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RECON

ASIA-PACIFIC

22 – 25 October 2018

Mandarin Oriental | Kuala Lumpur, Malaysia

#ICSCRECon



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Dear RECon Asia-Pacific Colleagues,

It is a pleasure to be with you for RECon Asia-Pacific in Kuala Lumpur. This city is home to an incredibly dynamic retail industry which reflects the innovation, community involvement and engaging experiences that are the hallmark of our industry around the world.

As technology and demographic shifts occur, the retail and retail real estate landscape is changing. Shopping centres and retailers are adapting to these shifts by curating new offerings that meet changing consumer behaviours and expectations. Consumers, particularly millennials, are placing a high priority on experiences while also valuing convenience.

ICSC recognises the robust retail landscape in the Asia-Pacific region and is eager to support our members with resources that enable you to thrive in this vibrant market. We are committed to providing platforms for thought leadership, networking and professional and business development. RECon Asia-Pacific offers this plus our Asia-Pacific Awards, which recognises and honours the best our industry has to offer in the communities we serve.

I would like to express my sincere gratitude to our speakers, exhibitors and sponsors for their support as well as to all of our delegates who are joining us this year.

Thank you for attending RECon Asia-Pacific. I wish you an enjoyable and productive conference.

Sincerely,



Tom McGee
President & CEO
ICSC
USA

Dear Esteemed Colleagues,

It is my pleasure to welcome you to RECon Asia-Pacific in southeast Asia's most vibrant city, Kuala Lumpur. This year's event will certainly evoke many discussions in the formal and informal forums over the next few days. There is no doubt that our industry, like many around the world, is in a state of flux. We as an industry can determine our future with inspiration and innovation to create great experiences for our customers. There are many informative sessions during the conference and our keynote address, delivered by Michael Brown of A.T. Kearney, will set the scene for our conference and the discussion of the many challenges facing our industry.

We hope that the programme we have put together will be both thought provoking and informative given the pace of change in the region and that it will better equip you and your organisation to meet challenges and grow with your various partners. To experience the most up-to-date services available to our industry, please make sure you visit the various kiosks located in the Sapphire Room Foyer, Level 1, that highlight many ways to improve your customer experience.

The Asia-Pacific Shopping Centre Awards will be presented on Tuesday, 23 October in the Sapphire Room at 19:00. The judging panels have had a tough job selecting the winners of the region's most prestigious industry awards given the high standard of the record number of 205 entries received. The overall winners earn entry into the ICSC VIVA and MAXI Awards to be presented in Las Vegas at RECon 2019.

Over the course of the next few days, we will welcome hundreds of delegates from the Asia-Pacific region. RECon Asia-Pacific provides the best opportunity to network in the region and in turn learn from each other and grow our industry. On behalf of my Host Committee colleagues, Dato' Joyce Yap and Ungku Suseelawati Ungku Omar, as well as on behalf of our ICSC Asia-Pacific Advisory Board, I wish you every success during RECon Asia-Pacific and thank you for your ongoing support.

Best regards,



Andrew Brien
ICSC Trustee and Executive Board Member
ICSC Asia-Pacific Advisory Board Chairman
Executive Director & CEO
Suria KLCC
Malaysia

Dear RECon Asia-Pacific Delegates,

On behalf of the RECon Asia-Pacific Host Committee, it is my pleasure to welcome you to RECon Asia-Pacific.

The next four days are the culmination of a process of careful and passionate preparation led by our Host Committee and by our Conference Programme Committee. I wish to thank all of those dedicated volunteers who have served on these committees for their time and commitment. I would also like to thank our sponsors, exhibitors and speakers for their generous support and contributions. And, of course, I want to thank each and every one of you for taking the time to join us this year.

Beyond the incredible growth in shopping centre development across Asia-Pacific, what is truly amazing are the creative responses the industry has shown to the constantly-evolving consumer. So many developments and retail concepts have succeeded in adapting to the growing affluence and accelerated rate of urbanization that are transforming economies and communities across Asia-Pacific. As we will learn during this week, our shopping centres have become so much more than places which offer products and services. They have truly become the centres of people's social, cultural and spiritual lives fulfilling people's wants and needs on a broader scope and on a deeper level than ever before.

I wish to take this opportunity to thank ICSC for bringing this great event to Kuala Lumpur and I wish all a productive and enjoyable stay in Malaysia.

Best wishes,



Maria Rowena M. Tomeldan

ICSC RECon Asia-Pacific Programme Planning Committee Chairwoman
Vice President & Head, Real Estate Logistics & Special Investments, Ayala Land, Inc.
President & CEO, Prime Orion Philippines, Inc.
Philippines

**#ICSCRECon**

MONDAY, 22 OCTOBER**09:00 – 16:00****Shopping Centre Tour 1**

1. Suria KLCC
2. Pavilion Kuala Lumpur
3. Lot 10

Shopping Centre Tour 2

1. Central Market
2. Publika Shopping Gallery
3. 1 Utama Shopping Centre

Shopping Centre Tour 3

1. Mid Valley Megamall
2. The Gardens Mall
3. Sunway Pyramid

Please meet at the side entrance of The Mandarin Oriental at 09:00. Buses will depart promptly at 09:30 and return to the hotel at 16:00.

