

**SPECIAL CONFERENCE ISSUE**

# Self Storage **Europe**

1 & 2 October 2014

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**EUROPEAN SELF STORAGE  
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# Welcome

to the 2014 FEDESSA European Self Storage Conference and Trade Show in the beautiful Scandinavian city of Stockholm

Christian Schmutz, FEDESSA President



Welcome to the 2014 FEDESSA European Self Storage Conference and Trade Show in the beautiful Scandinavian city of Stockholm. This year's event is a special one for a number of reasons. It is the first time we have held the conference in Sweden or in Scandinavia generally. This is a region that has a strong, and growing, local and multi-national self storage industry and I am pleased that we have been able to bring the event here. This provides the local operators more opportunity to attend and bring their staff. We have received lots of support from the Swedish operators. Michael Fogelberg in particular has been a huge assistance in organising this event with his local knowledge. I would like to thank him all his work in bringing the event to Stockholm.

This is the 10 year anniversary of FEDESSA and the 10th European Conference that we have organised. It has certainly come a long way in this time and is now a truly professional event that is attracting visitors from all over the world. This year we have a significant delegation from Australasia, as well as delegates from South Africa, the USA, Asia and the Middle East. We also have the largest self storage trade show ever held outside the USA, with over 30 trade booths and a number of new suppliers exhibiting. Without the support of our suppliers we could not run an event like this. Particular thanks to our Major Sponsor, Steel Storage, who have been long time sponsors of this event and FEDESSA generally.

Sadly this year's conference is also the farewell event for our Secretary General, Rodney Walker. Rodney has been with us for all of FEDESSA's 10 year history and has helped organise all the conferences, as well as providing all the support and services that has enabled FEDESSA to grow to now represent over 2000 self storage sites across Europe. I wish Rodney all the very best in his retirement and thank him for his years of

dedication to FEDESSA, and the self storage industry in general.

Those of you who attended last year's conference in London will know that we made some significant changes to the programme, adding more professional business speakers, expanding the social programme and making use of local self storage owners on panel sessions. This year's event is building on the success of London, with some renowned business specialists delivering content tailored to the self storage market. I am looking forward to hearing from Emma Sinclair in how she has developed her

car park business, as there are some real similarities between this industry and ours. After all, it is all about renting space. Johan Ronnestam's speech will also be fascinating, with his take on modern marketing techniques for small businesses making the most of current technology. In fact the whole programme for this year's event is full of speakers whose insights will provide real value to your business.

Finally I would like to encourage you to make the most of the fact that this is the

largest meeting of self storage owners, operators and investors in Europe. There are over 300 people here, all with their own self storage experiences and knowledge. Make sure you make the most of this important resource and talk to as many people as you can. Ask questions, share ideas and you will make this event even more valuable to your business. It's not just about the speakers, networking is an equally important aspect of this event.

Thank you for attending the 2014 FEDESSA Self Storage Conference and Trade Show. I know you will return to your business re-vitalised and with some great ideas to further grow and improve your self storage business. I hope that you also get the chance to explore Stockholm and see some of the magnificent sites it has to offer.

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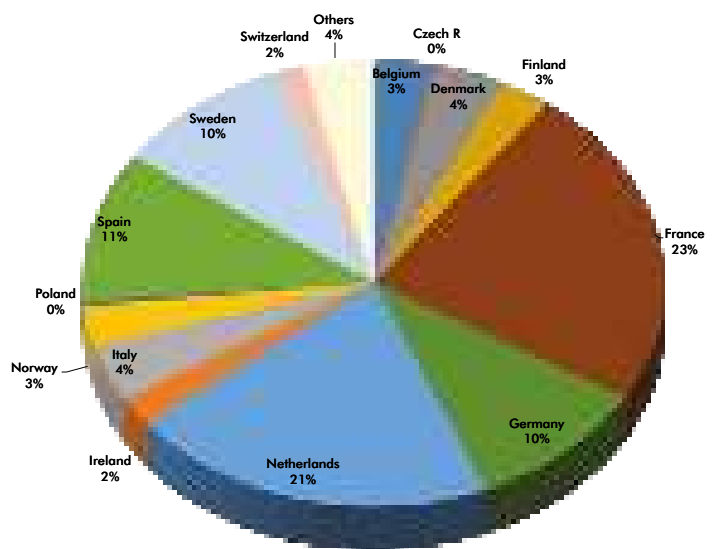


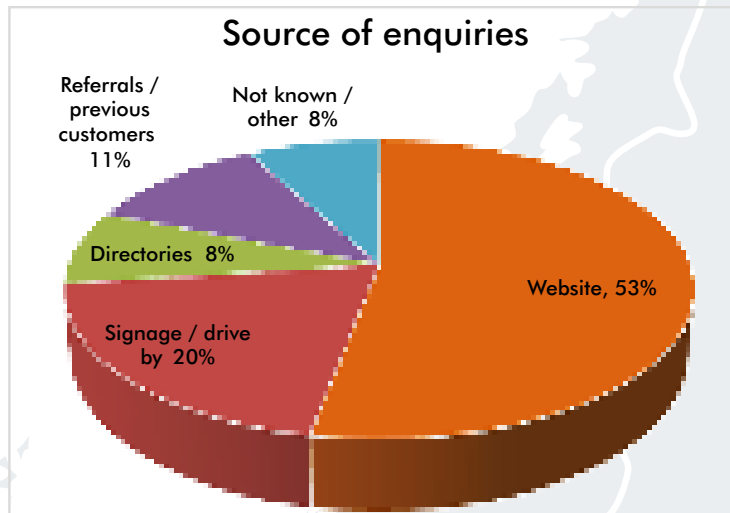


## European Self Storage Survey

During the conference the latest FEDESSA European Self Storage survey will be released. This year's survey was completed by a record number of respondents and in addition, further data on the size of the industry was obtained from other sources and further market research. There were also additional questions asked of operators in relation to operational items and their thoughts on future trends in the industry. This has resulted in the most comprehensive report into the self storage industry in Europe to date. A full presentation on the results will be provided as part of the "State of the industry" panel, at 11:45 on Thursday. Here are just a few features of the report to give you a taste of what is to come.

France and the Netherlands continue to have the bulk of self storage space, with Germany and Spain the next largest markets, followed closely by Sweden. If the UK is added into this mix then they account for 46% of the space, reducing France to 13% and the Netherlands to 11%. There appears to have been more new space added in the UK than other European countries in the last 12 months.





When considering the amount of storage per person, the UK continues to lead, although very closely followed by the Netherlands and Sweden, who have around 3 times as much storage space per person as the European average of 0.015 square meters per person. If you compare these figures to the USA, which has 0.68 square meters per person, or even Australia, which has 0.16, it is reasonable to assume that there is significantly more growth potential in the European market. Care must be taken however when comparing international self storage markets, as local conditions will significantly affect the viability and size of local markets. For example, in the USA land is cheaper and generally more readily available. This contributes to self storage being sold at much cheaper prices than in Europe. It is highly unlikely that the self storage industry in Europe will reach the penetration levels of the USA.

The survey this year included data on the source of self storage enquiries. Not surprisingly the web accounts for the majority of enquiries. It is interesting to note that this figure has quite a large variance, with many sites receiving close to 75% of their enquiries through the web and others less than a third. Note that telephone directories are down to only 8%, a small

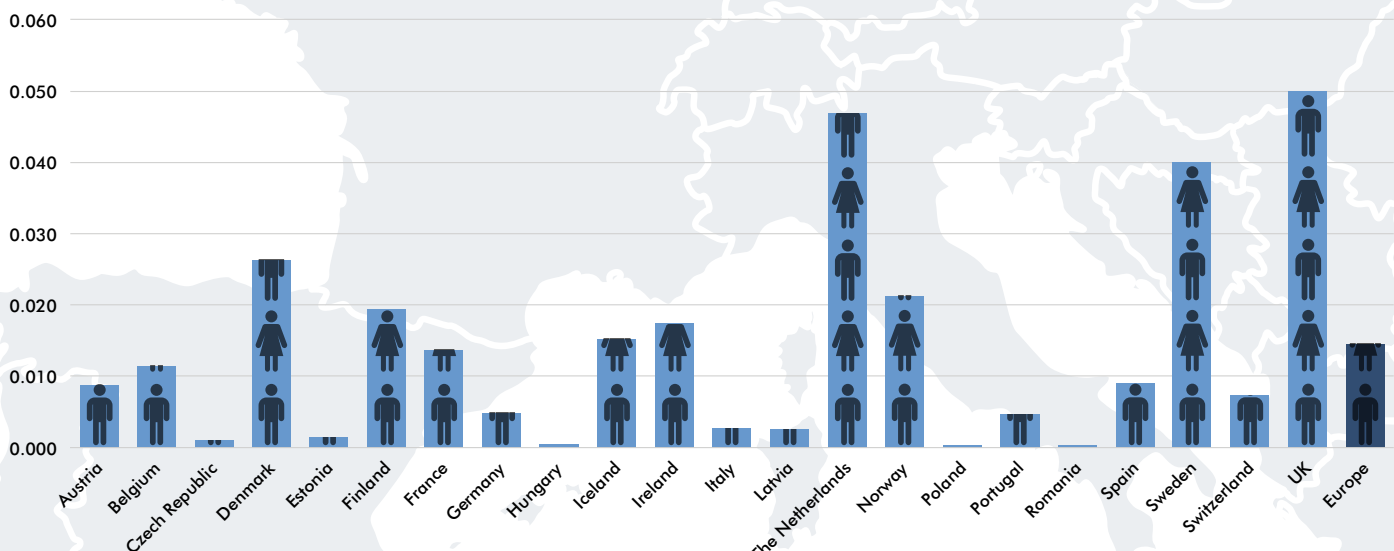
figure given that 10 years ago the majority of enquiries would have come from this source. Site exposure remains the second largest source of customers, this reinforces the long held belief that a prominently located site is a significant benefit to any self storage business. It will be interesting to see if this changes in the coming years, as reliance on the internet continues to increase, particularly with improved internet connectivity on mobile devices.

