



**Urban Land
Institute**

ULI Netherlands Annual Conference

Thriving Urbanity

**How to create the social and physical
infrastructure to achieve and sustain it**

23 May 2018 | Stedelijk Museum, Amsterdam

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The Urban Land Institute is a global, member-driven organisation comprising more than 40,000 real estate and urban development professionals dedicated to advancing the Institute's mission of providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide.

ULI's interdisciplinary membership represents all aspects of the industry, including developers, property owners, investors, architects, urban planners, public officials, real estate brokers, appraisers, attorneys, engineers, financiers, and academics. Established in 1936, the Institute has a presence in the Americas, Europe, and Asia Pacific regions, with members in 76 countries.

Welcome

This Spring, we recognize the events of May 1968, when society was rapidly changing and students protested throughout Paris. Their call, for broader voice and participation, opened society to a new generation of engaged citizens, men and women alike. Did this disruption result a better world? Did it create more sustainable cities and help development talent?

Today's disruption can be found in the globalization and technological revolution. The sharing economy is disrupting cities and traditions. Communities are under pressure. International talent is flooding successful cities. Personal and business mobility abounds.

This year's Conference will bring together industry leaders to focus to these issues and the corresponding impacts on city development. We will also honor leadership in (re) development with ULI NL Award. Learn. Network. Enjoy!

Bob van der Zande

Chair, ULI Netherlands
City of Amsterdam

ULI Netherlands Executive Committee

Michiel de Bruine

Bouwinvest

Françoise Dechesne

Multi Netherlands

Loes Driessen

Amvest

Peter Haasbroek

Mecanoo

Bram Harding

Ping Properties

Ronald Huikeshoven

AM

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Waterland Real Estate

Remco Bruijns

ULI Netherlands Coordinator

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Become a Member

Belong to a community committed to exchanging ideas, experiences, and sharing best practices in an atmosphere of trust and open sharing.
More information: uli.org/join or contact europemembership@uli.org

Conference Media Partners



Conference Programme

23 May 2018 | Stedelijk Museum
Museumplein 10, 1071 DJ, Amsterdam

13⁰⁰ **Networking Coffee**
Networking Coffee sponsored by
CBRE Global Investors and Greenberg Traurig



13³⁰ **Welcome & Introductions**
Bob van der Zande, Chair, ULI Netherlands, Director
Residential Markets, City of Amsterdam
Katrina Sichel, Conference Moderator
Joost Vos, Project Architect Renovation & Expansion
Stedelijk Museum / Partner, Benthem Crouwel Architects

13⁴⁵ **Opening Keynote – Far Away is the New Nearby**
Francine Houben, Architect and Urbanist, Mecanoo

14²⁰ **Social Integration**
How do we design and plan a city for social integration?
How do we develop an inclusive, affordable, and sustain-
able city?
Hilde Blank, Managing Director, BVR & Director,
AM Concepts
Hans Meyer, Co-Founder & Managing Director, Zoku

15²⁰ **The Future of Mobility**
City growth, social, economic, and climate change are all
driving the call for new urban transportation solutions.
How will mass transportation look in the future and what
is the role of technology? What investments are needed
and how can new innovative business models benefit and
contribute?
Richard de Cani, Director, Head of UKMEA Planning, ARUP

16⁰⁰ **Coffee Break**
Coffee Break sponsored by JLL and Multi Netherlands



16³⁰ **The Future of Retail**
The retail sector is undergoing a profound period of change
due to the continuing rise of e-commerce and changing
consumer preferences. What is really happening and what
strategies can be successful in urban planning?
Kathrine Heiberg, CEO, reteam group
Josip Kardun, CEO, Multi Corporation

17²⁰ **Closing Keynote**
This closing session addresses the key challenges and
opportunities that cities are facing and how each impacts
urban development and regeneration.
Edward Glaeser, Professor of Economics at Harvard University
Followed by a debate with
Maarten Hajer, Professor of Urban Futures at the University
of Utrecht