Space is limited and available on a first-come, first-served basis to registered delegates. Pre-registration is required and a separate fee applies. To participate in the Shopping Centre Tours, you must be registered for RECon Asia-Pacific.

For information on the tours, see page 10.

17:30 – 19:00**Welcome Cocktail****Malaysian Petroleum Club**

The Malaysian Petroleum Club was established in 1991 and is home to Malaysia's booming petroleum business. The Club was born from the sole idea of bringing together the international and local petroleum communities to share and exchange ideas, whilst fostering an environment of goodwill. The Club is now based at the prestigious Petronas Twin Towers in Kuala Lumpur City Centre and is one of the tallest buildings in the world with a sensational scenic and breathtaking city view of Kuala Lumpur. *Complimentary for registered delegates.*

Please have your passport/photo ID ready for security.

TUESDAY, 23 OCTOBER

CONFERENCE MODERATOR

Mark Dailey

Partner, Madano Partnership | United Kingdom

07:00 – 19:00 | Sapphire Room Foyer, Level 1
Registration

08:00 | Sapphire Room Foyer, Level 1
Exhibition Opens

09:00 – 09:15 | Sapphire Room, Level 1
Official Welcome

**Maria Rowena M. Tomeldan**

ICSC RECon Asia-Pacific Programme Planning Committee Chairwoman
Vice President & Head, Real Estate Logistics & Special Investments, Ayala Land, Inc.
President & CEO, Prime Orion Philippines, Inc. Philippines

HOST COMMITTEE

**Andrew Brien**

ICSC Trustee and Executive Board Member
ICSC Asia-Pacific Advisory Board Chairman
Executive Director & CEO
Suria KLCC
Malaysia

**Dato' Joyce Yap**

CEO – Retail
Pavilion Kuala Lumpur
Malaysia

**Ungku Suseelawati Ungku Omar**

Executive Director, Regional Head, Retail (SEA)
Nawawi Tie Leung Real Estate Consultants
Malaysia

09:15 – 09:30 | Sapphire Room, Level 1
Welcome Remarks

**Tan Sri Dato Teo Chiang Kok**

President
Persatuan Pengurusan Kompleks
Malaysia (PPK)
Malaysia Shopping Malls Association
Director, Bandar Utama Corporation Sdn Bhd

09:30 – 10:00 | Sapphire Room, Level 1
CEO Report

**Tom McGee**

President & CEO
ICSC
USA

10:00 – 10:45 | Sapphire Room, Level 1
Keynote Presentation

Retail Places – The Future is Not What it Used to Be

Experiences and experiential products are on the rise. Convenience is fuelling e-commerce sales, and younger consumers are driven more by influence than they've ever been in the past. But, the battle for the hearts, minds and wallets of shoppers is far from over. Contrary to perceptions of many, physical retail is adapting and thriving in response to the challenges posed by e-commerce. This thought-provoking presentation will

share conclusions from recent research about the asset classes of 2030, underscoring the many reasons to be optimistic about the future of retail real estate.



Michael Brown
 Partner – Consumer & Retail Practice
 A.T. Kearney
 USA

10:45 – 11:15 | Sapphire Room Foyer, Level 1 Coffee Break in the Exhibition Area

11:15 – 12:00 | Sapphire Room, Level 1 Farewell “Bricks vs. Clicks”

With advances in technology and the evolution of shopping habits, the debate has moved beyond “online versus off-line” to the convergence of the two. Today, it is all about creating a complementary shopping environment, which provides customers with a greater number of options and opportunities to shop. And the trend has already shifted from consumers researching a purchase in-store and then buying online, to consumers researching a purchase online and then buying in-store. Plus, more and more pure-play online retailers are now opening physical stores. Learn from senior executives at some of Asia-Pacific’s leading shopping centre companies about how they have developed and executed their omni-channel strategies, including cooperation with online retailers.

PANELISTS



Arnoud Bakker
 Head of Leasing
 IKEA Southeast Asia
 Malaysia



Chris Chong
 Deputy Managing Director
 CapitaLand Retail
 Singapore



Helen Khoo
 Executive Director
 Wing Tai Retail of Wing Tai Asia Group
 (representing Adidas, BCBG Maxazria, Dorothy Perkins, Fox Kids & Baby, G2000, Karen Millen, Topman, Topshop, Warehouse, Uniqlo)
 Singapore

12:00 – 12:30 | Sapphire Room, Level 1 Retailer Runway

Learn about the expansion plans of some of Malaysia’s leading retailers.