The survey this year included data on the source of self storage enquiries. Not surprisingly the web accounts for the majority of enquiries.

There were some significant variances between countries on this data. For example, in Belgium the telephone directory accounted for 15% of enquiries and in France and the Netherlands it was 13%. Conversely, in Finland there were negligible enquiries from telephone directories and in Switzerland it only accounts for 3% of enquiries. In Spain 67% of enquiries are web based and in Italy web enquiries only account for 45%. This further demonstrates

that self storage is a local product and there will be variances in the market between countries and in fact between regions within the country. When thinking about developing a new self storage site it is important to complete a local market analysis rather than relying on country or regional data.

sqm of storage per person





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## Michael Fogelberg on Stockholm

Michael Fogelberg is the chairman of the Swedish Self Storage Association and has been instrumental in getting the FEDESSA conference to Stockholm and assisting with its organisation. He is a well-travelled Swede with fantastic local knowledge of Stockholm, which makes him perfect to tell us about this wonderful city.

I think what really makes Stockholm special is the wonderful views that you get from wherever you are in the city. You can always see the water, a beautiful building on the skyline or some magnificent architecture on the streets. Just walking around the city is such an enjoyable experience on its own.

My favourite part of Stockholm is the Old Town, which is just across the water from the Radisson Blu, only around a 10 minute walk and definitely worth a visit while you are here. There are a so many unique things to see when visiting the Old Town which is the original Stockholm. The town was set up during the 1300 century and there are about 3000 people living in the old city today. Most buildings are from the 1700 and 1800 centuries. The dominant building in the old city is the King's castle and the area has Stockholm's biggest ranges of restaurants, tourist shops, studios and museums. It is just a wonderful place to walk around and I hope you get the chance to enjoy it while you are here.

A little bit further out of town is the Vasa Museum, which is also well worth a visit and has become a natural part of Stockholm's skyline with its masts rising high above Djurgården. The museum displays the only almost fully intact 17th century ship that has ever been salvaged, the 64-gun warship Vasa that sank on her maiden voyage in 1628. There is good reason this is one of the most popular tourist attractions in Scandinavia, despite what you may already think you know about this ship, once you see her up close and personal she will take your breath away.

While you are over at the VASA you could also check out the Abba museum, which is in the same area. Some would say you cannot visit Stockholm without seeing the Abba museum. It is certainly a highlight for the fans but it is a fascinating exhibition for anyone and really good to visit.

Of course it's not all about history and museums, there are loads of amazing places to eat, drink and of course shop. If you want to get some retail therapy then try out the NK centre, an easy 10 minute walk straight down the Klarabergsgatan

which is the main street behind the Radisson Blu. There is a huge range of shops from clothing to toys with big names as well as boutique stores, and of course lots of cafes to get your caffeine fix in between all the shopping. Over 9 million people a year go through the NK centre and there is sure to be something here for you.

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While you are in our city  
you may want to learn a few  
key words in Swedish.

Hello is "Hej".  
Thankyou is "Tack"  
and very importantly  
a large beer is "Stor Stark".

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Stockholm is actually situated on 14 islands, hence all the water everywhere! So one of the best ways to see the city is by boat. If you are staying an extra day or two then take the time to do a sightseeing boat trip around the islands and see how beautiful Stockholm is from the water.

While you are in our city you may want to learn a few key words in Swedish. Hello is "Hej". Thankyou is "Tack" and very importantly a large beer is "Stor Stark".

I hope you take the time to see some of our beautiful city and enjoy your time in Stockholm. I am very pleased that we were able to bring the FEDESSA conference here and that you chose to attend.

Michael Fogelberg  
Chairman Swedish Self Storage Association



## Tuesday September 30

### 3:00 PM Self Storage Facility Tour

Visit 3 Stockholm self storage sites, each expertly fitted out and with the latest current technology, but with their own unique features and very different from each other.

**Shurgard Solna** - Their flagship store for the area with over 1000 units located between the main railway line and a major feeder road for the area to get maximum exposure for this huge site.

**Pelican Self Storage Kungsholmen** - This building was built as a cinema in 1938 and has a protected heritage listing on it. It is now an 800 unit self storage building with 3 levels in the main hall and wine storage in the basement.

**Shurgard Vanadis** - One of the newest Shurgard sites, located "downtown" and with a range of smaller units suited to this location, most of which are in the basement of the building.



## Wednesday October 1

### 8:30 AM Breakfast in the Trade Show

### 9:15 AM Opening Session

### 9:30 AM Caspar Berry Taking calculated risks to improve your business

Caspar Berry is a professional poker player who now coaches businesses on how to take managed risks. He talks about how "changing things up" motivates you and your staff and produces real improvements in your bottom line. A most sought after business speaker, Caspar uses the metaphor of poker - always fun and original - to explore business themes and ensure you will leave his session fired up to make some real changes to your business.

### 10:30 AM Morning Coffee



**11:00 AM**

**Lindsey Hemingway and Simone Hill  
Legal Issues in Self Storage – Practical Examples and what you can learn**

Two women who are the leading authorities on self storage law will share a mix of case studies and practical tips on how you can ensure your business has the maximum level of legal protection in this self regulated industry. Simone Hill has over 15 years' experience in self storage law in Australia. She will be sharing some of the cases that have been taken against self storage operators and how they could have been avoided. She is joined by Lindsey Hemingway, our UK self storage legal guru who will talk from a European viewpoint about the finer points of self storage law and the common mistakes she sees operators make here. An essential session for anyone who operates a self storage business and a chance to get free legal advice!

**12:00 PM**

**Lunch and Trade Show**

**1:30 PM**

**Michael Tate – Building your business income levels**

Michael co-founded Australasia's largest self storage group, Storage King, in 1998. Michael's session will provide existing self storage operators with meaningful strategies to enhance store income levels. He will also advise investors of some of the pitfalls of self storage operations especially in the first year of trading. Real practical examples that will improve the income levels of your self storage business.

**2:30 PM**

**James Gibson – Marc Oursin – Claus Mathisen  
The major operators' view on the future of self storage**

Hear from CEOs of some of the largest self storage businesses in Europe, Big Yellow, Shurgard and Pelican, with their thoughts on the future of the industry. Take the opportunity to ask them your own questions in this interactive session. Industry growth, consolidation, discounting, pricing, nothing is off limits during this insightful session from some of the most influential people in the European Self Storage industry.

**3:30 PM**

**Afternoon Tea**

**4:00 PM**

**Johan Ronnestam – The future of marketing  
and communication**

Johan is one of Sweden's leading corporate speakers, a practical futurist who talks about how your business can benefit from current and future developments in technology and communication. A tailored presentation specifically addressing the issues of marketing self storage at a local level, covering social media, advertising, branding and much more.

**5:00 PM**

**FEDESSA AGM**

**6:30 PM**

**Drinks in the Trade Show  
Sponsored by Chateau Products**



Unwind in the trade show with some pre-dinner drinks and another opportunity to chat to the trade exhibitors and other delegates. Drinks and canapés are included in full registration packages.

**7:30 PM**

**Welcome Dinner – Opera House  
Sponsored by Reason Global**



The Opera Terrace, located on the second floor of Operakällaren, offers a magnificent view of the Royal Palace, the Swedish Parliament and the surrounding waters through the panoramic windows. It is an ideal place to mix with your fellow delegates and reflect on the day's activities. Enjoy a sumptuous meal and drinks courtesy of our generous sponsors for the night Reason Global. This event is all about luxury and mingling with other self storage professionals, a great way to unwind at the end of the conference's first day. The venue is a short walk from the hotel and bus transport will also be available.

