

# CONFERENCE PROGRAMME DETAILS




## ICSC AsiaExpo 2007

where shopping centres and retailers shop

17-19 JULY 2007, SUNTEC SINGAPORE, SINGAPORE



JOIN US AND PROFIT FROM ASIA'S BOOMING RETAIL OPPORTUNITIES

 International Council of Shopping Centers, Inc.

[www.icscasiaexpo.com](http://www.icscasiaexpo.com)

# Connect Challenge Inspire

Building on the success of 2006, which featured a sell-out conference and over 3,000 sq m of exhibition space, Asia Expo 2007 is guaranteed to connect, challenge and inspire. The conference promises to deliver more in content, linking business and industry with new ideas, innovation and global best-practices. Where shopping centre developers, owners, service providers and retailers from all over Asia and the world will gather to network. All with the objective of matching centre owners with tenants.

ICSC Asia Expo 2007, truly a stellar event that's not to be missed.

## The Conference

ICSC Asia Expo 2006 Conference attracted more than 1,200 participants from 32 countries from every continent. Here's what conference attendees have to say:

"ICSC Asia Expo 2006 provided an efficient platform for both retailers and commercial real estate developers to share the latest developments. The Expo has been perfectly organized and my two days at the ICSC Asia Expo 2006 have been very fruitful."

Steve Shen, General Manager  
Esprit China

"ICSC Asia Expo is a useful platform for participants to come together to share their diverse experiences and expertise and keep abreast with the latest trends and developments for a greater understanding of the issues surrounding the retail real estate industry. It also provides excellent opportunities to touch base and find new common ground for collaboration with potential partners."

Shuichi Hidaka, Managing Director  
Parco (Singapore) Pte Ltd

"I was most impressed with the organization of the ICSC Asia Expo. From the opening ceremony to the exhibits to the conference sessions, I think that the arrangements were quite excellent."

Jean Scott (Speaker), Principal  
Lunettes Group Ltd

"The ICSC Asia Expo 2006 represented a new beginning for the shopping centre industry in Asia, and signified the growing importance of the ICSC as its peak body. The future of the Expo is exciting, with ever-increasing participation, its dominance is assured."

Morgan Parker, President  
Taubman Asia



## Preliminary Programme

### Tuesday, 17 July 2007

8.00am - 6.00pm	Registration
10.00am - 5.00pm	Study Tour of Singapore Shopping Centres
6.00pm - 8.00pm	Welcome Cocktail Reception

### Wednesday, 18 July 2007

8.00am - 4.00pm	Registration
9.00am - 9.40am	Conference Session
9.00am - 5.00pm	Expo
9.40am - 10.30am	Coffee Break
10.30am - 12.00pm	Conference Session
12.00pm - 1.30pm	Lunch
1.30pm - 2.15pm	Conference Session
2.15pm - 3.15pm	Coffee Break
3.15pm - 4.45pm	Conference Session
6.30pm - 10.00pm	Gala Dinner

### Thursday, 19 July 2007

8.00am - 4.00pm	Registration
9.00am - 10.15am	Conference Session
9.00am - 5.00pm	Expo
10.15am - 11.00am	Coffee Break
11.00am - 12.15pm	Conference Session
12.15pm - 2.00pm	Lunch Roundtables
2.00pm - 3.15pm	Conference Session
3.15pm - 3.45pm	Coffee Break
3.45pm - 5.00pm	Conference Session

## ICSC Chairman's Gold Circle - Hosted Retailers Programme

To help delegates network with the best in the industry, ICSC will embark on a focused initiative to reach out to the global retail community for Asia Expo 2007. The programme aims at drawing top level executives from retail brands across the globe that are seeking to enter or expand their operations in the Asia-Pacific and Middle East markets.