18¹⁰ **Conference Close**
Lisette van Doorn, CEO, ULI Europe

18²⁰ **Drinks Reception**
Drinks Reception sponsored by Duravermeer

19¹⁵ - 21³⁰ **Award Ceremony and Dinner**
We will announce the winner of the ULI Netherlands
Leadership Award for Outstanding Urban
(Re)Development.
Award Ceremony and Dinner sponsored by AM

Conference Speakers

Hilde Blank

Managing Director, BVR & Director, AM Concepts
Hilde Blank studied Urban Design and Planning at the Technical University of Delft. Her work ranges from strategic planning to urban design and is often related to future planning and area development. Since 2004, Blank is the CEO and Managing Director of BVR Urban Development Consultants. Since 2017, she is also the head of AM Concepts, a group of urban designers and architects of AM, a leading development corporation of housing estates and district-wide urban centres. Conceiving and developing inspiring and sustainable living environments is what drives the company.



Richard de Cani

Director, Head of UKMEA Planning, ARUP
Richard de Cani leads the planning business for the UKMEA region of ARUP. As a qualified town planner and transport planner, he brings over 24 years' experience of all aspects of planning, particularly those relating to the management and development of transport and infrastructure in cities and urban areas. de Cani started his career at A ARUP rup as a graduate and re-joined in 2016 from Transport for London (TfL) where he spent over 15 years working in a variety of different roles with his most recent as Managing Director of Planning, reporting to the Commissioner of Transport for TfL. In de Cani's most recent role he was responsible for developing the strategic transport plans for London and delivering the transport priorities of the Mayor of London.



Ed Glaeser

Professor of Economics at Harvard University
Edward Glaeser is the Fred and Eleanor Glimp Professor of Economics in the Faculty of Arts and Sciences at Harvard University, where he has taught since 1992. He regularly teaches microeconomics theory and occasionally urban and public economics. He has served as Director of the Taubman Center for State and Local Government and Director of the Rappaport Institute for Greater Boston. Glaeser has published dozens of papers on cities economic growth, law, and economics. In particular, his work has focused on the determinants of city growth and the role of cities as centers of idea transmission. He received his PhD from the University of Chicago in 1992.



Maarten Hajer

Professor of Urban Futures at the University of Utrecht
Maarten Hajer is distinguished professor 'Urban Futures' at the Faculty of Geosciences of Utrecht University and Director of the Urban Futures Studio. Hajer studied Political Science as well as Urban & Regional Planning at the University of Amsterdam and earned a D.Phil. in Politics from the University of Oxford. From 2008 to 2015, Hajer was the Director General of the Netherlands Environmental Assessment Agency (PBL). In 2016, Hajer was Chief Curator of 'The Next Economy,' the 2016 edition of the International Architecture Biennale Rotterdam (IABR) and is currently curator (with Michiel van Iersel) of 'Places of Hope,' an exhibition on The Netherlands and the Great Transition, on show in Leeuwarden, Friesland.



Kathrine Heiberg

CEO, reteam group
Kathrine Heiberg has a degree in law and economics from Copenhagen Business School. She has been working for Nordisk Film, DRRB (the Danish marketing association) and a retail chain where she managed and negotiated hundreds of leaseholds in Scandinavia before she started up the retail chain in Poland. Kathrine started up her own business in 2001 together with Lasse Brodén. reteam group specialises in developing and realizing strategies for retail destinations, including shopping centres, city districts, and external retail parks from South Africa to Finland. When she is not creating strategies for clients' retail destinations – her mind is focused on how to implement trends in our societies at retail destinations. for groceries as well as the development of the society, consumer behaviour etc.



