



urbanization & exports

**Executive conference on global urbanization and
how to increase Danish exports of sustainable
urban solutions**

**Monday November 14
08.30 – 16.00**

The Royal Library Søren Kierkegaards Plads 1, Copenhagen
Register at www.urbanization-exports.dk

Urbanization & Exports

By 2050, 70% of the world's population is expected to live in cities. This global urbanization will create a massive demand for sustainable urban solutions and presents a unique export opportunity for Danish companies. The UN goals for sustainable development and the COP-21 agreement to combat climate change affirm the growing political will to promote sustainable development.

Danish companies and cities have many of the skills and products needed to meet the rising demand for sustainable urban solutions. However, in the midst of growing international competition it is not enough to offer state-of-the-art solutions. We also need to be among the best at creating international awareness and promoting international collaboration. To increase exports of sustainable urban solutions there is a need to rethink the relationship between diplomacy and business development to ensure greater collaboration between cities, governments and private companies in developing international partnerships.

With the Urbanization & Exports conference, Realdania and the Danish Foreign Policy Society invite you to participate in the debate on how to increase exports of sustainable urban solutions. The conference will provide an outlook on global market developments from Danish and international experts, hands-on insight from leading cities and companies and discussions on ways of promoting international collaboration going forward.

We're looking forward to welcoming you.

Jesper Nygård
CEO, Realdania

Lykke Friis
Chair, The Danish Foreign Policy Society



Program

08.30 Registration

09.00 Welcome

Jesper Nygård CEO, Realdania and **Lykke Friis** Chair, The Danish Foreign Policy Society

09.15 Global Outlook

World Wide Work

Bjarke Ingels Founder of BIG

This is on the agenda of the world's leading mayors

Kevin Austin Deputy Executive Director, C40

London - greener and cleaner

Shirley Rodrigues Deputy Mayor for Environment and Energy, London

How to be competitive in the next metropolitan economy

Bruce Katz Centennial Scholar at the Brookings Institution and BLOXHUB board member

11.00 Break

11.30 Export Strategies

The foreign policy of the future - diplomacy as a catalyst for business

Peter Taksøe-Jensen Danish Ambassador to India

The BLOXHUB initiative to innovate urbanization

Lars-Peter Søbye Chairman of BLOXHUB and CEO of COWI

Panel debate - How to increase Danish exports of sustainable urban solutions

Jens-Peter Saul CEO Rambøll **Tine Roed** Director Confederation of Danish Industry

Mette Kynne Frandsen CEO Henning Larsen Architects **Anne Skovbro** Executive Director and CPO, Realdania

12.35 Political Perspectives

Troels Lund Poulsen Denmark's Minister for Business and Growth

12.45 Lunch

13.45 BLOXHUB Sessions (at Fæstningens Materialgård)

Session 1

What should be the future Copenhagen model for international collaboration?

Session 2

The City Solutions Platform – Public-Private Co-Creation in Action

Session 3

Is disruption just a buzzword or is it about time to take digital innovators seriously?

The three sessions will be run in parallel. When you register for the conference, please indicate in which session you would like to participate.

15.00 Refreshments and guided tour of the BLOX construction site

You will meet



Troels Lund Poulsen

Political Perspectives

Troels Lund Poulsen, Denmark's Minister for Business and Growth, will provide the participants with key insights into the political perspectives of exporting sustainable urban solutions and creating international partnerships.



Bjarke Ingels

World Wide Work

BIG is one of the world's most innovative and successful architecture firms and Time Magazine lists founder Bjarke Ingels as one of the 100 most influential people in the world. Bjarke Ingels will give an insight into how BIG has achieved their remarkable international presence and what other Danish companies might learn from the international success of BIG.



Kevin Austin

This is on the agenda of the world's leading mayors

Kevin Austin is Deputy Executive Director of C40. Representing more than 85 of the world's leading cities, the C40 network is a platform for cities worldwide committed to addressing climate change. Kevin will give an overview of the challenges facing cities and the solutions they are applying as they move towards sustainable, low carbon economies.



Shirley Rodrigues

London - greener and cleaner

Shirley Rodrigues is London's new Deputy Mayor for Environment and Energy. Shirley Rodrigues will give an insight into the main challenges of London when it comes to sustainable development and present some of the city's most important initiatives to create a greener and cleaner London.

You will meet



Bruce Katz

How to be competitive in the next metropolitan economy

Bruce Katz is Centennial Scholar at the Brookings Institution, the author of *The Metropolitan Revolution* and a leading international expert on global urbanization. He was recently appointed to the board of BLOXHUB. Bruce will present his analysis of what it takes for cities and companies to be competitive in the changing global economy and how the interplay between cities, companies and universities is key for global success.



Peter Taksøe-Jensen

The foreign policy of the future - diplomacy as a catalyst for business

Peter Taksøe-Jensen, Danish Ambassador to India and foreign policy expert, presents his views on how Danish foreign policy can support business interests in the future. What are the main barriers and opportunities for Danish companies in terms of delivering sustainable urban solutions to the global market? How can diplomacy become a catalyst for business? What are the specific challenges and potentials in India?



Lars-Peter Søbye

The BLOXHUB initiative to innovate urbanization

Lars-Peter Søbye is CEO of COWI and chairs BLOXHUB. COWI is a leading engineering consultancy providing expertise within a wide range of large-scale engineering projects around the world. Lars-Peter Søbye will explain the rationale behind the BLOXHUB initiative and highlight how it can stimulate innovative urbanization.

Moderator



Martin Breum

Martin Breum is a Danish journalist and writer. He is a popular news host on Danish national television, an acclaimed documentarist and author of a number of books on the Arctic regions.

