ICSC European Conference

24-25 April 2017

ICSC European Conference

Thought Leadership for Retail Real Estate’s Elite

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

Hilton Warsaw Hotel and Convention Center, Poland

In association with:

ICSC Global Partner

CUSHMAN & WAKEFIELD

ICSC European Partners

Aareal, CBRE, JLL, ECE, BNP PARIBAS REAL ESTATE, adg GROUP

Premium Sponsor

APSYS

Gold Sponsors

ATRIUM, reev, MULTI, REDEVCO, SONAE SIERRA, Union Investment

REGISTER NOW!

+44 20 7976 3100
icsc.org/2017EU
#icsceurope
ICSC European Conference

Headline Speakers Include:

Jean-Marc Jestin  
Chairman of the Executive Board  
Klépierre

Annette Kröger  
CEO  
Allianz Real Estate GmbH

John Strachan  
Non-Executive Director  
intu Properties plc

Ludovic Flandin  
Managing Director CSR and UR Lab  
Unibail-Rodamco

Dr Amlan Roy  
Research Associate, London School of Economics and Political Science, Systemic Risk Centre & Guest Finance Professor, London Business School

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.

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.

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.

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  
Liliya Nenasheva  
IKEA Centres Russia  
Henrike Waldburg  
Union Investment Real Estate GmbH

Media Partners

Official Social Wall Partner

TINT
Making Sense of 2017 and Beyond
Debate the impact of today’s geopolitical climate on retail real estate and investment opportunities

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

Retail - The Heart of Great Cities
Gain insight into how retail is driving urban regeneration, transforming communities and reinvigorating economies

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.
Programme

MONDAY, 24 APRIL 2017

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

12:00 NETWORKING LUNCH
Sponsored by:

13:00 European Conference Welcome
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
Madano

13:15 Keynote: Turning Point – Making Sense of 2017 and Beyond
• A brave new world? A changing, uncertain new world order is emerging. Increasing immigration and inequality in a low growth, low rates world is leading to discontent with globalisation as well as growing domestic populism. What risks does this pose to European economies, and how will consumers respond?
• Demographic insights on the changing economic, political, and social trends that will influence and reshape the retail real estate industry

Dr Amlan Roy
Research Associate, London School of Economics and Political Science, Systemic Risk Centre & Guest Finance Professor, London Business School

13:45 Challenges and Opportunities in Uncertain Times
• Industry leaders debate the impact on retail real estate. Which markets, sectors and projects will fight to survive and which will thrive?

Andrew Vaughan
Chief Executive Officer
Redevco
David Fletcher
Chief Executive
Pradera
Dr Amlan Roy
Research Associate, London School of Economics and Political Science, Systemic Risk Centre & Guest Finance Professor, London Business School

14:25 Transformation Through Collaboration – a Warsaw Success Story
• The redevelopment of a former distillery as the catalyst for the renaissance of the Warsaw’s Praga district is a case study in public-private partnership. What lessons can other cities and developers learn from this complex and unique project?

Michał Olszewski
Deputy Mayor of Warsaw
Mariusz Kozłowski
President of the Management Board
Liebrecht & wooD Poland
Moderator:
Charles Taylor, MRICS
Executive Partner, Head of Poland
Cushman & Wakefield

15:00 NETWORKING BREAK

15:35 Meeting Places as the Heart of the Community
• Changing consumer behaviour is redefining IKEA Centres’ strategy. Follow their journey from retail destination to mixed-use developments that boost local economies, create jobs and meeting places for a better everyday life for the many people

Gerard Groener
Managing Director
IKEA Centres
MONDAY, 24 APRIL 2017

16:05 **Embracing Disruption – Retailers Rethinking The Future**

- How are innovative retailers evolving to stay ahead of the competition in the rapidly changing world of retail?

  - **Krzysztof Bocianowski**
    - Leasing & Expansion Director
    - LPP S.A.

  - **Maciej Dyjas**
    - Member of the Supervisory Board
    - Smyki Holding sp. z o.o.
    - Co-Managing Partner & Co-CEO
    - Griffin Real Estate

**Moderator:**
- **Yvonne Court**
  - Partner & Head of International Consultancy
  - EMEA Cross Border Retail & Leisure
  - Cushman & Wakefield

Inspiring Retail Sponsor:
- **MULTI**

16:50 **Keynote: 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

17:40 **OPENING NIGHT RECEPTION**

**Location:** STIXX Bar & Grill

Sponsored by:
- **MULTI**

TUESDAY, 25 APRIL 2017

09:20 **Leveraging New Technology to Improve the Shopping Experience**

- From apps to communities – what’s on the horizon?
- How are new technologies helping retail places compete?

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

  - **Pascale Bonnard**
    - Founder
    - AMANO

Inspiring Innovation Sponsors:
- **SONAE SIERRA**
- **Union Investment**

10:00 **Creative Fusion – a New Mixed-Use Recipe**

- The hospitality industry is synonymous with guest experience, from reservations to food and beverage and from loyalty to 24 hour use. What can shopping centres learn from this to increase the retail experience?
- How can combining the hotel business with retail, leisure and restaurants drive footfall and increase asset value?

