

RECONO

LATIN AMERICA

THE GLOBAL SHOPPING CENTER CONVENTION OF LATIN AMERICA

March 18–21, 2013
Espacio Riesco Convention Center
Santiago, Chile

www.icsc.org/2013RLA

PROGRAM



The Globalization of Latin America Retail

ICSC's RECon Latin America is the most important retail real estate event of the year in the region. This event offers an in-depth look at what's happening in the industry in Latin America. A can't miss opportunity to interface directly with key decision-makers and learn from them. The Conference addresses the most pressing issues the industry faces globally and in Latin America. The Trade Exposition showcases owners, developers, retailers, investors and product and service providers from all over the region. Attend RECon Latin America to meet over 1,000 industry leaders from all over Latin America for networking, deal making and education.

The Conference includes educational sessions about the issues and trends affecting the industry in the region and globally. Topics will be varied and will address the challenges, trends and opportunities the industry is facing in this thriving region. Keynote speakers will mix with panel sessions in the most educational event in Latin America. (Simultaneous translation into Spanish/English will be provided.)

RECon Latin America's Deal Making and Trade Exposition provide the perfect venue for exhibitors to increase their visibility and meet with industry leaders in the region. The Deal Making and Trade Exposition will include more than 60 exhibitors, providing the opportunity for owners, developers, brokers, financial institutions and retailers to come together to conduct business. The Trade Exposition is a one stop shopping area devoted to the industry's latest and most innovative products and services. Key decision-makers will be on-site looking for deals.

RECon Latin America will also feature the presentation of the 2013 Latin American Shopping Center Awards, Next Generation Program & Reception, Certification Breakfast Mixer, VIP Dinner, tour of Santiago's innovative shopping centers and plenty of networking opportunities.

Dear Friends,

In the last decade Latin America has experienced significant social and economic changes, and the retail and shopping center industry has been a part of it. On the contrary, it has played an important role in the development of our countries, as well as in the improvement of our people's quality of life.

On behalf of ICSC, I warmly invite you to join us at RECon Latin America 2013 to address the important future issues for our industry and the whole continent. We will share the best practices, hear from the experts about the latest trends and visit some of the most important shopping centers in Santiago.

We look forward to meeting you.



Fernando V. de Peña Yver, CDP

*2013 ICSC RECon Latin America Program Planning Committee Chair
Executive Vice President
Mall Plaza
Santiago, Chile*

RECON LATIN AMERICA Program 2013

Lead Sponsor



Platinum Sponsors



Monday, March 18

9:30 am – 9:00 pm

■ Registration

10:00 – 11:30 am

■ RECon Latin America 2013 Committee Meeting

(By invitation only)

12:00 noon – 2:00 pm

■ Iberoamerican Summit

(By invitation only)

2:30 – 3:45 pm

■ Corporate Social Responsibility Meeting

(By invitation only)

4:00 – 5:15 pm

■ Europe Matters: European Retailers Turning to Look at Latin America

A large number of European companies plan to increase their investment in Latin America with Brazil, Mexico, Colombia and Peru ranking as the most preferred markets. Retailers realize that global expansion is more important than ever. This has prompted retailers to search the globe for untapped consumer markets. If you are a developer, distributor, agent, tenant or architect engaged in the shopping center industry, this is a great opportunity to network and learn more about the retail industry's development in Europe.

MODERATOR:

Jody Israelsky

*Principal
Think New Retail
Paris, France*



PANELISTS:

José Gomez

*Vice President International Business Development
Mango
Barcelona, Spain*

Carlos Morano

Expansion Director
Uno de 50
Alcobendas, Spain



Barbara Somogyiova

Director of International Expansion
List Fashion Group S.P.A.
Rome, Italy



Felix Tena

Founder & Chief Executive Officer
Imaginarium
Madrid, Spain

5:30 – 5:45 pm

Grand Opening of RECon Latin America



Fernando V. de Peña Yver, CDP

2013 RECon Latin America Program Planning Committee Chair
Executive Vice President
Mall Plaza
Santiago, Chile



Alvaro Jalaff

2013 RECon Latin America Host Committee Chair
Chief Executive Officer
Patio
Santiago, Chile

5:45 – 6:00 pm

Opening Keynote Speaker



Sebastián Piñera Echenique (Invited)

President of Chile

6:00 – 7:00 pm

2013 ICSC Latin American Shopping Center Awards Presentation



The ICSC Latin American Shopping Center Awards are the premier recognition of excellence within the region's shopping center industry, as determined by a panel of top industry professionals. Recipients of the ICSC Latin American Shopping Center Awards will be presented in a celebration of the Best-of-the-Best in our industry in Latin America. For more information please visit www.icsc.org/latinawards.

