



## 2018 PROGRAM

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### WEDNESDAY, 23 MAY - PRE-CONFERENCE PROGRAM

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14.00 – **Nordic market performance and update**

16.00 In-depth presentation and workshop on performance in the Nordic markets, supply/demand trends, new projects pipeline and transaction activity.

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16.00 – **Hotel tour**

18.00 Visit to some of Copenhagen's newest hotel concepts

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18.00 – **NHC Conference - Networking reception**

20.00 Cocktails and networking

Venue:

*Nobis Hotel Copenhagen*

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THURSDAY, 24 MAY

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8.25 **NHC Conference Registration & Coffee**

Radisson Blu Scandinavia Hotel

Address: Amager Blvd. 70, 2300 Copenhagen

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8.55 **Welcome to NHC Conference 2018**

*Christian Kielgast - Partner, Nordic Hotel Consulting*

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9.00 **State of the union - A 360° view**

A 360° view on changing geopolitical factors, shifts in global demand patterns, hotel market performance in a European context, what segments are growing, investment and development activity.

Speaker:

*Nikola Reid - Director and Head of Hospitality Advisory in UK, Deloitte*

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9.20 **Hot Chair - View from the top**

What are the major challenges facing the local giant Nordic Choice and the international giant Marriott? What is being done to drive value and prepare for the next cycle, and what strategies are they pursuing to secure their market position?

Speakers:

*Torgeir Silseth - CEO, Nordic Choice Hotels*

*Carlton C. Ervin - Chief Development Officer in Europe, Marriott International and The Ritz-Carlton Hotel Company*

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10.00 **Coffee & Networking**

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10.45 **Investment session - The institutional investor**

Transaction levels are at a historic high in the Nordics. Institutional investors have been increasing allocation to hotel real estate significantly. Why have hotels become so interesting? What is the institutional capital looking for and what does it take to make it an attractive investment?

Speakers:

*Frank Hildwein - Head of Hotel Acquisitions and Sales, Deka Immobilien*

*Erik Floorvaag - Head of Hotel Acquisitions, Art-Invest Real Estate*

*Truls Neergaard - Head of Real Estate, Storebrand Asset Management*

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11.30 **Hot Chair Investment - Breaking the conventional**

Q&A with founder of Europe Hotels Private Collection Liran Wizman who will discuss his unique take on creating successful hotels and what he does to drive superior value. From the development of proprietary brands Max Brown and Sir Hotels, his strong focus on F&B and breaking record prices with the W Amsterdam.

Speaker:

*Liran Wizman - Owner and Founder, EHPC and GCH Hotel Group and The Entourage Group*



12.00	<p><b>NHC Conference Award Ceremony</b></p> <p>The 2018 NHC Conference Award Ceremony preceded by a 5 min. Q&amp;A session with 2017 award recipient.</p> <p>Q&amp;A session with 2018 award winner</p>
12.15	<p><b>Standing Lunch &amp; Networking</b></p>
13.30	<p><b>Investment session – The active investor</b></p> <p>What are the active investors doing to achieve high returns in a very active Nordic investment market? Is development and conversions replacing operating assets? Who are some of the new investors and what are they looking for? Are existing players changing strategy and risk profile in the hunt for value?</p> <p>Speakers:  <i>Lambis Pahiyanakis – Director Hotel Group, Barings Real Estate Advisors</i>  <i>Rasmus Nørgaard – Partner and CIO, NREP</i>  <i>Peter Tengström – Partner and Managing Director, Midstar</i></p>
14.10	<p><b>The future outlook of the Nordic hotel investment and development market</b></p>
14.40	<p><b>Coffee &amp; Networking</b></p>
15.25	<p><b>Development hard talk</b></p> <p>The development pipeline is heating up in the Nordics. What are two of the dominant operators doing to close new deals and what products are they pushing? How will they drive higher prices and more revenue to outperform the market?</p> <p>Speakers:  <i>Elie Younes – Executive Vice President and Chief Development Officer, Radisson Hotel Group</i>  <i>Jesper Engman – Vice President Business Development, Scandic Hotels</i></p>
16.05	<p><b>Future trends – what is shaping the industry in the years to come</b></p> <p>What products and services will be in demand and what will drive value? How can hotels differentiate themselves and who will be successful? What will the guests want and how should hotels be developed to meet guest requirements?</p> <p>Speakers:  <i>Johannes Torpe – Founder, Johannes Torpe Studios</i>  <i>Keith Evans – Senior Vice President of Hotel Acquisitions, Starwood Capital Group</i>  <i>Pieter van Tilburg – Founder, CityHub</i></p>
16.45	<p><b>Closing Remarks</b></p>
17.00	<p><b>Networking, Wine &amp; Snacks</b></p> <p>At Radisson Blu Scandinavia Sky Lounge</p>