## Thursday October 2

**8:00 AM Breakfast in the Trade Show**

**8:45 AM Emma Sinclair  
Making your business stand out from the rest**

Car parks and self storage are all about selling space and Emma Sinclair has made a successful business by making her car parks stand out from all the rest. Despite entering the industry when car use was declining and parking and real estate costs were increasing she set her business up to have real points of difference in what was a very non differentiated market. There are real lessons from this story that can be applied to your self storage business and how to sell space on things other than price.

**9:45 AM Flood in Copenhagen  
Niels Meibom-Larsen - Lorraine Dicksee - Paul Norris**

Hear City Self-Storage and Reason Global talk about dealing with a disaster scenario in your facility. Niels Meibom-Larsen from City Self-Storage, alongside Reason Global talk about coping with the aftermath of the Copenhagen floods in 2011, which affected 4 of the company's facilities. Niels talks about the effect of the floods on the business, how they coped with internal and external communication with staff and clients respectively and the lessons learnt. Reason Global's Lorraine Dicksee (General Manager) and Paul Norris (Broking Manager) talk about how they reacted to the insurance claims that followed, the swift processes adopted in dealing with the insured and their client's damage and the importance of having the correct cover for such situations. This promises to be a fascinating insight into coping with any disaster that may face your business.

**10:30 AM Morning Coffee**

**11:00 AM Independent operators panel**

Hear from a panel of highly successful self storage operators running smaller independent businesses with a huge presence in their local area. These operators will share their thoughts on the future of the industry; how they successfully compete with the big brands and discounting generally; how they market their business differently and what they see as the challenges for growth in the future. Another facilitated discussion session where you have the opportunity to ask the panel questions.

**11:45 Property Valuations and State of the Industry  
Oliver Close - Malcolm Collins - Robert Scott**

Hear from experienced property valuers from around the world on the state of the industry. How are self storage properties being valued given the lack of sales in recent years? Are yields on the improve? Are banks and other lenders looking more favourably at self storage and opening up funding? Your chance to quiz these analysts while they are not "on the clock". This session will also include the release of the Annual European Self Storage Survey produced by FEDESSA and analysis of its results.

**12:30 PM Lunch and Trade Show**

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European Self Storage Conference Special - October, 2014



**2:00 PM**

### **European Economics and opportunity for future growth Par Magnusson**

Is the worst really behind us? Will political unrest further destabilise the EU economy? What opportunities does the economy provide for future growth? Are we heading into a period of growth, more of the same or is it all downhill from here. Par is a renowned European economic analyst, with 15 years' experience as fixed income and macro analyst. 11 years at Danske Markets in Copenhagen and 4 years at RBS in Stockholm. He is the ideal person to answer these questions and provide current and pertinent commentary on the future economic conditions.

**3:00 PM**

### **Close and 2015 preview**

The venue for the 2015 European Self Storage Conference will be announced.

**3:15 PM**

### **Afternoon Tea**

**3:30 PM**

### **Round Tables**

Your chance to get one on one with our speakers and industry experts on a topic that is important to you. Round tables allow small groups of delegates to discuss the topics that are important to them and get personalised answers to their questions from experts in the area. Topics will include marketing, insurance, construction, valuations, legal issues, regional based operators, and much more. A great way to finish off the educational part of the conference by drilling down on what is important to you.

**7:00 PM**

### **Pre Dinner Drinks Sponsored by Active Supply and Design**



Unwind after a solid day of information with a welcome drink and some canapés before heading into the Awards Dinner. Sponsored by Active Supply and Design, this is a great time to meet up with new friends made throughout the event.

**7:30 PM**

### **Awards Dinner - Sponsored by Steel Storage**

**STEEL STORAGE** The Gala event for the self storage industry where we recognise some of the high achievers in the industry and reflect on the success of the conference. Courtesy of Steel Storage, the event's major sponsors, enjoy a sumptuous 3 course dinner, wine, beer and soft drink. A night full of entertainment, laughter and recognition of the industry's achievements. The main hall in the Radisson Blu Waterfront Centre will be transformed for the evening with views over the waterfront.

## Round Tables

This is your chance to have one on one conversations with various speakers and industry experts and delve into more detail on certain topics that are important to you. Each table has no more than 10 people on it to allow small group discussions on issues. You have the opportunity to move between these tables at allocated times throughout the session and cover all the topics that you want more information on. You will learn not just from the table leaders but also the other delegates on the table who are interested in the same issues.

### Legal Issues in Self Storage

**Lindsey Hemingway – Rooks Rider and Simone Hill – SSAA**

The world's 2 leading lawyers on self storage law on one table. This is a unique opportunity to get all your legal questions on self storage issues answered, without the clock running and a bill at the end!

### General Insurance Clinic

**Ryan Squirrel and Lorraine Dicksee – Reason Global**

What are the rules around selling insurance to your customers? Are there things self storage insurance does not cover? What if a staff member inadvertently leads to a customer's goods being damaged? What insurance do I need to protect my business from claims by customers? Fire any questions you like at these insurance experts.

### Container Self Storage

**Nick Poole – Fort Locks and Peter Nemiroff - USC**

What place do containers play in a serious self storage operation? What challenges are there in operating a container based self storage operation? How do you differentiate container based storage from other operators? A valuable table for anyone with, or considering using shipping containers in their self storage business.

### Value add your business with packaging material

**Andrew Simpson – Simpson Packaging**

Some self storage businesses in Europe make up to 15% of their income from the sale of packing material and other ancillary sales. Learn how you can improve your bottom line by value adding on your storage space. Have your staff asking every customer "which boxes do you need with that". This is a round table that can make a real difference to your bottom line, in a good way!

### Is management software for you Rip Bucks – Radical Systems

A good self storage management system can make your business run more efficiently and provide you with current and accurate information when you need it, as well as managing your customers. Join other operators and software providers to learn how you can make your management system work better for you.

### Designing your site to maximise its NLA Adrian Starling – Steel Storage

The unit mix and design of your site is crucial to ensuring that your self storage business will have the maximum amount of lettable space when mature. Considerations need to be made at stage 1 of the process. Discuss how designing your layout the right way from the start can make a real difference to your business. Talk about innovations in design that can maximise the usable space on your site.

### Operational tips and tricks

**Michael Tate – Storage King**

Discuss all the little things that add up to make a self storage business a success and leader. Michael has a massive wealth of knowledge on this topic. Delve down into issues that he raised during his presentation and much more. This is a round table for everyone!

### Valuation trends

**Oliver Close – Cushman and Wakefield**

What is your business really worth? How can you maximise the value of your business when presenting to banks and other lenders? What are the current trends in valuations in self storage across Europe? Discuss all this and any other questions you have on valuations and industry trends with one of the industry's leading valuers.

### Overcoming the challenges of entering the industry

**Frederic de Ryckman de Betz**

Fred started developing his self storage site in London just as the recession hit. He has had to deal with a variety of challenges including having a major operator open nearby. Despite this he has grown it to be a leading site in the area. This is an opportunity for smaller independent operators and people looking to enter the industry to discuss the challenges they face and how to overcome them.

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## Drinks in the Trade Show

October 1  
6:30 PM – 7:30PM

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Join all the exhibitors and delegates in the Trade Show in a more relaxed setting with a casual drink and some canapés. A great way to wind down after a full day of sessions and spend more time with the exhibitors, or just enjoying a drink with new acquaintances you have met during the day.

## Welcome Dinner

October 1  
7:30 PM – 10:00PM  
Dress Smart Casual

Sponsored by  
Reason Global



The Opera Terrace, located on the second floor of Operakällaren, offers a magnificent view of the Royal Palace, the Swedish Parliament and the surrounding waters through the panoramic windows. It is an ideal place to mix with your fellow delegates and reflect on the day's activities. Enjoy a sumptuous meal and drinks courtesy of our generous sponsors for the night Reason Global. This event is all about luxury and mingling with other self storage professionals, a great way to unwind at the end of the conference's first day.

The venue is a short walk from the Hotel and bus transport will also be available. Meet at the front of the Conference Centre at 7:30pm to join a group walk or jump on a bus. Buses will also provide a return journey at approximately 9:30pm and 10:00pm. Of course you can also make your own way there and back at your leisure.

**NOTE** – Ensure you have your name badge and lanyard with you as you will not be provided access to the dinner without this!

