



**Urban Land
Institute**

Belgium

New Urban Economies

Making innovation work for our cities

ULI Belgium Annual Conference

TUESDAY 08.05.18 | Brussels

IN PRESENCE OF

Matthew Brown

Director - Real Estate,
European Expansion, WeWork

Prof. Greg Clark

Senior Fellow,
ULI Europe

Marc Jongerius

Co Founder & Managing
Director, Zoku

Eveline Jonkhoff

Strategic Advisor on Circular
Economy, City of Amsterdam

Sharon Landes-Fischer

Head of Operations & Strategy,
Tel Aviv Global

Thomas Rau

Entrepreneur, architect,
innovator and visionary

Nancy Rademaker

Partner, Nexxworks

François Samyn

Founder & CFO, Cohabs

What is it about?

KEYNOTE SESSIONS

The conference will launch with a discussion of the wider context in which cities operate and which megatrends affect the structure of cities. We will then explore how new economies and new technologies may transform city living and bring real (-estate) change to cities.

FOCUS ON NEW URBAN ECONOMIES

Sharing – Circular – Experience – Innovation economies

Prominent, international business leaders will share insights into how their companies and organisations will impact cities, urban development, and real estate.

NETWORKING OPPORTUNITIES

Meet and greet some of the industry's most influential business and decision makers. Take part in the discussions and share your visions on how our cities can discover future growth opportunities with the aim to achieve a more liveable and free-flowing economy.

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PROGRAMME

12.00 - 13.30	Networking Lunch	
13.30 - 13.40	Welcome and introductions	Marnix Galle , Chair ULI Belgium, Executive Chairman IMMOBEL
13.40 - 14.05	NEW URBAN ECONOMIES <i>How Sharing – Experience – Circular – Innovation economies and new technologies may transform city living and bring real (-estate) change to cities?</i>	Prof. Greg Clark , Follow senior, ULI
14.05 - 14.30	SHARING ECONOMY <i>How and why the recent phenomenon of co-working and co-living is changing and shaping our economy? With a particular focus on WeWork and the reasons behind their success.</i>	Matthew Brown , Director- Real Estate, European Expansion, WeWork
14.30 - 15.25	EXPERIENCE ECONOMY <i>Discussion surrounding the creation and effect of emotional, authentic experiences in spaces with particular focus on retail, hotel and property development industries</i>	Marc Jongerius , Managing Director and Co-Founder, Zoku François Samyn , Founder & CFO, Cohabs
15.25 - 16.00	Coffee Break	
16.00 - 16.55	CIRCULAR ECONOMY <i>How can cities and regions get away from the 'take, make, dispose model' and furthermore, how they can become more circular?</i>	Thomas Rau , Entrepreneur Architect, Innovator and Inspirator Eveline Jonkhoff , Strategic Advisor on Circular Economy, City of Amsterdam
16.55 - 17.20	INNOVATION ECONOMY <i>Investigating what roles are played by city governments, landowners and investors in creating, building and sustaining an innovation economy. How does this contribute to making cities more attractive and liveable? What part does branding, communication and innovation play in successfully attracting investors and businesses?</i>	Sharon Landes-Fischer Head of Operations & Strategy, Tel Aviv Global
17.20 - 17.50	CLOSING KEYNOTE <i>Customer Centricity in a Networked World</i>	Nancy Rademaker , Partner, Nexxworks
17.50 - 18.00	Concluding words	
18.00 - 19.30	Networking Drinks	

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