Francine Houben

Architect and Urbanist, Mecanoo

Francine Houben is Founding Partner and Creative Director of Mecanoo architecten. Her work ranges from theatres, museums, and libraries to neighbourhoods, housing, and parks. With her practice, she has gained international acclaim. Selected works include the Delft University of Technology Library, La Llotja Theatre and Congress Centre in Lleida, the Library of Birmingham, and the National Kaohsiung Center for the Arts in Taiwan. Currently, Houben is working on the renovations of the New York Public Library and the central library of Washington, DC. In 2015, Queen Máxima of the Netherlands presented her the prestigious Prins Bernhard Cultuurfonds Prize for her entire oeuvre.



Josip Kardun

CEO, Multi Corporation

Josip Kardun is CEO of Multi Corporation BV, a role he has held since April, 2017. Josip Kardun joined the Atrium Group in 2014 and soon appointed CEO after gaining extensive experience in international real estate development, construction and operation, and senior management. Kardun was Chief Investment Officer and Head of Mergers & Acquisitions and Transaction Management Group at European retail property specialists ECE Projektmanagement GmbH & Co KG., where he worked for seven years in a number of senior positions. Prior to joining ECE, Kardun was General Manager at Sierra Management Germany GmbH, Düsseldorf, part of the international shopping centre development and management group Sonae Sierra. Josip has a law degree from the Goethe University in Frankfurt and sits on the Executive Board of ICSC Europe.



Hans Meyer

Co-Founder and Managing Director, Zoku

Meyer is responsible for innovation, culture, concept development, branding, operations and strategic partnerships for the Zoku brand. Zoku has been internationally recognized as being an innovator in the industry and was quoted by Forbes as one of the 25 coolest hotels in the world. A firm believer of value creation and innovation for the international hospitality industry, Hans previously was the initial creator and founding partner of the citizenM hotel concept and held senior corporate positions in Operations and Development for NH Hoteles and Golden Tulip, where he was responsible for projects throughout Europe, Africa, The Middle-East and Central America. Hans is also a jury member for the Accenture Innovation Awards and Ahead, the international Awards for Hospitality, Experience and Design. He was educated at Hotelschool The Hague and Cornell University in the United States.



Katrina Sichel

Conference Moderator

Katrina Sichel is a London-born, Brussels-based moderator and communications specialist who, for the last 10 years, has led a number of big pan-European campaigns and projects aimed at the public and diverse stakeholders. A former Director of a TV PR company, as Head of Production she regularly produced news packages for BBC, Channel 4, Sky, Reuters, ITV, and others, conducting interviews with key figures from the worlds of politics, film, fashion and the arts. Since 2007, she has been moderating events in Brussels and internationally covering diverse topics and policy areas, from environment, climate, energy, housing, urban mobility, digitalisation, regional development, business and finance.



Bob van der Zande

Director Residential Markets, City of Amsterdam, Metropolitan Region | Chair ULI Netherlands

Bob van der Zande is Director Residential Markets for the Metropolitan Region Amsterdam. A booming region with 2.5 million inhabitants and strong economic and demographic growth. He set up the Amsterdam Investors office to facilitate emerging markets and connect with national and international investors to speed up the housing production. van der Zande is chairman of the Urban Land Institute The Netherlands and global governing Trustee of ULI. At Expo Real Munich and MIPIM Cannes he is leading the Dutch Holland Metropole presentation and programs in a public-private collaboration of over 20 partners. As a member of the executive board of the Watertorenberaad, a national Dutch council for innovation in city development, van der Zande is one of the drivers behind new development strategies.



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 and started her career at ING Investment Management.



ULI Netherlands Leadership Award for Outstanding Urban (Re)Development

This year, for the second time, ULI Netherlands will grant the **ULI Netherlands Leadership Award for Outstanding Urban (Re)Development**. The symbol of the Award is the ginkgo leaf. In honour of this year's Award winner, ULI Netherlands will plant a ginkgo tree at the location of the winner's choice.

All conference participants are invited to attend the Award Ceremony and Dinner, which will take place following the ULI Netherlands conference at Stedelijk Museum. Additionally, Annual Conference sponsors are invited to bring guests to the Award Ceremony and Dinner.