## Awards Dinner Drinks Reception

October 2  
7:00 PM – 7:30PM

Sponsored by  
Active Supply and Design



Warm up for the Awards dinner with a round of drinks courtesy of Active Supply and Design. Held in the foyer of the conference space immediately in front of the Awards Dinner venue.

## Awards Dinner

October 2  
7:30 PM – 11:30PM  
Dress Smart

Sponsored by  
Steel Storage

**STEEL STORAGE**

The conference culminates with the Gala event for the European Self Storage industry, the FEDESSA Self Storage Awards Dinner. Thanks to the major sponsor Steel Storage, this is a chance to recognise the achievements of the industry over the past 12 months over a 3 course dinner, wine and beer. The main hall in the Radisson Blu will be transformed for the evening with views over the waterfront and spectacular entertainment throughout the evening including an opportunity to get up and dance!

### Need Help

The conference registration desk will be manned from 7:00am every morning and is located in the entrance foyer to the conference centre of the Radisson Blu. If you have any questions or need assistance, please come and talk to Tracey, Bryony or Rennie who will be manning the desk and can assist you with your needs. If you need urgent assistance outside the hours that the registration desk is open please see the concierge at the Radisson Blu hotel or contact Rennie Schafer on +44 7848 464 612





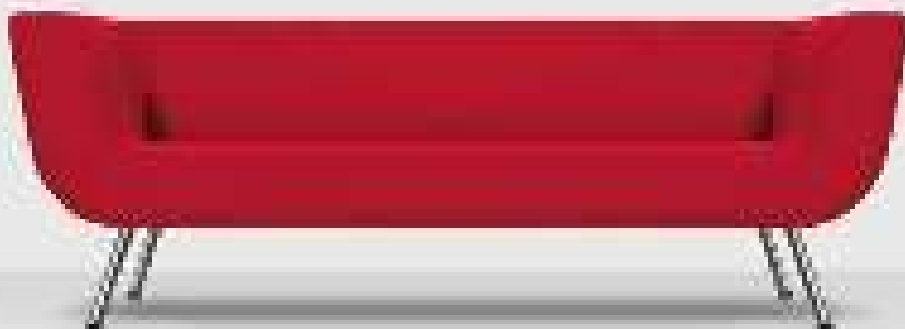
# FEDESSA

## STOCKHOLM 2014

As Platinum Sponsors of the European Self Storage Conference & Trade Show 2014, we are delighted to join you in Stockholm, starting with the Welcome Dinner at the Stockholm Opera House on October 1st.

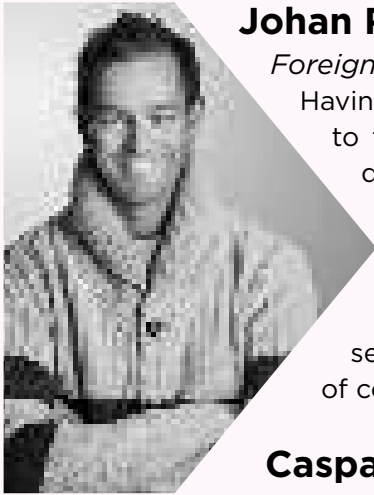


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## Johan Ronnestam

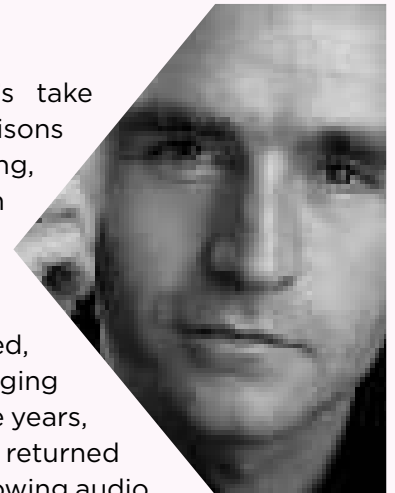
*Foreign - Advertising and marketing*

Having started his career as a professional snowboarder, Ronnestam felt the need to tap into his creativity and joined the digital revolution to become a concept developer at Internet consulting company, Framfab. After moving on to the highly awarded agency, Abel & Baker, Ronnestam founded his own company, Foreign. The agency grew quickly and launched campaigns for many global brands, including BMW, MTV, H&M, IKEA, Omega and Adidas International. Now, in addition to brand consulting and creative direction, Ronnestam runs several of his own brands and is one of Sweden's most hired speakers on the future of communication.

## Caspar Berry

*Business motivator and poker player*

Professional poker player and entrepreneur, Caspar Berry's take on business is unique, insightful and refreshing. His eye-opening comparisons between playing cards and running a business incorporate innovating, risk-taking, communicating, and decision-making. Casper's career in the spotlight began as the lead character in the first BBC 1 series of Byker Grove, alongside TV presenters Ant and Dec. After an Economics and Anthropology degree at Cambridge, Caspar had his first screenplay produced by Film4, and by the age of 23 he was writing for Miramax and Columbia Tri Star. The bright lights called, but movies were not his focus - at the age of 25, Caspar made the life-changing decision to move to Las Vegas and become a professional poker player for three years, pitting his wits against the top players on the circuit. When his luck ran out, he returned to the UK to co-found Twenty First Century Media which became the fastest growing audio visual media company in the North East of England. As a fully-fledged businessman with access to tales and experience from life at the poker table and on TV, Caspar began inspiring companies with his acumen and charm, as a keynote speaker.



## Par Magnusson

*Royal Bank of Scotland*

With 15 years' experience as a fixed income and macro analyst Par has a wealth of practical economic experience. He has analysed and commented on the European financial situation through the boom, recession and now the recovery. With 11 years at Danske Markets in Copenhagen and 4 years at RBS in Stockholm he is regarded as an expert in the European economy. He is a monthly columnist in the biggest Swedish monthly business magazine, Affärsvärlden, and previously has been a weekly commentator on the CNBC show Capital Connection.

## Michael Tate

*CEO Storage King Group*

Michael entered the self storage industry as the General Manager of Operations for Millers Self Storage, the largest Australian operator at the time, having worked previously with Lend Lease. In 1988 he joined with David Scanlen and launched the world's first self-storage franchise with AU\$60,000 start-up capital, a few computers and a receptionist. In 2005 they joined with the Abacus Storage Fund to manage their self storage properties. The company is now Australasia's largest self storage operator, with 150 stores in Australia and New Zealand, a mix of privately owned and operated facilities, independently owned facilities, managed by Storage King and stores owned by Abacus Storage Fund. Michael is actively involved in the management of the business and the marketing of the Storage King brand, the most recognised self storage brand in Australasia.







## **Simone Hill**

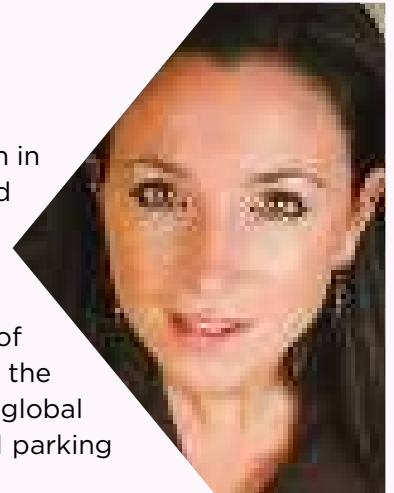
*Legal Counsel Self Storage Association of Australasia*

Simone Hill has been in the self storage industry for 18 years and is widely acknowledged as the global expert on self storage legal issues. She was recently promoted to the role of CEO of the Self Storage Association of Australasia and she is the only person in the world with a Masters in self storage law. Simone wrote all of the Australian association's Storage Agreements and manual of advice and procedures. More importantly she is an engaging speaker, presenting insightful talks on self storage law throughout Australia and at various international conventions across the world.

## **Emma Sinclair**

*Target Parking*

Emma Sinclair, entrepreneur and CEO of Target Parking, is the youngest person in the UK to have floated her company on the stock exchange. She has a background in Investment Banking, having spent her formative years in mergers and acquisitions at NM Rothschild in both the UK and the USA. Latterly moving into real estate and specifically parking, Emma founded Target Parking, her second car park company, in 2008. She is passionate about raising the quality of car park and facility management services for Target Parking's clients across the UK. She also formally advises hedge funds and investment banks about the global car park sector. She is also a regular contributor to economic, real estate and parking related journals and debates.





## Oliver Close

*Partner, Valuation & Advisory, Cushman & Wakefield LLP*

Oliver has worked at Cushman & Wakefield LLP for 25 years. Over this time he has dealt with a wide range of property types across the globe, including Europe, Canada, North America, Argentina, India, Hong Kong, Singapore, the Philippines, Dubai and Bahrain. Over the last 10 years Oliver has been focussed on valuing self storage for which Cushman & Wakefield has been at the forefront in developing a now industry accepted valuation approach and methodology. Oliver is a leading valuer for Self Storage in Europe with clients such as Shurgard Europe, Safestore Plc, Big Yellow Group Plc, Bluespace, Selstor and Pelican Self Storage.