12:30 – 13:45 | Emerald Room, Level 1 Networking Lunch with Dedicated Discussion Tables

13:45 – 14:30 | Sapphire Room, Level 1 Say Hello to Your New Neighbours

The shopping centre is no longer home only to a collection of retailers clustered together along category lines or otherwise organized according to traditional concepts of tenant mix. New tenants including health, beauty and wellness providers, innovative F&B concepts, educational and child care facilities, co-working space, museums and other cultural attractions. These non-retail tenants may even become the new anchors, creating the convergence sought by millennial consumers. It is now all about the “curation of space” and “complementary uses.” How can our traditional retail partners adapt to their new neighbours? And are these new neighbours paying good rent or are they simply traffic generators to boost sales at the traditional retail and F&B outlets within the centre?

PANELISTS



HC Chan
 CEO
 Sunway Malls & Theme Parks
 Malaysia



Bruce Chapman
 Managing Director & Co-Founder
 The Providore
 Singapore



Alison Rehill
 Managing Director, Pradera Limited
 CEO, Pradera Retail Asia
 China

14:30 – 15:15 | Sapphire Room, Level 1 The Disruptors

This panel features visionary business leaders who have entered the retail real estate ecosystem while transforming the work, travel and payment industries. Their innovations are improving the overall visitor experience and helping retailers and property owners increase their bottom lines.

PANELISTS

Ermann Akinci

Co-Founder
 Common Ground
 Malaysia



Sean Goh
 Country Head-Malaysia
 GRAB
 Malaysia



Lionel Ho Tze-Kuang
 EVP, Head of Strategy, Group Digital
 Maybank
 Malaysia

15:15 – 16:15 | Sapphire Room, Level 1 Should We Continue to Develop Shopping Centres?

New exclusively-retail developments are becoming a rare breed, and many redevelopments of existing retail projects are undertaken specifically to introduce other uses, including entertainment and experience. Determining the correct balance and the right combination of retail, entertainment and experience is a work-in-progress from the leasing and operational perspectives and, perhaps more critically, from the bottom-line perspective. In short, how can we measure the success of our investments in entertainment and experiences in today's shopping centres?

MODERATOR



Dato' Joyce Yap
CEO - Retail
Pavilion Kuala Lumpur
Malaysia

PANELISTS



Nick Travaglini
Vice President Operations & Asset
Management
Taubman Asia
Hong Kong



Chatree Kowitanupong
Senior Vice President-Business Development
Central Pattana PLC
Thailand



Molly Wu
General Manager - Sino-Ocean Taikoo Li Chengdu
Swire Properties
China

16:15 – 17:00 | Sapphire Room Foyer, Level 1 High Tea in the Exhibition Area

19:00 – 19:30 | Sapphire Room Foyer, Level 1 ICSC Asia-Pacific Shopping Centre Awards Reception

19:30 – 21:30 | Sapphire Room, Level 1 ICSC Asia-Pacific Shopping Centre Awards Dinner

Complimentary for registered delegates.

WEDNESDAY, 24 OCTOBER

08:00 | Sapphire Room Foyer, Level 1 Registration and Exhibition Opens

09:00 – 10:00 | Sapphire Room, Level 1 Retail at Its Best: A Visual Tour of Innovative Trends from Around the Globe

Join us for a highly visual, fast paced presentation that will highlight leading retail projects from around the globe. We will look beyond the latest trends to explore innovation and award-winning approaches, technologies and materials that make up today's retail environments. This session will provide a look at the intersection of visionary and ambitious thinking that leads to innovation. Content will include several award-winning stores to hit the global market in the past year, recognising projects for their approaches to overall concept, branding, visual merchandising graphics, way-finding, sales technology, fixtures, lighting, materials, sustainability and historic preservation. Attendees will benefit from inspiring ways to blend physical and digital aspects of innovation to create unique retail destinations.



Mike Atkin
President
Retail Design Institute Hong Kong
Director
HEAD Architecture and Design Limited
Hong Kong

10:00 – 10:45 | Sapphire Room, Level 1 Sorry, It's Not Cosmetic Surgery

Those first-generation shopping centres in Asia-Pacific, which have thrived and prospered in the past two to three decades, have needed to be nimble and creative in continually updating their aesthetics, fine-tuning their tenant mix and responding to new generations of consumers. In most cases, these updates have not required any major physical changes to the "box." However, accommodating entertainment, "experiences" and other uses not considered when these properties were originally designed and built, brings to light literal structural impediments. Short of tearing it down and rebuilding from scratch, how can a building with multiple levels and layouts with column grids and slab to slab heights appropriate for retail-only be redesigned, repurposed and repositioned with minimum disruption to the ongoing business?

