM | ROOM: A3/A4 | LEVEL 5



KIYOHICO NISHIMURA

The New Normal: Lessons from Japan

Cost of capital is usually the single biggest cost for a property company. The low interest rates of recent years have therefore been a veritable godsend for the property industry. The question, however, is how long it will last? The Riksbank has made an attempt to raise policy rates but all signs indicate that will be it. How will interest rates develop going forward? Can an insight into the recent economic history of Japan give us a hint of Sweden's future economic history?

Kiyohiko G. Nishimura, Professor Emeritus, University of Tokyo, Senior Professor, National Graduate Institute for Policy Studies (GRIPS)

SEMINAR 9 | WEDNESDAY 18 SEPTEMBER | 4.00 PM | ROOM: 24/25 | LEVEL 2



NIKLAS NOLSØE

A house is a house is a house...

Over the span of a lifetime, the biggest part of our carbon footprint is generated by the construction process and the materials we use. Hence, we can achieve great benefits when designing our properties. Reusing and recycling materials may therefore be an excellent way of achieving a circular construction process. What can we do to make the entire process circular? Danish Lendager Group views the circular economy as a central feature of the cities of the future and the business models that emerge in the shift towards the future city.

Niklas Nolsøe, Senior Project Lead in UP, Lendager Group

SEMINAR 8 | WEDNESDAY 18 SEPTEMBER | 4.00 PM | ROOM: 38 | LEVEL 3



XANDER VERMEULEN
WINDSANT

What is good architecture?

In the midst of all discussion about the business cycle, housing shortage and construction prices, one often comes back to a discussion about quality versus quantity. This settles on the eternal question – what is good architecture? There is probably no single answer – but perhaps we are approaching an answer if we look more closely at individual projects that have tested boundaries in different ways. One such is the redevelopment of De flat in dutch Kleiburg outside Amsterdam. The huge 70s complex were going to be demolished, but instead it was sold for 1 euro. The result? A renowned renovation project, which among other things was rewarded with the Mies van der Rohe Prize 2017.

Presentation:

Xander Vermeulen Windsant, Owner, XVW Architectuur

Panel:

Sanna Hederus, Architect , Owner, Kod Arkitekter

Jonas Lindström, PhD, Senior Lecturer, Södertörn University

Karin Lundgren, Urban Planner, Spacescape

Akira Shimizu, Vice President, Head of Nordics, Pembroke



AKIRA SHIMIZU



FOTO: MÅNS BERG

SANNA HEDERUS



JONAS LINDSTRÖM



KARIN LUNDGREN

SEMINAR 13
THURSDAY 19 SEPTEMBER | 9.00 AM-2.30 PM
ROOM: 35/36 | LEVEL 3

TOPIC: INVESTOR UPDATE 

Market trends in the Nordic property markets

Following up on Business Arena London last May, this Nordic investor update addresses the main topics of interest for international investors pondering property investment in the region. What advice do investors already active in the region give, which are the main trends in the indirect markets vis-a-vis the direct markets in the region?

Moderator: Nona Atoyan, Associate Director, Business Development, Citigrove Securities



NONA ATOYAN

SELECTED SPEAKERS



MAX BARCLAY



JAMES ROBSON

9.00 AM Investing in the Nordics – International investor panel

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 investing in the Nordics.

Co-chair:

Max Barclay, Head of Advisory, Newsec

Speakers:

James Robson, Managing Director, Hines

Jarek Morawski, Director Research and Analysis, Grosvenor Europe

10.00 AM Coffee and time for networking

11.00 AM 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? Can we expect any new companies being floated or will we see further structural deals with listed companies being overtaken?

Xiaoxiao Fu, Senior Analyst, Centersquare
 Tobias Kaj, Analyst, ABG Sundal Collier
 Sven Dahlin, Partner, Nordanö

11.30 AM 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?

Birgitta Leijon, Head of Nordics, Helaba
 Pontus Sundin, CEO, Brunswick Real Estate Capital
 Magnus Richardsson, Head of Commercial Real Estate, Nordea
 Elias Selbing Burell, Vice President, BNP Paribas

12.00 AM Lunch and time for networking

1.30 PM Transactions in the Nordic market – an overview

In recent years, there has been an increasing interest from international, institutional and private investors, to invest in Nordic property markets. In this session, we summarize the main trends of property investments in the Nordic markets over the past 18 months. Furthermore, foreign investors who have invested in the region share their investment rationale. What are the main trends, which asset classes are most popular and which cities and locations do investors prefer?

