



N NORDIC

SELF STORAGE
CONFERENCE 2026

19 MAY - STOCKHOLM





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WELCOME TO THE ANNUAL NORDIC CONFERENCE

After the success of last year's first Nordic Conference, we are excited to host the next edition at Münchenbryggeriet, Mälarsalen in Stockholm on 19 May 2026. Münchenbryggeriet is centrally located in Södermalm and is one of the city's most recognisable landmarks.

The Nordic Self Storage Conference is a joint effort by the Swedish, Finnish, Danish and Norwegian self storage associations. Its purpose is to bring together operators from across the Nordic region for a full day of shared learning, insights, and practical discussions.

The Nordic self storage market is growing quickly, with more operators, larger portfolios and increasingly professional operations. This event reflects that development and offers a shared platform for the Nordic self storage community.

The 2026 programme is designed for self storage operators working in the Nordic countries. It will focus on practical strategies, operational insights and market challenges relevant to Sweden, Finland, Denmark and Norway.

The goal of the conference is to provide clear, useful takeaways that help operators improve performance, adapt to market changes and prepare for future growth, while also strengthening cooperation across the Nordic self storage sector.



ANN-KRISTIN HARTMANN
Chair SSA Sweden



The fastest-growing storage operators run online-first.

Bookings happen online.
Payments run on autopilot.
Move-ins don't need staff.



The screenshot shows the 'Storebox' dashboard with a sidebar menu on the left containing: Home, Activity, Tasks, Subscriptions, Sites, Contacts, Analytics, Invoices, Discounts, Insurance, Settings, and Storefront (Online Store). The main content area is divided into several sections:

- Actions:** 2 new Storefront leads, 1 move in to allocate, 1 move out to deallocate, 3 unsigned contracts, 5 unverified identities, 6 tasks to complete, 436 price increase opportunities.
- Insights:** OCCUPANCY 82% (↑ 1.37%), MONTH TO DATE SALES 131 659 kr (1245 invoices), and Awaiting Payment 1 814 kr (5 invoices).
- Today in Stockholm:** A map showing storage units A001-A012 and B001-B006. Units A005-A008 and B003 are highlighted in green.
- spacevault:** A yellow callout box showing 23 m² of space (750 kr week) and a 'CALL US' button.
- Need anything else?:** Recommendations for a Padlock (145 kr), Large box (79 kr), and Van hire (420 kr).
- Move ins / ou:** A list of today's moves including Alex Johans, Mikkel Rasr, and Kim Bergstr.

At the bottom of the dashboard, there are 'Back' and 'Continue' buttons.

Stop managing systems. Start growing revenue.

Visit stora.co or find us at the Stora stand.



OTHER FEDESSA CONFERENCES IN EUROPE

The local conferences have become essential gatherings for most operators active in their respective countries, while also welcoming investors, sponsors, and valuable contributions from across Europe. Don't miss the conferences happening in different countries—each offers unique insights and opportunities.



FEDESSA
Federation of European
Self Storage Associations

GERMAN Self Storage Conference 2026 - Tuesday 01 September in Vienna. More information soon. Check our FEDESSA events page for regular updates.

FRENCH Self Storage Conference 2026 - Thursday 29 October 2026 - Hotel Marriott Cité Internationale Lyon. Check our FEDESSA events page for regular updates.

ITALIAN Self Storage Convention 2026: on Friday, November 20 and Saturday, November 21 2026 - Melià Hotel in Milano. Check our FEDESSA events page for regular updates.

www.fedessa.org/events.html


**MARK
THE
DATE**

20  **26**
FEDESSA
BOXTOBERFEST.