MODERATOR



Ungku Suseelawati Ungku Omar
Executive Director, Regional Head, Retail (SEA)
Nawawi Tie Leung Real Estate Consultants
Malaysia

PANELISTS



Andrew Brien
ICSC Trustee and Executive Board Member
ICSC Asia-Pacific Advisory Board Chairman
Executive Director & CEO
Suria KLCC
Malaysia



Lachlan Cameron
 Development Director
 The GPT Group
 Australia



Steven Tan
 COO
 SM Supermalls
 Philippines

10:45 – 11:15 | Sapphire Room Foyer, Level 1
Coffee Break in the Exhibition Area

11:15 – 12:00 | Sapphire Room, Level 1
Mipsters

Also known as “Generation M” or “Gummies” (Global Urban Muslims) are a powerful and growing demographic with two-thirds of the two billion Muslims worldwide under the age of 30 and nearly one-half under the age of 15. In 2016, consumers around the world spent US\$254 billion on Muslim attire (*Global Islamic Economy report*). And not all these purchases were made in connection to religious observance as the comfortable, fashionable and stylish apparel has broad appeal. Small home-grown retailers in places like Malaysia and Indonesia have traditionally served these shoppers, but now luxury chains like Dolce & Gabbana and Burberry as well as fast-casual players like Uniqlo, H&M and Zara have entered this market. Learn how you can better service this important customer segment.

PANELISTS



Q Akashah
 Director
 Ogilvy
 Singapore



Fadzarudin Shah
 Co-Founder
 FashionValet
 Malaysia

12:00 – 12:45 | Sapphire Room, Level 1
Seamless Shopping – Case Studies in Convergence

Seamless shopping is about providing an experience – whether online or offline – that transcends any one medium or channel to provide shoppers what they want, when they want. It is the culmination of the retail evolutionary process which began with bricks and mortar, grew into e-commerce and then morphed into a combination of the two – omni-channel. While omni-channel may have bridged the “clicks versus bricks” divide, it still features two business models operating on independent platforms. Seamless shopping is truly an integrated shopping experience across multiple devices and touch points. Paulo will share the game-changing shifts in both the consumer and tech environments, which have propelled this evolution as well as the strategy and tactics of his journey to seamlessness.



Paulo Campos
 Managing Director & Co-Founder
 Zalora
 Philippines

12:45 – 13:45 | Emerald Room, Level 1
Networking Lunch with
Dedicated Discussion Tables

13:45 – 14:30 | Sapphire Room, Level 1
Entertainment: A Means to an End

As the retail real estate industry moves beyond transactional spaces to, in the words of A.T. Kearney, “consumer engagement spaces,” the intensifying incorporation of entertainment requires careful curation and choreography. It must create social environments which appeal to all five senses through a variety of channels. It must be user-friendly as well as tech-friendly. And, of course, it must generate people flow as well as positive cash flow. This panel brings together industry practitioners who will share their approaches to engaging and entertaining the 21st-century consumer.

PANELISTS



Phil Kim
 Managing Director, Asia-Pacific
 Jerde
 Hong Kong



Vincent Yip
 CEO
 K11 Cultural Enterprise
 Hong Kong

14:30 – 15:15 | Sapphire Room, Level 1
Inside Outlets

While outlet centres in Asia-Pacific share many similarities with their counterparts in North America and Europe, the development of the sector in this region has required some unique strategies to accommodate the needs and wants of both shoppers and retail brands. The leading players will take you inside the development, leasing, marketing and management of their centres and stores, and share with you their visions for the continued growth of the outlet industry in Asia-Pacific.

PANELISTS



Bryan Feng
 CEO
 Capital Grand
 China



Jean Marie Pin Harry
 COO
 Genting Simon
 Malaysia

15:15 – 15:45 | Sapphire Room Foyer, Level 1
Coffee Break in the Exhibition Area

15:45 – 16:30 | Sapphire Room, Level 1**Applause for the Avant Garde**

Retail has always been about innovation, creativity and entrepreneurship. New users are coming into the retail real estate space to replace “traditional” retailers and F&B operators. There are many new, exciting retail and F&B concepts emerging in Asia-Pacific, which are now ready to spread their wings across the region and across the world. Who are they and what are they doing right?

PANELISTS



Naokazu Kozakai
Managing Director
Lumine
Singapore



Andrew Tan
Founder & Director
Atomi
Singapore



Maria Rowena M. Tomeldan
ICSC RECon Asia-Pacific Programme Planning
Committee Chairwoman
Vice President & Head, Real Estate Logistics &
Special Investments, Ayala Land, Inc.
President & CEO, Prime Orion Philippines, Inc.
Philippines

16:30 – 17:30 | Sapphire Room, Level 1**Engaged to the Mall**

The need to captivate Millennials and Generation Z dominates much of our conversation, but success depends on engaging other demographic groups such as seniors and big-spenders who might not belong to any of these age-based groupings. While the objective of engagement is clear, the successful strategies are varied and nuanced. This session will take a look at four different approaches to attract and to engage with the use of social media; the magic of story-telling; the glitz and cache of iconic brands; and the demonstration of corporate social responsibility. Yet with each strategy there must be a demonstrable return on investment. How can we best measure this?

