

# RECON09 LATIN AMERICA

THE GLOBAL SHOPPING CENTER  
CONVENTION OF LATIN AMERICA

OCTOBER 26-29, 2009  
SHERATON PANAMA HOTEL  
& ATLAPA CONVENTION CENTER  
PANAMA CITY, REPUBLIC OF PANAMA

## ICSC 2009 PRE-RECON LATIN AMERICA STUDY TOUR OF SHOPPING CENTERS IN PANAMA CITY

26 October 2009

Multiplaza



Metromall



Multiplaza



Albrook Mall



Albrook Mall



Metromall

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- View shopping centers and meet with their management teams
- Discover innovative architecture and design concepts
- Meet and share experiences with colleagues from around the world
- Get immersed to the Latin American Shopping Center Industry in Preparation to the RECon Latin American Convention

TO REGISTER VISIT:

[www.icsc.org/2009RLA/studytour.php](http://www.icsc.org/2009RLA/studytour.php)

## ONE-DAY STUDY TOUR OF SHOPPING CENTERS IN PANAMA CITY

World-renowned for its physical beauty, the Panama Canal, a Financial Hub and as the Shopping Capital of Latin America, Panama City is also home to some of the most exciting, innovative and successful retail concepts.

The Study Tour of Shopping Centers in Panama City will visit stimulating, creative and innovative shopping centers, which have been developed and adapted to fit the Latin American business climate, lifestyle and changing demographics of the region. Some have won awards for their shopping centre design, so bring your notebooks and cameras, as there will be much to learn and much to see on this valuable and enjoyable educational experience.

Its privileged geographical position has allowed this strategically placed small nation to grow into an ever more important crossroad of the world; since before Columbus discovered America, then for the Spanish Conquistadors and now as a universally recognized trading and business center. Panama City has large shopping districts such as the Via España, Central Avenue, etc., where you can find boutiques, bazaars, gift shops, jewelry stores and many modern shopping

malls. The Free Zone, located in Colon, 45 minutes from Panama City by car, is the world's largest free zone and duty free shopping area. Panama City is the Shoppers Paradise of Latin America!

## WHO SHOULD ATTEND?

- Property Owners, Development Officers, Asset Managers, and others of related disciplines
- Investors
- Marketing Directors
- Shopping Center Managers
- Sales and Leasing Agents
- Retailers
- Architects and Designers

## WHAT ARE THE BENEFITS?

- Learn the secrets of successful shopping centers and how to apply them to yours.
- Look at innovative ways to redevelop, lease, and customise your shopping center.
- Meet and share experiences with colleagues from around the world.
- Discover innovative architecture and design concepts and what should be an appropriate tenant mix for your center.
- Find methods to increase your center's sales and profits.
- Learn unique maintenance and security tactics.
- Gain knowledge on tactics for operating your center efficiently.

# STUDY TOUR PROGRAM

**Monday, 26 October 2009**

**Panama City, Panama**

**8:00 – 8:30 am – Registration for the Tour & Conference at the Registration area in the Sheraton Panama Hotel.**

**8:30 – 9:00 am – Meet at Sheraton Panama Hotel lobby. You will receive your Study Tour name badge and materials. We will board the motorcoach.**

**9:00 am – Depart by motorcoach for first shopping center visit**

**9:30 am – Visit Metromall**

Metromall has been called “the future of shopping centers in Panama”. This brand new shopping center is located near the Tocumen International Airport and will be opened at the end of 2009. Metromall's construction began in November 2007 on 24 hectares of land under the supervision of Grupo Roble, a division of Grupo Poma from El Salvador. The center is being developed just across the street from Centro Comercial Los Pueblos; one of the first shopping centers developed in Panama City. Metromall's trade area population consists of more than half a million residents with a very high annual disposable income. When completed, Metromall's total area will be 130,000 square meters. The shopping center will be anchored by department stores, a supermarket and a ten-screen multiplex cinema.

**10:30 am – Depart**

**11:15 am – Visit Albrook Mall**

Developed by Grupo Los Pueblos in 2001, Albrook Mall is the one of the biggest indoor malls in Central America. It is located 3 km from the city center, has direct access to the Albrook Bus Terminal (Gran Terminal) and is near the Albrook Regional Airport. A length of more than 1 kilometer of retail, colorful decorations such as bigger than life exotic animal statues, balloons, Panamanian family crest flags, pipe music, and a spectacular Italian carousel in the center all help to create a magical atmosphere to for the entire family.

The center is currently in expansion and will soon open a fourth phase of 30,000 square meters to include exclusive high-end stores with an entertainment plaza and a brand new themed food court. Once the new expansion opens, Albrook Mall will have more than 400 stores and more than 5,000 parking spaces. Ultimately, Albrook will become a mixed use center, with two new hotels and a casino.