Panelists



Mette Kynne Frandsen

Mette Kynne Frandsen is CEO of Henning Larsen Architects. Henning Larsen Architects is one of Denmark's largest architecture firms with offices and ongoing projects located all around the world. Mette Kynne Frandsen will join the panel debate on how to increase Danish exports of sustainable urban solutions.



Tine Roed

Tine Roed is the Deputy Director General of the Confederation of Danish Industry [DI]. DI is a private organization that acts on behalf of its 10,000 member companies to enhance their competitiveness and opportunities for growth. Tine Roed will join the panel debate on how to increase Danish exports of sustainable urban solutions.



Jens-Peter Saul

Jens-Peter Saul is CEO of Rambøll. Rambøll is the largest engineering consultancy firm in the Nordic Region and is engaged in providing knowledge-based holistic solutions within a wide range of engineering practices. Jens-Peter Saul will join the panel debate on how to increase Danish exports of sustainable urban solutions.



Anne Skovbro

Anne Skovbro is Executive Director and CPO of Realdania. Realdania is a private philanthropic organization with a mission to improve the quality of life and benefit the common good by improving the built environment all over Denmark. Anne Skovbro will join the panel debate on how to increase Danish exports of sustainable urban solutions.

BLOXHUB sessions

Session 1

What should be the future model for international collaboration?

The City of Copenhagen has signed an agreement with New York on the exchange of knowledge on climate adaptation. In the fall of 2015, Rambøll won a prestigious contract to advise New York on climate adaptation. Behind its success is the close collaboration between the City of Copenhagen and a number of Danish companies. This session is your opportunity to gain an insight into the experiences from New York and to give your input into how Copenhagen and Danish companies can collaborate to establish international partnerships in the years to come, ahead of Copenhagen hosting the IWA World Water Congress in 2020. Copenhagen is in the early stages of formulating its strategy for future internationalization and will use input from the session in future work

Meet **Lykke Leonardsen** Head of International Initiatives in the Sustainability Area at the City of Copenhagen, **Christian Nyerup Nielsen** Division Director, Rambøll, **Mette Skjold** CEO, SLA and Bruce Katz, Centennial Scholar, Brookings Institution.

Session 2

The City Solutions Platform – Public-Private Co-Creation in Action

The C40 Cities Climate Leadership Group, CLEAN - Denmark's Cleantech Cluster and the International Cleantech Network [ICN] have launched the City Solutions Platform [CSP] as a catalyst for innovative partnerships and replicable best-practice solutions between global cities and leading sustainable solutions providers. The CSP is made possible by the support of Realdania and industry partners Danfoss, Hitachi and RTI.

At the session you will learn more about the CSP, discuss a public-private co-creation case study and innovate on a specific challenge faced by a global city. In this session participants will have the opportunity to engage with the CSP by sharing their knowledge of the solutions available to solve this challenge.

Meet **Simon Kjær Hansen** Director of Regions at C40, **Peter Bjørn Larsen** Director of the City Exchange, Hitachi and **Carsten Gaarn-Larsen** CEO, CLEAN.

Session 3

Is disruption just a buzzword or is it about time to take digital innovators seriously?

A recent survey shows that 45% of Danish business leaders believe that their core business will become obsolete or radically change within ten years as a result of digitalization. The potential in smart urban solutions is enormous and can change the way many cities' central processes work. Consequently, BLOXHUB has just launched the accelerator program, BUILDTECH, for startup companies working innovatively with new technologies to address the core challenges of the urban environment. But are the traditional business systems within urban development and the construction sector prepared for digital disruption? From where should innovation originate? What will happen in the digital innovation environments and among makers? How can established companies and innovative start-ups benefit each other?

Meet **Bas Boersma** CISCO, **John Sommer** Sales Director, MT Højgaard, **Anders Bundsgaard** Odico, **Alex Farcet** Rainmaking and **Laila Pawlak** Dare2.

Organizers

Realdania

Realdania is a philanthropic organization that supports projects in the built environment with the aim of enhancing life quality. By improving the physical framework of people's everyday lives, Realdania also seeks to solve some of the issues facing society today. The organization is involved in homes and buildings and the spaces in-between, in cities and in towns – often in collaboration with other actors such as local authorities, businesses, associations and foundations.

The Danish Foreign Policy Society

The Danish Foreign Policy Society is a private, non-profit organization that promotes interest in foreign policy and international affairs in general. The Society is independent from political as well as commercial interests. The Danish Foreign Policy Society regularly hosts meetings and conferences with well-known Danish and foreign speakers. The Society publishes the magazine entitled "Udenrigs" [Foreign Affairs].



BLOXHUB Sessions

The BLOXHUB sessions are organized in collaboration with BLOXHUB. The BLOXHUB association was established by Realdania, the Danish government and the City of Copenhagen with the purpose of bringing together private and public actors to showcase Danish expertise in the global market and initiate innovative and inter-disciplinary partnerships to develop urban solutions for the next generation.

BLOXHUB is located at Fæstningens Materialgård and soon also at BLOX, which will open on the Copenhagen waterfront in the spring of 2018 with state-of-the-art work spaces for businesses as well as conference and exhibition facilities. The building will thus become an international focal point for professionals working to develop the next generation's sustainable urban solutions.

BLOXHUB is based on issue-driven, problem solving themes to which members can contribute by co-creating innovative solutions and products.

Read more about BLOXHUB and its current activities at www.bloxhub.org. This is also where you can apply for membership of the association and sign up for the BLOXHUB newsletter.

Register at www.urbanization-exports.dk