



# European Conference & Exhibition

## Space, Place and the Future of Retail

10-11 April 2019 | Fairmont Rey Juan Carlos I, Barcelona, Spain | #ICSCEurope



ICSC Global Sponsor



ICSC European Partners



Platinum Sponsors



Gold Sponsors



Silver Sponsor



Register now:  
[www.icsc.org/2019EU](http://www.icsc.org/2019EU)

## Space, Place and the Future of Retail

The European Conference & Exhibition combines the idea exchange of ICSC's European Conference with our innovative exhibition. Join us in Barcelona to expand your network, be inspired, share practical insights and capitalise on retail trends to grow your business.

Space, Place and the Future of Retail brings together leaders from retail, real estate, investment, F&B and proptech: everything and everyone you need to know in one great place on two indispensable days!

### Acknowledgements

#### *Special thanks to the Content Advisory Board:*

**Herculano Rodrigues**, Associate Director, Javelin Group, Digital Retail by Accenture Strategy

**Alex Petit**, Research and Insight Director, Landsec

**Lara Marrero**, Strategy Director & Global Retail Practice Leader, Gensler

#### *Special thanks to the Outlets Content Co-Chairs:*

**Lisa Wagner**, Principal, TORG, The Outlet Resource Group

**Chris Igwe**, President, Chris Igwe International

## Why Join?



CONNECT WITH  
**1000+**  
LEADERS



LEARN FROM

**50+**

VISIONARY THOUGHT-LEADERS

GLOBAL & EUROPEAN  
RETAIL FOCUS



LEISURE & ENTERTAINMENT  
TECHNOLOGY

SHOPPING CENTRES, HIGH STREETS,  
CITIES, TRANSPORT HUBS



## Who Takes Part?

- Owners / Developers
- Asset Management
- Leasing professionals
- Marketing professionals
- Investors
- Retailers
- Agents
- Architects & Designers
- Technology providers
- Leisure, Entertainment and F&B providers

Wednesday, 10 April 2019

## 09:30 – 12:30 Retail Tour

**Tour 1:** La Maquinista and Diagonal Mar

**Tour 2:** Les Glòries and Arenas de Barcelona



## 12:00 Welcome Lunch

### 13:00 Welcome

Conference Moderator

**Ken Hughes**, Leading Consumer & Shopper Behaviouralist

### 13:15 **Armageddon or Renaissance? – Let the Debate Begin!**

Setting the stage for the conference, this candid reality check of the challenges facing retail real estate is combined with a look at the opportunities that they present our industry.

**The Challenge**

**Peter Wilhelm**, ICSC European Chairman, CEO, Wilhelm & Co

**The Opportunity**

**Bill Kistler**, Executive Vice President & Managing Director – EMEA, ICSC

### 13:35 **Imagination, Desire and the Call of the Future**

The future does not exist, yet it is something we dream about, plan for and sometimes fear.

Join David as he reveals how he came to learn about the creative playground called 'the future', and why imagination, wonder and the desire to explore has become central to his work. What can we learn from his unique installations which promote the idea of discovery in communities?

**David Delgado**, Visual Strategist, NASA's Jet Propulsion Laboratory

### 14:10 **Show me the Money! – Where Is It and How To Attract It?**

Those trying to raise capital to acquire, develop or reposition an asset defined as 'retail' find it particularly challenging. Daily headlines about store closings feed negative perceptions about the sector while savvy investors spot opportunity where others fear to tread! How do pure play online retailers view the physical world – what are they looking for and are companies vying to invest in them? Find out who they are and what they're looking for...

**Henrike Waldburg**, Head of Investment Management Retail, Union Investment

**Raimund Paetzmann**, Vice President Corporate Real Estate, Zalando SE

**Van J. Stults**, Managing Director & Founding Partner, Orion Capital Managers

**Andrea Orlandi**, Managing Director, Head of Real Estate Investments – Europe, Canada Pension Plan Investment Board

## 14:15 – 16:15 **Workshop: Commercialisation & Marketing**

Franka will identify the challenges facing the shopping centre industry and how they impact on commercialisation and marketing of schemes. How can a focus on placemaking give centres a competitive edge?

**Franka Lange**

## 14:45 **Time for a Break!**

14:45 – *By invitation*

## 16:15 **Retailer & Leasing Dialogue**

15:00 – *By invitation*

## 17:00 **Retail Investment Forum**

Sponsored by:  **Union Investment**

## 15:20 **The Future of Retail – Next Generation Outlets**

What does the future hold for the fast-growing outlet sector in Europe? Hybrid schemes, not just mixed-use or outlets alone, are an emerging opportunity – how will this change the landscape for investors, operators and retailers? With examples from their portfolios in the U.S., UK and France, hear the CEO perspective on how they see outlet retailing tomorrow.