PANELISTS



Kung Suan Ai
Director of Marketing
Pavilion Kuala Lumpur
Malaysia



Grace X. Fornier - Magno
Vice President, Marketing - Advertising
SM Supermalls
Philippines



Karen Tam
Assistant General Manager - Promotions &
Marketing
The Wharf (Holdings) Limited
Hong Kong



Marc Woo
Head of E-commerce, Travel & Financial Services
Google
Malaysia

17:30**End of Conference****17:30 – 18:30 | Parkview 1, Level 2****NextGen Cocktail & Networking Reception*****THURSDAY, 25 OCTOBER****NextGen Training Workshops*****09:00 – 10:30 | Topaz Room, Level 2****Workshop Part 1 - Leasing**

Andrew Brien
ICSC Trustee and Executive Board Member
ICSC Asia-Pacific Advisory Board Chairman
Executive Director & CEO
Suria KLCC
Malaysia

11:00 – 12:30 | Topaz Room, Level 2**Workshop Part 2 - Marketing**

Tina D. Esguerra
Former Marketing Head of Ayala Malls Philippines
Brand Communication Strategist
Tango Consulting
Lecturer, University of Asia and The Pacific
Philippines

*The NextGen activities are open to individuals 40 years old and younger who are recent graduates or within the first few years of their careers. Participation is free of charge, however, participants must be registered for RECon Asia-Pacific. Space is limited and available on a first-come, first-served basis to registered delegates.

Speaker Biographies are available online at
www.icsc.org/2018APC.

Programme information current as of 11 October, 2018.

MONDAY, 22 OCTOBER | 09:00 – 16:00

Shopping Centre Tour 1



Suria KLCC (Suria) is a six-level shopping mall located at the base of the 88-storey, world's famous Petronas Twin Towers. It has over 330 specialty stores anchored by 2 major departmental stores – Isetan from Japan and Parkson, as well as 13-screen TGV Cinemas, Cold Storage Supermarket and Kinokuniya Bookstore. The mall receives more than 48 million visitors annually.



Pavilion Kuala Lumpur is a premium destination mall in Bukit Bintang, Malaysia's shopping tourism district. With over 600 stores and eight lifestyle precincts, the mall is the defining authority in shopping, dining and urban leisure. Renowned for luxury shopping and home to some of the finest brands and flagship stores, experience sensory shopping and engagement at its best.



An icon of Bukit Bintang, **Lot 10** is Kuala Lumpur's trendsetter in fashion, dining and lifestyle. The mall houses Isetan The Japan Store, the first Japanese concept store in the world; J's Gate Dining – with 18 authentic Japanese specialty restaurants, Malaysia's first flagship H&M store; and Lot 10 Hutong, the Platinum Award winner of the Kuala Lumpur Mayor Tourism Awards.

Shopping Centre Tour 2



Central Market, award-winning tourist attraction and shopping destination, with a gross leasable area estimated at approximately 171,000 square feet, occupied by approximately 350 tenants on 2 retail levels.



Publika is Kuala Lumpur's innovative mixed-development concept by property developer UEM Sunrise. It is an urban centre for creativity. Publika is being carefully nurtured as a place where art, style and taste collide in the most exciting and vibrant way; and fast becoming the brand synonymous with creative retail and retailing creativity.



Ranked within the top 10 largest malls in the world, **1 Utama Shopping Centre** is Malaysia's retail pride, located in MSC Cybercentre Township Bandar Utama with 5.06 million sq ft gross built-up. Opened in 1995, the award-winning mall is also the largest in Malaysia and currently houses over 700 tenants with more to be added after its third and newest extension 1 Utama E is fully completed.

Shopping Centre Tour 3



Welcome to a paradise for shoppers, fashionistas, families, gourmands, and trendsetters! **Mid Valley Megamall** is a complete retail experience for all. Home to over 400 retailers in 12 categories, shoppers can revel in an array of fashion, lifestyle, healthcare, dining and entertainment innovations under one roof. Find anchor tenants AEON, AEON BIG, Metrojaya. Big events are hosted at Mid Valley Exhibition Centre (MVEC), complete with an atrium and 3 halls within 58,717 square feet.



Opening its doors on 26 September 2007, **The Gardens Mall** has a NLA of approximately 820,000 sf. With a total of six levels of retail and services, approximately 32 million guests visit the mall's 200+ tenants annually. The mall is anchored by Isetan, Robinsons, and GSC Signature.