For more information on the programme, retailers can contact:

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ICSC Asia Expo 2007  
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Fax: +65 6296 2670  
Email: wendychin@mpinetwork.com

## About ICSC

International Council of Shopping Centers, Inc. (ICSC) is the global trade and professional association of the retail real estate industry. ICSC is a not-for-profit organization serving more than 70,000 members in more than 80 countries. Members of the ICSC include shopping centre owners, developers, retailers, managers, marketing specialists, leasing agents, researchers, academics, architects, contractors, consultants, investors, lenders, brokers and public officials.

For more information, please contact:

International Council of Shopping Centers, Inc.  
Asia-Pacific Representative Office  
Tel: +65 6532 3722  
Fax: +65 6532 7355  
Email: Info@icsc.org.sg  
www.icsc.org

# Conference Programme

**Tuesday, 17 July 2007**

8.00am – 6.00pm

**Registration**

10.00am – 5.00pm

**Study Tour of Singapore Shopping Centres**

\* A separate registration for the Study Tour is required. Availability is on first come first served basis and only for Expo registrants. Maximum capacity for this tour is 200 participants.



## Central

Central, Far East Organization's integrated live-work-play development in the city centre, is located at a landmark site above Clarke Quay MRT station along the historic Singapore River. It is the first development by the Singapore River to seamlessly integrate habitation, lifestyle and businesses. Designed for a population of 10,000 occupants, the S\$500 million development has a retail podium, 227 Small Office Home Office (SOHO) units, a 25-storey office tower, a sky garden and recreational facilities, full public amenities and a community hub.

Central is home to 250 exciting retail stores spread over five levels with each level offering unique themes.

Central features new entrants to Singapore's food and beverage scene such as desserts and sweets specialists Nippon-Ya (Japanese Sweet Factory) and Marcial (Japanese Donut). Located on its third floor are the stylish restaurants such as Kyomomoyama, Sho-U and Marutama Ramen. Central also houses well-known established local favourites like TomTon, Waraku, Pepper Lunch and Provence patisserie and Hokkaido ice cream expert Azabu Sabo.

Central also houses up and coming young designers such as award winning fashion entrepreneur Kathleen Loi, as well as established local fashion designers. Further enhancing Central's cosmopolitan characters are retailers offering trendy fashion, accessories and cosmetic products from Europe and Asia.

Amongst the whole range of well-known names are My Dining Room (by Kopitiam), 65 Jewellery, Sun with Moon, Harvey Norman, TCC, Coffee Club, Starbucks, Billy Bombers, Grains (Healthy

Chinese Food) and Manhattan Fish Market. Coming up in the next few months will be Tung Lok (Signature), Issui, Ma Maison and Pasta De Waraku.

Japan-based shopping centre manager, PARCO, manages the 200,000 sq ft mall.

## IMM Building

IMM Building (IMM) is a five-storey mixed-use development comprising retail, office and warehouse space. Located in the western part of Singapore within the Jurong East precinct, it is a leading suburban mall catering to the residents in the western and north-western regions of Singapore. Besides its close proximity to major office and industrial developments like the International Business Park, IMM is only five minutes' walk away from the Jurong East Mass Rapid Transit (MRT) interchange station and bus interchange. IMM has over 441,411 sq ft of net lettable retail area and a five-storey car park block. Shoppers enjoy free car parking as well as a free shuttle bus service plying between the mall and Jurong East, Clementi, Boon Lay and Bukit Batok MRT stations.

In the 1<sup>st</sup> quarter of 2006, IMM embarked on the construction of a two-storey retail extension block on the open-air car park space fronting the mall. The open-air car park was relocated to the warehouse area on level five of the mall and approximately 64,800 sq ft of net lettable area from secondary corridor spaces at the mall was transferred to create the new extension block. A circular car park ramp and an electronic car park guidance system were also installed to enhance the vehicular circulation at IMM. The much anticipated extension block was completed in 4<sup>th</sup> quarter 2006.

The rooftop of IMM's newly constructed retail extension block now houses an open landscaped plaza comprising a children's playground and designated water play area with interactive features for children. IMM will be the first retail mall in Singapore to have a dedicated and unique water play area for children within its premise.

