

European Technology and Real Estate Product Council Agenda

3-4 February 2020, Amsterdam

Product Council Dinner – 3 February 2020*

Date	3 February 2020
Event time	19:30-22:00
Location	Het Amsterdamse Proeflokaal

Product Council Meeting – 4 February 2020

Date	4 February 2020
Event time	08:30 – 18:00
Location	EDGE Olympic Fred. Roeskestraat 115, 1076 Ee Amsterdam
Chair(s)	Jan Duffhues, CTO Innovation Office, City of Amsterdam Roelof Opperman, Managing Director, Fifth Wall Cees van der Spek, Public Affairs & Global Corporate Relations Director, EDGE Technologies

How has Amsterdam become one of the most competitive cities in the technology sector?

According to Savills Tech Cities index 2019, Amsterdam is the fourth best tech city in the world. The city hosts 1,650 tech companies that employ 69,000 people, approximately 13% of the local workforce, while attracting some of the largest multinationals as home to their European headquarters such as Tesla and Netflix. Additionally, Amsterdam has a budding startup ecosystem, which has created homegrown unicorns like Booking.com and Ayden.

Amsterdam early success in tech is a result of fostering its homegrown tech talent, while attracting companies with its tech infrastructure (largest data-transport hub in the world and fastest broadband speeds in Europe), well-connected transport links and high English proficiency. Additionally, the city's excellent quality of life (first place on the OECD Better Life Index) and low cost of living make the Amsterdam an attractive destination for these companies' talent. Moreover, initiatives like the start-up visa and large-scale tech events are contributing to a cutting-edge scene, which attracts an international workforce.

What can the real estate industry, and particularly the real estate tech sector, learn from Amsterdam's rise as a technology hub in Europe? What are the negative externalities that this status could create for the city and how will these challenges be met? How can technology help with these negative effects and how can it be harnessed to help Amsterdam continue to thrive?

08:30	Welcome Coffee
08:40	Welcome from Co-Chairs
08:50	Welcome from Mr. Coen v Oostrom CEO Edge Technologies
09:00	Thoughts from Amsterdam Leadership on its Tech Hub Status and the City's Future Amsterdam is one of the greatest small cities in the world acting as a gateway city and a bustling hub of commerce for Europe. Recently, the city has given birth to a flourishing start-up scene as it becomes an increasingly attractive place to live for young entrepreneurs. As the city's workforce increases within a space of only 219 square kilometres, the supply of space is limited and the city's bike lanes are increasing more

