



ICSC Retail Strategy & Trends Forum

28-29 November 2013

Andel's Hotel, Prague, Czech Republic

Driving Value in an Evolving Retail World



DISCOVER
strategic initiatives that deliver value in a challenging environment

DEBATE
the opportunities and take away practical solutions

DRIVE
your business with strategic insights

WORK TOGETHER
with asset managers, investors, developers, researchers and advisors to gain competitive advantage

Key Speakers include:

Andrew Goodwin
Senior Economist,
Oxford Economics

Karl Kalcher
Managing Director,
MindFolio

Tom Newton
Director, Eurocommercial
Shopping Centres

Robert Welanetz
Past Trustee ICSC,
Global Retail Advisor,
Blackstone Real Estate
Partners

Mark Gamble
Executive Director
Asset Management,
Meyer Bergman

ICSC European Partners



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FOR FURTHER INFORMATION AND TO REGISTER PLEASE GO TO:
WWW.ICSC.ORG/2013RAMC OR CALL +44 20 7976 3100

Driving Value in an Evolving Retail World

For the first time, ICSC Europe is bringing together industry experts in the fields of asset management and research for a new event, the ICSC Retail Strategy & Trends Forum in Prague on 28-29 November 2013.

The theme of this must-attend event is “**Driving Value in an Evolving Retail World**”. Experts will provide insights into the changing market dynamics (economy, consumers, technology) and demonstrate practical solutions delivered in shopping centres across Europe. The Forum gives you the opportunity to network with fellow professionals and debate ideas and solutions with expert speakers. The attendance fee also includes a complimentary tour of Prague's finest shopping centres. Make sure that you join us in Prague and become part of the debate.

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About ICSC

ICSC is the global trade and professional association of the shopping centre industry. We are a not-for-profit organisation with over 60,000 members across 90 countries worldwide.

We represent everyone in the industry, including developers, managers, retailers, investors and service providers. We support you and your company to make the most of business opportunities. With our ICSC Europe team and the global network of ICSC members, we provide you with the services to “**EARN**” more.

Education We offer high quality and customised professional education programmes for those seeking global industry recognition. Through our ICSC European Awards programme you can learn from best practice and recognise professional achievement.

Advocacy We act as champion of the industry and we provide our members with a unique opportunity to influence European Union policy, and public debate, on the retail real estate industry.

Research Our members have direct access to global retail real estate intelligence and research, including a dedicated European research service. ICSC's vast statistical database and online library is a unique and valuable research tool.

Networking Our members enhance their visibility within the industry by attending ICSC deal-making events, conferences and seminars. We give our members the opportunity to build strong, long-lasting business relationships, and discuss key issues within Europe and provide connectivity to other global markets.

To find out more about ICSC membership, please contact: Michel Zalac, Membership Manager
Phone: + 44 20 7976 3104 or email: mzalac@icsc.org

Programme Planning Committee

2013 Conference Chairs

Alexandra Petit
Retail Analyst,
Hammerson plc

Robert Bonwell
CEO, EMEA Retail,
Jones Lang LaSalle

Committee Members

Ashley Blake
Head of Retail Portfolio Management,
Land Securities

Herman Kok
Associate Director, Research Concepts,
International Markets,
Multi Corporation

Jan Kubiček
Consultant

Alexander Rafajlovic
Associate,
Cushman & Wakefield



Programme

Day One 28 November 2013

10:30 REGISTRATION OPENS

11:00 Welcome Remarks

Conference Chairs:

Alexandra Petit, Retail Analyst, Hammerson &
Robert Bonwell, CEO EMEA Retail Jones Lang Lasalle

11:10 KEYNOTE ADDRESS Examining the Current Economic & Financial Outlook

Andrew Goodwin, Senior Economist Oxford Economics

11:50 European Retail Atlas PropertyEU - ICSC

12:10 Investment Strategies

- Where to invest in the next ten years
- Which retail centres are investors interested in
- Geographical and regional differences
- Investing in emerging markets
- Practical case studies

Panellists:

Tom Newton, Director, Eurocommercial Shopping Centres

Martin Sabelko, Managing Director CEE,
 CBRE Global Investors

Sarah Slater, Director, Canadian Pension Plan Investment
 Board

Robert Welanetz SCSM, Past Trustee ICSC, Global Retail
 Advisor, Blackstone Real Estate Partners

Moderator:

Robert Bonwell, CEO EMEA Retail Jones Lang Lasalle

13:00 NETWORKING LUNCH

14:00 The Mighty Challenge for Retail Destinations in the Amazon Age: 'Delivering Value for Time'

- Efforts to gain 'Share of Wallet' face a powerful new gatekeeper
- 'Value for Money' unlikely to be the competitive battleground of the future
- We'll be forced to acquire new competencies and sensibilities, e.g.:
- To respond to trade-offs between 'surfing time' and 'socialising time'
- To apply the innovation and place-making tools of the 'Amazon Age', e.g.: stimulation mapping, co-creation and forensic experience design, etc.
- To pursue new alliances, co-tenancies, digital leasing dimensions, etc.

