



Netherlands

# ANNUAL CONFERENCE 2024

29 MAY | WTC AMSTERDAM, THE NETHERLANDS

# PROGRAMME

Kindly hosted by

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# WELCOME INTRODUCTION FROM Boudewijn Ruitenburg, ULI Netherlands Chair

It is perhaps the most disruptive period in 40 years, with geopolitical developments, the aftermath of COVID-19, climate changes, increasing attention to social tensions caused by housing shortages, difficult-to-manage immigration flows, financial inequality, and many other forces impacting how we must use and organize our cities for the future.

For professionals who work and live in urban environments, it is not always clear what changes are coming their way. ULI offers a platform where knowledge can be exchanged and where you are helped to gain access to relevant organizations, publications and professionals who can help you or your organization to better orient yourself. Changes in living and working, partly inspired by more attention to sustainability and social objectives, will impact existing business models for companies, but will also determine which professional roles and jobs are needed to further develop our cities.

My goal is very simple: I want to bring people together—people from the market and government, young people who are eager to learn, more experienced people, and people with different knowledge backgrounds who do not easily meet each other every day—with the aim of learning from each other and inspiring each other. We will further expand the calendar of activities for the Netherlands.

ULI Young Leaders and NEXT have the future. They may be able to better understand and anticipate changes, especially digital. Changes do not come to you as a given, but the realisation that we can also direct changes and allow them to be guided could well be increased.

In the Netherlands, we would like to join ULI's mission around the world, which is to shape the future of the built environment for transformative impact in communities worldwide.

I hope to meet many existing and new members personally at the ULI Netherlands Annual Conference and over the next two years and challenge everyone not to just passively consume what ULI shares but to actively contribute because that makes the platform even richer, and ULI can offer for many Dutch members an international perspective among everything else.



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12:30 – 14:00 | Young Leaders & NEXT Networking Lunch

14:00 – 14:30 | Registration

14:30 – 14:45 | Welcome and Introduction

**Boudewijn Ruitenburg**, ULI Netherlands Chair

**Susanne Heering**, Moderator

14:45 - 15:45 | Keynote Presentations

**Morten Jeppesen**, Director and Team Lead, Gehl

**Ahmed Aboutaleb**, Mayor of Rotterdam

**Marion Waller**, Director, Pavillon de l'Arsenal

15:45 – 16:15 Coffee Break

16:15 – 16:55 | Keynote Presentations

**Brigit van Dijk - van de Reijt**, CEO, Brabantse Ontwikkelings Maatschappij

**Jeroen Lokerse**, Head of Product Innovation, Cushman & Wakefield

16:55 – 17:25 | Panel Discussion

17:25 – 17:30 | Closing Words

17:45 – 19:30 | Drinks and Networking Dinner



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Chair

**Boudewijn Ruitenburg**  
COO, EDGE

Boudewijn is Chief Operating Officer (COO) and a Board Member of EDGE, owned by OVG Real Estate. After a Geography Master's graduate at Groningen University and a Business Economics Master's graduate at the University of Amsterdam, Boudewijn began his professional career at Amvest and Unibail-Rodamco, where he honed his Asset and Development Management skills on high street shops and shopping centers.

In his current role as COO, Boudewijn is passionate about working alongside the teams he mentors, unlocking new projects and creating stand-out buildings in cities world-wide. A year-round cyclist, Boudewijn stays in peak condition by honoring the elements; taking to the ice during winter and practicing his serve on the tennis court in summer. Boudewijn is happiest when both the projects and the people he leads achieve their goals.



Moderator

**Susanne Heering**  
Moderator

Susanne Heering is a versatile professional with a rich background in urban development and communication. Beginning her journey as the first female rector at the Groninger Studenten Corps, she has since navigated diverse roles, including translator, editor, presenter, and program maker at AT5.

Her experience extends to coordinating theater productions, lecturing on media management and TV, and moderating discussions on urban planning and development.

With a keen ability to illuminate complex urban issues through a blend of factual analysis, humor, and critical insight, Susanne fosters constructive dialogue and empowers audiences with actionable perspectives. Committed to inspiring active citizenship, she exemplifies a dedication to bridging gaps and catalyzing positive change in urban communities.

# SPEAKERS



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Speaker

## Morten Jeppesen

Director and Team Lead,  
Gehl

Morten is a dedicated Director at Gehl, leading a Design Team with a diverse portfolio of urban planning projects.

His responsibilities encompass envisioning and strategizing, developing masterplan frameworks, and overseeing urban design and landscape projects for both public and private clients.

Motivated by a profound desire to cultivate sustainable cities that prioritize people and contribute to mitigating climate change, Morten consistently places the human scale at the core of his work.

Morten's impactful contributions extend beyond his professional engagements, as he actively contributes to research and teaching, further amplifying his commitment to shaping a better future for generations to come.



Speaker

## Ahmed Aboutaleb

Mayor of Rotterdam

Ahmed Aboutaleb has been Mayor of Rotterdam since 2009.