	<p>crowded. As a result the city has evolved to foster new shared working, living and transportation concepts.</p> <p>Speaker: Koos van Zanen, Head of Planning for the city of Amsterdam</p>
10:00	<p>Is Co-Living the Answer to Helping Keep Young, Talented Technologists in a City as its Tech Scene Thrives</p> <p>As a result of increasing demand and limited supply of traditional residential rentals in Amsterdam, Coworking has offered a solution for the young, talented technologists who desire a more flexible and feasible living option. Already the sector has grown in the city to hold almost 20% of the total co-living market in Europe.</p> <p>Speakers: Irina Listovskaya, Product Director, The Collective (thecollective.com) Hans Meyer, Managing Director and Co-Founder, Zoku (livezoku.com)</p>
10:45	Coffee Break
11:00	<p>Perspectives from Fast Growing Tech Startups on How to Build and Keep a Business in Amsterdam</p> <p>Amsterdam has a great history of international business dating back to 17th century with the world's first multinational corporation – the Dutch East India Company. Today, this history is still engrained in the attitude and mentality of the Dutch, who have continued to show increasing supportive of expats and international opportunities.</p> <p>For businesses looking to relocate or set-up, Amsterdam facilitates an easy path for English speaking businesses who wish to be European based due to its central location in Europe, access to business services and international network.</p> <p>Companies Represented: ParkBee (parkbee.com) Felyx (felyx.com/)</p>
12:00	Lunch and Transfer to Move Experience
13:30	<p>Joint Session with Office and Mixed-Use Council - Future of Mobility (Tour)</p> <p>The world's capital cycling city has been focused on its smart mobility becoming one of Europe's greenest cities with the highest density of public eV charging stations, and with the goal of removing 10,000 parking spaces by 2025. These factors have led to the founding of shares mobility concepts such as Burrauto, a start-up subscription service for electric cars, and ViaVan, a shared vehicle transport system acting as an extension of the city's public transport network. The city has supported these programs through its Smart Mobility action programme, which looks into how digital technologies can manage traffic more effectively. With the city's continued support, its start-up community will invent new schemes and innovations to meet the city's green and congestion goals.</p> <p>Speaker: Raymond Gense, Director Public Affairs, Pon Holdings (pon.com)</p>
14:30	Coffee Break + Transfer to EDGE Olympic
15:00	<p>How Does Amsterdam Foster Tech Talent for the Tech Industry?</p> <p>Access to talent is one of the most crucial components of scaling a tech company and maintaining a tech ecosystem in a city. How has Amsterdam been able to meet this challenge and ensure that the human resources are there for its tech companies?</p> <p>Speakers: Prof.dr.ir. Arjan van Timmeren Scientific Director AMS Institute Amsterdam / Full professor Delft University of Technology</p>
16:00	Site Tour Edge Olympic
18:00	Close
19:30	ULI Europe Conference Dinner*



ULI'S PRIORITIES

1. Promoting Intelligent Densification and Urbanisation

- What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanised?
- How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
- What is the relationship between a thriving economy and a thriving city (and vice versa)-the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities

- What are the best new business models in the real estate and land use industry and how can we support their development?
- How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
- How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces

- How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term
- How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
- How will changing technology influence building and buildings, and how will people's use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value

- How can we best generate value in the built environment that is greater than its cost?
- What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
- What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses

- How can we best reduce the negative impact of the built environment on our natural resources and climate?
- What are the best ways to use the world's energy resources and protect the built environment from volatile and unpredictable conditions?
- How will trends in energy and resources impact the future best use of land?

EUROPEAN COUNCILS: MEMBER PRINCIPLE

Thank you for joining a European Council.

We hope you will agree that the value of the Council experience is determined by the quality and participation of its members and to protect this status we have outlined ten principles of Council membership which we hope will help you and others get the best from your Council membership.

1. **OPEN, HONEST DIALOGUE:** Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.
2. **CONFIDENTIALITY:** Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of this principle will result in immediate expulsion from your Council.
3. **REAL DEALS, REAL NUMBERS:** The key to truly valuable interaction between the Council members is the sharing of real deals and real numbers, successes as well as lesson learned.
4. **RESPECT FOR OTHERS:** Help make discussions productive and high value by respecting the views and opinions of your fellow council members, even if you don't necessarily share them.
5. **NO SELF PROMOTION:** Councils members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.
6. **NO CELL PHONES OR BLACKBERRIES:** It should go without saying that you cannot be fully engaged in your council while checking your email. Councils will have breaks designed to allow members to check in and stay connected.
7. **ATTEND EVERY MEETING AND ATTEND ALL DAY:** Of course, we recognise there will be exceptions to this but as a Council member you have been chosen for the value your unique background and experience brings to the Council. Missing a Council meeting therefore reduces the value for every member of your Council.
8. **RECRUIT THE BRIGHTEST AND THE BEST:** You will often come into contact with new leaders in the industry who have exciting new products, ideas and best practice that would add value to your Council. Please refer these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.
9. **PARTICIPATE IN ULI AND ULI LEADERSHIP:** Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment.
10. **CONTRIBUTE TO ULI AT A NATIONAL COUNCIL LEVEL:** Your experience at a pan-European level will be of interest at a domestic level. Please contact your National Council Chair to see how your input could best be utilised to help real estate professionals in your local market.