  - **Charlie MacGregor**
    - CEO and Founder
    - The Student Hotel
Programme

TUESDAY, 25 APRIL 2017

10:35  NETWORKING BREAK

11:10  Making Places Magnets
- Discover pioneering initiatives to engage with communities through leisure and food and beverage
- How are innovators creating compelling destinations that better connect with customers, increase 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

Inspiring Retail Sponsor:

Josip Kardun
CEO
Multi Corporation

Marcus Wild
Chief Executive Officer
SES Spar European Shopping Centers

Liad Barzilai
Chief Executive Officer
Atrium

Mikhail Pecherskiy
Managing Partner
ADG Group

Przemyslaw Krych
Founder and CEO
Griffin Real Estate

Moderator:
Andrew Phipps
Executive Director
Head of Retail Research EMEA
CBRE

11:50  Retail – the Heart of Great Cities
- A fascinating insight into how retail is driving urban regeneration and reinvigorating economies
- Learn from industry leaders how their companies are at the forefront of transforming communities

12:45  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

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. This is 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
TUESDAY, 25 APRIL 2017

14:00 NEXT GEN LIVE!
Urban Relevance: Connecting Brands, People and Places
- How will the next generation manage aging buildings in a digital world?
- Investment and asset management strategies for sustainable cities
- A lifestyle brand’s approach to creating communities and retail environments

Annette Kröger
CEO
Allianz Real Estate Germany GmbH

John Argento
Managing Director
Shinola EMEA

Sponsored by:

15:00 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:
José Correia de Sampaio
Executive Director, Property Management & Leasing
Sonae Sierra

15:00 Networking break

16:00 Keynote: What Does the Future Have in Store for our Industry?
- Disruptive innovation, new technologies, radical politics and erratic consumers – predicting the future has never been more difficult! The retail real estate industry is at a crossroads, which path should you choose?

Jean-Marc Jestin
Chairman of the Executive Board
Klépierre

John Strachan
Non-Executive Director
intu Properties plc

16:50 Closing Remarks

18:00 Networking Awards Drinks and Dinner
Incorporating the 41st ICSC European Shopping Centre Awards
Sponsored by:

APSYS
Tour 1: Retail Tour to Klif, Złote Tarasy & Hala Koszyki

The Klif Shopping Centre opened in Gdynia in 1996 as one of the first facilities of this type in Poland. The centre was modernised in September 2013 and is a source of inspiration for the latest trends in the fashion world.

Złote Tarasy is an entertainment complex in the centre of Warsaw whose transparent roof (designed by the Jerde Partnership) covers its signature central indoor courtyard designed for concerts and similar events. Opened in October 2016, the rebuilt Hala Koszyki was restored to include elements of the original steel structure of the main body and the renovated Art Nouveau building elements. The hall serves as a joint fair and dining venue and the building operates several restaurants, shops and a supermarket.

Itinerary Tour 1:
09:00 – 09:15 Coach departs from Hilton Warsaw Hotel and Convention Center to Klif
09:15 – 10:00 Presentation and guided tour of Klif
10:00 – 10:15 Travel to Złote Tarasy
10:15 – 11:15 Presentation and guided tour of Złote Tarasy
11:15 – 11:30 Travel to Hala Koszyki
11:30 – 12:15 Presentation and guided tour of Hala Koszyki
12:15 – 12:30 Coach departs from Hala Koszyki to Hilton Warsaw Hotel and Convention Center
12:30 End of tour

Tour 2: Retail Tour to Atrium Promenada, Koneser & Arkadia

Located on Warsaw's east side, Promenada was originally opened in 1996, making it one of the older malls in Warsaw. In 2016 it ended a wave of expansion of the centre, resulting in the sales area increasing to 51,000 sq. m. with further expansion planned to 90,000 sq. m. by 2020.

Koneser is located by the thriving Zabkowska Street, in the heart of the Old Praga district. The five hectare plot will become a unique residential, commercial and cultural space in the centre of Warsaw. The architectural design for revitalisation of Koneser includes the adaptation of old post-industrial facilities and creation of contemporary buildings harmoniously reflecting the landmark's urban fabric.

Arkadia opened in 2004 and is the largest shopping complex in Central Europe with a total of 287,000 sq. m., 230 shops, 25 restaurants, and a cinema. ICSC awarded Arkadia as Shopping Centre of the Year in 2004.

Itinerary Tour 2:
09:30 – 10:00 Coach departs from Hilton Warsaw Hotel and Convention Center to Atrium Promenada
10:00 – 10:45 Presentation and guided tour of Atrium Promenada
10:45 – 11:10 Travel to Koneser
11:10 – 11:45 Presentation of Koneser
11:45 – 12:00 Travel to Arkadia
12:00 – 12:45 Presentation and guided tour of Arkadia
12:45 – 13:00 Coach departs from Arkadia to Hilton Warsaw Hotel and Convention Center
13:00 End of tour

Tour 3: Retail Tour to Posnania

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.

Itinerary Tour 3:
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
**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.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Discounted Member fee</th>
<th>Non-member fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advance Registration</strong></td>
<td>€1,195.00 + VAT</td>
<td>€1,750.00 + VAT</td>
</tr>
<tr>
<td><strong>Standard Registration</strong></td>
<td>€1,695.00 + VAT</td>
<td>€2,295.00 + VAT</td>
</tr>
<tr>
<td><strong>On-site Registration</strong></td>
<td>€1,795.00 + VAT</td>
<td>€2,395.00 + VAT</td>
</tr>
<tr>
<td><strong>Student Registration</strong></td>
<td>€50.00 + VAT</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advance Registration</strong></td>
<td>€475.00 + VAT</td>
</tr>
<tr>
<td><strong>Standard Registration</strong></td>
<td>€630.00 + VAT</td>
</tr>
</tbody>
</table>

**Optional Events**

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

- **Retail Tours - 26 April 2017**
  Discounted Member fee
  Non-member fee
  
  €30.00 + VAT
  €60.00 + VAT