## Malcolm Collins

*Director Collins and Associates*

Malcolm Collins, Director of Collins & Associates, provides consultancy and valuation advice to individual clients, banks, corporations, property trusts and financial institutions in markets throughout suburban, provincial and country Australia. Malcolm maintains an ongoing involvement with the Australian Self Storage Association and industry operators.

He regularly addresses and presents papers or articles concerning self storage property matters to the industry, financial and lending organisations, corporates and institutions. Malcolm is a registered valuer throughout Australia and New Zealand and has experience of the market in South East Asia.



## James Gibson

*Big Yellow*

James Gibson (MA Oxon FCA (ICAEW)) co founded Big Yellow in September 1998 with Nicholas Vetch (Chairman) and Philip Burks and is the current Chief Executive Officer.

Jimmy was born in Fiji and moved to the UK with his parents in 1974 when his father was appointed High Commissioner for Fiji to London. He completed his secondary school education in London before going to read Chemistry at Wadham College, Oxford. He is married to Michelle and has three children, Lara, Joeley and Milly. He is a Chartered Accountant having trained with Arthur Andersen & Co., where he specialised in the property and construction sectors, before leaving in 1989. He was Finance Director of Heron Property Corporation Limited and then Edge Properties plc which he joined in 1994. Edge Properties was listed on the Official List of the London Stock Exchange in 1996 and then taken over by Grantchester Properties plc in 1998. He is also a Non-Executive Director and shareholder of AnyJunk Limited.



## Marc Oursin

*Shurgard*

Marc Oursin has been the Chief Executive Officer of Shurgard Europe since January 2012. Prior to this Mr Oursin held different senior management positions for major retailers. In 2010 and 2011, Mr Oursin managed the turnaround of Sport 2000 in France with the Private Equity firm Activa Capital. He started his professional career with Promodes from 1987 to 1995 in France and Switzerland, then transferred to Carrefour from 1995 until 2009 in France, Thailand, South Korea, Taiwan and Belgium. He also served abroad on the boards of the different French chambers of commerce. Mr Oursin holds an MBA from Essec Business School Paris and a degree in Agricultural Engineering from AgroParisTech.





## Lindsey Hemingway

*Rooks Rider Solicitors LLP*

Lindsey is a Partner and Head of Corporate at Rooks Rider Solicitors LLP. She handles a wide range of corporate work, largely for entrepreneurs and small and medium-sized enterprises. On the corporate side, her work includes corporate structuring and reorganisations, mergers and acquisitions, business sales, management buy-outs, joint ventures and shareholder relationships, funding and secured lending, and LLPs.

Although Lindsey works across many sectors, in recent years a number of the firm's clients have been in the flexible space sector (managed offices, self storage), enabling Lindsey to develop specialist knowledge specific to these businesses. She is now regarded as one of the very few experts in European self storage law.

Lindsey attended the London School of Economics and Political Science receiving a LLB (Hons) in English Law and French Law as well as the University of Strasbourg (Diplôme d'Etudes Juridiques Françaises).

## Anne Dorthe Schelander

*BoxBudget Denmark*

Anne has been working in the self storage industry since 2007, where she entered the family owned company BoxBudget.dk, that had been founded by her father a year earlier. With a M.Sc. degree in Biomedicine and four years of work experience in quality assurance in the dairy industry, it was quite a career change going into self storage. But being given the opportunity to participate in building a company and shaping its vision, this change seemed the only right thing for her to do. Today BoxBudget.dk has grown from one to three facilities very much due to the commitment and hard work put into the company by Anne Dorthe.



## Claus Mathisen

*Pelican Self Storage*

Claus left a career in media and technology in 2003 to co-found Pelican Self Storage which began in Denmark and has now grown to 34 sites in Denmark, Finland and Sweden. The growth of Pelican is a combination of new builds and key acquisitions of existing portfolios which Claus has been driving. There are few in the industry with as comprehensive knowledge of the Nordic self storage market than Claus. He is married with 4 children under 9 and has a Masters of International Business, as well as a Bachelor of Business Administration.

## Frederic de Ryckman de Betz

*Attic Self Storage*

Frederic qualified as a Chartered Accountant with Ernst & Young in 2001, having previously worked for Arthur Andersen. Following a stint in Leveraged Finance at The Royal Bank of Scotland, Frederic left the City of London and the finance profession for life as an entrepreneur in 2007. He set up Attic Self Storage in 2008, opening his first store in East London, overlooking the Olympic Park. He is now looking at the 3rd expansion of this store. Frederic has been on the board of the SSA UK since 2011 and is the current Chairman.



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## Christian Schmutz

*Zebrabox*

Zebrabox is the leading Swiss provider of self storage solutions. Christian founded the company was in 2003 with the support of private entrepreneurs. Today Zebrabox has over 4500 units in 6 locations concentrating solely on the swiss market.

The name Zebrabox represents the diversity of their clientele. All zebras do look alike, but they are all different. For Zebrabox customers, this is the same: while they all need storage they also all have individual needs Zebrabox can meet with customised solutions.

Christian is one of the board of directors for FEDESSA, he has been the treasurer of FEDESSA and is the current President.

## Niels Meibom-Larsen

*COO Europe at City Self-Storage*

Niels has been with City Self Storage since 2006, starting as the managing director in Denmark and rapidly progressing to become the Chief Operations manager across Europe in 2010. Niels is passionate about developing and accelerating business by identifying potential for revenue growth, drive operational efficiency, target customer value and inspiring people. City Self Storage are one of Europe's largest self storage businesses.



## Lorraine Dicksee

*Reason Global*

Prior to joining Reason Global, Lorraine worked for Willis for 21 years, during which time she specialised in arranging and managing the insurances of self storage and removal companies. She has also worked with hauliers, forwarders, warehouse keepers, cold store operators and other similar trades. Lorraine is currently the General Manager of Reason Global.

Lorraine writes regular insurance articles for the trade press and provides training lectures to the self storage and removers industry both in the UK and all around Europe. In the lead up to the implementation of the FSA Regulations in January 2005, she worked with the SSA UK and British Association of Removers to devise suitable insurance solutions for their members. Lorraine has also been an integral part of various working groups on insurance in the industry.



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## 10 things to do while in Stockholm

If you have a bit of spare time, or maybe you have a family member who has come with you for a few days away and is not attending the conference, included below are a few things to see and do while in Stockholm.

### 1. The Vasa Museum

The Vasa is the only preserved seventeenth-century ship in the world, and a unique art treasure. More than 95 percent of the ship is original, and it is decorated with hundreds of carved sculptures.

The three masts on the roof outside the specially built museum show the height of the ship's original masts. Today the Vasa Museum is the most visited museum in Scandinavia, with over one million visitors a year.

### 2. Skansen Open-Air Museum

This is the oldest open-air museum in the world and also the Stockholm zoo, with animals native to Scandinavia. Here you can stroll through five centuries of Swedish history, from north to south, with a real sense of the past all around in the historical buildings and dwellings, peopled by characters in period dress.

### 3. Gamla Stan

Gamla Stan, the Old Town, is one of the largest and best preserved medieval city centres in Europe, and one of the foremost attractions in Stockholm. This is where Stockholm was founded in 1252.

### 4. The Royal Palace

The Royal Palace is the official residence of His Majesty the King of Sweden, with over 600 rooms. The Palace is open to the public and offers no less than five museums. Visit the reception rooms with splendid interiors from the eighteenth and nineteenth centuries, Rikssalen (the Hall of State) with Queen Kristina's silver throne, and Ordenssalarna (Halls of the Orders of Chivalry). Also, make sure not to miss the parade of soldiers and the daily changing of the guard.

### 5. Boat sightseeing/ Drottningholm Palace

The fact that Stockholm is built on 14 beautiful islands connected by 57 bridges, makes a sightseeing tour by boat somewhat of a given. Stay aboard for the whole tour or hop on and off as you please.

One thing you could do is hop on the century-old steamer and sail to world heritage site Drottningholm, the private residence of the Swedish Royal Family. It takes 50 min on Lake Mälaren to get there, offering beautiful scenery.

### 6. Djurgarden

The green island of Djurgarden, is a calm oasis which has been royal land since the fifteenth century. There are fine areas to stroll, for example, around the Djurgårdsbrunn canal and Blockhusudden. Djurgarden is also home to several of the city's top museums and attractions, as well as enjoyable cafes and restaurants.

### 7. Fotografiska

This is one of the world's largest meeting places for contemporary photography. Fotografiska presents four unique large exhibitions and about 20 smaller exhibitions annually.

