

## 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)

12:00 - 12:30

Location:  
London Stand

### EU Cities and BREXIT 1

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)

16:30 - 19:00

Location:  
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### 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)

## Wednesday March 14

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)

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 visitors? 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)

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)

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



### Associate partners



### PropTech start-ups