Karl Kalcher, Managing Director, MindFolio

14:40 Consumer Trends – Shifting Customer Behaviour, Lifestyle and Optimising Digital Retail Possibilities through Multi-channel and Ecommerce Strategies

- Application of a multi-channel digital strategy in shopping centres
- Leveraging social, mobile and payment to transform client behaviour and develop relationships
- What does the increasingly demanding customer want?
- A look at the ecommerce retail world of the future
- Measuring the success of innovation

Ian Jindal, Founder and Editor-in-Chief, Internet Retailing &
Scott Bennett, Marketing – Services & Online, Multi Mall
 Management

15:30 NETWORKING BREAK

16:00 PANEL DISCUSSION Exploring the Value of Asset Management

- Driving value through repositioning
- Maximising the value of existing centres
- Remodel and revitalise of older centres

Ashley Blake, Director, Head of Retail Portfolio
 Management, Land Securities

Mark Gamble, Executive Director Asset Management,
 Meyer Bergman

Josip Kardun, Chief Investment Officer,
 ECE Projektmanagement

Gontran Thüring, Chief Leasing Officer and Member of
 the Executive Committee, Klépierre

Moderator:

Adam Starr, Managing Director, Redevco

16:50 CLOSING ADDRESS The Shopping Centre of the Future

- Design trends
- Consumer patterns
- The digital shopper

Ibrahim Ibrahim, Managing Director, Portland Design
 Associates Ltd

17:20 ICSC Announcements

Sarah Banfield, Senior Research Manager, ICSC Europe
Julian Long, Foundation Recruitment

17:30 NETWORKING DRINKS RECEPTION

Day Two 29 November 2013

08:00 REGISTRATION OPENS

09:00 INTERACTIVE WORKSHOPS

- A. New Income/Lease Models
- B. Addressing the Digital Shopper
- C. Getting the Retail Mix Right

10:30 NETWORKING BREAK

11:00 INTERACTIVE WORKSHOPS

- A. New Income/Lease Models
- B. Addressing the Digital Shopper
- C. Getting the Retail Mix Right

12:30 NETWORKING LUNCH

13:30 SHOPPING CENTRE TOUR

17.30 RETURN TO ANDEL'S HOTEL

Registration Form

28-29 November 2013 • Prague • Czech Republic

Four easy ways to register

 www.icsc.org/2013RAMC

 +44 20 7976 3100

 +44 20 7222 7791

 **International Council of Shopping Centers/Europe LLC,
1221 Avenue of the Americas, New York, NY 10020-1099, USA**

For information on registration, please contact our team at icsc.europe@icsc.org

Deadlines

To qualify for the advance registration discount, we must receive your payment by **11 October 2013**. For your name to appear in the main list of delegates, we must receive your registration and payment by **22 November 2013**.

Delegate Registration

First name _____ Surname _____ Company name _____
 Position _____ Type of business _____ ICSC Membership number _____
 Address _____
 Postcode _____ City _____ Country _____
 Tel no _____ Fax no _____ E-mail (for correspondence) _____

Registration Options

Special offer for Shopping Centre Managers and Retailers valid until 27 September 2013

Shopping Centre Managers and Retailers - ICSC Members €150.00 + €31.50 VAT = €181.50

Shopping Centre Managers and Retailers - non-members €200.00 + €42.00 VAT = €242.00

To qualify for the special offer, each registrant must be a verified shopping centre manager or retailer. This offer is only valid if the registration and payment is received by ICSC by **27 September 2013**. This offer is not to be used in conjunction with any other offer, including group discounts.

Advance Registration (by 11 October 2013)

Discounted Member fee €249.00 + €52.29 VAT = €301.29

Non-member fee €359.00 + €75.39 VAT = €434.39

Standard Registration (from 12 October 2013)

Discounted Member fee €329.00 + €69.09 VAT = €398.09

Non-member fee €439.00 + €92.19 VAT = €531.19

Group Discounts Attendees must be from the same organisation to be eligible for the group discount and must be registered and paid for at the same time. Please note that this is not available for online bookings.

3-5 attendees 10% discount 6-9 attendees 12% discount 10 more attendees 15% discount

ICSC Membership To qualify for the discounted member fee, each registrant must be an ICSC member. For further information on registration and membership please contact Michel Zalac on +44 20 7976 3104 or icsc.europe@icsc.org

Optional Event Shopping Centre Tour 29 November 2013 (Complimentary)

There are a maximum of 50 places available which are allocated on a first-come, first-served basis. If the tour is fully booked when you apply, you will be notified immediately.

Please indicate which two workshops you would like to attend (available on a first come, first served basis):

New Income/Lease Models Addressing the Digital Shopper Getting the Retail Mix Right

Payment Summary

Please add together your sub-totals from previous sections and write the final total here:

Total Payment

Payment Details

Cheque. I enclose a cheque for € _____ Please make cheques payable to International Council of Shopping Centers/Europe LLC and enclose with your completed registration form.

Credit card. Please debit my account for € _____ MasterCard VISA American Express

Cardholder's Name _____

Card Number

Expiry date

Cardholder's Signature _____

Invoice. Please issue an invoice using the following details:

Cancellations/substitutions

Written cancellation and refund requests received at ICSC by 27 September 2013 will be awarded a full refund minus a €150 processing fee. Refunds on cancellations received between 28 September and 25 October 2013 will be subject to a 50% charge. From 26 October 2013, no refunds will be given. All requests for refunds must be received from ICSC in writing. Substitutions can be made at any time.

Data protection

By entering your details into this form you agree to allow ICSC to contact you via mail, fax, e-mail, phone or otherwise regarding their services and events that may be of interest to you or your colleagues.