

2017 Program

Wind of change....

At the 2017 NHC Conference the conventional will be challenged. New market conditions, changing strategies from the major operators, untested investment models, the entry of new operators and segments to challenge the norm – are these indicators that the Nordic hotel investment market is at the verge of change and new ways of creating superior value and returns can be identified? Does the Nordic hotel market have a lot to learn?

08:25	Coffee and Registration Radisson Blu Scandinavia Hotel Address: Amager Blvd. 70, 2300 Copenhagen
08:55	Welcome to NHC Conference 2017 Speaker: Christian Kielgast – Partner, Nordic Hotel Consulting
09:00	State of the Union - a 360° view With a 360° view on the changing geopolitical factors, shifts in global demand patterns, hotel market performance in a broader European context the stage will be set for how the world around us is changing and how we can expect the Nordics to be impacted. Speakers: Nicolas Mayer – Partner, PwC
09:25	State of the Union – the Nordic Perspective We take the current temperature on the Nordic hotel market. How are the markets performing? What segments are growing and changing? Are there any major shifts in demand patterns? And how are the levels of development and investment activity? Speaker: Emil Lindvang Bentsen – Hotel Consultant, NHC Arild Hovland – Senior Vice President Business Development, Rezidor Hotel Group
09:45	Hot Chair – Battle of the Giants How are the dominating pan-Nordic operators adapting to changing market conditions? How are new strategies formed? How do they respond to the entry of new players with new and fresh concepts? And how do they intent to win the battle for Nordic dominance? Speakers: Frank Fiskers – President & CEO, Scandic Hotels Torgeir Silseth – CEO, Nordic Choice Moderator: Katia Østergaard – CEO, HORESTA
10.35	Coffee and Networking

11.20	<p>New Operators and Segments - Vol I - Extended Stay</p> <p>In two separate panels we look at underdeveloped segments in the Nordics. Do they represent a clear opportunity to drive increased value? How do these segments approach challenges such as high labor and distribution costs? Compete with other real estate segments or integrate with these? In the first of the two panels, the extended stay segment will be explored with both the operator and investor view from leading industry players.</p> <p>Speakers: Lisa Neubüser – Global Rollout, Zoku International Hans-Peter Hermann – Director – Asset Management, Invesco Real Estate Tom Walsh – CEO, Staycity Riikka Moreau – Senior Manager – Business Development, Citadines Johannes Kangas – CEO, Forenom Oy Moderator: Terence Baker – Senior reporter, Hotel News Now</p>
12.10	<p>2017 NHC-Conference Award Ceremony</p> <p>The announcement of the 2017 winner will be preceded by a 5min. Q&Q session with 2016 award recipient Peter Tengström – CEO, Midstar.</p>
12.30	<p>Standing Lunch and Networking</p>
13.45	<p>Hot Chair</p> <p>Intensive Q&A session with the 2017 award winner</p>
14.15	<p>New Investment Approach</p> <p>What can the Nordic market, if anything, learn from international players in terms of creating superior investment value? The panel of leading international investors will discuss new investment and finance models and how relevant and feasible the application is in the Nordics and what obstacles exist.</p> <p>Speakers: Aksel Lundquist – Director, Brunswick Real Estate Anders Braks – CEO & Owner, EVENT Hotels Martin Edsinger – Senior Vice President, KSL Capital Partners Moderator: Christian Kielgast – Partner, Nordic Hotel Consulting</p>
15.15	<p>Coffee and Networking</p>
15.45	<p>New Operators and Segments – Vol II – Affordable Luxury and Disruptive Economy</p> <p>How are new operators competing with the big established players? How is disruption turned into higher real estate returns? How is the use of space and revenue and profit generation optimized? In the second volume of new operators and segments we will look at the affordable luxury and disruptive economy segment with trendsetting new operators and the active investors.</p> <p>Speakers: Isabell Hajdukiewicz – Director of Development, Ruby Hotels Robert van der Graaf – Senior Director Business Development, The Rezidor Hotel Group Douglas Waibel – Associate Director, PATRIZIA Meindert Jan Tjoeng – Director of Development & Investment, citizenM Moderator: Terence Baker – Senior reporter, Hotel News Now</p>
16.35	<p>Closing Remarks</p> <p>Networking, Wine and Snacks At Radisson Blu Scandinavia Sky Lounge</p>