

Belgian and Dutch Cities: Collaborating to Compete Successfully

Innovation and Social Inclusion Imperatives

28 November, 2016 | Theatre Amsterdam, Danzigerkade 5, Amsterdam

This event brings together leaders from the public and private sectors to discuss how Belgian and Dutch cities can work together to become more competitive on a global scale. It provides a forum for experts to exchange best practices and inspiring ideas on creating cities where people want to live, work, and play. Furthermore, it offers an opportunity to strengthen and expand existing partnerships between cities in Belgium and the Netherlands.

The world is urbanising rapidly. More and more people are moving to cities, and businesses are relocating back to urban areas. At the same time, real estate investors are almost exclusively focused on deploying capital in a limited number of cities, and the competition for investment is global. While the biggest growth is expected in large, rapidly urbanising countries such as China and India, European cities can still compete by collaborating and specialising.

Key success factors for European cities to compete on a global scale include:

- **Technology & Innovation:** Many cities are transforming from an industrial economy to an innovation economy to diversify their local economy and attract jobs. The innovation economy is evolving, growing, and urbanising exponentially. The world's 1,000 biggest spending firms on research and development (R&D) now spend over €1 billion a day to gain an innovation edge, and many of them are moving to the inner city, to maximise their scale and reach. At the same time, disruptive technologies including mobile connectivity, the internet of things, and 3D printing are attracting trillions of dollars of investment and increasing the power of agile, small companies to thrive.

Mega disruptors are feeding the growth of this new economy. Big data, digitisation, the sharing economy, and the global war for talent are all transforming how people and companies work and think. This disruption is driving more variety, volume, and quality, unsettling old business models and forcing down barriers to entrepreneurship. Critically, these disruptors are also changing the patterns of demand for workplaces, buildings, urban districts, and even for cities themselves.

- **Social Inclusion:** The most successful cities are those that have embedded social inclusion in their economic and urban development strategies. This can be achieved by applying principles of good density, mixing population groups (by age, income, and origin), and having policies in place to integrate migrants in their communities, supported by active involvement of the civic society.
- **Effective Densification:** As population growth continues and the world urbanises, and as new cities emerge and older cities are re-populated, we face the challenging question of how to accommodate more people. For some countries, this is dealt with by creating new cities, or by



allowing existing cities to sprawl. But for the majority who think carefully about how to support population growth, the preferred choice is well managed and well serviced densification.

This has natural advantages: densifying cities can accommodate population growth within a contained environmental footprint; they can enjoy better connectivity, amenities, open spaces, and social interaction, and they become more productive and liveable and spawn innovation. Density is a way to have better cities and to provide for all the extra people.

- **Infrastructure:** Extensive and reliable hard infrastructure systems are the foundations of competitive advantage in globalised economies that rely on point-to-point movement of goods and people within and between regions. In terms of transport; rail links, roads, ports, and air links provide workers with access to jobs and enable businesses and entrepreneurs to bring their goods and services to market. Reliable electricity networks and digital and telecommunications infrastructure also provide the platform for companies to conduct operations and share information with confidence.

Competitive cities have high rates of infrastructure investment and coverage, but also look to create robust long-term infrastructure portfolios, speed up approval processes, and encourage better coordination of decisions regarding infrastructure and other public services. When these ingredients are missing, cities can become congested and certainty for investors diminishes.

Speakers

Prof. Pieter Ballon

Director imec-SMIT, Vrije Universiteit Brussel



Prof. Pieter Ballon is the Director of the research group SMIT (Studies on Media, Information and Telecommunications). He was appointed the first Brussels Smart City Ambassador and is also the International Secretary of the European Network of Living Labs.

Prof. Ballon holds a PhD in Communication Sciences and an MA in Modern History. Since 2009 he has taught Communication Sciences at the VUB (Free University of Brussels). His expertise lies in the Smart City area for both Brussels and the Flanders Region, about which he has recently published the book *Smart Cities: hoe technologie onze steden leefbaar houdt en slimmer maakt*.

Chris Choa

Principal, AECOM



A native New Yorker, Chris Choa is based in London and leads the urban development practice for AECOM. He speaks frequently about the comparative advantages of cities, and works with city and national governments to develop regional-scale strategies.

A graduate of both Harvard and Yale, Choa serves on the UK executive board of the Urban Land Institute, and is on the external advisory board for the Sustainable Urban Development program at Oxford. He is an appointed member of the Mayor of London's Infrastructure Delivery Board.

Prof. Greg Clark CBE

ULI Europe Senior Fellow



Prof. Greg Clark is ULI Europe's Senior Fellow and leads the Institute's research on the interplay of cities, investors and occupiers, and urban development. In addition to his work for ULI he is also Chairman, OECD LEED Forum on Local Development and Investment Strategies; Global Fellow, Metropolitan Programme / Global Cities Initiative, Brookings Institution; Chairman, JLL Global Research Centre on Cities; and Visiting Professor and Co-Chairman of the Advisory Board, City Leadership Initiative, University College London.

Clark was trained as an economist, a social and political scientist, and a city and regional planner at Cambridge University, UK and Columbia University, New York as a Harkness Fellow. He is the author of 10 books and numerous reports and papers on cities and business development issues, and has won various international prizes for his work.

Pieter De Crem
Secretary of State for Foreign Trade, Belgium



Pieter De Crem has served as the Belgian Secretary of State for Foreign Trade since October 2014.

Previously, De Crem was the Belgian Minister of Defence. In this role, he reformed the Belgian Armed Forces with a focus on increasing its participation in peace operations. He has also served as the Mayor of Aalter, and has extensive political experience in both the House of Representatives and the Cabinet.