**Philippe Journé**, CEO, Compagnie de Phalsbourg

**Chris Weilminster**, Executive Vice President & Chief Operating Officer, Urban Edge Properties

**Richard Broadhead**, Managing Director, Oldrids & Co

15:30 – *By invitation*

## 16:30 **A Private Audience With Guy Verhofstadt**

**Guy Verhofstadt**, Chair, Alliance of Liberals and Democrats for Europe Group, former Prime Minister of Belgium

## 16:00 **More than Retail – The Heart and Soul of Great Cities**

A vibrant mix of shopping, dining and leisure is essential to serving citizens and attracting new jobs and investment. The City of Vienna is working with SES Spar on the largest mixed-use project in Europe – a new community for over 30,000 people. Learn from this amazing case study about how our industry is creating value beyond retail and complementing other uses.

**Maria Vassilakou**, Deputy Mayor of Vienna and Executive City Councillor for Urban Planning, Traffic & Transport, Climate Protection, Energy and Public Participation

**Marcus Wild**, Chief Executive Officer, SES Spar European Shopping Centers

## 16:25 **Industry Insights**

Retailers, capital and ideas are increasingly borderless. What are the emerging concepts, innovations and trends in the rest of the world?

**Tom McGee**, President & CEO, ICSC

**Valerie Richardson** CRX, CLS, ICSC Chairman, Vice President – Real Estate, The Container Store

## 16:50 **Benchmarks for the Future – The 2019 ICSC European Awards**

Announcing the winners of ICSC's prestigious annual awards.

**Lars Richter**, Chairman, 2019 ICSC European Awards Jury, Head of Asset Management Retail, Union Investment

## 17:10 **The Future of Europe – Navigating a World in Transition**

Global macro trends are disrupting traditional social and economic foundations, heralding an era of rapid change and challenge. Shifting political tides, emerging demographic trends and relentless leaps in technology are bellwethers of a world in transition.

**Guy Verhofstadt**, Chair, Alliance of Liberals and Democrats for Europe Group, former Prime Minister of Belgium

## 18:00 **Opening Party by the Pool**

Sponsored by:



## Thursday, 11 April 2019

### 09:30 **Welcome Back**

Conference Moderator

**Ken Hughes**

### 09:35 **Gen Z, Your Future Shopper – The Step Change has Arrived**

The future belongs to Generation Z, with 40% of the population in the US and Europe by 2020. Prepare for the end of how you do business. While Millennials ushered in the omni-channel world, it is the only world Gen Z have ever known. What does this consumer step change mean for your business?

**Ken Hughes**, Leading Consumer & Shopper Behaviouralist

### 10:15 **What's in Store? – Unique Insights into Rapidly Changing Retail Strategies**

In today's omni-channel retail landscape the line between physical and digital channels has become so blurred that it is almost invisible. Leading retailers provide valuable insights into the complex relationship between brands and consumers and how they can continue to meet their expectations, and discuss what a truly 'phygital' strategy really entails.

**Michael Stanier**, Chief Executive Officer, Charles Tyrwhitt

10:15  
–  
11:15

Small Talks

*By invitation*

#### **Surprise, Surprise! "I Like Shopping"**

This ground-breaking survey of 13,800 people in 17 European countries challenges preconceptions about the death of physical retail.

**Flavien Neuvy**, Economist, Head of Market Intelligence, BNP Paribas Personal Finance and Head of L'Observatoire Cetelem

#### **Smart Retail = Smart Cities**

Hear the inside story behind the master planning of Wien 3420 – aspern Vienna's Urban Lakeside development – a place where smart ideas, concepts and technologies can be brought together and tried out under real conditions.

**Alexander Kopecek**, Member of the Executive Board, Wien 3420 AG

**Alexander Eck**, Head of Real Estate Development, SES Spar European Shopping Centers

#### **Future Places**

**David Delgado**, Visual Strategist, NASA's Jet Propulsion Laboratory

## 10:50 **Beyond Omni-Channel – The Future of Retail and Real Estate**

See what new business models are disrupting retail and real estate, going beyond omni-channel solutions, utilising other dimensions within space and time, and how a business can become bigger than itself.

**J. Skyler Fernandes**, Founder & General Partner, Venture University

## 11:00 – 13:00 **Workshop: Conceptual Mega-Trends**

Steffen will explore the implications of conceptual mega-trends in the European shopping centre industry and their practical implications for real estate asset managers.

**Steffen Hoffmann**

## 11:10 **Time for a Break!**

## 11:40 **Mixing it up! – Game Changers**

Short, sharp snapshots of the future. Cool ideas and insights from the ‘bleeding edge’. New F&B, leisure, wellness, learning and services – what and who can rewrite your strategy for tomorrow. Think TED talks on steroids!