Nominees

Nominees for this year's Award have an outstanding track record in the field of urban (re)development at both the professional and personal level and were nominated by the ULI Netherlands Executive Committee and the Award Jury. The winner is not only successful, but also creative and future-oriented. **ULI Netherlands Leadership Award for Outstanding Urban (Re)Development** criteria include:

- Examples of leading and renewed urban (re)development projects across the Netherlands;
- Impact on the image of the real estate industry;
- Innovative approach;
- Role model for next generations;
- Support and advancement of research and science;
- Level of popularity; and
- Delivery of best practices that lead going forward.

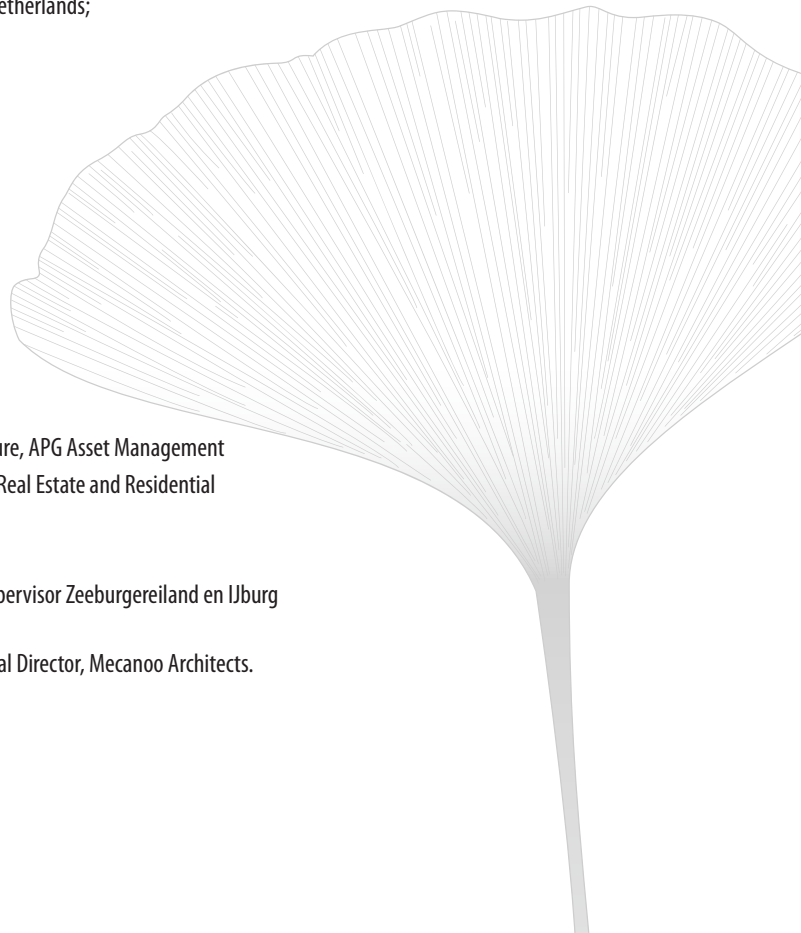
Jury

The Jury consists of professionals from both the public and private sectors.

The 2018 Jury members include:

- Patrick Kanters (Chairman), Managing Director Global Real Estate & Infrastructure, APG Asset Management
- Peter van der Gugten (winner ULI Netherlands Award 2017), Director, Heijmans Real Estate and Residential
- Agnes Franzen, Director, Stichting Kennis Gebiedsontwikkeling
- Lennert Middelkoop, Director City Development & Economy, Gemeente Utrecht
- Marlies Rohmer, Architect-Director, Marlies Rohmer Architects & Urbanists / Supervisor Zeeburgereiland en IJburg

The Jury is supported by Ronald Huikeshoven, CEO, AM, and Peter Haasbroek, Financial Director, Mecanoo Architects.



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