CHAIR:



Mario Castro Frias, SCDP, SCLS, SCMD, SCSM

Owner/Partner Chairman
Shopping Centers Solutions & Management SCSM
Caracas, Venezuela

7:00 – 8:30 pm

Deal Making and Trade Exposition

7:30 – 9:00 pm

Opening Cocktail Reception in Trade Exposition



Tuesday, March 19

8:00 am – 6:30 pm

Registration

8:45 – 9:15 am

Update on the Global Shopping Center Industry

ICSC's President and CEO will welcome attendees and will give an overview of where the association currently stands globally and what services and products ICSC offers to its members, contributing to the development of the industry's best practices.

SPEAKER:



Michael P. Kercheval

President & Chief Executive Officer
International Council of Shopping Centers
New York, NY, USA

9:15 am – 6:30 pm

Deal Making and Trade Exposition

9:15 – 9:45 am

Latin America's Current Economic Overview

Latin American economies have shown a significant resilience to the effects of financial crisis and its recovery has been faster than in other regions. In order to consolidate these achievements and take concrete actions, the region should encourage new models of governance, stronger institutions and public policies capable of mobilizing a wide range of actions.

9:45 – 10:15 am

Latin America as the New Emerging Economic Powerhouse

The Emerging Economies Unit, headed by Alicia García Herrero, aims to consolidate the research carried out by the BBVA Research in emerging economies, with particular emphasis on South America and Asia, followed in importance by the emerging regions of Europe and finally, the Middle East. This Unit will analyze the situation of different financial sources, with a particular focus on Latin America.

KEYNOTE SPEAKER:



Alicia García Herrero

Chief Economist for Emerging Markets
Banco Bilbao Vizcaya Argentaria (BBVA)
Hong Kong

10:15 – 10:45 am

Latin America and the Global Retail Development Index

Latin America continues to be a retail real estate investment powerhouse as its middle-class expands and other healthy macroeconomics take hold. Among the top 10 countries in this year's A.T. Kearney global retail development index of emerging retail markets, long dominated by Asian countries, are four Latin American countries (Brazil, Chile, Uruguay and Peru).

KEYNOTE SPEAKER:



Michael F. Moriarty (Invited)

Senior Partner
A.T. Kearney
Chicago, IL, USA

10:45 – 11:15 am

Coffee Break and Networking

11:15 am – 12:15 pm

Latin America Shopping Center Industry Overview

The development of shopping malls is booming throughout Latin America thanks to an increase in foreign investment, local pent-up demand and improved economies. Latin America's industry leaders will provide an overview of the state of the industry from a regional perspective.

MODERATOR:



Jorge Lizan

Staff Vice President, Business Development
International Council of Shopping Centers
New York, NY, USA

PANELISTS:

Carlos Hernan Betancourt

Executive Director
Colombian Shopping Centers Association (ACECOLOMBIA)
Cali, Colombia



Claudia Itriago

General Manager
Venezuelan Chamber of Shopping Centers (CAVECECO)
Caracas, Venezuela



Manuel Melero

President
Chilean Chamber of Shopping Centers (CCHCC)
Santiago, Chile



Mario Daniel Nirenberg

General Manager
Argentina Chamber of Shopping Centers (CASC)
Buenos Aires, Argentina



Luiz Fernando Pinto Veiga

Chief Executive Officer
Brazilian Shopping Centers Association (ABRASCE)
São Paulo, Brazil



Rafael Zavala

General Manager
Peruvian Shopping Centers Association (ACCEP)
Lima, Peru

12:15 – 1:00 pm

Shopping Center Investment Trends in Latin America

Latin America, a region with many cultures and economies, is a large emerging market that offers businesses in various industries significant growth opportunities. It is also a region where economic rewards and growth can be hindered by political uncertainty. However, there are multinational companies who are thriving in this region. To gain a better understanding of the economic characteristics of the Latin American marketplace, we invited a group of corporate executives of leading global companies to shed light on the inherent risks, investment structures, partnerships, due diligence and other key issues.

MODERATOR:



Jordan C. Malugen

Portfolio Management
Prudential Real Estate Investors (PREI)
Mexico City, Mexico

PANELISTS:



Valentín Carril

Chief Investment Officer, Chief Economist & Strategic Asset Allocation Head, Latin America
Principal Asset Management
Santiago, Chile



Tim Gifford, FRICS
Senior Vice President, Capital Markets
CBRE
Miami, FL, USA



Michael Melson
Managing Director – Latin America
Kimco Realty Corporation
San Antonio, TX, USA

1:00 – 2:15 pm

Luncheon

(No lunch service after 1:45 pm)

1:45 – 2:15 pm

Keynote Presentation

2:15 – 3:00 pm

Are Shopping Centers and Retail Shaping Latin American Cities?

Latin America has seen an explosion in new consumer emergence during the past decade as the region has undergone an economic transformation through strong exports and capital expenditures. A strong middle-class has emerged; together with the existing wealthy class, this new middle-class has tremendous untapped spending power and high consumption rates that translate into a strong retail consumer base.

