

ICSC European Conference

Bella Center, Copenhagen, Denmark
26-28 April 2006

Value through design

Debate with our line-up of top speakers on issues including...

- the shopping centre as a destination
- the value of investing
- hot retailers: new markets – new concepts
- designing a strategy for future markets
- the impact of cultural differences on design and architecture



“The ICSC Conference provides an excellent opportunity for discussion on future retail trends in Europe and is an ideal platform for networking”

Jaap Gillis, AM Development



Tivoli, Copenhagen

Shopping centres: creating a destination

So many centres offer much the same thing – the same retailers, the same facilities, within the same reach. To succeed, your shopping centre must find a point of difference. Beyond entertainment and services, design is what can make this difference; the difference between a place to shop and a place to be – a destination.

This conference will provide an ideal arena for debate, discussion and business for over 700 delegates from across Europe. Leading industry figures including developers, investors and retailers will explore the concept of value creation through design innovation. Keynote addresses will explore how societal changes and environmental issues can shape development and the role that design can play in creating competitive advantage among customers within the retail landscape.

The unique mix of leading edge designers and developers will debate how you can harness this and other future trends to increase profitability for centres. Delegates will be encouraged to interact with speakers at facilitated round table sessions, creating a lively and productive exchange of views and insights.

The conference will conclude with an examination of opportunities in emerging markets, with emphasis on Russia, Central and Eastern Europe along with showcases from Europe's hottest new retailers.

The 31st Annual ICSC European Conference is an unmissable opportunity for any shopping centre professional.



Nyhavn harbour, Copenhagen

Programme Planning Committee:

Søren Brogaard,
Committee Chair, Steen and Strøm,
Denmark

Derek Barker,
Haskoll, UK

Jan-Olav Braaten,
Braaten & Pedersen, Norway

Eileen Connolly,
Donaldsons, UK

Bertrand Courtois-Suffit,
Kharis Conseil, France

Christian Kronegg,
Maus Frères, Switzerland

Agneta Uhrstedt,
Nordic Council of Shopping Centres,
Sweden

Confirmed Speakers to date:

Bob de Barr, Director, Land Securities, UK

Joost Bomhoff, Managing Director,
Rodamco Europe, Netherlands

Margareta van den Bosch, Head of Design H&M,
Hennes & Mauritz AB, Sweden

Bruno Christensen, Owner,
Retail Institute Scandinavia, Denmark

Uffe Elleman-Jensen,
Former Foreign Minister of Denmark

Charles Grossman, ICSC Chairman,
Managing Director, ING Clarion Partners, USA

Jody Israelsky, VP Leasing,
The Mills Corporation, France

Jens Kramer Mikkelsen,
Former Lord Mayor of Copenhagen, Denmark

Antonio de la Pena Sabates, Director,
Arpa Arquitectos S.L., Spain

John Ryan, Stores Editor, Retail Week, UK

Roger Walker, Managing Director, Evata, UK

Silver sponsors:

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ICSC European Conference, Rome

If you are interested in sponsorship, please tick the box on the registration form or contact: jennifera@lodestaruk.com

BOOK ONLINE AT: WWW.ICSC.ORG/2006EU FOR MORE INFO: +44 20 7808 7018



The Bella Center, Copenhagen

Social and networking opportunities

- **Hosted tables for first time attendees** First time attendees will have the opportunity to meet ICSC board members on day one at hosted tables, helping them to make the most of their conference attendance.
- **Round tables of Award winning projects** Choose your table hosted by past Award winners who'll bring you up to date on developments at their centre since the Award was won.
- **Round tables on innovation and future retail trends** Day two's round table sessions will give delegates the ideal opportunity to discuss a variety of future trend topics with industry experts.
- **Companion's programme** Copenhagen is a wonderful city to explore. ICSC is putting together a packed 'companion's programme' to entertain any guests you choose to bring to the conference. More details will be provided on registration.
- **Opera House dinner** On the evening of day two, ICSC will host a conference dinner at Copenhagen's beautiful Opera House on the island of Holmen. Ticket information and further details of the evening will be provided on registration.



