

AMSTERDAM 2013

CoreNet Global EMEA Summit

 #CNGAmsterdam

NEW IN AMSTERDAM!

Register **NOW** to Reserve
your Seat with the C-Suite!

If you don't have a seat at the table, you could end up on the menu. We have an exciting new addition to our program lineup – a panel of C-Suite level executives in multinational companies from across EMEA will convene for a dynamic, facilitated dialogue exploring Western European economic challenges, the global economy, emerging markets and their view of real estate's role in their companies' evolving business strategies.

Reserve Your Seat Now for the Most Savings!

Early Bird Registration Expires 15 June.

www.corenetglobal.org/Amsterdam2013


CORENET
GLOBAL

SUMMIT
9-11 SEPTEMBER



AMSTERDAM 2013

Amsterdam Summit Pricing

Summit Registration Fees	Early Bird Registration By 15 June 2013	Regular Registration By 13 August 2013
Member End User	€ 640	€ 690
Member End User Multi-Registrant Discount (5+ Registrants)	€ 540	€ 590
Member End User Young Leader	€ 440	€ 490
Nonmember End User	€ 950	€ 1180
Member Service Provider	€ 920	€ 970
Member Service Provider Young Leader	€ 720	€ 770
Member Economic Developer	€ 840	€ 890
Member Economic Developer Young Leader	€ 640	€ 690

General Session Speakers



DR. JONAS RIDDERSTRÅLE *Leading Business Thinker, Speaker, Author*

Dr. Ridderstråle has spent the last ten years giving people the competence, confidence and courage to think, feel and do things differently. Jonas has a PhD in International Business and in 2007, was awarded the prestigious Italian Nobels Colloquia award for "Leadership in Business and Economic Thinking." In 2009 *Thinkers 50* ranked him number 23 globally and put him on the top-five list in Europe. He is the author of the international bestsellers *Funky Business*, *Karaoke Capitalism*, *Funky Business Forever*, and *Re-energizing the Corporation*.

General Session 1

10 SEPTEMBER 2013 | 09:00 - 10:30

The + Factors: New Recipes for Economic Success

To stand a chance of truly turning up after the downturn, we must radically remix traditional recipes for business success. The best leaders apply a positive logic of PLUS (+) – moving beyond the person, the present and the existing paradigm of management. Learn how to add the + Factor to the economic outlook.

Dr. Ridderstråle presents four key 'E' PLUS ideas to help us **turn up the volume** and expand our businesses:

The Enterprise +

How can your corporation effectively mimic the principles of self-organizing systems and compete on we rather than me?

The Entrepreneurial +

What will it take in terms of re-inventing management practices to be able to lead a corporation that is as good at innovation as the organization of the past was at exploitation?

The Evolutionary +

How must successful competitive strategies evolve to reflect new customer requirements in a world where most people feel stressed, bored, lonely and anonymous?

The Emotional +

How can you effectively deal with the challenge of utilizing the full potential of emotional capital of your business?



DR. ALF REHN *Chair of Management and Organization at Åbo Akademi University in Finland*

The British newspaper Times, called **Dr. Alf Rehn** a "star of the future." The *Thinkers 50* included him on their Guru Radar, among the Up and Coming Business Thinkers for the fourth consecutive year in 2011. As a thought-leader and a trickster, he has challenged and amused people in a plethora of fields and in a number of countries.

Dr. Rehn is a management professor, an internationally recognized opinion leader within business trends, an author and speaker. He currently holds the Chair of Management and Organization at Åbo Akademi University in Finland.

General Session 2

11 SEPTEMBER 2013 | 15:45 - 17:15

Leadership, Imagination and Your Future

Are you a leader? Do you 'see' the future? Or are you stuck in the past and don't even know it?

We live in an age that celebrates information, knowledge, and competency. Ironically, we tend to ignore how these same things can limit us and even force our thinking into bias and myopia. For those with an eye towards standing apart and creating the future rather than being the victims of the same, this realization presents both problems and possibilities.

Dr. Alf Rehn, will challenge the way we see things such as creativity, innovation and the future. Dr. Rehn's talk focuses on the manner in which our talk of these might, surprisingly enough, be the thing that keeps us stuck in the past! By emphasizing the rebellious capacity of imagination, he addresses how an understanding of the noise and the rubbish of our current discussion can help us become future-oriented leaders rather than merely preachers of platitudes and disciples of the norm.

