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**FOR IMMEDIATE RELEASE**

**RECon Latin America**  
***The Global Shopping Center Convention of Latin America***

**NEW YORK, February 16, 2012** –RECon Latin America, presented by the International Council of Shopping Centers (ICSC) is the premier trade exposition and conference in Latin America. This event will take place on March 12-15, 2012 at the Westin Lima Hotel and Convention Center, Lima, Peru. *[Editor's note: please visit the RECon Latin America [website](#) for full event schedule and exhibiting costs.]*

An innovative educational series will provide insight on current business conditions found in various part of the world.

**Topics include:**

- “*ICSC Matters*”- An initiative showcasing which companies from around the world are expanding in other regions.
- “*U.S.A. Matters*”- Discover recent development projects in the United States, moderated by, Jose Legaspi, president, The Legaspi Company.
- “*China Matters*”- Latin American countries are now finding themselves benefiting from three major economies; China & Asia, Europe, and the United States. Learn about development in China and its impact on Latin American countries.
- “*Europe Matters*”- Spanish countries are investing more in Europe, learn about the latest investments. This event will be moderated by Arcadio Gil, managing director, LaBA.

Providing a keynote presentation will be Marc Gobe, president, Emotional Branding, LLC. Mr. Gobe’s presentation will be centered on the theme, “How to Leverage Emotional Branding at Retail in the Age of Social Media by Building a Social Voice for Your Brand.” He will discuss the emotional connection people have with brands, specific buying habits, and the notion of space and time.

When managing brand identity, what are the key factors to take into consideration? Andres Stalman, managing director, Cato Partners Europa, will provide a keynote presentation based off the topic, “We Are Not Facing an Era of Change But a Change of Era.” Mr. Stalman will highlight how to create and properly manage a strong brand identity.

The Deal Making and Trade Exposition will open March 12, 2012 at 7:30 p.m. and run through out the duration of the conference closing at 6:00 p.m. on March 14, 2012. The exposition will provide a venue for owners, developers, brokers, financial institutions, and retailers to come together to network, create business deals, and increase their visibility in the Latin American market.

A Retailers Runway will showcase the business plans of nationally recognized retailers who are looking to conduct business in the surrounding region. Additionally, an optional tour of shopping centers in Lima will be available. Tour attendees will have the opportunity to view innovative architectural design concepts of Mega Plaza, Plaza San Miguel, Jockey Plaza, and Larcomar.

The ICSC Foundation will be hosting a VIP Dinner on March 13, 2012 beginning at 8:00 p.m. at the Museum of Art of Lima (MALI) for a night of celebration, recognition and networking. A presentation of the Latin American Community Support Award will take place recognizing the recipients for 2012. Separate [registration](#) is required for this event and [sponsorship](#) opportunities are available.

Registration fees for RECon Latin America are \$880 in advance and \$1095 on-site for members; for nonmembers the fees are \$1,205 and \$1,445, respectively. Press registration is complimentary. To qualify for the advanced registration fee, you must register by March 5, 2012. To register, contact ICSC's Members Services Department at 646-728-3800, or register [online](#).

#### **About RECon Latin America**

RECon Latin America is the regional convention for the shopping center industry. It provides networking, deal making and educational opportunities for retail real estate professionals throughout Latin America. With nearly 400 attendees and 50 exhibitors it is the largest industry convention. The RECon brand now spans four regions: North America, Asia, Middle East and Latin America. RECon, bringing together the shopping center industry.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit [www.icsc.org](http://www.icsc.org).

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