



# Catchment, Location and Markets Workshop

## 服务区、营业点及市场 研讨会

*Catchment, Location and Market – Geospatial Intelligence, Location and Demographic Analysis for China*

服务区、营业点及市场 — 在中国进行地理空间信息，店址及人口分析

Beijing – April 23 | Shanghai – April 25

北京—4月23日 | 上海4月25日

Choosing the best possible locations within a city is challenging, particularly in China's 2nd, 3rd and 4th tier cities. But thanks to improving data availability and advances in spatial and other analytical tools, investors now have the means for better, more accurate and cost-effective analysis of potential sites. This one-day workshop brings together research experts, consultants and technology providers to show how investors, developers and retailers can research savvier, data-rich and better-informed decisions faster than ever.

在一个城市里如何选择最合适的店址一直是个巨大的挑战，尤其是在中国二、三、四线的城市。但是由于获取数据的情况改善，加上空间分析工具的进步，投资者现在能够以更好、更精确、更符合成本效益地分析各个店址的潜质。这个为时一天研讨会集合了数据专家、业内顾问及其他 IT 供应者，向购物中心投资者、开发商或零售商演示如何通过更先进精密的方法和详尽的数据进行分析，作出更有根据、更准确的决定。

	Beijing Workshop 北京研讨会(4347-23)	Shanghai Workshop 上海研讨会(4348-23)
Date 日期:	Tuesday, April 23, 2013 2013年4月23日(周二)	Thursday, April 25, 2013 2013年4月25日(周四)
Venue 地點:	Meeting Room 1, 7/F., Joy City Hotel & Apartment, 131 North Xidan Avenue, Xicheng District, Beijing 西城区西单北大街乙 131 号大悦城酒店公寓 7 层 一号会议室	The Bridge 8 Phase 1, Block 5, 8-10 Jian Guo Zhong Road, Shanghai 8 号桥一期：建国中路 8-10 号 (近重庆南路) 5 号楼中庭
Time 时间:	9:00am – 5:00pm	
Fee 费用:	US\$170 美金 / ICSC Member 会员; US\$240 美金 / Non-member 非会员	

### Workshop Agenda

#### 日程

Panelists include: Francois Duchastel, Managing Partner, Voodoo Associates; ZhiXin Qian, Director of Jiangsu Province Development and Reform Commission; Sabrina Huang, Senior Director of Strategic Planning, McDonald's; Hsiang Yun Chu, Director of Retail Services, Leasing and Advisory Team, CBRE; James Grigsby, SVP, Consulting Service, Getchee and among others

小组成员 Voodoo Associates 合伙人杜瑞龙; 南京大学教授, 江苏沿海开发研究院首席专家钱志新博士, 博导; Sabrina Huang, Senior Director of Strategic Planning, McDonald's; Hsiang Yun Chu, Director of Retail Services, Leasing and Advisory Team, CBRE; 撷适科技科技 资深副总裁 高伟哲 等等

Time	Topic	Speakers
09:00-09:10	Welcome Speech 欢迎词	Solomon Xu, Chief Representative, China, ICSC 国际购物中心协会 中国区首席代表 许有为 Francois Duchastel, Managing Partner, Voodoo Associates Voodoo Associates 合伙人 杜瑞龙
09:10-09:50	Introduction - Recognizing the Challenges 简介 - 面对挑战	Shuming Bao, Huatong Institute 华通空间智能技术应用研究院 鲍曙明
09:50-10:30	Overview of Market Segmentation of China's Emerging Markets - Investment Movements into the Next Market Layers 综观中国城市的新兴市场分层 - 进入下一层市场的投资动态	Fred Bai, GM, All China Marketing Research (ACMR) 华通人商用信息 总经理 白欢明
10:30-10:45	Coffee break 茶歇	
10:45-11:25	Local Market Data - Tracking Demographic Change, and Data Access Tools 本地市场数据 - 追踪人口变化, 和获取数据的工具	Susan Haynie, President, Demographic Consulting, Inc.
11:25-12:15	Panel discussion 小组讨论	
12:15-13:30	Lunch break 午休	
13:30-13:50	Retailers' GIS applications in China 中国零售商目前使用 GIS 的现状	George Chen, Associate Partner, IBM Global Business Services
13:50-14:30	Geospatial Modeling in Retail Real Estate 零售地产领域的地理空间建模	Shaofei Chen, Senior Geospatial Research Analyst, Tango Tango 高级地理空间高级分析师 陈少飞
14:30-15:10	Advanced Geospatial Techniques in Retail Real Estate 零售地产领域先进的地理空间技术	Pranav Tyagi, President & CEO, Tango
15:10-15:25	Coffee break 茶歇	
15:25-16:05	The Integration of Geospatial Intelligence to Retail Store Lifecycle Management 地理空间智能和零售门店生命周期管理的集成	Jack Thompson, Chairman, Tango
16:05-17:00	Panel discussion 小组讨论	



## Catchment, Location and Markets Workshop 服务区、营业点及市场 研讨会 Registration form 报名表

Name 姓名 \_\_\_\_\_ Title 职务 \_\_\_\_\_

Company 公司名称 \_\_\_\_\_

Phone 电话 \_\_\_\_\_ Mobile 手机 \_\_\_\_\_ E-mail 电邮 \_\_\_\_\_

- I will attend Beijing Workshop 我会参加北京研讨会 (4347-23)  
 I will attend Shanghai Workshop 我会参加上海研讨会 (4348-23)  
 \$170 USD 美金 (ICSC membership 会员号码: \_\_\_\_\_)  \$240 USD 美金 (Non-Member 非会员)

- I will attend with \_\_\_\_\_ guest(s) 我会参加, 并会带来宾 \_\_\_\_\_ 位  
 \$170 USD 美金 (ICSC membership 会员号码: \_\_\_\_\_)  \$240 USD 美金 (Non-Member 非会员)

Guest 来宾: \_\_\_\_\_ Mobile 手机: \_\_\_\_\_ E-mail 电邮 \_\_\_\_\_

Company and Title 公司名称及职务 \_\_\_\_\_

**Payment Options 付款方式:**

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Note: Delegates attending ICSC Repositioning & Renovation Program – Retail China Positioning & Repositioning – Study Tour + Workshop in either Beijing or Shanghai in January and Catchment, Location & Markets (Workshop + Demos) in either Beijing or Shanghai in April are eligible for a discount attending the Repositioning by Leveraging Shoppers\* Experience (one-and-a-half-day Study Tour + 1-day Workshop) in Hong Kong in October.

Delegates attending three of these events qualify for a Certificate of Participation.

备注: 参加 2013 年 ICSC 重新定位及重建系列之 3 个活动将获特别优惠, 折扣将于香港站的活动费用中扣除。2013 的重新定位系列活动包括-连锁零售品牌之定位及重新定位北京/上海考察+研讨会, 4 月份北京/上海举行的服务区、营业点与市场研讨会, 以及 10 月在香港举办的透过消费者经验重新定位\* 考察+研讨会。

To register, or for any enquiries, please contact 注册或需任何有关信息, 请联系:

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