22-24 SEPTEMBER

WIESBADEN, FRANKFURT



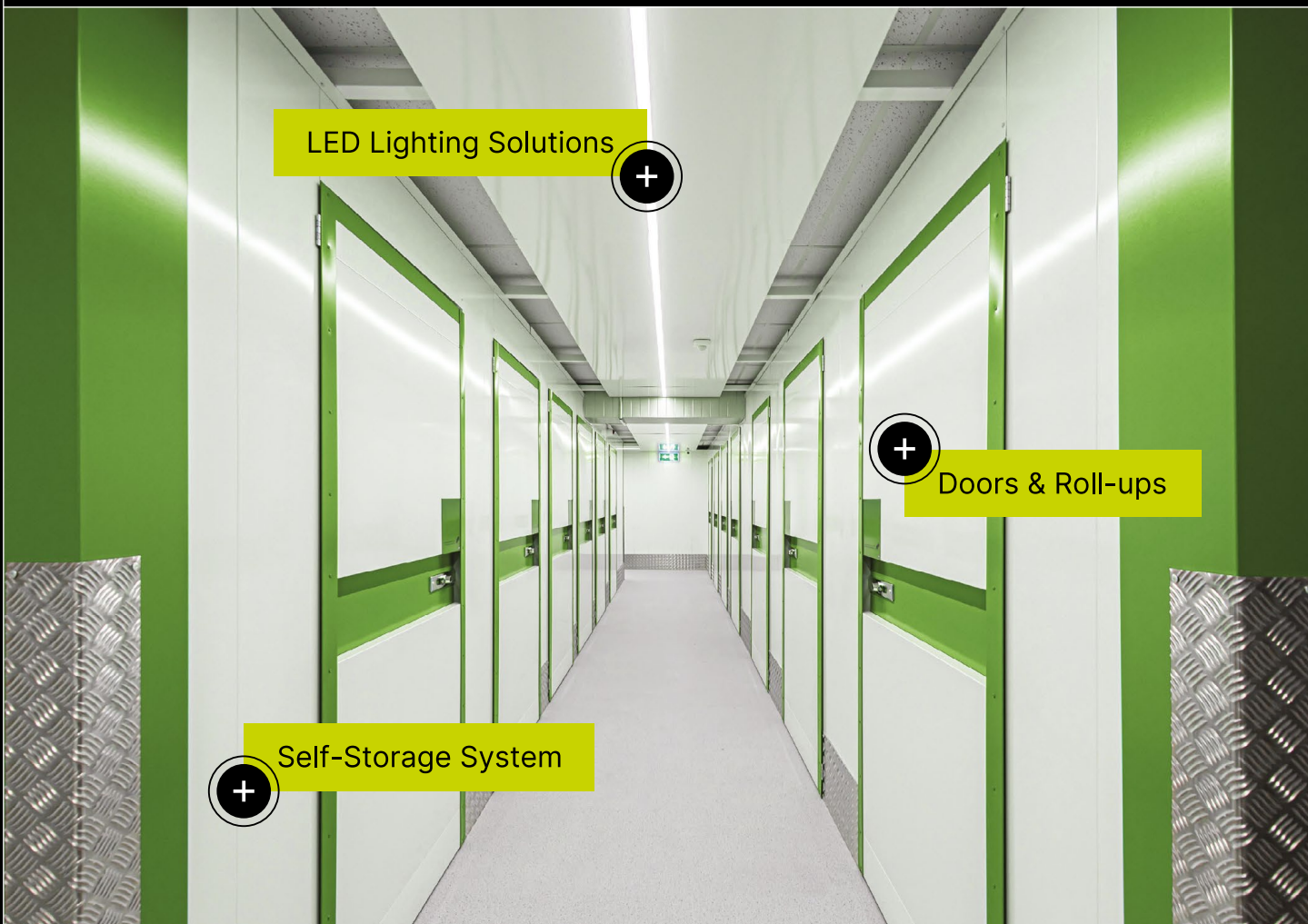
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EXHIBITORS



VENUE

We're excited to host the Annual Nordic Self Storage Conference at the Münchenbryggeriet Mälarsalen in Stockholm. Münchenbryggeriet is centrally located on Södermalm in Stockholm and is one of the most characteristic features in Stockholm's cityscape. When visiting us, you can easily use any kind of transportation. This makes Münchenbryggeriet Event & Conference a very accessible event venue.

**Torkel Knutssongatan 2
118 25 STOCKHOLM**

Our main address is Torkel Knutssongatan 2 and we always put out signage to the different events from this address.

