Programme

Holland Metropole

Tuesday March 13

10:00 - 11:00

Location: Holland Metropole Pavilion, C19.E

European Waterfront Cities Network
Panel discussion focusing on how cities are adopting strategies to better leverage their waterfront and to create value for investors and citizens.

Moderator: Professor **Greg Clark** (Global City Advisor)

Pierre van Rossum (Director City Development, City of Amsterdam)

Frans de Jong (Area Manager, City of Rotterdam)

16:30 - 19:00

Location: Holland Metropole Pavilion, C19.E

Holland Metropole Networking Event

Pierre van Rossum (Director City Development, City of Amsterdam)

Keynote by **Lisette van Doorn** (Chief Executive, ULI)

21:30 - 00:00

Location: Vegaluna Beach, Boulevard de la Croisette

Soirée MIPIM, powered by AM

Invitation only

Wednesday March 14

09:00 - 10:00

Location: Manchester Pavilion

Aerotropolis: Cities Shaped by Airports
Panel discussion about the importance of air connectivity in building a successful city-region, and the opportunities these bring in terms of urban development and property investment.

Moderator: Professor **Greg Clark** (Global City Advisor)

Adam Elzakalai (Vice Mayor Metropolitan Region Amsterdam)

10:00 - 11:00

Location: Hotel Grey d'Albion, 38 Rue des Serbes

City Marketing and the Propensity to Invest
This event looks at the relationship between a destinations brand and narrative and propensity to invest.

Lex Brans (Director Task Force Housing and Marketing Real Estate Metropolitan Region Amsterdam)

14:00 - 14:45

Location: Main Room, Palais 3

Smart Cities: an example for smart countries
Advances in digital technology have opened up new possibilities to enhance the way we live, work, play, and interact in cities. How can these best practices be applied at national levels to create smart countries?

David van Traa (Managing Director, Zuidas Amsterdam)

16:30 - 16:45

Location: Holland Metropole Pavilion, C19.E

The Netherlands as the European Talent Hub
The report presented calculates the impact per university city of internationalization and advises broadening internationalization and more cooperation between universities, cities and housing providers.

Jorick Beijer (Director, The Class of 2020)

Wednesday March 14

16:30 - 17:15

Location: Market Trends Room, Palais 3

Leisure in the City: standing out from the crowd
Urban areas are diversifying their offer of leisure and entertainment. What new concepts, and project, are attracting the crowd? How are they ensuring repeat visits? What does it mean to have a balanced leisure offer?

Henk Harms (Director for Development and Economic Affairs, City of The Hague)

Thursday March 15

08:00 - 10:00

Location: Manchester Pavilion

Healthy Cities
What authorities are doing to promote citizens healthy living.

Raymond de Prez (Alderman Living | Urban Innovation and Care, City of Delft)

08:00 - 10:00
Closed session

Location: Le Majestic Hotel, Boulevard de la Croisette

Mayors Think Tank
With world urbanisation prospects, the future of living in cities is at stake: how can we ensure People Centric Cities? International and local leaders gather to discuss this concept and share best practices for the city of tomorrow.

Adam Elzakalai (Vice Mayor Metropolitan Region Amsterdam)

David van Traa (Managing Director, Zuidas Amsterdam)

12:30 - 13:00

Location: London Stand

EU Cities and BREXIT 2
Panel discussion on how the participating cities has responded so far to BREXIT and what opportunities it has created.

Bob van der Zande (Director Residential Markets, City of Amsterdam)

15:15 - 16:00

Location: Market Trends Room, Palais 3

Housing: inside the revolution in urban living
Panel discussion on the importance of creating good quality life environment and the importance of having green spaces.

Ronald Huikeshoven (CEO, AM)

Partners of Holland Metropole

City of Almere · AM · City of Amsterdam · Bouwinvest · bpd · City of Delft · Dura Vermeer · Gemeente Haarlemmermeer · heijmans · MRP Development · Port of Amsterdam · Rotterdam Make It Happen · Synchroon ontwikkelaars · syntrus achmea real estate & finance · The Hague · The Student Hotel · Zuidas where business meets city life

Associate partners

Bureau Stedelijke Planning · Fakton · KCAP Architects&Planners · mecanoo architecten · OMA · UNStudio

PropTech start-ups

Chainels · octa · Office App · ParkBee