In the top floor bistro bar you will find one of Stockholm's very best view points. There is also a book and souvenir shop and a photo gallery.

### 8. The City Hall

The Stockholm City Hall is one of Sweden's most famous buildings, and one of the capital's most visited tourist attractions. Rising 106 meters into the air, the City Hall Tower offers a breath-taking view of Stockholm. An exciting walk up staircases and narrow passages is well worth the effort. There is a lift that can take you half-way. You can also visit the Tower Museum, located in the middle of the Tower.

### 9. Moderna Museet

Moderna Museet has one of Europe's finest collections of modern and contemporary art, including key works by Henri Matisse, Niki de Saint Phalle and Salvador Dalí. The collection covers paintings, sculptures, installations, films, videos, drawings and prints by Swedish and international artists from the 20th and 21st centuries.

### 10. Sodermalm

The vibe in the streets of Sodermalm is relaxed, creative and trendy. This neighbourhood offers a myriad of vintage stores, eclectic shops, Swedish fashion, galleries and design stores, mixed with an abundance of places to eat and drink. Two of the best viewpoints are also located on Sodermalm: Fjällgatan and Monteliusvagen, and art galleries are nestled shoulder to shoulder on Hornsgatspuckeln.

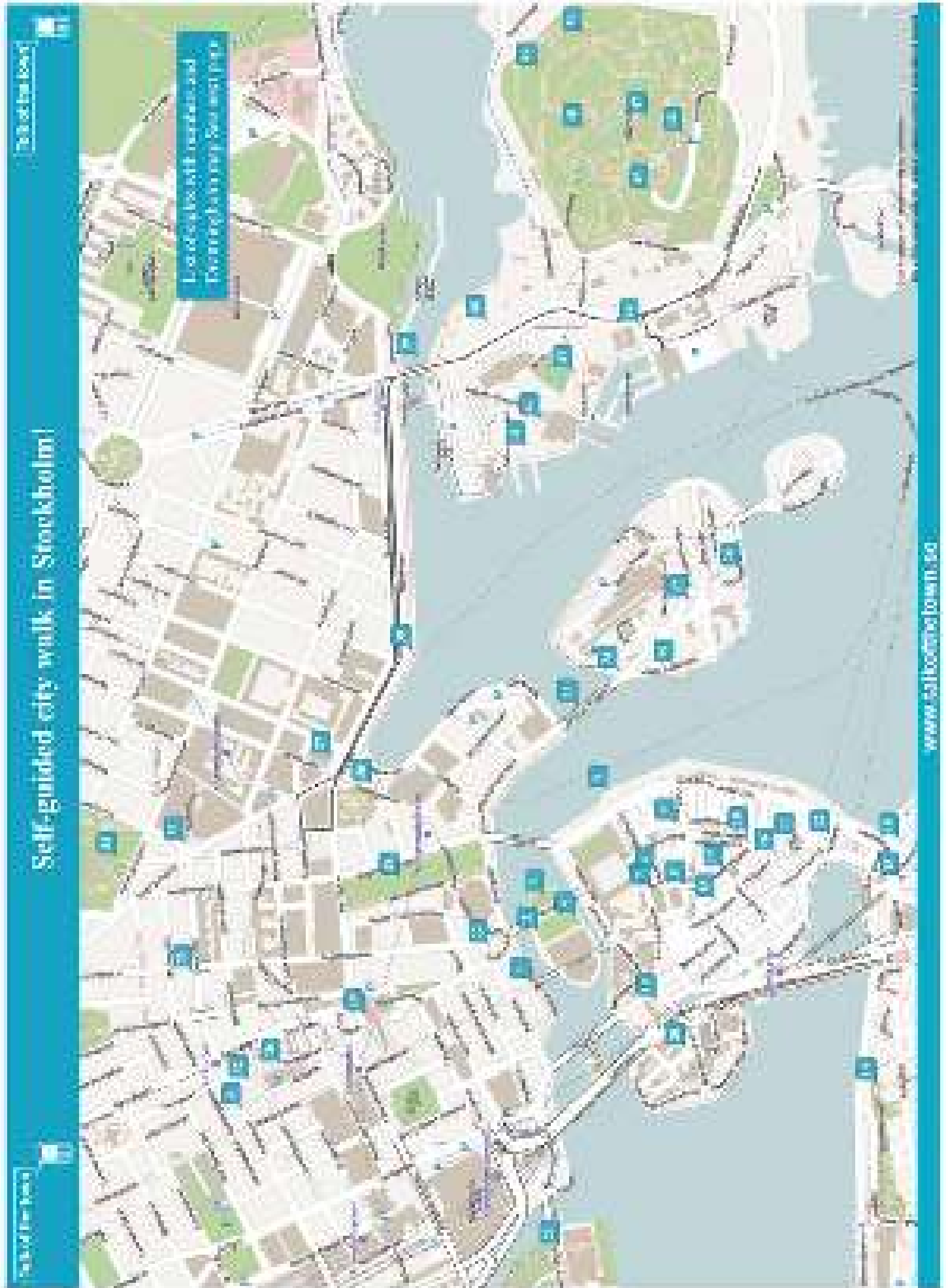
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## Old Town & Södermalm

- 1 Early history of Stockholm  
Stora Nygatan
- 2 The parliament building  
Riksdagen
- 3 The Sun Singer statue  
Stora Nygatan Number 2
- 4 The Royal Palace  
Kungliga Slottet
- 5 The statue of King Gustav III  
Stoppkistan 2
- 6 The Obelisk  
Storbäckan 2
- 7 Saint Nikolai Church  
Storbäckan 2
- 8 Sömdagstorg  
Sömdagstorg
- 9 The statue of St George & the dragon  
Kornhusgränd
- 10 Baggenagatan 23  
Baggenagatan 23
- 11 Järntorget  
Järntorget
- 12 The statue of King Karl XVI Johan  
Storgatan 5
- 13 Sussen  
Södermalmstorg
- 14 View point for Lövs park  
Östergatan 19
- 15 View point Katarinahuset  
Katarinagatan 1
- 16 Märten Trotsiga Gränd  
Prästgatan 45
- 17 The German church  
Söndagsgränd 19
- 18 The Runestair  
Prästgatan 75
- 19 The House of nobility  
Middelhusgränd
- 20 Riddarholmen  
Östergatan Torg

## Stockholm City & Skeppsholmen

- 21 City Hall  
Stadshuset 1
- 22 Gustav Adolfs torg  
Gustav Adolfs Torg

## Skansen outdoor museum

at Djurgården 2 km from Stockholm city

- 45 Hylltorget
- 46 Skogsholms hamngård
- 47 Sjöglora church
- 48 Vasagården
- 49 The elk
- 50 The wolves

## Drottningholm Palace

at Blåvattentunneln 10 km from Stockholm city

- 51 Royal domain
- 52 Court theatre
- 53 Hercules fountain
- 54 English garden
- 55 Chinese pavilion
- 56 Cannon street

- 23 View point Skeppsholmen bridge  
Skeppsholmen
- 24 Skeppsholmen  
Skeppsholmen 5
- 25 Al Chapman  
Västra Söderstaden
- 26 View point - Blotörnen  
Södra Söderstaden
- 27 The sculpture group "Paradiset"  
Skeppsholmen
- 28 Kungälvälgården  
Kungälvälgården 13
- 29 Sergels Torg  
Sergels Torg
- 30 Stockholm City  
Sergelstegen
- 31 Håtorget  
Håtorget
- 32 The Concert Hall  
Mölnargat
- 33 Kungälgatan  
Kungälgatan 71
- 34 The Royal Library  
Hamngårdsgränd 25
- 35 Strömgatan  
Strömgatan
- 36 The Ravi Wallenberg memorial  
Ravi Wallenbergs väg
- 37 The Royal Dramatic Theatre  
Nybroplan
- 38 View point Strandvägen  
Strandvägen 27

## Djurgården

- 39 Djurgården bridge  
Djurgården
- 40 Djurgården  
Lönghuset 4
- 41 View point Galärparken  
Galärparken
- 42 The Vasa museum  
Galärvarvsgränd 24
- 43 Galärvarvet  
Galärvarvet
- 44 Gröna Lund amusement park  
Arenan gränd



## Active Supply & Design (CDM) Ltd

Almost twenty five years of successfully serving the European self storage industry has established Active as market leaders in the fit-out of self storage facilities throughout the continent. Our expertise and experience allow us to provide the ultimate in design packages along with professional efficient installations helping achieve maximum returns from your facility.

Our comprehensive product range includes partitions & corridor systems, roller & swing doors, mezzanine floors & external units, all of which are manufactured to order with the emphasis on durability and longevity. We offer cost effective solutions to all your requirements throughout Europe and invite you to allow us to provide a quotation for your next project whatever the size and wherever the location.