Sunway Pyramid – Architecturally spell binding, the Egyptian-inspired Pyramid with an eye-catching lion standing guard at the entrance is joined by two glorious domes – the Orange Atrium and Blue Atrium. The re-modeled mall is seamlessly connected at all 4 floors in a loop corridor, offering 360-degree splendour to shoppers as well as comfort and convenience boasting 4 million square feet of retail extravaganza.

Host Committee

Dato' Joyce Yap, CEO – Retail, Pavilion Kuala Lumpur, Malaysia

Andrew Brien, ICSC Trustee and Executive Board Member, ICSC Asia-Pacific Advisory Board Chairman, Executive Director & CEO, Suria KLCC, Malaysia

Ungku Suseelawati Ungku Omar, Executive Director, Regional Head, Retail (SEA), Nawawi Tie Leung Real Estate Consultants, Malaysia

Conference Programme Planning Committee

Chairwoman

Maria Rowena M. Tomeldan, Vice President & Head, Real Estate Logistics & Special Investments, Ayala Land, Inc. and President & CEO, Prime Orion Philippines, Inc., Philippines

Committee Members

Dato' Joyce Yap, CEO – Retail, Pavilion Kuala Lumpur, Malaysia

Maricris Bernardino, Marketing Director, Ayala Malls, Ayala Land Inc., Philippines

Andrew Brien, ICSC Trustee and Executive Board Member, ICSC Asia-Pacific Advisory Board Chairman, Executive Director & CEO, Suria KLCC, Malaysia

Isareit Chirathivat, Vice President Property Management, Central Pattana PLC, Thailand

Chris Chong, Deputy Managing Director, CapitaLand Retail, Singapore

Cesar Jose C. Jesena, Head – Tenant Management Division, Shangri-La Plaza Corp., Philippines

Grace X. Fornier-Magno, Vice President, Marketing – Advertising, SM Supermalls, Philippines

Ungku Suseelawati Ungku Omar, Executive Director, Regional Head, Retail (SEA), Nawawi Tie Leung Real Estate Consultants, Malaysia

Patrina Tan, Senior Vice President (Retail, Marketing and Leasing), OUE Limited, Singapore

Dennis Wong, General Manager, Retail Projects Leasing, Lendlease, Australia


Andrew Brien

ICSC Trustee and Executive Board member
 ICSC Asia-Pacific Advisory Board Chairman
 Executive Director & CEO
 Suria KLCC
 Kuala Lumpur, Malaysia


Con Brakatselos

Head of Retail Investment Management & Strategy
 AMP Capital Shopping Centres
 Australia


Jasmine Chua

Senior Vice President, Strategic Retail Alliance
 CapitaLand Retail Management Pte Ltd.
 Singapore


Annie Garcia

President
 SM Supermalls
 Philippines


Richard Leech

Executive Director
 CB Richard Ellis (Cambodia) Co., Ltd.
 Cambodia


Thomas Malayil

Managing Director
 Malabar Holdings LLC
 USA


Klaus Mark

CEO
 MK Illumination
 Austria


Karl Retief

Divisional Property Manager
 AMP Capital
 New Zealand


Michael Ross

Vice Chairman
 Charoen Pokphand Group (CP Group) Thailand
 China


Peter Sharp

President
 Taubman Asia
 Hong Kong


Joel Stephen

Senior Vice President
 CBRE, Advisory and Transaction Services - Retail
 USA


Maria Rowena M. Tomeldan

ICSC RECon Asia-Pacific Programme Planning
 Committee Chairwoman
 Vice President & Head, Real Estate Logistics &
 Special Investments, Ayala Land, Inc.
 President & CEO, Prime Orion Philippines, Inc.
 Philippines


Jeff Tsai

Chairman
 Taroko Development Corp.
 Taiwan


Nopporn Witoonchart

Executive Chairman
 Siam Future Development PLC
 Thailand


Ungku Suseelawati Ungku Omar

Executive Director, Regional Head, Retail (SEA)
 Nawawi Tie Leung Real Estate Consultants
 Malaysia


Dato' Joyce Yap

CEO - Retail
 Pavilion Kuala Lumpur
 Malaysia

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 www.cpgroup.cn



CP Group is an international conglomerate with its HQ in Thailand. It is Thailand's largest private company and is one of world's Fortune 500 companies. Founded in 1921, the CP Group currently employs over 300,000 staff and it has investments worldwide in over 20 countries, and exports its products and services to customers in over 140 countries across 6 continents (Asia Pacific, North America, Europe, Russia, Middle East and Africa). CP Group has 8 major business lines – Agro & Food; Retail & Distribution; Telecom & Media; eCommerce & Digital; Property Development; Automotive & Industries; Pharmaceutical; Finance & Investments. CP Group has major presence in China: It was the 1st foreign company registered in China in 1979. Today, it has about 80,00 staff over 200 subsidiaries with presence in 33 out of 34 provinces in China. It collaborates with Chinese Government on significant national economic & infrastructure development programme. Our Commercial Real Estate business in China covers (i) Real Estate Development Business; (ii) Mall Operations & Management Business; (iii) Funds Management Business; and (iv) Cinema Business. We now have three brands of malls, namely – "SuperBrandMall", "TouchMall" and "Lifestyle Mall".

