

# New HSMIAI initiative for the service apartments segment

By request from one of our close Norwegian partners, the Frogner House Apartments in Oslo, HSMIAI Region Europe held the first gathering for active parties in the service apartment sector on Thursday, also in the Norwegian capital.

This will be a whole new field of operation for HSMIAI, aiming at establishing a forum for those working with these topics, and facilitating extended cooperation between them.

We are looking forward to sharing experiences and, possibly, set up a European Advisory Board.



The Frogner House Apartments in Oslo, hosting the first meeting Thursday 6 April 2017.

The idea is that regular meetings will be hosted by the participating parties in turn, with the first meeting held at

the Frogner House Apartments premises in Oslo.

In this particular field there's much inspiration to be found in London.

We start up with baby steps, in Norway, but this is a subject with pan-European potentials.

The Thursday meeting gathered participants from Frogner House Apartments, Bjørvika Apartments, Oslo Apartments, Saga Hotels and Thon Hotel Slottsparken, as well as the following speakers from HSMIAI's close partners, Infor and OTA Insight:

**Michael Talbot**

Sales Director

Infor

**Thierry Collard**

Business Development Manager Benelux & Nordic Countries

OTA Insight

The meeting quickly concluded that there's a need for an arena for serviced apartments, and that this is a good initiative. This marked segment has matured considerably over the last years, so the timing seems optimal.

With HSMIAI acting as external party, and as a driving force, among other things through its existing network of European providers, the industry sees this as a good thing.

We are looking forward to start working with this, in the hope that you'll give us a word if you'd like to involve yourself.

**Have a great weekend!**



Warm regards,  
Ingunn Hofseth  
President & CEO  
HSMAI Region Europe

**Top photo:** *The first HSMAI Service Apartment forum gathering in Oslo on Thursday 6 April 2017. From left to right: Stian Opsalhagen, Sales Manager at Saga Hotels; Christian Fredrik Sandberg, General Manager, Saga Hotels; Thierry Collard, Business Development Manager Benelux & Nordic Countries, OTA Insight; Benedicte Gilroy Bøgh, Office Manger, HSMAI Region Europe; Susanne Petzold, General Manager Thon Hotel Slottsparken; Ole Henrik Engen, General Manager, Bjørvika Apartments; Ilias El Mousaoui, Co-Owner/General Manager, Oslo Apartments; Trine Slydal, Salgs- og bookingsjef, Oslo Apartments; Michael Talbot, Sales Director, Infor; Pierre Wilhelm Jansson, General Manager, Frogner House Apartments; Lene Thorsen, Booking and Revenue manager, Frogner House Apartments; og Hung Pham, Brand Manager, Frogner House Apartments.*