Join us for two days of fresh insight, cutting-edge trends and unrivalled networking!

Hilton Warsaw Hotel and Convention Center, Poland

24-25 April 2017
ICSC European Conference
Thought Leadership for Retail Real Estate’s Elite

In association with:

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Headline Speakers Include:

- **Jean-Marc Jestin**
  Chairman of the Executive Board,
  Klépierre

- **Annette Kröger**
  CEO,
  Allianz Real Estate GmbH

- **Gerard Groener**
  Managing Director,
  IKEA Centres

- **Ludovic Flandin**
  Managing Director CSR and UR Lab,
  Unibail-Rodamco

- **Howard Saunders**
  Retail Futurist,
  22and5.com

- **Krzysztof Bocianowski**
  Leasing and Expansion Director,
  LPP S.A.

**CONNECT**
with over 700 retail real estate industry leaders and professionals from around the world to share insight and opportunities.

**DISCOVER**
the opportunities Warsaw has to offer as the gateway to the largest emerging market in Europe. Immerse yourself in this vibrant city which is driving innovation and retail-led regeneration.

**LEARN**
from visionary speakers delivering thought-leadership and the latest trends from within and outside of our industry. Celebrate how the retail real estate industry is **Building Communities, Fuelling Economies**, and **Inspiring Innovation** on a global scale.

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**Programme Planning Group**

**Co-Chairs**

- Marina Jestin
  Altarea Cogedim

- Aleksandra Zentile-Miller
  Chapman Taylor

**Members**

- Louis Bonelli
  Klépierre

- Dominic Bouvet
  JLL

- Agata Brzezinska
  Pradera

- Benoît Charles
  APSYS Group

- Agata Czarnecka
  CBRE

- Patrick Delcol
  BNP Paribas Real Estate

- Joost Hulshof
  STIR Architecture

- Murat Kayman
  Akmerkez

- Jan Kotrbáček
  Cushman & Wakefield

- Shelley Matthews
  Pradera

- Lilya Nenasheva
  IKEA Centres Russia

- Henrike Waldburg
  Union Investment Real Estate GmbH

**Media Partners**

[Images of media partners logos]
Conference Highlights

Trump, Brexit and European Politics
Debate the impact of today’s geopolitical climate on retail real estate and investment opportunities

The New Urban Agenda
Gain insight into how retail is driving urban regeneration, transforming communities and reinvigorating economies

The Importance of Leisure
Discover how leisure, food and beverage are transforming retail destinations

Emerging Innovation
Hear from experts on how to revolutionise your business through innovation and cutting-edge technology

Cross-Industry Experience
Learn from hospitality’s approach to the guest experience, from online reservations, food and beverage, and loyalty to 24-hour use

Acclaimed Shopping Centres
Be inspired by Europe’s most influential shopping centres which are setting new benchmarks and driving best practice

Immerse Yourself in Warsaw

Discover large modern retail destinations across the city, providing a high-quality retail experience.

Warsaw features a wide variety of fast food hotspots and restaurants - explore the new gastronomy clusters that have spontaneously emerged in previously undervalued locations.
MONDAY, 24 APRIL 2017

11:00 REGISTRATION OPENS
Design Trends and Retail Innovation Zone
Inspiring Innovation Sponsors:

12:00 NETWORKING LUNCH
Sponsored by:

13:00 Welcome to the European Conference
Bill Kistler
Executive Vice President & Managing Director – EMEA, ICSC
Patrick Delcol
President, PRCH and Chief Executive Officer – Central & Eastern Europe, BNP Paribas Real Estate
Conference Moderator:
Mark Dailey
Partner, Madano

13:15 Trump, Brexit and European Politics
• Top-line view of significant macroeconomic factors and their impact on European economies and consumers

13:40 How and Where to Invest in 2017
• Leading investors debate the impact of today’s geopolitical climate on retail real estate and investment opportunities

14:25 Revitalising City Districts
• Successful strategies for effective cooperation between city authorities and private entities – an insight into the redevelopment of the former Koneser distillery and the collaboration with local stakeholders to create a unique residential, commercial and cultural space while preserving Praga’s heritage
Mariusz Kozłowski
President of the Management Board, Liebrecht & wooD Poland Sp. z o.o.

14:55 NETWORKING BREAK

15:30 Creating Meeting Places for a Better Everyday Life
• How changes in consumer behaviour have redefined IKEA Centres’ strategy
• The journey from retail destinations to mixed-use developments: boosting local economies, creating jobs and offering meeting places that make a positive difference to the many people
• Empowering our local leaders to build communities and develop meeting places with our partners
Gerard Groener
Managing Director, IKEA Centres

16:05 Future-Proofing Retail
• Inspiring ways to embrace disruption and to remain relevant in tomorrow’s retail landscape
Krzysztof Bocianowski
Leasing & Expansion Director, LPP S.A.
Maciej Dyjas
Member of the Supervisory Board, Smyk Holding sp. z o.o. and Co-Managing Partner & Co-CEO, Griffin Real Estate
Inspiring Retail Sponsor:

16:45 Retail Reimagined
• A visual journey that predicts the fast changing world of ground-breaking retail and what it means for our cities, high streets and, most importantly, our communities
Howard Saunders
Retail Futurist, 22and5.com

17:35 OPENING NIGHT RECEPTION
Location: STIXX Bar & Grill
Sponsored by:
08:00 REGISTRATION OPENS
Design Trends and Retail Innovation Zone
Inspiring Innovation Sponsors:
SONAE SIERRA
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09:00 Welcome Back