Field's Shopping Centre, Copenhagen

Shopping Centre tours on offer

- **Pre-conference study tour** Dublin, Belfast, Manchester, Birmingham and London are the places to visit on a study tour that will take you to some of the UK and Ireland's best shopping centres. For more information please e-mail Kurt Wallin at kwallin@icsc.org.
- **Copenhagen** Please tick the box on the registration form to sign up for a tour of Lyngby and Roedovre on Friday afternoon. We also recommend visiting Fisketorvet and Award-Winning Field's, both of which are near the conference venue.

Design Trends

New for 2006: Re-introducing the Design Trends Exhibition. This popular exhibition provides a visual showcase for shopping centre owners, developers, architects and designers to display their design concepts for retail and shopping venues. Displayed with the European Shopping Centre Award Winners, Design Trends will provide participants maximum exposure to an international audience. Should you wish to exhibit your projects, please tick the box on the registration form or contact alennon@icsc.org.

Awards Exhibitions

In 2006 we'll be celebrating 30 years of Awards presented to the most outstanding new and refurbished shopping centres in Europe. They are regarded as the most prestigious awards in the field of retail property in Europe. Winners of the 2006 competition will be displayed for delegates to see the best of shopping centre projects. The Solal Marketing Awards bring together the very best of retail marketing across Europe to reward those with the most effective campaigns. New in 2006: All entries to the Solal Awards are online, and will be available to view on screen.

Wonderful Copenhagen

The TimesOnline, September 2004, described Copenhagen as "small but perfectly formed... Europe's most user friendly capital; an exciting smorgasbord of 18th century housing, sea, design shops and polite, bicycle minded residents speaking flawless English." We are delighted to be holding our Annual Conference in a city that offers so much – of the old and the new, the historic and the contemporary. To find out more visit www.woco.dk/tourist.



Lyngby Shopping Centre, Copenhagen

Registration Form

ICSC European Conference

Bella Center, Copenhagen, Denmark 26-28 April 2006

Four easy ways to register

Online: www.icsc.org/2006EU

Tel: +44 20 7808 7018

Fax to: +44 20 7931 7628

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

Further information

For information on registration and membership please contact the ICSC Europe team on +44 20 7808 7018 or icsc.europe@icsc.org.

Data protection

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

Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 27 February 2006. Refunds on cancellations received between 28 February and 31 March will be subject to a 50% charge. After 1 April 2006, no refunds will be given. All requests for refunds must be received by ICSC in writing.

Deadlines

To qualify for the advanced registration discount, book by 17 February 2006. For your name to appear in the main list of delegates, we must receive your registration by 7 April 2006.

Advanced registration fee (before 17 February 2006)

ICSC Member €900.00 + €225.00 VAT = €1,125.00
Non Member €1,450.00 + €362.50 VAT = €1,812.50
Next Generation €800.00 + €200.00 VAT = €1,000.00

There is a 10% group discount for three or more delegates if registered and paid for at the same time. No discount for Next Generation group bookings.

Standard registration fee (after 17 February 2006)

ICSC Member €1,200.00 + €300.00 VAT = €1,500.00
Non Member €1,750.00 + €437.50 VAT = €2,187.50
Next Generation €800.00 + €200.00 VAT = €1,000.00

Gala Dinner Tickets for 27 April, 8pm at the Opera House

€150.00 + €37.50 VAT = €187.50 per ticket
€1,800.00 + €450.00 VAT = €2,250.00 per table (12 people)

I would like to book:

individual Gala Dinner tickets
 Gala Dinner table(s)

ICSC Membership and Next Generation

See separate form for details and application for becoming a member of ICSC, therefore qualifying for the discounted registration fee. Members may nominate a colleague (less than 33 years old) to join them at a discounted rate. Please tick indicated box on registration form.

Travelling and accommodation

Delegates are responsible for the arrangement and payment of their own travel and accommodation. ICSC has negotiated special rates with hotels in Copenhagen. Please visit www.icsc.org/2006EU for more information.

Please send me more information on:

Exhibiting at Design Trends Sponsorship opportunities

Shopping Centre Tour, Denmark

I would like to register for the Shopping Centre Tour on Friday 28 April.

Title (Mr/Mrs/Miss/Dr etc.) _____ First name _____ Surname _____

Position _____ Company name _____

Type of business _____

Address _____

Postcode _____

Country _____ Tel no _____ Fax no _____

E-mail (for correspondence) _____

Tick if Next Generation ICSC Membership number _____

Method of payment:

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

Credit card number _____ Expiry date _____

Name (please print as it appears on card) _____

Signature _____

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