**1:00 pm – Lunch at Albrook Mall**

**2:00 pm – Depart**

**2:30 pm – Visit Multiplaza Pacific Mall**

Located in Punta Pacifica, Multiplaza Pacific Mall is Panama City's newest and most upscale regional mall. Developed by Grupo Roble from El Salvador, Multiplaza is centrally located and very easy to get to from anywhere in Panama City. The stores housed in Multiplaza Pacific range from boutique, high-end shops to large department and specialty stores. Multiplaza also hosts the Cinopolis movie theater complex, one of the largest and nicest in Panama. Multiplaza Pacific houses a Courtyard by Marriot Hotel in order to cater to its international clientele. The second phase of the project contains luxury brands such as Louis Vuitton, Cartier, Carolina Herrera, Bvlgari, Chanel, Polo Ralph Lauren, Ermenegildo Zegna, Salvatore Ferragamo, Emporio Armani, among others.

**4:30 pm – Depart for hotel**

**5:00 pm**

**Return to Sheraton Panama Hotel, end of Study Tour**

**Note: Separate registration fee required for the following activities.**

**6:30 pm**

**RECon Latin America Official Opening, Sheraton Panama Hotel**

**7:00 – 8:00 pm**

**ICSC Latin American Shopping Center Awards presentation**

**8:00 – 9:30 pm**

**Opening Cocktail Reception**

Please see [www.icsc.org/2009RLA/studytour.php](http://www.icsc.org/2009RLA/studytour.php) for more information or contact:

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October 26-29, 2009

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PANAMA CITY, REPUBLIC OF PANAMA

If you haven't registered for RECon Latin America 2009, you may conveniently do so today at [www.icsc.org/2009RLA](http://www.icsc.org/2009RLA)

# REGISTRATION INFORMATION

## Study Tour of Shopping Centers in Panama City, 26 October 2009

### HOW TO REGISTER

www.icsc.org/2009RLA/studytour.php

### NEW YORK OFFICE

1221 Avenue of the Americas, 41st fl.  
New York, NY 10020-1099 USA  
PHONE: +1 646 728 3800  
FAX: +1 732 694 1755  
EMAIL: icsc@icsc.org

### LATIN AMERICA & CARIBBEAN OFFICE

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PHONE: +52 55 5523 1573  
FAX: +52 55 5536 7673  
E-MAIL: akaram@icsc.org

Payment or invoice queries contact  
Jephenie Ramos  
Global Membership/Registration  
jramos@icsc.org  
Phone: +1 646 728 3508  
Fax: +1 732 694 1715

### WHAT IS INCLUDED:

- Tour of shopping centres, 26 October, with briefings and Q&A time from the shopping center management teams.

- Ground transportation during study tour in Panama City.

- Lunch during the study tour.

### Note:

The RECon Latin America 2009 Convention fee is not included in the Tour fee. To register please visit [www.icsc.org/2009RLA](http://www.icsc.org/2009RLA).

### FURTHER INFORMATION

For inquiries regarding attending the Study Tour of Shopping Centers in Panama City and general inquiries regarding RECon Latin America 2009 Convention please contact Adriana Karam, Programs Manager Latin America, ICSC, email: [akaram@icsc.org](mailto:akaram@icsc.org); or Tel: +5255 5523 1573

### DEADLINES

Tour capacity is limited to 35 delegates, so please hurry to register we must receive your payment by 16 October 2009.

### CANCELLATIONS/SUBSTITUTIONS/REFUNDS

If you are unable to participate you may cancel up to 2 October 2009 and receive a full refund. No refunds will be given for cancellations after 16 October 2009. Cancellation notice must be received at ICSC in writing, by the date noted.

You may send a substitute delegate in your place. Each delegate is responsible for his/her documentation with regard to valid passport and visa if required.

### DATA PROTECTION

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

### REGISTER

Complete and return the enclosed registration form with payment by 11 September for Advance Registration fee.

Registration is limited to the first 35 delegates, so we encourage you to register today.

	Discounted Member Fee	Non-Member Fee
<b>Advanced registration fee</b> (before 12 October 2009)	<b>110 USD</b>	155 USD
<b>Standard registration fee</b> (after 12 October 2009)	<b>155 USD</b>	200 USD

I authorize ICSC to send me announcements, via mail, fax, e-mail, phone or otherwise, about ICSC programs and services that may be of interest to me or my colleagues.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/PostalCode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Your membership I.D.# \_\_\_\_\_

Please check here if any of the above information has recently changed.

### METHOD OF PAYMENT:

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

Credit Card:

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_