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**ICSC Presents the South Florida Hispanic Markets
Local Program and Reception**

NEW YORK, FEBRUARY 13, 2012 – Accounting for approximately 17 percent of Americans nationwide and contributing half of consumer spending growth, it's safe to say that the Hispanic community serves as a vital aspect to the retail real estate industry. In order to better understand how to properly and effectively serve this growing population, the International Council of Shopping Centers (ICSC) presents the South Florida Hispanic Markets Local Program and Reception. Taking place on March 1, 2012 at the Hyatt Regency at Coral Gables in Coral Gables, Florida, the event is sure to lend an essential perspective on how to successfully embrace the Latino community in a way that maintains both their success as well as that of the retail real estate industry.

“With the growth of the Hispanic community it is imperative that we take the time to discuss and evaluate the potential opportunities it may offer the shopping center industry as well as the efforts that can be made towards ensuring its well-being,” said Michael P. Kercheval, president and CEO of ICSC. “I’m confident that this event will help retail real estate members to gain the insight necessary to successfully serve the Latino community.

The South Florida Hispanic Markets Local Program and Reception will feature a discussion with Cesar Melgoza, Geoscape founder & CEO, regarding strategic insights on how attendees can assist the Hispanic population while simultaneously capitalizing on the growth of their businesses. The event will also highlight the key differences within the Latino community, similarities that bind America’s mega consumer segment into the foreseeable future, as well as a discussion on how to gain the loyalty of Hispanic consumers. Conversations will also be held by expanding retailers concerning the challenges of entering the Hispanic market and other unique factors such as competitiveness for site, complementary uses, demographic data and consideration, development plans, credit, and risk considerations.

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.

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