IMM enjoys close to 100% occupancy and attracted shopper traffic of 14.9 million in 2006. Major tenants include Giant (Hypermart), Daiso (Value Store), Best Denki (Electronics & Digital Store) as well as Kopitiam and Bagus (Food Courts).



# Conference Programme



## VivoCity

Officially opened in December 2006, VivoCity is Singapore's largest retail, lifestyle and entertainment destination.

The name "VivoCity" is derived from the word "vivacity". It evokes a lifestyle experience that is modern, stimulating and accessible to everyone; a place bubbling with energy and flowing with vitality.

Designed by internationally acclaimed Japanese architect, Toyo Ito, VivoCity is the centre-piece of Singapore's newest lifestyle hub at the HarbourFront Precinct, which also includes Sentosa, Mount Faber, Singapore Cruise Centre and St James Power Station.

VivoCity's iconic architecture sets it apart from the traditional box format of many existing and upcoming retail developments in the region. It is based on a 'surfing' theme and was inspired by its harbourfront location, which evokes images of waves and the sea. With this theme in mind, Toyo Ito created a fluid shopping environment where one space leads seamlessly and intuitively into another.

Boasting over 1 million sq ft of net lettable floor area, VivoCity has a diverse mix of over 300 retailers showcasing an extensive mix of international, local and new-to-market brands with innovative retail and dining concepts.

VivoCity features wide open spaces including an open plaza, a 300-metre waterfront promenade and an outdoor amphitheatre. There is also an open-air playground with interactive water features and engaging play areas on Level Two. VivoCity's Sky Park on the third level not only offers visitors a great view of the sea and Sentosa Island but also has play pools the size of four Olympic swimming pools.

At VivoCity, visitors can also enjoy larger-than-life and interesting artworks from the Singapore Biennale. Scattered throughout the premises are 13 extraordinary pieces of art by six international artists, specially commissioned to represent the vibrancy and vitality of Singapore and VivoCity.

6.00pm – 8.00pm **Welcome Cocktail Reception**

Delegates, exhibitors, speakers and sponsors are invited to network at the Asia Expo Exhibition Halls 601-602.

## Wednesday, 18 July 2007

9.00am – 9.40am **Opening Remarks**

Rene Tremblay  
President/CEO, Ivanhoe Cambridge and Chairman, ICSC,  
Montreal, Canada

Michael P. Kercheval,  
President & CEO, ICSC, New York, USA

9.40am – 10.30am **Morning Tea Break in the Asia Expo Exhibition Hall**

10.30am – 12.00pm **Marketing Miracles**

When competition is relentless, differentiation and novelty are key elements to success. While location, design and tenant mix are key components to success, establishing a unique identity for your shopping centre and its stores, requires compelling, convincing, and cost-effective marketing. ICSC honors such campaigns through its annual Maxi Awards. ICSC Maxi Award winners from around the world will share their diverse marketing insights with one common trait—miraculous success.

Panelists:  
Carlos A. Lecueder  
President, Estudio Luis E. Lecueder, Montevideo, Uruguay

Kate Mason  
Marketing Director - Retail, The British Land Company PLC, UK

*Additional panelists to be announced.*

12.00pm – 1.30pm **Lunch**

1.30pm – 2.15pm **Primetime with Asia's Leading Marketing Strategist and Renowned Author**

Hermawan Kertajaya  
CEO, MarkPlus & Co, Indonesia

2.15pm – 3.15pm **Afternoon Tea Break in the Asia Expo Exhibition Hall**

3.15pm – 4.45pm **The Next Big Thing: Vietnam**

While the spotlight has been burning on China and India, Vietnam is slowly emerging as the land of unlimited opportunities, thanks to a series of doi moi (renovation) reforms. Despite inherent challenges in the legal and public administrative structures and less than full transparency, global investors are drawn to Vietnam and its promising growth as seen in an 8.2% GDP in 2006.