Supported by:  Urban Land Institute

MODERATOR:



Lyman Daniels
Chief Executive Officer – Mexico
CBRE
Mexico City, Mexico

PANELISTS:



Marcel Scholem
Director
Centros Comerciales del Ecuador C.A.
Quito, Ecuador



Keith Sellars
President & CEO
Washington, DC Economic Partnership
Washington, DC, USA

3:00 – 3:45 pm

Tourism as an Anchor for Shopping Centers

What is the impact of retail and tourism in shopping centers? Top developers from Latin America will discuss the importance of tourism in their business plans and the kinds of retailers, restaurants and attractions they need in order to draw tourists to their shopping malls.

MODERATOR:



Clay B. Dickinson
Executive Vice President, Latin America
Strategic Advisory and Asset Management
Jones Lang LaSalle Hotels
Washington, DC, USA

PANELISTS:



Marcelo Baptista Carvalho, CMD, CSM
Co-President
Ancar Ivanhoe Shopping Centers
Rio de Janeiro, Brazil



Alfredo Cohen
ICSC Trustee
Director
Constructora Sambil
Caracas, Venezuela



Josephine Maalouf
Corporate Director
Corporacion Lady Lee
San Pedro Sula, Honduras



Luis Emilio Velutini
President
Fondo de Valores Inmobiliarios
Caracas, Venezuela

3:45 – 4:15 pm

Coffee Break and Networking

4:15 – 5:00 pm

Outlets Center Development Finally Sticking in Latin America

Hear from the experts an overview of the state of the Latin American outlet industry and the key issues retailers and developers are facing in this rapidly expanding industry sector, and how partnering with landlords is key to successfully navigating this important distribution channel.



MODERATOR:



David Toledo
General Manager
Centro Comercial Unico
Cali, Colombia

PANELISTS:



Ariel Benzaquen G.
Outlets Manager
Parque Arauco S.A.
Santiago, Chile

Luis Eduardo Paez Angulo

Project Planning and Promotion
Ospinas & Cia.
Bogota, Colombia

5:00 – 5:45 pm

Green Development in Latin American Shopping Centers

Green building issues will impact property owners, investors and tenants over the next 5, 10 and 20 years. As energy costs rise, “going green” is as much about saving money as saving the planet. New technology hits the market every day, rating systems evolve and there are a myriad of incentives and financing options available. Whether you feel excited, enraged or overwhelmed about retail sustainability, please join us for an engaging conversation.

MODERATOR:

Benjamin Bross

*Design & Construction Director
Planigrupo Latam
Mexico City, Mexico*



PANELISTS:

Jesús Acosta Castellanos

*Chief Executive Officer
Grupo Acosta Verde
Monterrey, Mexico*



Jose Gerardo Chavarria

*President
Desarrollos Mega
San Jose, Costa Rica*

Jaime Fontana

*Design Manager
Mall Plaza
Santiago, Chile*

Nicolas Jaramillo Restrepo

*General Manager
Conconcreto
Medellin, Colombia*



5:45 – 6:15 pm

Market Research for Shopping Centers in Developing Countries

SPEAKER:

Michael Baker

*Principal
Michael Baker Independent Retail Consulting
Kingsford, NSW, Australia*



8:00 pm – 12:00 am

ICSC VIP Dinner at Castillo Hidalgo

Hosted off-site at Castillo Hidalgo.
*Separate registration fee required.

The historical Spanish castle is located at the top of the Santa Lucia Hill, once called Huelen, sacred place for the Indians. The castle was known as “Bateria Santa Lucia” in honor of Buena Vista Saint. It was built in 1816 by the Spanish governor Marco del Pont as a fortress. Later the castle took the name of don Manuel Hidalgo, a brave captain who died at the battle of “Chacabuco”. The castle has been known since then as the Castillo Hidalgo.

Wednesday, March 20

7:30 am – 6:30 pm

Registration

7:30 – 8:30 am

Certification Orientation Breakfast



8:45 – 9:15 am

Outlook for Global Retail Real Estate

SPEAKER:

Brad Hutensky

*ICSC Chairman
President & Principal
Hutensky Capital Partners
Hartford, CT, USA*



9:15 am – 6:30 pm

Deal Making and Trade Exposition

9:15 – 10:00 am

Global Trends in Store Design

An important, yet often overlooked, aspect of being an innovative and successful designer is maintaining an awareness of global design trends. Design styles vary dramatically from country to country, as diverse political and cultural environments foster the emergence of new design trends. The latest innovations and future trends in store design from around the world will be discussed and shown in this session.

Supported by:



MODERATOR:



Brian Dyches, FRDI

Chairman, Retail Design Institute
SVP – Global Market Strategy + Digital Design
Trend Habitat
Laguna Niguel, CA, USA

10:00 – 10:45 am

Expansion Strategies: Global Retailers Expanding in Latin America

Expansion is no longer about developed market retailers tapping into emerging markets. Thanks to their business perspective and culture, emerging market retailers are now expanding regionally. A high percentage of retailers have said they plan to expand beyond their domestic markets, and 30 percent of these retailers have selected a developed nation as one out of the three main countries for expansion.