09:10 Shaping the Future
Josip Kardun
Chair ICSC European Advisory Board and CEO, Multi Corporation
Bill Kistler
Executive Vice President & Managing Director – EMEA, ICSC
Tom McGee
President and Chief Executive Officer, ICSC

09:20 Landlord Innovation Through Technology
• Leveraging new technology to connect with consumers and improve their shopping experience
Ludovic Flandin
Managing Director CSR and UR Lab, Unibail-Rodamco
Pascale Bonnard
Founder, AMANO

10:00 Cross-Industry Experience
• An insight into how hospitality approaches the guest experience, from online reservations, food and beverage, loyalty to 24 hour usage – what can shopping centres learn from this to enhance the retail experience?
• Winning formula to enhance assets – how bringing together the hotel business with retail, leisure and restaurants drives footfall and enables businesses flourish
Charlie MacGregor
CEO and Founder, The Student Hotel

10:30 NETWORKING BREAK

11:05 Placemaking 2.0
• Pioneering initiatives to engage with communities through leisure, food and beverage
• Customer magnets – creating compelling concepts to connect with customers and encourage increased dwell time and spend
Jakub Bilik MRICS
Real Estate Director Central Europe, AmRest
Cemal Ezel
Founder, Change Please
Moderator:
James Brown
International Director – Head of EMEA Research & Strategy, JLL and Chair, ICSC European Research Group

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Inspiring Retail Sponsor:
MULTI
Programme

TUESDAY, 25 APRIL 2017

11:50 The New Urban Agenda
• A fascinating insight into how retail is driving urban regeneration, transforming communities and reinvigorating economies
Josip Kardun
CEO, Multi Corporation and Chair ICSC European Advisory Board

12:30 LUNCHTIME ROUNDTABLE DISCUSSIONS
• A series of lively roundtable discussions on topics connected to how our industry is Building Communities, Fuelling Economies and Inspiring Innovation on a global scale

14:00 NEXT GEN LIVE! ‘Adaptive Reuse’ – Repurposing Old Buildings
• How will the next generation manage aging buildings in a digital world?
• Investment and asset management strategies for sustainable cities
Annette Kröger
CEO, Allianz Real Estate Germany GmbH

15:05 Europe’s Acclaimed Shopping Centres
• Be inspired by Europe’s most influential shopping centres which are setting new benchmarks and driving best practice
European Shopping Centre Awards Jury Chair: João Correia de Sampaio, Executive Director, Property Management & Leasing, Sonae Sierra

15:25 NETWORKING BREAK

16:00 Voice of the Industry
• An insider’s perspective on what the future has in store for our industry
Jean-Marc Jestin
Chairman of the Executive Board, Klépierre

16:50 Closing Remarks

18:00 NETWORKING AWARDS DRINKS AND DINNER
Incorporating the 41st ICSC European Shopping Centre Awards
Sponsored by:

“High calibre speakers, visionary thinkers and like-minded professionals from around the world make the ICSC European Conference the ideal forum to share information, insight and ideas – and a must-attend event for anyone wanting to keep pace with the global retail trends shaping the future of our industry.”

David Fletcher
Chief Executive, Pradera
ICSC and Apsys are offering a full day tour to Posnania Shopping & Lifestyle Centre.

Opened last October, Posnania represents one of the largest retail investments in Poland and Central Europe. This modern centre brings together shopping, services, recreational and cultural functions. Posnania is the result of 20 years of Apsys’ experience in the retail market, as well as a response to the challenges of the twenty-first century and new expectations of increasingly demanding customers. Posnania has been designed as an interactive and mobile space. Advanced technological and digital solutions deliver entertainment and information, enriching the large range of services and creating a unique customer experience.

07:30 – 11:30   Coach departs from Hilton Warsaw Hotel and Convention Center to Posnania

11:30 – 14:30   Presentation and guided tour of Posnania with lunch

14:30 – 18:30   Coach departs from Posnania to Hilton Warsaw Hotel and Convention Center

18:30   End of tour

Please register your interest by contacting Christian Reid via creid@icsc.org by Friday 3 March 2017.

Please note that this tour is subject to a minimum number of attendees registering.

Warsaw Retail Tour

We are organising tours to Warsaw’s notable retail destinations on Wednesday morning – more details coming soon…
## Registration Options

www.icsc.org/2017EU

Register online with a valid credit or debit card.  
To pay by invoice, download the registration form.

To qualify for the Discounted Member, Student or Next Generation Member fees, each registrant must be an ICSC member.

Please email mgittens@icsc.org for more details.

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<th>Non-member fee</th>
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<td>€1,195.00 + VAT</td>
<td>€1,750.00 + VAT</td>
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<td>Standard Registration (until 31 March 2017)</td>
<td>€1,695.00 + VAT</td>
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<td>On-site Registration (from 1 April 2017)</td>
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<td>Student Registration</td>
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### Next Generation

The ICSC Next Generation Member fee is subject to approval. To be considered for this fee, please submit your CV or a link to your LinkedIn profile to Marsha Gittens: mgittens@icsc.org.

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<td>Standard Registration (until 31 March 2017)</td>
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### Optional Events

Networking Awards Drinks and Dinner - 25 April 2017  
(Related to the conference registration fee subject to venue capacity)

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<td>Retail Tours - 26 April 2017</td>
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