

# SO!APART 2020

## Programme 9 December

digital broadcasting

Time	Topic   Speaker
9.30 - 9.35	<b>Welcome</b>   Kai Boecking and Anett Gregorius
9.35 - 11.15	<b>Mixed thinking is the new mixed-use.</b>   Discussion among leading personalities from various areas that determine the segment: Christoph Carnier, President of the Business Travel Association VDR, Marc P. Werner, Head of Global Hospitality Group and Managing Partner of the Frankfurt offices of Hogan Lovells, Henrik von Bothmer, Senior Investment Manager at Union Investment Real Estate, Matteo Ghedini, Founder and CEO of Brera Serviced Apartments, Maria Puetz-Willems, Founder and Editor-in-chief of <a href="http://www.hospitalityinside.com">www.hospitalityinside.com</a> , Karl-Heinz Pawlizki, CEO and Managing Director of Dorint Hospitality & Innovation GmbH, Markus Beike MRICS, Development Director Germany & CEE, Staycit and Tim Düysen, CMO at Derag Livinghotels  Market overviews provided by: Christian Strieder, Country Manager DACH, STR and Anett Gregorius, Founder and Owner of Apartmentservice
11.15 - 11.35	<b>Time for networking and for the new ideas of our exhibitors</b>
11.35 - 12.15	<b>Flex-strategies</b>   Panel with Josef Vollmayr, Founder & Managing Director at Limehome, David Renzmann, Area Manager Germany and Georgia of Citadines Betriebs GmbH and Ralf Krause, COO, Adapt Apartments Berlin Gmb Presentation: Sylvie Konzack, Editor-in-chief Bleisure Traveller
12.15 - 13.15	<b>New kids on the block</b>   Presented by: Florian Faerber, Founder & Managing Director of THE BASE, Kolja Stegemann, Founder and Managing Director of Suite.030, Tobias Berghaeuser, Managing Director of KPM Hotel & Residences GmbH and Stephan Plut, Director of Sales and Marketing at Locke Aparthotels
13.15 - 14.00	<b>Time for networking and for the new ideas of our exhibitors</b> <b>Opened with an interactive energy break from VAHA, the digital fitness mirror</b>
14.00 - 14.10	<b>AG Smart Access – smart access solutions for serviced apartments</b>   Our exhibitor Schulte-Schlagbaum AG presents the SAG Smart Access solutions for keyless access management.
14.10 - 15.10	<b>Financing and investing</b>   Keynote lecture by Henrik von Bothmer, Senior Investment Manager at Union Investment Real Estate. Discussing afterwards: Daniel Hoselmann, Regional Director of Small and Medium-sized Business Customers and Network at DZ HYP AG, Alexander Lackner, Managing Director at CR Investment Management GmbH, Reiner Nittka, Spokesman of the Board of GBI Holding AG and Managing Director SMARTments business as well as Henrik von Bothmer Presentation: Olaf Steinhage, Chairman of the Hotel Real Estate Committee of ZIA
15.10 - 15.30	<b>Time for networking and for the new ideas of our exhibitors</b>
15.30 - 16.30	<b>Travel differently - change in travel behaviour</b>   Panel discussion with Christoph Carnier, President of the Business Travel Association VDR, Jens Schliessmann, Director Sales Germany Central at Lufthansa Group, Jan-Wolf Baake, Head of Sales Business Customers at DB Vertrieb GmbH and Oliver Meinicke, Director Global Account Management in the Global Client Team at BCD Travel Services GmbH
16.30 - 16.35	<b>Journey to the top - a lifting bed for serviced apartments</b>   Our exhibitors Apartment.Base 4.0 and Zehetner Objekteinrichtungen present a space-saving possibility to use the smallest space effectively.
16.35	<b>End of day one</b>



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9.30 - 9.35	<b>Welcome and summary of day one</b>   Kai Boecking and Anett Gregorius
9.35 - 10.10	Keynote: <b>Future after corona - How does our living change?</b>   Oona Horx -Strathern, Trend Researcher, Speaker, Author
10.10 - 10.25	<b>Time for networking and for the new ideas of our exhibitors</b>
10.25 - 11.25	<b>Effects of corona on operator contracts for serviced apartments</b>   Presentation by Marc P. Werner, LL. M. (Miami), Office Managing Partner, Hogan Lovells International LLP, Frankfurt and Sabrina Handke, Partner, Hogan Lovells International LLP, Munich
11.25 - 12.10	<b>Investment market temporary housing: How are the segments performing?</b>   Presentation of the study of Union Investment, Adina and Savills followed by a discussion with Matti Schenk, Associate Research at Savills Immobilien Beratungs-GmbH, Matthias Niemeyer, Managing Director at Adina Holding in Germany, Alexander Trappiel, Investment Manager at Union Investment Real Estate and Simon Behr, Director of Fund Management & Transactions at GBI Holding AG Presentation: Maria Puetz-Willems, Founder and Editor-in-chief of www.hospitalityInside.com
12.10 - 13.10	<b>Time for networking and for the new ideas of our exhibitors</b> <b>Opened with an interactive energy break from VAHA, the digital fitness mirror</b>
13.10 - 13.45	<b>How are the neighbouring segments doing?</b>   Benjamin Roeber-Rathay, Director Business Development at International Campus GmbH and Jan Hoepper, Managing Director for Germany at Quarters take a look.
13.45 - 14.45	<b>Communication 3.0 during corona times: The digital customer journey as a mega boost for the serviced apartment segment</b>   Keynote lecture by Benjamin Oeckl, Managing Director of BelForm GmbH & Co. KG. The subsequent panel will feature Jens Philippsburg, Managing Director of DQuadrat Living GmbH, Hannibal DuMont Schuette, Founder and Managing Director of Stayery and Benjamin Oeckl of BelForm invited by Alexander Haussmann, Founder and Managing Director of CODE2ORDER GmbH and Philip von Ditfurth, Founder of apaleo GmbH. Presentation: Philipp S. Ingenillem, Co-Founder and CSO at Online Birds GmbH
14.45 - 15.00	<b>Outlook and end of the SO!APART 2020</b>

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