Amsterdam Summit Session Highlights

Sample sessions include:



CULTURAL DIVERSITY IN EUROPE: BARRIERS BECOME BRIDGES

Cultural differences have a tremendous impact on the successful adoption of regional or global workplace transformation programmes. The EMEA 'Cultural Index' focuses on key indicators including organisational hierarchy, leadership styles, decision making processes and unspoken rules across different geographies. This panel will present high-level research findings and explore best-practice approaches for leveraging a diverse workforce.



CFO PERSPECTIVE: FINANCIAL ATTITUDES & THE FUTURE OF CRE

Deloitte's globally acclaimed, quarterly CFO Survey captures the ever-changing shift in CFO's opinions on valuations, risks, investment and financing. This session will explore implications of the survey's findings on the CRE market and invites you to engage in lively discussion on the topic.



FOOD FOR THOUGHT: GOOGLE'S MICRO KITCHEN FEEDS HIGH PERFORMANCE

Ever clever, Google has taken the expression "You are what you eat," to the next level and beyond. Find out why Google's New York campus micro-kitchens and menus are the envy of employees everywhere and how the facilities and food attract and retain talented workers and reflect the company's reputation for innovation and creativity.



RELOCATION STRATEGIES: THE REPATRIATION OF MANUFACTURING IN EUROPE

Corporate wanderlust among European manufacturers is on the wane, according to results of a study commissioned by Colliers and CoreNet Global's UK-based Manufacturing & Industrial Special Interest Group. Apple, Hornby and Trunki are among the first to announce such homecomings, which have attracted attention and may signal the start of a trend. Those returning to Europe say skills shortages, diminished quality and frequent disruptions to the complex global supply chain are not worth the savings offshoring offers. The demand for better customer service and faster delivery are other reasons for heading home.

Breakout Sessions are built around these Summit tracks:



CRE's Role in Human Capital



Influencing Business Strategy



Advancing CRE



WINNING WAYS: RUGBY INSPIRES MODEL FOR HIGH-PERFORMANCE TEAMBUILDING

How would you like to have a direct hand in helping your workforce reach "ruckstar" status? The Saracens Personal Development Programme, designed to support a rugby player's personal growth, offers off-the-field lessons for business. Join in for coaching on alternative methods of measuring and improving workplace effectiveness as presenters engage in a shoot out of performance-enhancing strategies.



COST CUTTING VS STRATEGIC VALUE - WHERE DO YOU STAND?

Evaluating workplace as a strategic imperative rather than a cost cutting exercise may be difficult, but delivers significantly higher value to organisations. Leading this mindset are certain corporates whose recent agile working programme collaborated closely with their HR team to ensure the firm's culture and employee needs were completely understood, to encourage collaboration, innovation and productivity. Join us as we discuss and compare approaching Workplace from a strategic perspective versus a cost saving one.



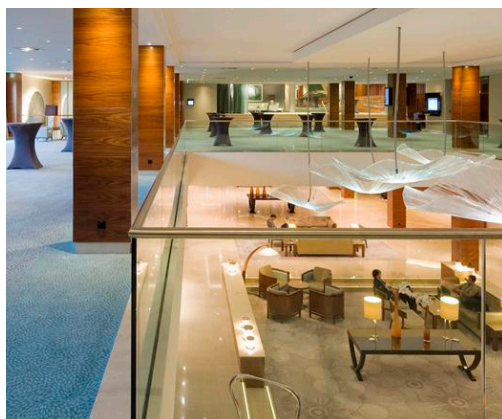
GROWING PAINS: CHANGING ECONOMIC LANDSCAPE AND INVESTMENT OPPORTUNITIES IN AFRICA

In many African states, opportunities abound for consumer-facing industries, investors and corporate organisations and the window of opportunity is widening. This session will explore the types and scale of possibilities across several of the continent's markets, the complexities and challenges businesses and investors face, and the quandary over making the first move.



CISCO PUTS THE "C-R-E" IN CORE BUSINESS

Five years ago, Cisco restructured its CRE function to focus on supporting the core business. This ambitious strategy aimed to globally define and streamline processes and decision-making, outsource delivery to global partners, and deliver unified, coherent service to customers. Hear about key challenges, proven metrics/KPIs and lessons-learned from transitioning and aligning a global portfolio.