CO-MODERATORS:



Luis Llaca

Vice President Corporate Retail Solutions
Jones Lang LaSalle
Mexico City, Mexico



Manuel Puig

Retail Regional Director
Jones Lang LaSalle
São Paulo, Brazil

PANELISTS:



Ishwar Chugani

Managing Director
Giordano Middle East FZE
Jebel Ali Free Zone, Dubai, UAE



Ralph B. Hoyos

Director, Store Development Latin America
Caribbean Collective Brands
Topeka, KS, USA



Enrique Kaufer

Director, International Business Development
Jamba Juice
Fort Lauderdale, FL, USA



Ryan Patel

Director of Real Estate
Pinkberry
Los Angeles, CA, USA



Alberto Reinoso

Vice President Business Development
Hooters
Atlanta, GA, USA

10:45 – 11:15 am

Coffee Break and Networking

11:15 am – 12:00 noon

Grocery Anchor Shopping Centers

PANELISTS:



Jesús Acosta Castellanos

Chief Operations Officer
Grupo Acosta Verde
Monterrey, Mexico



Elliott Bross

Chief Executive Officer
Planigrupo Latam
Mexico City, Mexico



Alvaro I. Jalaff

Executive Director
Patio
Santiago, Chile

12:00 noon – 12:45 pm

Brazilian Retailers & Franchises Becoming an Important Resource for Shopping Center Leasing in the Latin American Region

Brazil is currently one of the most attractive countries in the region in terms of retail development opportunities. This panel will provide detailed information about the growth of the retail industry in Brazil. Throughout the region the middle-class is growing and its almost untapped retail industry is the key force for global retail giants wanting to enter into newer markets. The panelists will address the strategies, recent trends and opportunities and challenges for growth of the retail sector in Brazil.

MODERATOR:



Luiz Alberto Marinho
President
Brandworks
São Paulo, Brazil

PANELIST:



Mario Ponci
Expansion Director
Chilli Beans
São Paulo, Brazil

12:45 – 1:15 pm

Future Food: Food, Restaurant and Hospitality in Shopping Centers

Food is a social glue. It encourages social affiliation by increasing dwell time at a location and closes the loop between entertainment and fashion. Successful place making is the ability to tell a story and the right F&B mix is the prelude to the story. Food will always be what you think of tomorrow!

SPEAKER:



Francis Loughran
Managing Director
Future Food
Docklands, VIC, Australia

1:15 – 2:30 pm

Luncheon

(No lunch service after 2:00 pm)

2:00 – 2:30 pm

Keynote Presentation

2:30 – 3:00 pm

Reinventing Retail and the Future of Shopping

Over the next ten years, retail will be characterized by the adoption and evolution of technology as part of the 21st Century shopping experience. Hear insights and best practices on what will save our stores, the integration of digital technologies, and showcasing the qualities that only a physical shopping experience can provide.

KEYNOTE SPEAKER:



Daniel Latev
Head of Global Retailing Research
Euromonitor International
London, UK

3:30 – 4:15 pm

Entertainment in Shopping Centers

Due to the increased popularity among the consumers, entertainment has become a key component in shopping centers. Entertainment options mainly include a multiplex, arcade games, sport facilities, kids playground, among others. The entertainment significance resides in that it makes the shopping center environment more vibrant and attractive to the public, increasing foot traffic and time spent by shoppers in the shopping center. It also creates a differentiating factor for the shopping center, giving it a stronger identity. Listen to our panelists discuss this important component and ideas on how it can be included within shopping centers.

MODERATOR:



Yael Coifman
Founding Partner
Leisure Development Partners (LDP)
Surrey, UK

PANELISTS:



Valmir Fernandes
President
Cinemark International
Plano, TX, USA



Alexis Hernandez
General Manager
Sambil Santo Domingo
Santo Domingo, Dominican Republic



Robert Peinado
President
LRS Real Estate Services
Dallas, TX, USA



Bob Raposo
Vice President Theatre Development
IMAX
Toronto, ON, Canada



Brad Shelton
Director, Entertainment Experiences
BRC Imagination Arts
Burbank, CA, USA

4:15 – 4:45 pm

Social Media and New Technologies in Retail

A session on strategies, tips and trends in the retail social and emerging media platforms and new technologies in retail, including, but not limited to: Mobile Marketing, Location-based Apps, Websites, QR Codes, Social Media: Facebook, Google+, LinkedIn, Twitter.

SPEAKER:

Filipa Fernandes

Head of Research and Innovation
SES Spar European Shopping Centers
Salzburg, Austria



5:00 – 5:45 pm

Latin American Retailers, Among the Best in the World

Throughout Latin America, brands are rising in value and importance. High-value brands are present across most categories and retailers are facing a fast-expanding, multi-pattern competitive set. A company may see it's losing market share, but may not see where it's going. Consumer spending is scattered thanks to new ways of making purchases. Manufacturers are becoming retailers. New rivals, often in the form of companies too small to hit the radar, continue to enter and fragment the market. In such a climate, every customer interaction becomes crucial.

