

# Welcome to Pandox Hotel Market Day 2018

20 November  
Hilton  
Stockholm  
Slussen

– One of Scandinavia's largest and most dynamic hotel industry events

## PROGRAM

– Urbanisation and the hotel sector

13.00 – 13.05	<b>Welcome</b> Christian Ringnes Chairman Pandox Bengt Brodin Moderator	16.15 – 16.25	<b>Break</b>
13.05 – 13.50	<b>Pandox Developments</b> Anders Nissen CEO Pandox	16.25 – 17.00	<b>A Multi Stakeholder Approach to Destination Development: The Amsterdam Case</b> Nico Mulder Marketing Strategist Amsterdam Marketing
13.50 – 14.35	<b>European Cities: Winning in an Age of Disruption</b> Leo Johnson Partner, Disruption Lead PwC UK	17.00 – 17.40	<b>Hotel Brands: City Strategies</b> Andreas Scriven Lead Partner Hospitality & Leisure Deloitte LLP
14.35 – 15.05	<b>Networking</b>	17.40 – 17.55	<b>Summary &amp; Conclusions: How to Act?</b> Leo Johnson Andreas Scriven Bengt Brodin
15.05 – 15.45	<b>Exploring City Pathways: The European Hospitality Landscape</b> Jeremy Kelly Director Global Research Programmes JLL	17.55 – 18.15	<b>Market Trends and Outlook</b> Anders Nissen
15.45 – 16.15	<b>City Categories in Pandox Business Development</b> Jacob Rasin Director of Business Development Pandox	18.15 –	<b>Networking and casual dinner</b>