Learn first hand from those pioneers who are committed to turn Vietnam into the next, and perhaps last, great retail development oasis.

Panelists:  
Rik Mekkelholt, M.Sc  
Manager - Retail Services, CB Richard Ellis (Vietnam), Vietnam

Munish Rishi  
Brand Manager & Business Head - Levi's Vietnam, Thanh Bac Indochina Co., Ltd, Vietnam

Paul Roche  
Development Director, Indochina Land, Vietnam

Andy Truong  
National Sales Manager, Triumph International Vietnam Ltd, Vietnam

6.30pm – 10.00pm **Asia Expo 2007 Gala Dinner at The Legends Country Club, Fort Canning Park, Singapore**

Asia Expo's "Bollywood Extravagance" - A not-to-be missed opportunity to experience North India's exotic profusion of vibrant and colourful saris, sequined shararas, veiled chunnis, gold faceted jewelry, bangles bindis, kurtas and more.

An exotic evening of culture, music and cuisine beckons. Revel in the richness and charms of multi-faceted India.



## Thursday, 19 July 2007

9.00am – 10.15am **The Mall as Money Machine - New and Alternative Sources of Revenue**

Moving beyond minimum rent and percentage sales, shopping executives will share ideas on finding new and creative ways to optimize revenue. Learn how they are identifying unique ways to capture the customer's attention at the ultimate point of purchase - the shopping centre! Specific revenue sources to be covered include advertising, choosing the right sponsor and amenity for a win-win, partnering and promoting a brand or product in your common area and finding the right partner for a lasting and sustainable strategic alliance.

Panelists:  
Alison Reyhill-Erguven  
Vice President, General Growth Properties, Chicago, Illinois, USA

Laren Ukman  
CEO, IEG Advisory and Valuation Service, USA

10.15am – 11.00am **Morning Tea Break in the Asia Expo Exhibition Hall**

11.00am – 12.15pm **Turning Green into Gold**

"Sustainability", "resource conservation", "energy efficiency", "environmental sensitivity", terms normally associated with the activities of the Sierra Club, the World Wildlife Fund and Green Peace, now grace the annual reports (printed on recycled paper, of course) of almost every major retail real estate developer and operator. While environmentally responsible development and management are imperative for retail real estate professionals, practical experience has shown that, rather than increasing costs, investments in better design, technology and materials, as well as the adaptation of smarter operating practices, can pay off substantially. A panel of the world's foremost practitioners will share with you the alchemy (actually, the sound business practices) of turning "green" into gold.

Panelists:  
Rowena M. Tomeldan  
Vice President and Deputy Group Head, Ayala Malls Group, Ayala Land, Philippines

Toby Bath  
Managing Director and Senior Vice President, HOK, Hong Kong

*Additional panelists to be announced.*

12.15pm – 2.00pm **Lunch Round Tables**

Select a topic and join the group of your choice where you can discuss on a subject of interest to you. This is a superb opportunity to network and address issues in a small group.

2.00pm – 3.15pm **Visionary Retailers Panel: The Brand and The Brawn**

Hear what some of the region and the world's most successful retailers have to say about the Asia market, expansion opportunities and the future of retailing.

*Panelists to be announced.*

3.15pm – 3.45pm **Afternoon Tea Break in the Asia Expo Exhibition Hall**

3.45pm – 5.00pm **To Dream the Impossible Dream**

The planet's most creative and inventive 21<sup>st</sup> century developers share their visions on creating retail property destinations which change the quality of life for millions, revitalize and refurbish communities and, incidentally, have a formidable ROI. Learn first-hand how they turned dreams into reality.

Panelists:  
Rex C. Drilon II, FAICD  
COO, Ortigas & Company, Limited Partnership, Philippines

Philip Ng  
CEO, Far East Organization, Singapore

Pua Seck Guan  
CEO, CapitaLand Retail Limited, Singapore

*Additional panelists to be announced.*

# The ICSC Asia Expo 2007

- Unlimited Deal Making Opportunities Await!