Pavilion Kuala Lumpur

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Pavilion Kuala Lumpur is a premium destination mall in Bukit Bintang, Malaysia's main shopping tourism district. Renowned for luxury shopping and home to flagship stores such as Hermes, Celine and Cartier, the mall is the defining authority in shopping, dining and urban leisure. With over 700 stores, it pioneers luxury duplex retailing and a dynamic retail mix of eight precincts, including the award-winning Tokyo Street and Connection where Golden Screen Cinema, Red Box Karaoke, bistros and entertainment thrives. Engagement marketing is of international standards and the mall experience is at par with some of the world's best.

Pradera Retail Management Consulting (Shanghai) Company Limited

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Established in September 2016, **Pradera Retail Asia** is the joint venture between Pradera and Macquarie Retail Real Estate Management Limited, a subsidiary of Macquarie Infrastructure and Real Assets (Hong Kong) Ltd. (MIRA),



that provides asset management services in Asia. Pradera Retail Asia now manages four retail properties located in China, including Shanghai, Qingdao, Xi'an and Chongqing, and provides asset optimization services, managing a total leasing area of 200,000 square meters.

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Suria KLCC is Malaysia's premier Retail Asset Manager and Developer with assets under management in excess of USD\$2 billion, attracting over 50 million customers per annum. Assets under the management of Suria KLCC total some 2.3 million square feet and are located in Kuala Lumpur City Centre; Malaysia's the Federal Administrative Capital, Putrajaya and Kertih on the East Coast of Malaysia, in the state of Terengganu. Key to the success of Suria KLCC has been the proactive and intensive asset management as demonstrated by the world class sales productivity, projects and asset enhancement undertaken to date and a development pipeline in excess of USD\$300 million.

Uni-China (Market) Management Ltd.

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Established in 2013, "Hong Kong Market" under **Uni-China (Market) Management Ltd.** is responsible for fresh market renovation, management and operation. Each market under the Group presents innovative and characterized design. The provision of sound ancillary measures and diversified promotional activities, including, First Market DJ, E-Membership and E-Wallets, brings a different market experience to citizens in Hong Kong. The pioneering ideas incorporated allow "Hong Kong Market" to maintain a leading position in the industry.

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Beijing Capital Grand Limited ("Capital Grand") is listed on the main board of the Stock Exchange of Hong Kong Limited (Stock code: 1329.HK). The Group is positioned as an only commercial property platform of Beijing Capital Land Ltd. ("BCL", a controlling shareholder of the Company), and devotes to be the largest outlets operator in China via rapid development. Until the third quarter of 2018, the Group owned and managed a total of 15 outlets projects: 7 projects are in operation, 3 projects will be opening in 2018, 5 projects are under construction. It is the operator of the largest number of outlets project in China, and the only listed company in the country that takes outlets as its core business.

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Counect is a science and technology innovation company that focuses on retail integrated business patterns and provides customers with overall solutions for retail sales data acquisition and intelligent analysis services. The data acquisition product (CUBE) adopts a bus plug-in monitoring technology that has been independently developed and patented worldwide, covering Bill printer monitoring, interactive device monitoring, platform cargo lanes, and coin-payers monitoring. The Smart Sales Data Analysis Service (REAL) includes REAL MALL for business management, REAL Store for business and operator management, REAL Guide for consumer guided purchases, and REAL War Room for shopping malls and group general managers. The company has been established for nearly nine years and has entered 7 countries and regions, more than 80 cities, 300 projects, and more than 20 million transactions and bills per month. The business covers many areas such as commercial real estate, electricity tickets, and government supervision and taxation, and has a long-term and stable cooperative relationship with real estate giants such as CapitaLand, Vanke, and Nanjing Deji Plaza.

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JERDE is a global group of innovative pioneers, architects, landscapers, urban planners, and strategists with a collective

commitment to design beyond the ordinary. Our worldwide portfolio of Places spans diverse genres, built on the attributes of creativity, experiences, and team culture. Over 1 billion people visit JERDE Places annually. Based in a design studio in Los Angeles with project offices in Hong Kong, Shanghai and Seoul, JERDE takes a signature, co-creative approach to design and collaborates with private developers, cities, specialty designers and local architects to realize the vision of each and every Place. The firm has received critical acclaim from the Urban Land Institute, ICSC, and AIA. We're Together.