GETTING THERE

**When visiting us, you can easily use any kind of transportation,
but we recommend that you use public transport.**

[GET DIRECTIONS HERE](#)





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OUTDOOR

OPTIMAL PERFORMANCE

Our high quality wall and roof insulation combined with smart airflow design, ensure that the storage units remain entirely free of condensation. No moisture. No mould. Just dry, perfectly protected belongings. Engineered for all climates, they provide dependable protection year-round.



Insulated walls



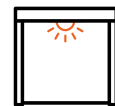
Wooden floor
500kg/m²



Ventilation grid for
condensation-free storage



Solar panel
system



Interior lighting



INDOOR

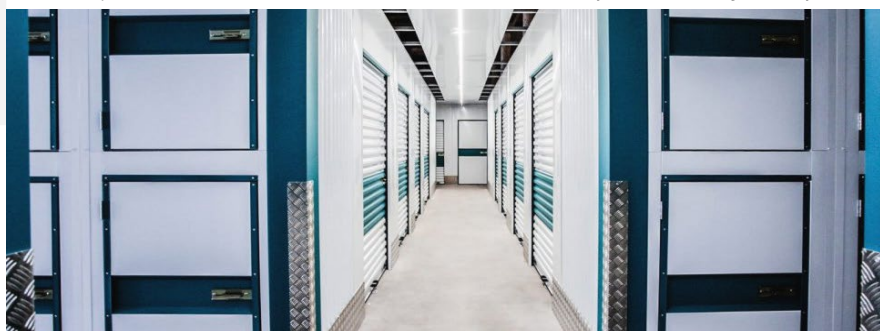
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AGENDA

Tuesday 19 May

8AM – 9.30AM

REGISTRATION & REFRESHMENTS
 IN THE TRADE SHOW

9.30AM – 9.40AM

OPENING & WELCOME

9.40AM – 10.20AM

FROM GOOGLE TO AI:
 WHO CONTROLS DEMAND IN 2026?

10.20AM – 10.50AM

KEY TRENDS FOR SELF STORAGE IN 2026 :
 SCALE, TECHNOLOGY AND INSTITUTIONALISATION:
 FROM LOCAL MARKETS TO GLOBAL PERSPECTIVES

10.50AM – 11.50AM

MORNING REFRESHMENTS - TRADE SHOW

11.50AM – 12.30PM

MARKETING PANEL SESSION
 UNLOCKING SELF STORAGE GROWTH

12.30PM – 2PM

LUNCH AND TRADE SHOW

2PM – 2.30PM

HOW CRIMINAL ORGANISATIONS USE LEGAL
 COMPANY FOR CROSS-BORDER CRIME (INCLUDING
 SELF STORAGE COMPANIES) AND WHAT
 TO BE AWARE OF

