

2018 Program

At the 2018 NHC Conference, we zoom in on the growing development and investment interest in the Nordics; what is driving this and is the growth sustainable? At a time where the performance cycle seems to be rapidly heading towards a peak, how can new value be generated out of hotel assets? Some of the most creative and innovative industry leaders will discuss their unique take on this.

*Please note: Last minute changes regarding speakers and moderators may occur.
For a completely updated program, please check our website, www.nhc-conference.com*

08:25 **Coffee and Registration**
Radisson Blu Scandinavia Hotel
Address: Amager Blvd. 70, 2300 Copenhagen

08:55 **Welcome to the NHC Conference 2018**
by **Christian Kielgast** – Partner, Nordic Hotel Consulting

09:00 **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 developmental activity.
Speaker: Nikola Reid – Director and Head of Hospitality Advisory in UK, Deloitte

09:20 **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
Moderator: Frank Fiskers

10:00 **Coffee and Registration**

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 Florvaag – Head of Hotel Acquisitions, Art-Invest Real Estate
Truls Neergaard – Head of Real Estate, Storebrand Asset Management
Moderator: Frank Fiskers

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 to 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
Moderator: Christian Kielgast

12:00 **NHC Conference Award Ceremony**
The 2018 NHC Conference Award Ceremony and a Q&A session with the award winner, preceded by a 5-minute Q&A session with the 2017 award recipient.
Moderator: Christian Kielgast

12:15 **Standing Lunch and Networking**

13:30 **Investment Session - the active investor**
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?

Speakers:

Lambis Pahiannakis – Director Hotel Group, Barings Real Estate Advisors

Rasmus Nørgaard – Partner and CIO, NREP

Peter Tengström – Partner and Managing Director, Midstar

Moderator: Christian Kielgast

14:10 **The Future Outlook of the Nordic Hotel Investment and Development Market**
An interactive session where the audience will be engaged and industry leaders put on the spot.
Moderators: Frank Fiskers and Demian Hodari

14:40 **Coffee and Networking**

15:25 **Development Hard Talk**
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?

Speakers:

Elie Younes – Executive Vice President and Chief Development Officer, Radisson Hotel Group

Jesper Engman – Vice President Business Development, Scandic Hotels

Moderator: Frank Fiskers

16:05 **Future Trends - what is shaping the industry in the years to come?**
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 guests want and how should hotels be developed to meet guest requirements? What hotel products represent attractive investment opportunities? And what does the guest want?

Speakers:

Johannes Torpe – Founder, Johannes Torpe Studios

Keith Evans – Senior Vice President of Hotel Acquisitions, Starwood Capital Group

Pieter van Tilburg – Founder, CityHub

Moderator: Demian Hodari

16:45 **Closing Remarks**
Moderators: Demian Hodari, Frank Fiskers and Christian Kielgast

17:00 **Networking, Wine and Snacks**
At the Radisson Blu Sky Lounge