Amanda Welander, Head of Research, CBRE
 Håkon Styrvold, Head of Capital Markets, Partner, Newsec Advisory in Norway
 Carsten Gørtz Petersen, Partner, Colliers Denmark
 Sven Dahlin, Partner, Nordanö

2.30 PM End of seminar, afternoon coffee and time for networking

4.00 PM Business Arena Stockholm networking mingle

SELECTED SPEAKERS



XIAOXIAO FU



PONTUS SUNDIN



BIRGITTA LEIJON



ELIAS SELBING BURELL



AMANDA WELANDER



HÅKON STYRVOLD

SPECIAL SESSIONS IN ENGLISH 

SEMINAR 10 | THURSDAY 19 SEPTEMBER | 11.00 AM | ROOM: A3/A4 | LEVEL 5



BRUCE DEAR

The Rise of China

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. All of the above has given rise to reactions and one of those is the trade war. Welcome to an in-depth presentation explaining the above topics and their effect on global and local property markets.

Bruce Dear, Partner, Eversheds Sutherland

SEMINAR 15 | THURSDAY 19 SEPTEMBER | 11.00 AM | ROOM: 27 | LEVEL 2



RAHEL BELATCHEW

Stockholm in my (international) heart

Housing and offices, or rather the lack of them, have for several years dominated the debate on the growth of Stockholm – where many believe that the housing shortage acts as an obstacle. At the same time, the region manages to produce so-called unicorns at a rate that places us as number one in the world per capita. The picture is somewhat difficult to get together. During this session, we look at the region from outside. How do you view the Stockholm region as an outsider – and what can we learn by looking outward?

Presentation:

Billy McCormac, Group Director, Public Affairs, Prime Group

Panel:

Rahel Belatchew, Founder, Belatchew Arkitekter

Dennis Wedin, Vice Mayor of Housing and Real Estate (M), City of Stockholm

SEMINAR 12 | THURSDAY 19 SEPTEMBER | 1.30 PM | ROOM: A2 | LEVEL 5



FOTO: KLAS VYHNALEK

OONA STRATHERN

Living large or living smart?

When more and more people are excluded from the housing market, the time may be right to add some pieces to the housing puzzle. Abroad we see investments within shared homes, co-living and long stay hotels, solutions that are intended for those with a smaller wallet and the mobile individual alike. Among those; students, researchers and travellers in need of temporary accommodations. This implies new possibilities for investors but also a variety of new solutions and environments where the operator has a bigger role to play. What are the prevailing trends when it comes to the shared and flexible living of the future.

Presentation:

Oona Strathern, Trend & Future Consultant, Writer, Speaker, ZukunftsInstitut

Panel:

Oona Strathern, Trend & Future Consultant, Writer, Speaker, ZukunftsInstitut
 Milad Barosen, Co-Founder, Allihoop
 Morgane Oléron, Co-living Community Designer, Colive



MILAD BAROSEN



MORGANE OLÉRON

SEMINAR 10 | THURSDAY 19 SEPTEMBER | 3.15 PM | ROOM: A3/A4 | LEVEL 5



ANDREA CARPENTER

The rise and fall of the European Real Estate industry

When the financial crisis hit in 2007/2008, the European property industry suffered severely. The market had developed rapidly from the mid-1990's but not without weaknesses. Which were the biggest mistakes when moving the property market from being local to a global market and what have we learnt from them? Welcome to a tour guided by the author of High Rise and Fall: The Making of the European Real Estate Industry.

Andrea Carpenter, Director, Women Talk Real Estate

INFO

Date and location

18-19 september 2019
Stockholm Waterfront Congress Centre
Nils Ericsons plan 4
S-111 64 Stockholm, Sweden
www.stockholmwaterfront.com

Meetingpoint

As a partner, you are welcome to enrich your attendance by booking a private conference room. The rooms are located at Stockholm Waterfront Congress Centre and can be booked for 45 minute sessions between 8.00 AM–5.00 PM.

Meeting room reservations

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Web

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Tickets are collected at the venue. We reserve the right to alterations in the programme if necessary and close sessions that get filled to capacity.

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