2.30PM - 3.10PM

CENTRALLY MANAGED AT SCALE: HOW NORDIC
 OPERATORS ARE RUNNING MORE SITES REMOTELY

3.10PM - 3.50PM

AFTERNOON REFRESHMENTS - TRADE SHOW

3.50PM - 4.20 PM

BEYOND REMOTE OPERATIONS: WHAT ACTUALLY
 DEFINES THE DIGITAL CUSTOMER JOURNEY

4.20PM - 4.50PM

HOW TO GET STINKING RICH IN SELF-STORAGE

4.50PM - 5PM

CLOSING CONFERENCE

5PM – 5.30PM

ANNUAL MEMBERS MEETING
 SWEDISH ASSOCIATION

6PM – 9PM

WELCOME DRINK AND NETWORKING DINNER

FEATURED SPEAKERS



PETER ÅGREN
SHURGARD

MODERATOR



GAVIN SHIELDS
STORA



ISAK LARSSON
SECOND SPACE



LOUISE STOKES
KINNOVIS



MIKAEL LINDGREN
NTELLIGENCE UNIT EAST



OLLIE SAUNDERS
SAVILLS



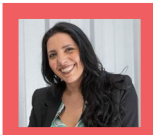
VILLE STENROOS
CITYVARASTO PLC



GLENN BENGTSSON
SHURGARD



ANN-KRISTIN HARTMANN
CHAIR SSA SWEDEN



FRANCESCA DAMIANO
CASAFORTE SELF STORAGE SPA



JILL LECKIE
DEVELOPED BY ME



CHARLOTTE VAN MAELE
SCHOLLAERT



CARL AUGUST AMELN
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DEAN DALY
BLUE SELF STORAGE



FRED KIHLE
SHAREFOX



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FLOORPLAN



- | | |
|--------------------------------|------------------------------|
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| ② Nordsta | ⑭ Reason Global |
| ③ Sharefox | ⑮ Keynexus |
| ④ Practical Storage | ⑯ Kinnovis |
| ⑤ Squire Germany GmbH | ⑰ Janus International Europe |
| ⑥ Lagerkungen | ⑱ Billecta |
| ⑦ Stellvik | ⑲ Adrol |
| ⑧ OpenTech Alliance | ⑳ Sensorberg |
| ⑨ Bearbox International | ㉑ iBidOnStorage |
| ⑩ Universal Storage Containers | ㉒ Freetrailer |
| ⑪ CSC Industries | ㉓ PTI Security Systems |
| ⑫ Stora | ㉔ Tullverket |

HOW TO BOOK YOUR TICKETS?

TICKETS AT A GLANCE / ALL PRICES ARE EXCL. 25% SE VAT

STANDARD TICKET RATE

MEMBERS

CONFERENCE ONLY
 SEK 1,850.00

CONFERENCE + DINNER
 SEK 2,995.00

NON MEMBERS

CONFERENCE ONLY
 SEK 2,995.00

CONFERENCE + DINNER
 SEK 4,150.00

BOOK NOW!

CANCELLATION AND REFUND POLICY:

Operater tickets can't be refunded on or after Saturday, 28 March 2026. However, tickets are transferable. Supplier member cancellations of Sponsorship Packages and/or Trade Show attendance are non-refundable after 1st of March.

SUPPLIERS: Suppliers who wish to attend the conference must either sponsor a package, exhibit in the Trade Show or pay a premium. There are still sponsorship options and stands available. Click here for more information on sponsorships. A supplier ticket costs SEK 15900 per person for a ticket. The cost includes access to all conference sessions, Trade Show and the Networking dinner. If you wish to attend without sponsoring or exhibiting as a supplier, click here to purchase your ticket.



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NETWORKING DINNER

CLOSING THE CONFERENCE AT MÜNCHENBRYGGERIET

We close the Nordic Self Storage Conference with a networking dinner, bringing delegates together one last time after a full day of content, discussions and networking.

The dinner is a relaxed, social moment to continue conversations, exchange final thoughts and end the conference on a convivial note.



IMPORTANT INFORMATION

The Conference Dinner is not included in the delegate ticket.

If you wish to attend, advance registration is required.

Please ensure you register for the dinner in time and communicate any dietary requirements or allergies during registration

This information is essential for catering arrangements.

Timing: Evening of the conference day (19 May)

Networking drink: 18:00 - 18:30

Dinner: 18:30-22:00

Who can attend: Registered delegates with a confirmed dinner booking.



WHAT TO EXPECT

Informal dinner setting

Time to network and reconnect

A social close to the conference day



JOIN US FOR THE FINAL EVENING

End the conference together with fellow delegates in an informal and relaxed setting.

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THE NORDIC ASSOCIATIONS

The second edition of the Nordic Self Storage Conference unites the four national self-storage associations of the Nordic region: Sweden, Denmark, Norway and Finland. Each association represents the self-storage sector in its own country, working to set quality standards, share knowledge and professionalise the industry.



Ann-Kristin Hartmann
SSA Sweden
Sweden



Glenn Bengtsson
SSA Denmark
Denmark



Isak Larsson
NSSA
Norway



**PIENVARASTO-
YHDISTYS RY.**
Ville Stenroos
Pienvarastoyhdistys ry
Finland

Together, these four associations form a strong, region-wide platform for knowledge exchange, networking and growth across the Nordic self-storage community.