PANELISTS:

Carlos Carro

International Manager
Havanna
Buenos Aires, Argentina

Carlos Mora

Country Manager
Churromania
Caracas, Venezuela



Mauricio Vaca

Chief Financial Officer
Cinopolis
Mexico City, Mexico



Carlos Manuel Leon Velarde

Director
Chinawok
Lima, Peru

5:45 – 6:15 pm

Closing of RECon Latin America

Fernando V. de Peña Yver, CDP

2013 RECon Latin America Program Planning Committee Chair
Executive Vice President
Mall Plaza
Santiago, Chile



Alvaro Jalaff

2013 RECon Latin America Host Committee Chair
Chief Executive Officer
Patio
Santiago, Chile



Note: The rest of the activities will take place outside of Hotel.

7:30 – 10:00 pm

Next Generation Educational Program & Networking Reception

*A separate registration fee is required.

This program is open to the public.



The Next Generation concept was founded and driven by three ICSC members and volunteers who felt there was a need to offer a program which helped new retail real estate professionals enter the business and the trade association. The goal was to make each event fun and casual, while also offering continuing education and mentoring.

SPEAKER:

Xavier Lopez Ancona

President
Kidzania De Mexico SA
Mexico City, Mexico



Thursday, March 21

7:30 – 8:30 am

Tour Registration

*A separate registration fee is required. Register at www.icsc.org/2013RA.

8:30 am – 6:30 pm

Tour of Shopping Centers

Parque Arauco Kennedy

Inaugurated in 1982, Parque Arauco Kennedy is the main shopping center in Chile and its development has been focused on continued innovation and preparation of cutting-edge proposals that create a unique, closer and stimulating experience to its customers. Parque Arauco Kennedy is located on Av. Kennedy, one of the main arterial roads in eastern Santiago. The shopping center is situated in the central area of eastern Santiago, within a trade area that includes the communes of Las Condes, Providencia, Vitacura and La Reina. It also connects with Americo Vespucio highway, Santiago's main ring road.

Boulevard – Luxury Shops

The development of Boulevard Parque Arauco Kennedy luxury shops began during 2012, and it will offer a unique space featuring international high-end luxury brands to the Chilean market. It is part of the new challenges taken up by the shopping center unit as to provide a brand and product mix to the demanding Chilean consumer.

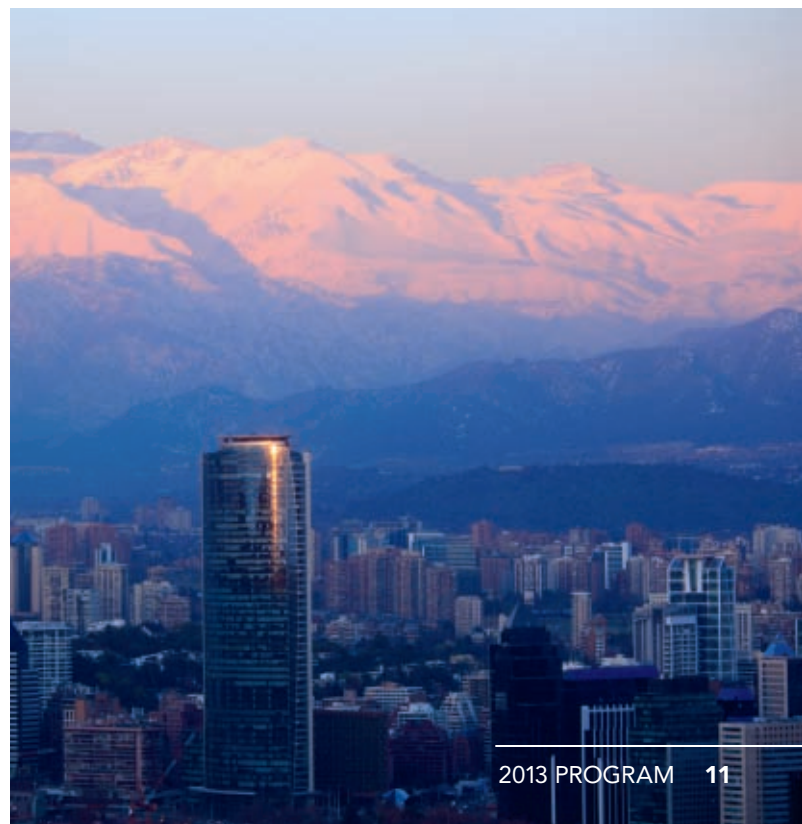
Costanera Center

Inaugurated in June 2012, Costanera Center is the tallest mall in Chile with over 300 commercial premises, a Jumbo hypermarket, an Easy home improvement store, a Santa Isabel supermarket, Paris, Ripley and Falabella department stores, a large food court, a gastronomic walkway with restaurants and coffee shops, a 12-screen movie theater, an Aventura Center with bowling alleys, medical and health care centers, a gym, and a 6-level parking space for 5,500 vehicles. It features renowned brands such as: Swatch, Armani Exchange, Benetton, Banana Republic, Mont Blanc, Steve Madden, Adidas, Gap, Hugo Boss, Nautica, Kenneth Cole, Puma, Calvin Klein and Guess. The most distinctive elements about this project are the four big towers that will house the offices of important national and international companies, in addition to 4 and 5 star hotels and offices. Costanera Center is