Mayor Aboutaleb strongly advocates the values enshrined in the Dutch Constitution: freedom of religion, freedom of speech and the principle of non-discrimination. In his view, obtaining Dutch citizenship entails a responsibility to respect and uphold those values and to take part in building the We Society. The more people take part in which, the stronger and more resilient that society will be, both in good and bad times. He'll regularly take neighbourhood strolls throughout Rotterdam to have talks with residents about what concerns them.

In 2015, Aboutaleb published two books: 'The City's Call', covering the leading role cities and urban regions can play at the national and international level, and 'Dream & Deed'.

# SPEAKERS



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Speaker

## Marion Waller

Director, Pavillon de l'Arsenal

Marion Waller is an expert on cities specialising in urban planning issues.

Having studied urban planning and philosophy, she served as Deputy Chief of Staff to Jean-Louis Missika, then deputy mayor at the Paris city council in charge of urban planning and architecture.

She then became an adviser to the office of the Mayor of Paris in charge of architecture, heritage, transformation of the urban landscape and energy renovation of buildings. In February last year, she was appointed Director of Pavillon de l'Arsenal. Share the insights of a true aficionado.



Speaker

## Jeroen Lokerse

Former Head, Cushman & Wakefield

Drs. Jeroen Marinus Lokerse is a seasoned business leader with over 25 years of comprehensive experience across various sectors of the real estate industry.

As the former Country Head Netherlands and Executive Partner at Cushman & Wakefield, he led a team of 550 professionals, overseeing the financial performance and strategic direction of the Dutch business. Jeroen's expertise extends to M&A, business integration, and launching successful new business lines.

He is recognized as a prominent thought leader and speaker in the industry, contributing to academia and industry events globally. Notably, Jeroen's innovative initiatives include pioneering the Six Feet Office concept during the COVID-19 pandemic and brokering landmark agreements between stakeholders during times of crisis.



Speaker

## Brigit van Dijk - van de Reijt

CEO, Brabantse Ontwikkelings Maatschappij

Brigit van Dijk - van de Reijt is a seasoned leader known for her visionary outlook and decisive leadership across various sectors, including venture capital, private equity, and impact investing.

With over two decades of experience, she has honed her expertise in investment strategy, operational management, and fostering international networks.

Brigit currently serves as CEO of Brabantse Ontwikkelings Maatschappij (BOM), a Dutch regional development agency focused on fostering economic growth and innovation. Her career spans key roles in renowned organizations such as ABN AMRO Bank, Aureos Capital, and the Netherlands Development Bank FMO.

# SPEAKERS





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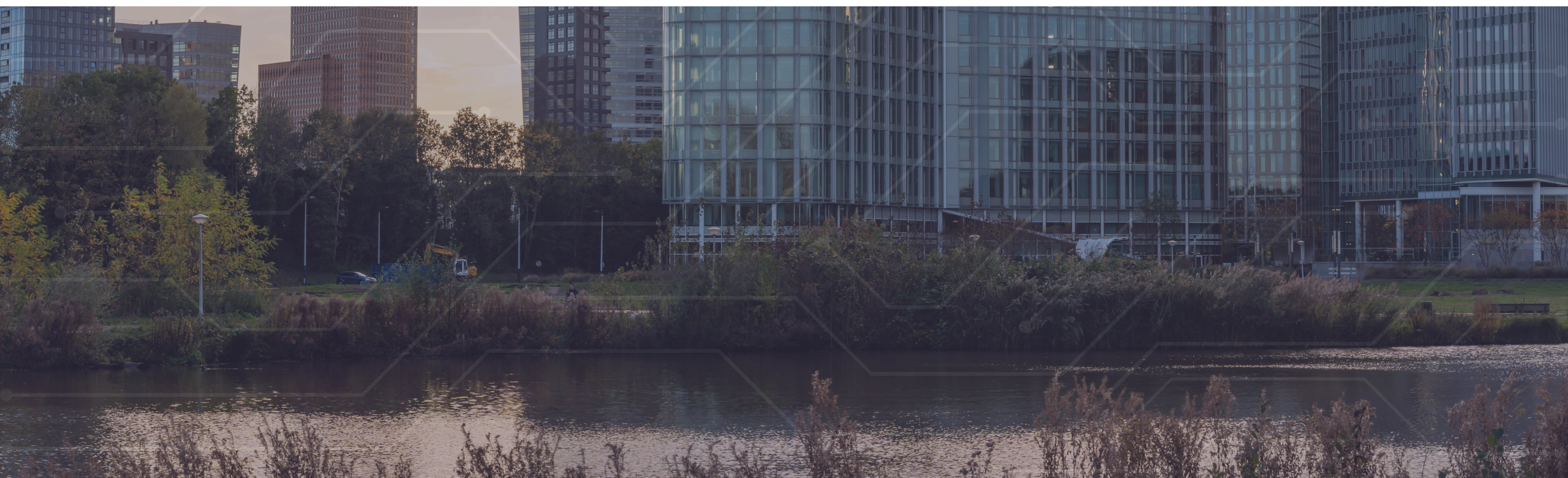
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