



Program

# RECON

ASIA-PACIFIC

22 – 25 October 2018

Mandarin Oriental | Kuala Lumpur, Malaysia

#ICSCRECon



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ASIA-PACIFIC

Mandarin Oriental | Kuala Lumpur, Malaysia  
22 – 25 October 2018  
#ICSCRECon

## ABOUT THE EVENT

RECon Asia-Pacific is the premier event in the region to network with the leaders of the retail real estate industry, to develop your professional skills and to discover new business opportunities. Much more than just commercial entities, successful shopping centres and retailers help build communities, fuel local economies and inspire innovation. To guarantee your future in the retail real estate industry you must continually ensure that your shopping centre and stores deliver an experience beyond the simple purchase of goods and services. RECon Asia-Pacific will provide inspirational vision and the practical advice you need to succeed.

RECon Asia-Pacific will also feature discovery tours of Kuala Lumpur's leading shopping centres on Monday, 22 October, the presentation of ICSC Asia-Pacific Shopping Center Awards and a NextGen workshop for young professionals on Thursday, 25 October.

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## ABOUT THIS EVENT SERIES

RECon is the world's largest global gathering of retail real estate professionals. Join leading developers, owners, brokers and retailers to conduct a year's worth of business under one roof, in record time.

## 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

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. To register, please see the registration form on page 9.

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 community 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 today with the sensational scenic and breathtaking city view of Kuala Lumpur.

*Complimentary for registered delegates.*

## TUESDAY, 23 OCTOBER

CONFERENCE MODERATOR



**Mark Dailey**  
Partner  
Madano Partnership  
United Kingdom

07:00 – 19:00

### Registration

08:00

### Exhibition Opens

09:00 – 09:15

### Official Welcome

**YB Tuan Mohamaddin bin Ketapi**  
Minister of Tourism, Arts and Culture  
Malaysia (Invited)

09:15 – 09:30

### 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

### CEO Report



**Tom McGee**  
President and CEO  
ICSC  
USA

10:00 – 10:45

### 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 and Retail Practice  
A.T. Kearney  
USA

10:45 – 11:15

### Coffee Break in the Exhibition Area

11:15 – 12:00

### 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 on-line and then buying in-store. Plus, more and more pure-play online retailers are now opening physical stores. Learn from senior executives from

some of Asia-Pacific's leading shopping centre companies on 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

## Retailers Runway

12:30 – 13:45

## Networking Lunch with Dedicated Discussion Tables

13:45 – 14:30

## 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 are becoming common place. 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 and Co-Founder  
The Providore  
Singapore



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

14:30 – 15:15

## The Disruptors

This discussion will include an analysis of shifting travel patterns and share practical advice on how to leverage these new patterns to draw foot traffic into your shopping centres and stores. It will also provide tips on how to better shape the visitor's experience once they get there as well as how to alleviate parking issues and delays and errors in payment processing.

**Sean Goh**  
Country Head-Malaysia  
GRAB  
Malaysia

*Other panelists to be announced*

15:15 – 16:15

## Should We Continue to Develop Shopping Centres?

New developments which are exclusively retail 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 experience?

MODERATOR



**Dato' Joyce Yap**  
CEO - Retail  
Pavilion Kuala Lumpur  
Malaysia

PANELISTS



**Nick Travaglini**  
Vice President Operations and 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

## High Tea in the Exhibition Area

19:00 – 19:30

## ICSC Asia-Pacific Shopping Center Awards Reception

19:30 – 21:30

## ICSC Asia-Pacific Shopping Center Awards Dinner

*Complimentary for registered delegates.*

## WEDNESDAY, 24 OCTOBER

08:00

## Registration and Exhibition Opens

09:00 – 10:00

## 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, an ambitious thinking that leads to innovation. Content will include several award-winning stores to hit the global market in the past year – projects recognized 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 both 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

## 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, in fine-tuning their tenant mix and in 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 and CEO  
Suria KLCC  
Malaysia



**Lachlan Cameron**  
Development Director  
The GPT Group  
Australia



**Steven Tan**  
COO  
SM Supermalls  
Philippines

10:45 – 11:15

## Coffee Break in the Exhibition Area

11:15 – 12:00

## 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 and fast-casual players like Uniqlo, H&M and Zara have entered this market.