For more information, please visit www.jerde.com or www.jerde.cn

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Nawawi Tie Leung Group of Companies (NTL) is a leading real estate service provider in Malaysia. As a member of Edmund Tie & Company (SEA), NTL is supported by some 500 experienced professionals in Malaysia, Singapore and Thailand. Previously known as DTZ Malaysia, NTL's expertise covers a comprehensive range of property services including: retail development consultancy and retail agency; research & consulting; property valuation; business space and residential agency; investment sales; and property management. The retail team has been involved in major retail projects in various South East Asian markets – having advised some of the region's successful shopping malls and leisure projects as well as provided services to occupiers and retailers. Our core expertise lies in retail development consultancy; retail leasing; marketing and tenancy administration.

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Yardi is an award-winning software solution that brings process to real estate. Dedicated to the property industry, our Cloud-based technology supports the processes and lifecycle of Investment, Asset and Property Management. Working with REITs, office, retail, logistics and residential clients, we help them to:

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Across Asia Pacific, Yardi has 6 offices and over 1100 employees, part of their global footprint of 35 offices and 6000+ employees.

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Abuzz Solutions is a multi-award winning design and technology company that provides digital wayfinding solutions to a range of high-profile international property groups. Abuzz specialises in experience design and its core product, the digital Wayfinder, presents complex information in a clear and simple way. The true value of good digital wayfinding is now recognised for its ability to enhance visitor experience as well as strengthening a landlord's brand. As a full-service provider, Abuzz deliver both beautifully designed hardware and software, including world-class support and powerful analytics. Abuzz wayfinding is live in over 180 locations worldwide and helps millions of shoppers every month. The solution is available on mobile, website and directory.

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Concept i is an award winning interior design and architecture studio globally engaged in retail, commercial, and entertainment projects. We create innovative places for living and enjoyment, crossing cultural and geographic boundaries, injecting the newest trends, technologies and materiality into our work. Our work is vibrant, always seeking fresh ways to mix human activities and uses into new style spaces. From our Bangkok and Shanghai bases, we design, communicate and manage our working process with utmost attention to client needs. We are truly multi-disciplinary, with in-house teams of interior designers, architects, theme designers, lighting, graphics and branding designers. Our studio thrives on idea sharing and cross collaboration. We would love to speak with you about your next lifestyle space!

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We've been helping enterprise, government and creative agencies all over the world to realize the possibilities for their brands in the built environment. We enable design that optimists brands and enhances customer experiences. We operate at the intersection of branding and architecture, where people engage with brands. Our primary purpose is to help developers and retail brand enable and designs, that create

positive branded environments. We Design - Ensuring the combination of industry knowledge and creative discipline to deliver truly innovative solutions. We Procure - Ensuring our specialist knowledge delivers the best value through the right supply chains. We Manage - Ensuring projects are delivered on brief, on time and on brand so our clients can trust in us with certainty.

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DLR Group is an integrated design firm. Our promise is to elevate the human experience through design. We are 100% employee-owned and aspire to be the most creative enterprise on the planet. With offices around the globe housing specialized design expertise, your integrated design team is backed by the more than 1,000+ design professionals and the resources of the entire firm. This enables us to scale teams to meet your challenge and deliver specialized expertise to any location whenever, and wherever, it may be needed. DLR Group is a passionate advocate for sustainable design. We are an initial signatory to the AIA 2030 Commitment and the China Accord. The outcome is a high-performance building for a sustainable future.
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inPLACE Design is an architecture, planning, graphic, and design firm with the experience and capabilities to create engaging destinations in cities, towns, and suburbs around the world. We are dedicated to innovative design strategies that are environmentally responsible and sustainable.

**Malaysia Shopping
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Persatuan Pengurusan
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Established in 1984, **Malaysia Shopping Malls Association (or PPK Malaysia)** has been playing an important role as a professional partner contributing to the nation's phenomenal growth in the shopping mall industry. Its scope of service to members and the industry encompasses the mall management functions of promotions, public relations and marketing, building operations and maintenance and administration. As the spokesman for Malaysian malls, PPK Malaysia works with numerous government agencies and is affiliated to several professional bodies and networking associations, locally and internationally. Since 2002, our bi-annual Certification in Shopping Mall Management courses and overseas study trips have boosted professionalism and performance in the industry. PPK Malaysia is also a founder member of the Council of Asian Shopping Centres (CASC) which works towards the goal of regional cooperation with counterparts from Indonesia, Hong Kong, China, Taiwan, Japan, Singapore, Philippines, Thailand and Australia.

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PLAYTIME is the global leader of immersive entertainment experiences for indoor, outdoor, and water locations. We are a Creative & Design Agency innovating the world of free-form play one project at a time. We design environments that bring your vision to life through distinctive ideation and creative execution. Our mission is to provide quality custom play experiences that encourage children to take appropriate and measured risks to further their social, cognitive, and physical development. We Design. We Build. We Deliver.

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