Hotel & Venue

HOTEL OKURA AMSTERDAM

Hotel Okura Amsterdam is located on the banks of the Amstel Canal, close to the financial, cultural and entertainment district of Amsterdam. The city's motorways are easily accessible and Schiphol International Airport is only a 15 minute drive away.

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F: +31 (0)20 671 23 44

Book Your Hotel Accommodations:
Group Code: CoreNet2013

Welcome Reception

9 SEPTEMBER 2013 | 18:00 - 19:30

After checking in, meet up with old friends and make new ones! Enjoy drinks and appetizers and start experiencing all that the CoreNet Global EMEA Summit has to offer!

Recognition Lunch

10 SEPTEMBER 2013 | 12:30 - 14:00

Join us for the time-honored tradition of the CoreNet Global recognition lunch where we honor SLCR and MCR graduates, Chapter Leaders, Luminaries and Top-Rated Faculty. Acknowledge CoreNet Global members in the region who have supported CoreNet Global for 10 or more years.

Peer2Peer Networking Lunch: An Idea-Sharing Extravaganza!

11 SEPTEMBER 2013 | 12:30 - 14:00



Join your peers for a CRE think tank roundtable exchange of best practices, problem solving, and new ideas!

Networking Dinner at Stork

10 SEPTEMBER 2013 | 19:00 - 21:30

Previously owned by Royal Dutch Shell group, the Stork Café and Restaurant is an ex-industrial area that has been transformed into a lively arts and entertainment district. This former factory at the Northern banks of the river IJ now houses the largest (and best!) seafood restaurant in all of Europe.

The Stork is a phenomenal example of industrial space that has been reclaimed and is now used in a totally different way.

**part of this event will occur outdoors, please dress accordingly.*



REIMAGINATION

Fast-paced, interactive, small group learning opportunities provide you with a menu of options! Combine App Exchange, Learning Theatre, Knowledge Café and Demonstration sessions to build a customised programme agenda that speaks to your specific needs.

REIMAGINATION Learning Theatre

Quick-hit, short format, timely and topical presentations by industry leaders and SMEs.

REIMAGINATION App Exchange

Peer-sharing of your favorite mobile applications to improve productivity, useful websites, insight into social media tools and more!

Knowledge Café

CoreNet Global's Knowledge Café gives you the knowledge and information you need in your career and on the job – right now. Best of all, sessions are designed in quick 15 minute segments. Join your colleagues for a express learning in the Knowledge Café.

CoreNet Global Benchmarking Demo

You asked for it, we delivered! CoreNet Global has developed a first-of-its-kind corporate real estate benchmarking service; a solution founded on years of research and development and CRE executive and other expert input. Come see what the excitement is all about and learn how you can put benchmarking to work for your company with immediate results!

Agenda This agenda is tentative and subject to change

Monday 9 September 2013

09:00 - 16:00	Discovery Forum (by invitation only)
13:00 - 18:30	Registration Open
16:30 - 18:00	Component Leaders Workshop
17:15 - 18:00	Executive Leaders Council (by invitation only)
18:00 - 19:30	Welcome Reception
19:30	Attendees at Large/Private Events

Tuesday 10 September 2013

08:30 - 18:00	Registration/Information
08:30 - 09:00	Welcome Coffee & Tea
08:30 - 16:45	Business Centre/Lounge/Social Networking Point
09:00 - 10:30	General Session 1: Dr. Jonas Ridderstråle
10:30 - 11:30	Networking Break
10:30 - 11:30	REIMAGINATION Learning Theatre
10:30 - 11:30	REIMAGINATION App Exchange
10:45 - 11:15	Knowledge Café
10:45 - 11:15	CoreNet Global Benchmarking Demo
11:30 - 12:30	Breakout Sessions
12:30 - 14:00	Networking and Recognition Lunch
14:15 - 15:45	Breakout Sessions
15:45 - 16:45	Networking Break
15:45 - 16:45	REIMAGINATION Learning Theatre
15:45 - 16:45	REIMAGINATION App Exchange
16:00 - 16:30	Knowledge Café
16:00 - 16:30	CoreNet Global Benchmarking Demo
16:45 - 18:00	Breakout Sessions
18:30 - 19:00	Transfer to Networking Dinner at Stork
19:00 - 21:30	Networking Dinner
21:45	Return to hotel