PANELISTS



**Q Akashah**  
Director  
Ogilvy  
Singapore

**Fadzarudin Shah**

Co-Founder  
FashionValet  
Malaysia

*Other panelists to be announced*

12:00 – 12:45

## 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 and Co-Founder  
Zalora  
Philippines

12:45 – 14:00

## Networking Lunch with Dedicated Discussion Tables

14:00 – 14:45

## 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.

**Phil Kim**  
Managing Director, Asia-Pacific  
Jerde  
Hong Kong

**Wei Ming**  
Managing Director  
Fosun Group  
China



**Vincent Yip**  
CEO  
K11 Cultural Enterprise  
Hong Kong

14:45 – 15:30

## 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

*Other panelists to be announced*

15:30 – 16:15

## Applause for the Avant Garde

Retail has always been about innovation, creativity and entrepreneurship. At the same time as 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 and Director  
Atomi  
Singapore

*Other panelists to be announced*

16:15 – 17:15

## 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 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

17:15

**End of Conference**

17:30 – 18:30

**NextGen Cocktail & Networking Reception\***

## THURSDAY, 25 OCTOBER

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### NextGen Training Workshops\*

09:00 – 10:30

**Workshop Part 1 - Marketing**



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

11:00 – 12:30

**Workshop Part 2 - Leasing**



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

\*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.

*Program information current as of 10 September, 2018.*

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## 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 and CEO, Suria KLCC, Malaysia

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

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## Conference Program Committee

### Chairwoman

**Rowena Tomeldan**, President, Prime Orion Properties 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 and 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

## SHOPPING CENTRE TOURS | 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

#### Shopping Centre Tour 1 | Suria KLCC



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.

#### Shopping Centre Tour 1 | Pavilion Kuala Lumpur



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.

#### Shopping Centre Tour 1 | Lot 10



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.

#### Shopping Centre Tour 2 | 1 Utama Shopping Centre



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 2 | Publika Shopping Gallery



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.

#### Shopping Centre Tour 3 | 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° splendour to shoppers as well as comfort and convenience boasting 4 million square feet of retail extravaganza.

#### Shopping Centre Tour 3 | The Gardens Mall



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.

### How to Register

**Fax:** +65 6532 7355 | **Online:** www.icsc.org/2018APC  
**Mail:** ICSC Asia-Pacific | 138 Cecil Street, #08-02 Cecil Court,  
 Singapore 069538

### Registration Fees

	Advance before 28 Sept	On-site after 28 Sept
Member*	USD \$1,188	USD \$1,488
Non-Member	USD \$1,785	USD \$2,235

\*To qualify for member rates, 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 or visit www.icsc.org/membership.

ICSC recognizes the value of learning in teams. Enjoy a 10% discount for 3 or more participants who register at the same time from the same organization and of the same billing source.

### Shopping Centre Tours

22 October | 09:00 – 16:00 | USD \$100

Please select one:

Shopping Centre Tour 1  Shopping Centre Tour 2  Shopping Centre Tour 3

(Only available with Full Conference Registration for an additional USD \$100. Limited seating.)

NextGen Cocktail & Networking Reception  NextGen Workshop (Optional)

Yes, I will attend both NextGen Cocktail Reception and NextGen Workshop.

(Only available with Full Conference Registration. Limited seating.)

Name	Job Title		
Company	Membership I.D. #		
Address			
City	State	Country	Zip/Postal Code
Phone	Fax	Email	(2018APC)

REQUIRED FOR NON-U.S. APPLICANTS

Date of Birth

Country of Citizenship

Payment must accompany the Registration Form.

**Method of Payment:** (Please check your choice)

Check or money order enclosed (payable to ICSC)

Credit Card:  Mastercard  Visa  AMEX  Discover USD \$ \_\_\_\_\_

Credit Card Number (include all digits)

Expiration Date (month/year)

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Must be drawn on U.S. Bank and made payable to ICSC. Please indicate RECon Asia-Pacific 2018 on the back of the bank draft and mail to International Council of Shopping Centers; P.O. Box 419822, Boston, MA 02241-9822, USA.