## Basil E. Fry & Company Ltd

Although we have been insuring storage operators since 1970, recent years have seen our profile increase significantly due to our unique Self Storage Operators' Commercial Combined product with leading Insurer, Royal & Sun Alliance (RSA). Free from many of the warranties one normally finds and with great economies of scale, the opportunity to make significant profit from insurances is more evident than ever. Using our longstanding relationships with Insurers from both the Composite and Lloyds markets, we are also able to accommodate your other insurance requirements to provide cost effective solutions.

## BearBox Integrated Systems

BearBox is a hosted security system which integrates all aspects of fire and security for self storage and warehousing. The system uses hard wired or radio linked devices for unit monitoring together with multi reader and keypad access control and CCTV management. Using the BearBox system customers can manage all their storage sites from a browser, smartphone or tablet.

All systems are installed to NSI standards and can include Fire, Intruder, Access Control, Communications Systems, Unit Monitoring, Music and POE video.

On site graphic and video screens provide the local visibility with the statistics, management and logs accessible via the web.

## CAPSA

With its range of innovative, eco-friendly and high added value products, CAPSA gives self-storage operators the opportunity to stand out, to enhance their brand and gain customer satisfaction.

In addition to its patented packaging solutions, CAPSA supplies the operator with all the necessary equipment and accessories (boxes, tape, bubble wrap, padlocks, etc).



## Cavale Steel Company

Cavale Steel Company is the most dynamic and leading manufacturer of self storage partitions and corridor systems, mezzanine floors and modular steel buildings in Europe and Russia. With our experienced team of designers, engineers, project managers and installation teams we have been providing tailor made solutions for self storage operators, converting hundreds of warehouses, industrial buildings, offices and plots of land into self storage facilities.

We manufacture 3 types of self storage systems: choose between our premium interlock, standard cassette or economic corrugated system. All our products are tailor made to suit your building. Choose from a range of door styles and colours or upgrade to a custom made design to make your facility stand out.

We will advise how to optimize your space and provide a design layout to suit your building. Adding mezzanine floor levels or external direct access units can add significantly to your rentable space.

We provide consultation free of charge and deliver and install high quality products on time. We will work with you from start to finish helping to transform your building into a modern self storage facility.

## Chateau Products Inc.

Since 1991, Chateau has offered the self-storage industry high quality padlocks, latches and latch systems, with value pricing and the highest regard for customer service. We design and manufacture our security hardware to meet the ever-growing

demands of the self-storage industry exclusively.

There are few applications in which you have more padlocks concentrated in a single location than self-storage. At Chateau, we place a high priority on key changes that maintain the integrity of uniquely keyed locks-you do not want the key to your neighbour's lock to open yours.

Chateau is a global company, serving self-storage facilities all over the world. Our corporate office and Eastern distribution centre is in Bradenton Florida and our Western distribution centre in Sparks Nevada. We operate our own manufacturing facility in Southern China. Our factory produces 90 percent of all the locks we offer and 100 percent of our latches and latch components. We ship daily to Europe from our USA and our Asia warehouses. E-mail us today for a shipping quotation!

## **DBCI & LagerMix**

Established in 1990, DBCI is a leading manufacturer of self-storage doors, components and solutions. LagerMix is its European partner that distributes a full line of durable and economical DBCI products. DBCI's new Curl-Lok door is the first sheet door that, if damaged, can be repaired on location. Curl-Lok panels are engineered with a unique locking mechanism that allows them to quickly slide in and out for an inexpensive and complete repair.

## **DeSeM Lifts**

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## **KUBOID**

Kuboid is a UK Company specialising in the design and construction of modern '3rd Generation' Self Storage Centres throughout Europe. We are determined to grow our business by providing unsurpassed levels of service and by simply 'putting the customer first'. Our partnership with you can be to simply supply our unique range of steel partitions and doors for you to install yourself, right up to a complete design and installation service to include the storage "kuboids", doors, mezzanine floors, and everything else you need to kit out your self storage building.

We provide a totally free of charge and without obligation design service and our unique storage system is designed to look terrific not just today but for many years into the future. But having the best system is only part of the story, that's why we provide a no compromise installation service. We firmly believe that if we set our standards high and achieve complete customer satisfaction then our customers will return again and again. Come and talk to us and you will soon understand the personalised difference that we will provide to your building project.

## **Pound Gates**

Pound Gates provide insurance broking and risk management services for businesses. We are Chartered Insurance Brokers providing clients with certainty by understanding their business and offering cost effective solutions that are appropriate.

We have more than 25 years' experience of delivering a co-operative and responsive service to our clients, which is why our clients stay with us for so long.

## **PTI Security Systems Europe**

The industry standard: PTI and Digitech brands of access control represent more than 25,000 installations worldwide and set the standard for purpose designed technology in the self storage industry. The access control system may be combined with CCTV, music-P/A, intruder alarm and remote monitoring to provide a security package that is tailored to the operational requirements of any individual storage facility. Our proven and reliable systems are backed up by incomparable technical support and service.

Latest innovations include: an interface for upgrade of existing Digitech systems to the advanced PTI platform, PTI & CCTV Smartphone Apps for remote management of a storage facility and our 'Easy Access' App which gives a storage user the ability to access a facility from a Smartphone.

## RADical Systems (UK) Ltd

Started by Rip Bucks in 1992 and specialising in providing management software to the Storage Industry, over the years RADical Systems (UK) Limited has gained considerable understanding of the unique nature of the industry and its requirements. Utilising this knowledge to the full we have continued to lead the UK and European markets by releasing ever more versatile and feature rich versions of our space management and sales accounting program. Available in 10 languages and now supplying 24 countries on 4 continents, Space Manager is a truly global solution.

## Reason Global Insurance

As Lloyd's of London's only broker dedicated solely to the self-storage sector, Reason Global is one of Europe's leading insurance specialists to the industry with clients based in over 25 countries across Europe and the rest of the globe. In addition to our income generating customers' goods insurance products, we pride ourselves on always delivering extra for our clients, so come and talk to us in Stockholm to see what extra can mean for you.

## SC Solutions BV

"State of the Art" European self storage security Access Control. The one and only European company who makes, develops and installs Access Control Systems for the self storage industry. Individual unit alarm system by moving sensors so called Boxwatchers® or combined with magnet contacts. CCTV systems by POE IP cameras, on demand video, 2/3 D Graphics, Kiosk , touch screen Keypads with information display.

## Self Storage Manager

E-SoftSys, a technology leader for the self-storage industry has been serving the UK and European self-storage companies for over 10 years and offers products and services that include; Self Storage Manager, a comprehensive management software for single and multi-facility operators and modules such as Gate Interface, Accounting Systems interface, Online Credit Card Processing, Online Reservations and Payments, Mobile Website, Driver's License Scanning etc. E-SoftSys offers 24x7 Customer Support as well as annual software upgrades to over 1,000 facilities across the globe. For more information please visit [www.selfstoragemanager.co.uk](http://www.selfstoragemanager.co.uk) or call (0) 808-234-1429.

## Sentinel Europe

Your one stop shop for all your Self Storage Security needs. We provide total turn-key solutions with our Sentinel Access Control Systems alongside CCTV, Intruder, Music and PA systems giving you the user total peace of mind. Operating since 1975 we have been providing, installing and supporting the highest quality security systems available to the market place for the past 39 years and consider ourselves as the industry leader.

## Simpson Packaging

As the UK's leading supplier to the Self Storage Industry, we offer a complete range of retail ready packaging materials including our Self Pak brand of products which includes Padlocks, Protective Furniture Covers, Cartons, Bubble Wrap, Work wear and Handling Equipment. All goods are available ex-stock for immediate dispatch on our own fleet of tail lift fitted vehicles with low cost minimum order values. Custom printing is also available on most products to enhance your own brand and product displays.

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## Steel Storage Europe

Steel Storage is the most established value creator for self storage operators and investors. With our in-depth industry knowledge, acquired from designing, constructing and operating self storage facilities for over 20 years in Asia, Australia and Europe has enabled us to provide a suite of expert consultancy services that help create an enhancing investment opportunity and utilise our market leading patented products. With our range of consultancy services and self storage specifically designed products, Steel Storage can create value for all stakeholders in your self storage investment whether you're an established operator or new market entrant.

## STORAX Racking Systems

Storax are global suppliers of hi-density storage systems. Our market leading mobile racking optimises warehouse space while maintaining complete access to every storage location. Storax have supplied over 3000 systems to customers in a range of industries. From vehicles to documents, archiving to self-storage we can help your business maximise it's potential.