located on Av. Andres Bello in Providencia, Santiago. Its location, contact with the community and access to public transportation enable interconnection from various locations in Santiago.

Mall Plaza Vespucio

Inaugurated in 1990, Mall Plaza Vespucio is the leading shopping center in Chile. Over 50 million visits each year have made it the most visited shopping mall in the country. Mall Plaza Vespucio belongs to Mall Plaza, a national leading shopping center chain and a benchmark in Latin America, also present in Peru and Colombia with 17 centers in operation. With a GLA of 135,000 square feet it was established as an urban center dedicated to serve the fastest growing communes in Santiago, offering a wide range of goods and services, which include a medical center, learning centers, museum, civil registry office, and an electric vehicle charging station. Mall Plaza Vespucio is characterized by its continuous innovation, particularly its segmented areas that seek to serve increasingly demanding consumers with more defined interests. Examples of these are Las Terrazas, an open-air restaurant area; AIRES, bringing together major brands and trends; Autoplaza, where a wide range of automotive offerings can be found; and Biblioteca Viva, promoting dissemination of culture. Mall Plaza Vespucio never fails to surprise with a memorable experience that improves the quality of life of its users and communities.



About Santiago

Santiago is the capital and economic center of Chile. With its many museums, events, theaters, restaurants, bars and other entertainment and cultural opportunities, it is also the political and cultural center of the country. Its central location in the country makes it a great base for visiting other areas, and it is possible to ski in the nearby Andes and later be on the beach, all in the same day.

Santiago is a fast growing city located in the central valley of Chile between the Andes mountain range to the east and the Cordillera of the Coast to the west. The metropolitan area has about seven million inhabitants. The climate is cold and rainy in the winter. It only snows up in the Andes, which are an hour and a half from the city. Temperatures at night fall to around 0°C. It gets progressively hotter towards the summer. Summers are fairly dry although you may experience some humidity at times. The temperature can reach as high as 35°C.

Districts such as Providencia, Bellavista, Las Condes and Vitacura offer a dazzling array of businesses, shops and restaurants as well as a bustling night-life. Though all big cities are dominated by concrete to some degree, Santiago is home to several imposing green spaces. For example, Parque Metropolitano, also known as Cerro San Cristóbal, is visible from most of the city. You can get to the top on foot, by bike or by car or take a refurbished cable car.

Don't miss the opportunity to taste some of Chile's best wines and tour the vineyards that are now enveloped by the city. Other great day trip options are Pirque, a neighboring village in the Andean foothills, and the Maipo Valley, where you can enjoy nature, sample local food, pick up some souvenirs and find a place to spend a few nights near the banks of the Maipo River.

For more information about Santiago please visit www.chile.travel.



Host Committee



CHAIR:

Alvaro I. Jalaff
President
Patio
Santiago, Chile

MEMBERS:

Francisco Achelat
Manager
Corp Group Activos
Inmobiliarios
Santiago, Chile

Ernesto Aramburu
Project Manager
Multimercados
Zonales, SA
Santiago, Chile

Michelle Brautigam
Manager Business
Commercial Real Estate
Financing
Principal
Santiago, Chile

Gonzalo Castro
Investments Director –
South America
Kimco Realty Corporation
Santiago, Chile

**Rodrigo Celis
Danzinger**
General Manager
Mall Paseo Quilín
Santiago, Chile

Diego Durruty
Chief Executive Officer
Urbana
Santiago, Chile

**Maria Elena
Guerrero**
Marketing Manager
Mall Plaza
Santiago, Chile

German Hempel
Brokerage Chief Executive
Officer
Right Way
Santiago, Chile

Sergio Hidalgo
Vice President
Ripley
Santiago, Chile

Cristian Jijena
General Manager
Corp Group Activos
Inmobiliarios
Santiago, Chile

Manuel Melero
President
Chilean Chamber of
Shopping Centers
(CCHCC)
Santiago, Chile

Sergio Novoa
Mall Marina Arauco
Santiago, Chile

Renzo Paonessa
Manager Corporate Real
Estate Division
Cencosud
Santiago, Chile

Alfredo Pourailly
International Director of
Real Estate
Cinemark Corp.
Santiago, Chile

