

the retail offer and experience in cities can influence distinction.  
**Roger Pride**, Managing Partner, Heavenly and Visiting Professor,  
University of Surrey

**Room:  
Café**

**Session 6: Vooruitgang vraagt ondernemerschap (In Dutch!)**

In de retail is stilstaan als ondernemer geen optie. Stilstand is achteruitgang en vooruitgang vraagt ondernemerschap. Tijdens deze interactieve sessie vertellen drie ondernemers hoe zij ondernemen in een veranderende wereld.

**Liesbeth de Haan**, MKB Nederland

**Ciska Snel**, Vocational Teacher, Alfa College

**Hilbert Wiechers**, Entrepreneur, Wiechers Wonen

Deze sessie duurt twee rondes. Session in Dutch

**Room:  
Passagezaal**

**Session 7: How to create an urban space that is inviting and stimulating for people to visit?**

In 15 years' time the city center of Zaandam (the Netherlands) changed from a troublesome into a vibrant area. How? By developing the entire area in mutual coherence, by making the hidden quality visible and by making better use of the potential. The center development has had a remarkable effect on visitor numbers, appreciation, and the length of stay.

**Sjoerd Soeters**, Urban Architect and Director, PPHP (Pleasant Places Happy People)

**Room:  
Salon**

**Session 8: How to make small businesses part of the city of the future**

Many URBACT networks are focusing on different aspects connected to retail as driver for urban growth, with particular attention to small and medium cities and towns. A review of experiences and practices showing how the active participation of users and stakeholders can contribute to define integrated and sustainable policies.

**Simone d'Antonio**, Communication and Dissemination Officer,  
Associazione Italiana dei Comuni Italiani (ANCI)