## Storage Future

As the leading independent self storage fit out specialist, Storage Future's vast experience will be invaluable when developing your facility. We supply partition systems, mezzanine floors, fire protection, electrical contracting and security systems as well as creating offices, receptions, etc. We are equally able to remodel your large units into several smaller ones.

Our project management is conducted by decision makers to enable instant amendments with the minimum of fuss. At all times we have a "can do" attitude.

Additionally, we own and operate the Big Padlock self storage facilities in the UK which enables us to look at your facility through your eyes. We understand your issues and concerns as we've been there!

We can advise you based on real information we have gathered as operators as well as offer a comprehensive financial model of you proposed facility based on real data.

## STORCO Storage Systems

Products and Services:

Design, Manufacture and construction of Self Storage facilities including:

- Partition systems
- Mezzanine floors
- Single level buildings
- Multi Level Buildings
- Swing and Roller Doors
- Lockers

Region of Work – Mainly Australia and New Zealand

## Store-IT

Store-IT is one of Europe's largest developers and suppliers of business software and systems, and an international leader in the field of Self storage solutions. Our mission is to help customers increase profitability and customer service through solutions and services that improve business processes and deliver measurable business value in the Self storage market. Store-IT is used by several Self storage companies in 18 different European countries and is available in 10 different languages.

## Universal Storage Containers

USC is the leader in manufacturing portable container solutions and was awarded for 2013, 2012 & 2011 the ISS international award for "Best Portable Storage Container". USC products are unique in being both portable and foldable. The USC Z-Box® for moving and self-storage, USC Polar Bear® cooler and freezers, USC Instant Office® and USC First Response® for emergency relief offer the best value, quality and service in the industry. Engineered specifically for the storage industry, USC can customize the materials used and sizes to meet international requirements. To learn more please see our website [www.universalstoragecontainers.com](http://www.universalstoragecontainers.com) or contact us at [sales@universalstoragecontainers.com](mailto:sales@universalstoragecontainers.com).





BASIL FRY & COMPANY LTD



# SKI WORKSHOP 2015

11 & 12 FEBRUARY

The SSA UK, with major sponsors, Basil Fry, present our first Ski Workshop.

Two days of speakers, industry workshops, skiing and snow activities in Chamonix, in the Rhône-Alpes region in south-eastern France.

This exclusive event, open to just 50 people, is set to be an event to remember.

All you need to do is get to Geneva, hire the skis (if you don't bring your own) and possibly get some tea on the first night if you get into Chamonix that little bit earlier.

The tickets are £980 per person twin share (eg sharing a room with partner or friend) or £1,200 for your own room. (There is no VAT).

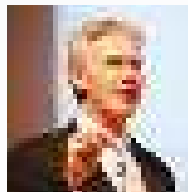
**Tickets include:**

- 3 nights accommodation incl breakfast
- Transfers from Geneva airport
- 2 deluxe dinners including drinks
- 2 lunches, and morning coffee breaks
- Speakers and Sessions
- Lift passes for the region
- All local taxes included

**SPECIAL SPEAKER GUEST**

**Andrew McMillan**

Andrew McMillan is a highly sought after business speaker who bestows his leadership and much admired sales and service acumen to businesses internationally.



During his 28 years with John Lewis, Andrew was responsible for the legendary customer service which defines the success of the organisation. In a special interactive workshop Andrew will discuss how self storage operators can enhance their customers' experience by focussing on their interaction with customers more than just the product and processes.

Don't miss out on this perfect opportunity to join the SSA UK and Basil Fry, in two days of snow fun, education and networking.

With industry relevant speakers and workshops to really get you thinking in the morning, and an afternoon having fun and relaxing on the slopes, followed by an evening of networking with fellow operators and suppliers, it is the perfect mix of work and pleasure.



Major Sponsor



BASIL FRY & COMPANY LTD

Gold Sponsor



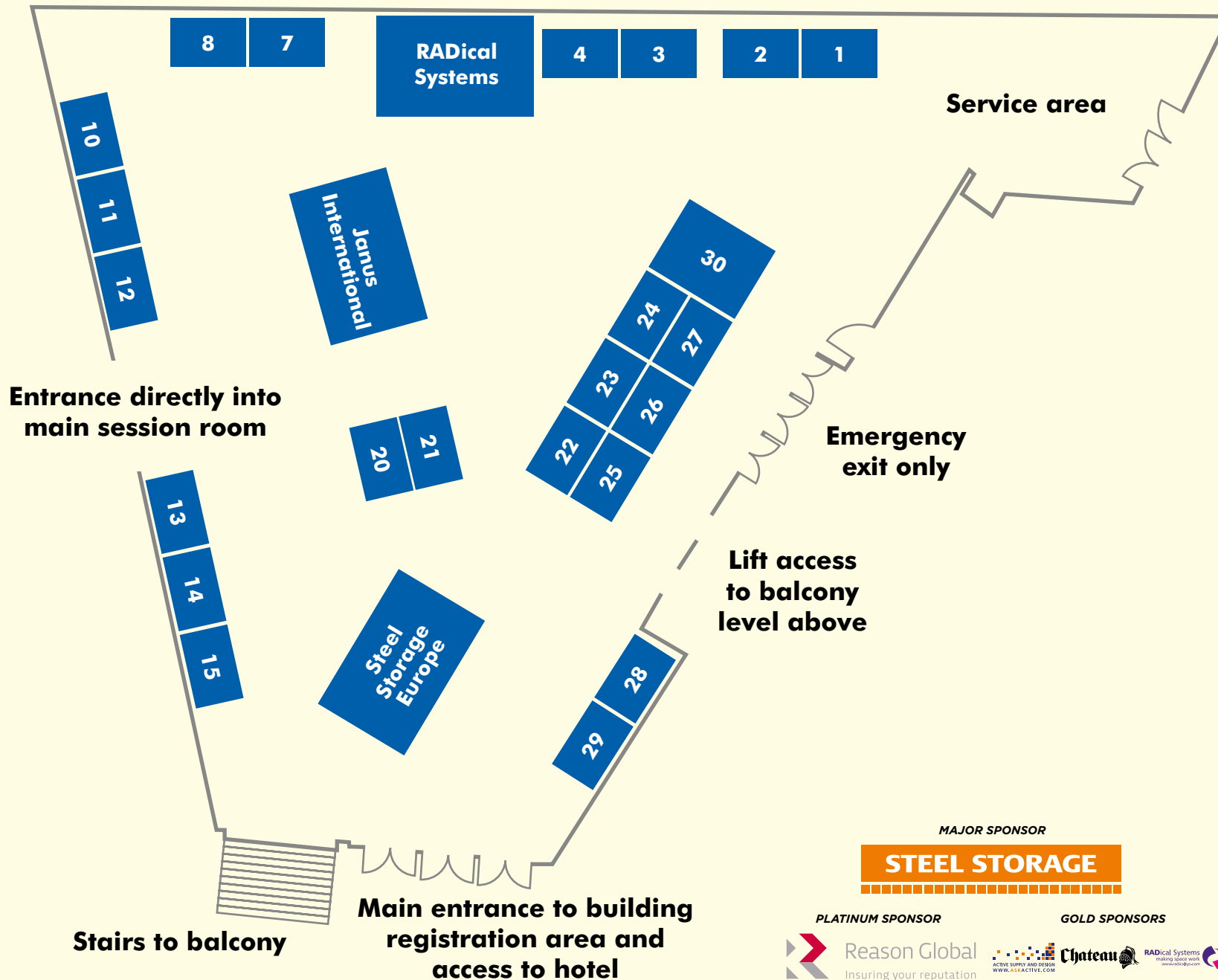
Other Sponsors



storage future  
self-storage design & construction



# Trade Show Floor Plan



EXHIBITOR KEY	
1	Store-IT
2	PTI Security Systems Europe
3	Pound Gates
4	Storage Future
5	RADical Systems (UK) Ltd
6	RADical Systems (UK) Ltd
7	Cavale Steel Company
8	Cavale Steel Company
10	SC Solutions BV
11	STORAX Racking Systems
12	Simpson Packaging
13	DeSeM Lifts
14	KUBOID
15	BearBox Integrated Systems
16	Janus International UK Ltd
17	Janus International UK Ltd
18	Janus International UK Ltd
19	Janus International UK Ltd
20	Reason Global Insurance
21	Universal Storage Containers
22	Active Supply & Design (CDM) Ltd
23	Basil E. Fry & Company Ltd
24	Sentinel Europe
25	Self Storage Manager
26	STORCO Storage Systems
27	Self Storage Association UK
28	CAPSA
29	Chateau Products Inc.
30	DBCI & LagerMix
31	Steel Storage Europe

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**STEEL STORAGE**

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GOLD SPONSORS