**Antonio Prado
Navarro**
Director
Arquitectura Comercial
Santiago, Chile

Gonzalo Quinteros
Manager
Parque Arauco
Santiago, Chile

**Sebastian Rozas
Heusser**
Vice President
Business Development –
Latin America
Walmart
Santiago, Chile

**Andres Torrealba
Ruiz-Tagle**
Division Manager Chile
Parque Arauco S.A.
Santiago, Chile

Program Planning Committee



CHAIR:

Fernando V. de Peña Yver, CDP
Executive Vice President
Mall Plaza
Santiago, Chile

MEMBERS:

**Jesus A. Acosta
Castellanos**
Chief Operating Officer
Grupo Acosta Verde
Monterrey, Mexico

Ramiro Alfaro
General Manager
Spectrum
Guatemala City,
Guatemala

**Carlos Hernan
Betancourt S., CSM**
Chief Executive Officer
Colombian Council
of Shopping Centers
(ACECOLOMBIA)
Cali, Colombia

Santiago Blaksley
General Manager
El Solar
Buenos Aires, Argentina

**Marcelo Baptista
Carvalho, CMD, CSM,
CDP**
Co-President
Ancar Ivanhoe Shopping
Centers
Rio de Janeiro, Brazil

**Mario Castro, SCMD,
SCSM, CDP, CLS**
President
Shopping Centers
Solutions & Management,
SCSM
Caracas, Venezuela

Alfredo J. Cohen
ICSC Trustee
Director
Constructora Sambil
Caracas, Venezuela

**Jose Gerardo
Chavarría**
President
Desarrollos Mega
San Jose, Costa Rica

**Fernando de La Flor
Belaunde**
Owner/President
Penta Realty
Lima, Peru

Carlos R. Figueroa
Corporate Director,
Marketing & Customer
Service
Grupo Roble Internacional
San Salvador, El Salvador

Tim Gifford, FRICS
Senior Vice President,
Capital Markets
CBRE
Miami, FL, USA

**George R. Homer
Jr., RDI**
President
GH & Associates
São Paulo, Brazil

Josephine Maalouf
Corporate Director
Corporacion Lady Lee
San Pedro Sula, Honduras

Sebastian Magnasco
Development Vice
President
Arcos Dorados
Buenos Aires, Argentina

Jordan Malugen
Director
Prudential Real Estate
Investors
Mexico City, Mexico

Luiz Alberto Marinho
President
BrandWorks
São Paulo, Brazil

Jesus Martinez
Real Estate Director
Sally Beauty Holdings, Inc.
Monterrey, Mexico

**Jose Manuel Melero
Abaroa**
President
Chilean Council of
Shopping Centers
Santiago, Chile

**Gonzalo Montaña
Estrada, CDP**
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Mexico City, Mexico

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Procaccini**
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IBOPE
São Paulo, Brazil

Marcel Scholem
Director
Centros Comerciales del
Ecuador C.A.
Quito, Ecuador

Eduardo Simon
President
Grupo Simon – EL Recreo
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Vertex Real Estate
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David Toledo
General Manager
Centro Comercial Unico
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Director
Triangulo Las Animas
Puebla, Mexico

Mauricio Vaca
Chief Financial Officer
Cinapolis
Mexico City, Mexico

Luis E. Velutini
President
Fondo de Valores
Inmobiliarios
Caracas, Venezuela

Carlos Vidaurre
General Manager
Minka
Lima, Peru

Supporting Associations



Supporting Media



RECON LATIN AMERICA Trade Exposition Form

March 18–21, 2013 • Espacio Riesco Convention Center, Santiago, Chile



Trade Exposition Space Application

Company Name (Exhibitor/Company Name)		Company Website Address	
Exhibitor Contact (This person will receive ALL exhibitor information)		Exhibitor Email	
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	ICSC Membership I.D.#	RLA2013

Company Category (Required)

- Owner/Developer Management Company
 Broker Municipality/Public Sector/Organization
 Retailer Lender/Financial Institution
 Product/Service

The Product/Service we plan to show:

- ICSC cannot guarantee that you will not be placed near a competitor.
- Submission of this application does not imply guaranteed booth space.
- Fax confirmations, email receipts and/or tracking receipts do not imply the guaranteed receipt of an application.
- Applications cannot be processed without payment.

Exhibit Packages

1. HARDWALL – Fee: USD \$3,300 per 10' x 10' Booth (3m x 3m)

Package includes:

8' High Hardwall System, Booth Carpeting, 2 Side Chairs, Rectangular Table, Wastebasket, 2 Exhibitor Staff Passes (additional staff USD \$70 each, allows access to the Exhibition Hall only)

of Booths ___ X **USD \$3,300** = Space Fee _____

Corner Request (10% of total)* Corner Fee _____

TOTAL _____

2. RAW SPACE* – Fee: USD \$6,600 per 20' x 20' Booth (6m x 6m)

Package includes:

4 Exhibitor Staff Passes (additional staff USD \$70 each, allows access to the Exhibition Hall only)

I will use Hardwall (Shell Scheme Package)

I will bring my own display

of Booths ___ X **USD \$6,600** = Space Fee _____

*Note: Hardwall must be provided. TOTAL _____

Sponsorship Packages

Platinum USD \$19,000 Silver USD \$5,000

Gold USD \$14,000 Bronze USD \$3,000

Coffee Break USD \$3,500 each

Tuesday am

Tuesday pm

Wednesday am

Wednesday pm

For more information, contact: **Peter Bordes**

Phone: +1 646 728 3634

Email: pbordes@icsc.org

The Exhibitor has read the foregoing application for Exhibit Space and agrees to all terms, conditions, authorizations and covenants contained here.