De Crem holds a Master's degree in Romanic philology from the KUL (Katholieke Universiteit Leuven) and in international and European Law from the VUB (Vrije Universiteit Brussel).

Lisette van Doorn
Chief Executive, ULI Europe



Lisette van Doorn was appointed chief executive of ULI's European operations in January 2015.

Van Doorn joined ULI from LIRE, her own consultancy business, which advises international institutional real estate investors and fund managers on strategy, organisational optimisation and portfolio structuring. Prior to this, van Doorn was country manager for CBRE Global Investors where she managed a €1.6bn portfolio of assets in Italy and fund manager of two shopping centre funds (€ 1.3 billion) with assets in Spain, Portugal and Italy.

Before joining CBRE Global Investors, van Doorn was founding chief executive for INREV, the European association for Investors in Non-Listed Real Estate Vehicles for four and a half years. Van Doorn started her career at ING Investment Management, where she held account manager and assistant controller positions before being made managing director of research & strategy for ING Real Estate Investment Management Europe.

Marnix Galle
Executive Chairman of the Board, Immobel | Chair, ULI Belgium



Galle began his professional career at Cegos Belgium in 1987 as a consultant and made his first steps in real estate in 1989 (family portfolio) until 2002. He is currently the Executive Chairman of the Board of Immobel, one of Belgium's leading real estate developers. He also serves as the ULI Belgium Chairman.

Having completed his schooling in the United States, Galle also completed a Bachelor's Degree in arts & sciences with economics as a major and law as a minor at Tulane University (New Orleans, Louisiana).

Carolien Gehrels

European Director, Big Urban Client (BUC) programme, Arcadis



Carolien Gehrels joined Arcadis in 2014, where she is the European Director for the Big Urban Clients programme in Continental Europe and the city executive for Amsterdam and Rotterdam.

Previously, Gehrels served as a consultant for federal entities and municipalities for the management consultancy company Berenschot and as Director of Berenschot Communications. In that role, she led the international city marketing programs for Amsterdam and Maastricht and coined and promoted the “I Amsterdam” strategy that is still successful.

From 2006-2014, Gehrels was an alderman and Deputy Mayor for the City of Amsterdam. Her portfolio included economic affairs, art and culture, local media, participation, monuments, infrastructure and water, business, competition and purchasing.

Gehrels is a member of the Supervisory Board of TU Delft and Bouwinvest, and works in music education as chair of “Meer Muziek in de Klas” of which Queen Máxima is the honorary Chair. She has a degree in the Dutch language from Groningen University, with a specialisation in organisational communications.

Ian Mulcahey

Managing Director and Principal, Gensler



As Managing Director at Gensler, Mulcahey oversees projects across the UK., Europe and the Middle East, bringing a deep understanding of the various political, commercial and social drivers that influence planning delivery. Most recently, he has been at the forefront of the national debate on the future of aviation in the UK with the London Britannia Airport project.

A regular speaker and panellist both in the UK and at global property conferences, Mulcahey is often called upon to help define the future direction of urban growth and transformation. He studied at the University of Westminster, earning a Diploma in Urban Planning Implementation and B.A. (Hons) in Urban Planning Studies.

Kajsa Ollongren

Deputy Mayor and Alderman to the City of Amsterdam



Kajsa Ollongren's career in The Hague spans more than two decades, during which she worked for a number of ministers and prime ministers. Most recently she served as Secretary-General at the Ministry of General Affairs, the Dutch equivalent of the Cabinet Office and the Prime Ministers' Office.

Ollongren started her career at the Ministry of Economic Affairs in The Hague in 1992. She attended the Ecole Nationale d'Administration in Paris (promotion Valmy 1996-1998).

Peter Savelberg
Managing Director, TristateCity



Peter Savelberg is managing Director of TristateCity, an initiative of the business community for the Netherlands and supported by VNO-NCW, the IVBN, and some 10 corporate sponsors. TristateCity presents the Netherlands as a large, green megacity that can compete with 60 other urban power centres.

Savelberg studied engineering and architecture at the TU-Eindhoven and obtained his Masters of Real Estate at the University of Amsterdam. He worked for 10 years in various management and executive positions at KPN and TNT Post Group and has been in business since 2000.

Rudi Vervoort
Minister President of Brussels Capital Region



Since he arrived at the head of the government of the Brussels-Capital region in May 2013, Rudi Vervoort has given new impetus to governmental action.

Vervoort's major areas of focus are demographic challenges, urban development, the improvement of the employment rate for the city's inhabitants, the development of multimodal mobility, the construction and renovation of housing units, and the improvement of the region's image in Belgium and abroad.

Bob van der Zande
Director of Residential Markets, City of Amsterdam | Chair, ULI Netherlands



Bob van der Zande has been the Director of Residential Markets for the City of Amsterdam since 2009. He is responsible for the residential programmes of the City and the Metropolitan Region. In this role, he seeks new markets and new investors to speed up housing production.

Van der Zande started his career as urban planner and has worked in the field of city and community development since 1978.

About ULI

The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the institute has nearly 40,000 members worldwide representing all aspects of land use and development disciplines.

To learn more, please visit europe.uli.org and follow [@ULIEurope](https://twitter.com/ULIEurope) on Twitter.

Press Contacts

Peter Walker

Vice President, Strategic Communications

Peter.walker@uli.org

Catherine Gregory

Strategic Communications Manager, Europe

Catherine.gregory@uli.org