**Dr Susan Hansen**, Head of Visual and Creative Methods Group at Middlesex University, London and Director, Art on the Streets

**Jordi Barri**, Co-Founder & CEO, Teresa Carles Healthy Foods

**Paul Webster**, Vice President, Business Development, Livit Design

**Emma Shaw**, Co-Founder, Library of Things

## 11:40 – 12:55 **Customer Engagement – What it Takes to Remain Cutting Edge**

**Pierre Loustric**, President, Scentys

**Ben Chesser**, CEO, Coniq

**Ken Gunn**, Managing Director, Property, Pragma Consulting

## Small Talks **Not Fake News! – The Truth about Retail Real Estate in Russia**

**Grigoriy Pecherskiy**, Managing Partner, ADG Group

**Vladislav Zabrodin**, Managing Partner, Capital Legal Services

**Elena Rozanova**, Business Development Director, Colliers International

## 12:55 **Networking Lunch – Food for Thought!**

## 14:10 **Virtual Fusion – From Clicks to Bricks**

Alibaba Cloud will share their experience on how 'digitisation' is causing a transformation of the role of the physical store within the consumer's traditional shopping experience. Data technology is enabling the resurgence of physical retail in China, as consumers' focus shifts from transactional to experiential. Learn how the retail experience is being completely redefined, creating consumer value 'in-store' and driving new services, engagements and opportunities for the 'traditional' store owner.

**Chris Potts**, Business Development, Europe, Alibaba Cloud

14:10  
–  
15:15

Outlet Session

### Making Food a Cornerstone of Outlets

**Sam Sethi**, Principal & Director, Insite Food

**Brian Johnston**, International Managing Director, wagamama

Small Talks

### Where Experience Meets Retail

**Richard Parry**, Experience Economy Lead, Department for International Trade

**Tim North**, Head of Products, Paragon Creative.

Workshop

### Workshop: Food & Beverage

Chris will share its importance, and strategies to source and secure target concepts and brands. What works and what does not.

**Chris Igwe**, President, Chris Igwe International

#### 14:45 **Making the Numbers Work – Evolving Business Models**

When retailers are squeezed, click & collect showcase don't do percentage rents and other uses won't pay retail rents, is it any wonder 'retail' has become a tough sell to investors? How can landlords justify the capex needed to stay current and increased operating costs to deliver a great experience when the numbers don't add up?

**Myles White**, Head of Retail, Europe, Nuveen Real Estate

#### 15:15 **Time for a Break!**

#### 15:50 **Social and Creative Innovation – New Business Models for a New Generation**

Great businesses are founded on great ideas. Microsoft was built on user-friendly software, Skype on making calls over the Internet, and Uber on making car rides available everywhere. But how do you know if your idea is great? In this talk, Jonas Kjellberg reveals what kind of innovative thinking is needed for success, and why some good ideas and companies make it while others do not.

**Jonas Kjellberg**, Serial Entrepreneur, Author and Investor

Sponsored by:  

#### 16:30 **Fireside Chat – Thriving in Challenging Times**

As the saying goes, 'it's always darkest before dawn!' This turning point for our industry is creating real opportunities for those who can see past the doom and gloom. What does the future hold and what do you need to do today to ensure that you and your business thrive?


**Christophe Cuvillier**, Group Chief Executive Officer, Unibail-Rodamco-Westfield

#### 17:00 **Closing Remarks – Onward & Upward!**

Conference Moderator

**Ken Hughes**

#### 17:05 **Closing Networking Drinks**

Sponsored by: 



# European Conference & Exhibition

10-11 April 2019 | Barcelona, Spain

Save 10%

Register three or more ICSC members from the same organisation at the same time to benefit from a 10% discount. Group discounts are not valid for online, retailer, NextGen or student registrations.

## Registration Options

[www.icsc.org/2019EU](http://www.icsc.org/2019EU)

Register online with a valid credit or debit card.

To pay by invoice, download the registration form.

To qualify for the Discounted Member, NextGen or Student Member fees, each registrant must be an ICSC member. Please email [info.europe@icsc.org](mailto:info.europe@icsc.org) for more details.

### Registration European Conference & Exhibition (10-11 April 2019)

#### Member Loyalty Fee (until 31 January 2019)

Discounted Member fee	€795 + VAT
Non-member fee	€1750 + VAT

#### Advance Registration (from 1 February 2019)

Discounted Member fee	€995 + VAT
Non-member fee	€1750 + VAT

#### Late Registration (From 5 April 2019 onwards)

Discounted Member fee	€1,795 + VAT
Non-member fee	€2,395 + VAT

#### Retailer Registration

Discounted Retailer fee	€50 + VAT
-------------------------	-----------

#### Student Registration

Student Member fee	€50 + VAT
--------------------	-----------

#### NextGen Registration

NextGen Member fee	€450 + VAT
--------------------	------------

### Optional Retail Tours (10 April 2019)

Discounted Member fee	€30 + VAT
Non-member fee	€60 + VAT

Please feel free to contact us if you wish to discuss exhibition and sponsorship opportunities:

Abigail Joubert | [ajoubert@icsc.org](mailto:ajoubert@icsc.org) | +44 (0)20 7976 3120