Company Authorized Signature (required)

*Assigned Hardwall booths with corner exposure will be assessed a 10% surcharge of the total space commitment. If your "Total Space Fee" does not include a 10% surcharge for a corner exposure, your company will not be eligible for a potential corner space. This DOES NOT guarantee you will be assigned a corner space.

Method of Payment

CHECK: Make check payable to ICSC and mail to:

International Council of Shopping Centers
Trade Exposition Department / RECon Latin America
PO Box 26958

New York, NY 10087-6958 USA

CREDIT CARD: MasterCard Visa Amex Discover

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

FAX: +1 732 694 1735 (Credit card only)

PLEASE TRANSFER WIRE FUNDS TO:

JPMorgan Chase Bank, N.A., 270 Park Avenue, 41st Floor
New York, NY 10017 USA

Attn: Irina Berger

For the account of the International Council of Shopping Centers

A/C # 033-1-030767 ABA # 021 000 021 SWIFT:CHASUS33

Reference: Please include a brief description with your payment.

RECON LATIN AMERICA Conference Registration Form

March 18–21, 2013 • Espacio Riesco Convention Center, Santiago, Chile



How to Register

Fax: +1 732 694 1800
(Credit card registrations only)

Online: www.icsc.org/2013RLA
(Credit card registrations only)

Mail: ICSC
P.O. Box 26958
New York, NY 10087-6958 USA

Registration Fees (in USD)

	ADVANCE before March 17	ON-SITE after March 17
Member*:	\$ 950	\$ 1,250
Non-Member:	\$ 1,250	\$ 1,600
Student-Member**:	\$ 50	\$ 50

Next Generation Networking Reception

	ADVANCE before March 17	ON-SITE after March 17
Member*:	\$ 35	\$ 45
Non-Member:	\$ 50	\$ 65

ICSC VIP Dinner

Member* & Non-Member: \$ 195
Member* & Non-Member
Table of 8 People: \$ 1,550

Shopping Center Tour

	ADVANCE before March 17	ON-SITE after March 17
Member*:	\$ 100	\$ 120
Non-Member:	\$ 150	\$ 200

**To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC Information Services at +1 646 728 3800. **Registrants must be ICSC student members to qualify for the student rate.*

Deadlines

To qualify for the Advance Registration fee, your registration must be received by 12:00 noon, **March 17, 2013**.

Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **March 17, 2013**. All requests for refunds must be received by ICSC in writing.

Continuing Education Credits

CSM/CMD/CLS/CDP: 1 credit

Special Needs

Anyone desiring an auxiliary aid for this meeting should notify Susana Huber at **+1 646 728 3497** no later than **March 17, 2013**.

Airfare/Car Rental

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability please contact us at +1 888 ICSC TVL (427 2885) Ext. 417 or +1 585 442 8856 from 8:00 am to 5:30 pm EST.

Hotel Reservations

A limited number of rooms has been reserved for attendees at the Sheraton Santiago and San Cristóbal Tower.

Sheraton Santiago

Avda Sta Maria 1742
Providencia
Santiago, Chile

Rates:

Classic Single: \$225 USD*

San Cristóbal Tower

Josefina Edwards De Ferrari 0100
Santiago, Chile

Rates:

Grand Deluxe Single: \$305 USD*

Cut-Off Date: Don't delay, book today. After February 14, 2013, rooms will be on a space available basis. To make your hotel reservations, please visit www.icsc.org/2013RLA.

*Rates include breakfast and WiFi and are subject to local and state taxes. The hotels are connected and share restaurants, public areas, business center, swimming pool and gym.

Please Check One: ICSC Member Non-Member Student Member

Name _____ Title _____

Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____

Email _____ ICSC Company Membership I.D.# _____

Please check here if any of the above information has recently changed. 2013RLA

Method of Payment

Registration \$ _____ + Next Generation Networking Reception \$ _____ +

ICSC VIP Dinner \$ _____ + Shopping Center Tour \$ _____ = **Total \$** _____

Check or money order made payable to ICSC enclosed for \$ _____

CREDIT CARD: MasterCard Visa Amex Discover \$ _____

Name (as it appears on credit card) _____ Signature _____

Credit Card Number (include all digits) _____ Expiration Date (month/year) _____