



PROGRAM

City representatives will offer overviews and insights into their respective capitals; Copenhagen, Helsinki, Oslo, Reykjavik and Stockholm. What characterizes the cities as destinations, what are their commercial profiles and strengths, where are the up and coming development areas, what are the latest news on infrastructural developments etc. Special focus is given to tourism, the current hotel market profile, and what is in the pipeline.

15.30	Copenhagen City Presentation <i>Kim Fønss-Lundberg - Senior Investor Development Manager, Copenhagen Capacity</i>
15.50	Helsinki City Presentation <i>Hanna Lankinen - Head of Business Development, Finpro</i>
16.10	Oslo City Presentation <i>Annie Kristi Korsmo - Director of Conventions, Visit Oslo</i>
16.30	Coffee & Networking
16.45	Reykjavik City Presentation <i>Áshildur Bragadóttir - Director, Visit Reykjavik</i> <i>Hrólfur Jonsson - Director - Property Management & Econ. Development, Visit Reykjavik</i>
17.05	Stockholm City Presentation <i>Anna Gissler - CEO, Invest Stockholm</i>
18.00	NHC-Conference 2017 Reception <i>Location:</i> <i>Restaurant Julian - National Museum</i> <i>Ny Vestergade 10, 1220 Copenhagen</i>

NHC 2017 Conference

31 May 2017 in Copenhagen



The leading
Nordic hotel
investment and
development
conference

SPEAKERS



Anna Gissler – CEO, Invest Stockholm

Anna Gissler, CEO, Invest Stockholm since October 2008. Invest Stockholm is the official Investment Promotion Agency in Stockholm. Our service includes matching investors with opportunities, and providing advice and practical assistance, free of charge, in setting up and expanding a business in Stockholm. Anna has been working within the City of Stockholm since 2001. She started as a political secretary to the former Mayor and after that a carrier in different companies in the City of Stockholm.



Annie Kristi Korsmo – Director of Conventions, Visit Oslo

A Norwegian with over 20 years' experience in the International travel and meeting industry. University BSc Degree in Hospitality Management from Plymouth University. Annie has worked several years in the hotel industry, before her current position at VisitOSLO. She is deeply involved in getting more business to Oslo, and takes part in many major events and projects around the world to promote Oslo as an international destination. She is head of department leading a team targeting the congress sector where the aim is increasing Oslo's share of the global congress market. As an active member of IAEE, ICCA and MPI, she has a broad experience within the industry.



Áshildur Bragadóttir – Director, Visit Reykjavik

Visit Reykjavik is the capital region's tourism organization which works to promote and develop business and holiday tourism in the capital region in the benefit of public interest. Áshildur has a BA degree in Political Science and a MSc degree in Strategic Management from the University of Iceland. Previously, she was a PR and Marketing Director at the Faculty of Business Administration at the University of Iceland, Marketing Director at Landsbankinn, and a Managing Director of Visit Kópavogur, the second largest city of Iceland.



Hanna Lankinen – Head of Business Development, Invest Finland

For the past 15 years, Hanna's professional career has been all about the internationalization of companies. Recently, Hanna has helped several international companies in the cleantech, retail and tourism sectors to evaluate the Finnish market and set up their local activities. Hanna holds a Master's Degree in Business Law. Invest in Finland assists international companies in finding business opportunities and provides information and guidance to establish a business in Finland.



Hrólfur Jonsson – Director – Property Management & Econ. Development, Visit Reykjavik

The office promotes Reykjavik as a business location and assists local and international companies which are considering locating or expanding in Reykjavik to reach their business objectives. Hrólfur Jónsson is educated as an engineer from the University of Reykjavik and the University of Lund in Sweden. He also studied for a year at DTU in Copenhagen. He is a former Fire Executive Chief in Reykjavik, and a City Engineer in Reykjavik. Hrólfur has been in his current position for the last four years.



Kim Fønss-Lundberg – Senior Investment Development Manager, Copenhagen Capacity

Senior Investor Development Manager Kim Fønss-Lundberg has been working for the last 18 years for Copenhagen Capacity with attracting foreign companies and retaining them in Greater Copenhagen. Copenhagen Capacity is the regional inwards investment agency for Greater Copenhagen who helps foreign owned companies find and evaluate business opportunities and help them establish in the region. Kim holds a Master Degree in Business Administration and a degree as a Real-estate agent. He has previously held positions in private businesses in Denmark as well as in the United Kingdom, Saudi Arabia and Poland.