Wednesday 11 September 2013

08:00 - 17:00	Registration/Information
08:30 - 09:00	Welcome Coffee & Tea
08:30 - 18:00	Business Centre/Lounge/Social Networking Point
09:00 - 10:30	Breakout Sessions
10:30 - 11:30	Networking Break
10:30 - 11:30	REIMAGINATION Learning Theatre
10:30 - 11:30	REIMAGINATION App Exchange
10:45 - 11:15	Knowledge Café
10:45 - 11:15	CoreNet Global Benchmarking Demo
11:30 - 12:30	Breakout Sessions
12:30 - 14:00	Peer2Peer Networking Lunch
14:00 - 15:30	Breakout Sessions
15:30 - 15:45	Networking Break
15:45 - 17:15	General Session 2: Dr. Alf Rehn
17:15 - 18:00	Closing Cocktails & Prize Drawing

Thursday 12 September 2013

Post-Summit Seminars	
08:30 - 17:00	MCR/SLCR Seminar - Portfolio Realignment: Restructuring Real Estate Assets
08:30 - 17:00	MCR Seminar - Corporate Real Estate Finance

Friday 13 September 2013

08:30 - 17:00	MCR/SLCR Seminar - Portfolio Realignment: Restructuring Real Estate Assets
08:30 - 17:00	MCR Seminar - Corporate Real Estate Finance

Post-Summit Seminars

PORTFOLIO REALIGNMENT: RESTRUCTURING REAL ESTATE ASSETS (MCR/SLCR)

This seminar is designed to formulate a comprehensive restructuring plan that can be implemented within one's own company.

WHO SHOULD ATTEND

This course is designed for an audience of Corporate End Users, Service Vendors, as well as Real Estate Service Providers. It is advised that if a Real Estate Group has preferred relationships with outside vendors, that they consider attending the course as well.

CORPORATE REAL ESTATE FINANCE (MCR Required)

This seminar provides a comprehensive overview of financial analysis and management in a corporate real estate context.

WHO SHOULD ATTEND

Corporate real estate managers and directors who want to develop a better understanding of corporate finance principles and their application to corporate real estate decision-making and management

For more information about these and other MCR/SLCR Seminars, visit www.corenetglobal.org/ProfDev

Summit Sponsors

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Showcase Your Brand!

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

The corporate real estate market is coming from around the world for CoreNet Global's EMEA Summit. Take advantage of this once-a-year opportunity to showcase your brand next to the biggest names in the industry.

Jessica Lisi at jlisi@corenetglobal.org or visit www.corenetglobal.org for more information.



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Who's Attending?

The CoreNet Global EMEA Summit provides rich opportunity for personal and professional growth. Learn from companies applying cutting-edge technologies and new and creative CRE solutions. Network with senior real estate executives from corporations around the world, such as:

Adidas	IBM UK Limited
Agilent Technologies	Ion Trading
AIG Global Corporate Real Estate	Juniper Networks
AP Moller-Maersk Group	King's College London
ARM Holdings plc	MasterCard Europe, SPRL
AstraZeneca	Microsoft Ltd.
Bank of America	NetApp
Barclays Bank (HQ)	Nokia
BASF	Nokia Siemens Networks
BBC	Oracle Corporation
Beiersdorf AG	Pfizer Ltd
BMC Software	Philips France
BP Europa SE	PricewaterhouseCoopers
BT Plc	Prudential Corporate Property
CH2M Hill	Red Hat UK Ltd
Cisco Systems	Reed Elsevier
Credit Suisse	Royal Bank of Scotland
Deutsche Bank AG	SAP
Diageo	Shell International Petroleum Company Ltd
Discovery Communications Europe	Siemens
Dow Benelux BV	Standard Chartered Bank
Ericsson Limited	Sybase Europe B.V.
Esso Petroleum Co Ltd	Synopsys
ExxonMobil Global Real Estate	Teradata Corporation
FloraHolland	The Travelers Companies
Fujitsu	UBS AG
GE Healthcare	Unilever
GE Real Estate Europe	United Technologies Realty
Google	Vodafone
Group 4 Securicor	Wartsila Italia SPA
Hanesbrands Inc	Whirlpool Corporation
Henkel AG & Co KGaA	Zurich Financial Services
Hewlett Packard Ltd	
Hilton Worldwide	
Honeywell Control Systems Ltd	
Houses of Parliament	
HSBC	

Be sure you are on the list of esteemed professionals and companies in Amsterdam, 9-11 September.
www.corenetglobal.org/Amsterdam2013