For the first time in Asia, ICSC's annual expo in 2006 showcased a full-fledged exhibition with many world-class developers and service providers lending their support. The quality of attendance and the nature of business conducted on the show floor far exceeded expectations as documented in the feedback below:

"The ICSC Asia Expo 2006 provided a great networking opportunity for shopping centre developers like ourselves to establish contacts in key markets, especially in the currently booming countries of China and India. Dubai Festival City's exhibition stand was overwhelmed by the responses received by industry peers and further aided us in forging a stronger international presence for our project. Congratulations on a job well done and we look forward to the continual growth of the Asia Expo and to Dubai Festival City's ongoing involvement in this event."

Phil McArthur, CSM  
Managing Director - Shopping Centres and Commercial Real Estate,  
Al Futtam Group

"Congratulations to the ICSC Asia Expo for organising a highly successful conference and exhibition in Asia. The Ayala Malls Group is proud to be a participant in this milestone event. The event was highly productive and enriching for us. The seminars were very informative and relevant. Through the exhibition, we met key retailers and managers of the various shopping centres in the region. Moreover, the exhibition was a perfect opportunity to showcase our new projects. We look forward to attending the next ICSC Asia Expo."

Rowena M. Tomeldan, Vice-President  
Ayala Malls Group, Ayala Land

"It is a great honor for my company to be an exhibitor at the ICSC Asia Expo 2006 held in Singapore this July, which provided a platform for our company to introduce Zhongguancun. The feedback from the people we met was of great help to the development of our project and inspired us to enrich the concept of ZGC International Mall. During the four-year period of being a member of ICSC, our company has gained great benefit from this professional organization. Here, we would like to sincerely express our appreciation."

Beijing Zhongguancun International Development Co., Ltd



Delegates networking with like-minded professionals.

If you have not contacted ICSC for a booth at Asia Expo 2007, please call +65 6532 3722, fax: +65 6532 7355 or email us at [info@icsc.org.sg](mailto:info@icsc.org.sg)

For more information on exhibition opportunities, please contact:

#### Asia

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## Exhibitors at ICSC Asia Expo 2007

Join Exhibitors such as

- Altoon + Porter Architects LLP
- Architects Hawaii Ltd
- Architecture HQ
- Ayala Land, Inc.
- Arquitectonica
- Benoy Limited
- Blocher Blocher Partners
- CapitaLand Retail Limited
- Colite
- Concept International Design Ltd
- Cushman & Wakefield
- DP Architects Pte Ltd
- DynaScan Technology Corp
- Far East Organization
- Footfall Asia
- Ivanhoe Cambridge Inc
- Las Vegas Sands Corp
- MulvannyG2 Architecture
- RDG Planning & Design
- Select Contracts Group
- Shun Tak Holdings Ltd
- SpinWorkz Pte Ltd
- Square Peg Design
- Switch Entertainment SA
- Subway International
- Taubman Asia
- UK Land Investment
- ... and many more.

## Exhibitor/Attendee Profile

- Shopping Centre Owners/Developers
- Retailers
- Municipalities
- Brokers
- Financial Institutions/ Capital Lending
- Accounting/Financial Services & Software
- Advertising/Marketing/ Public Relations Firms
- Architectural/Engineering/ Construction Firms
- Computer Software
- Demographics/Market Analysis/Prospecting
- Graphic & Interior Design
- Decorations/Seasonal Décor
- Signage
- Flooring Masonry Products
- Elevators/Escalator Sales & Service
- Fountains/Statues/ Sculptures
- HVAC/Lighting/Energy Management & Utilities
- Roofing Contractors & Materials

# Exhibit Space Application Form

17-19 July 2007, Suntec Singapore, Singapore

## BOOK TODAY!

CALL +65 6532 3722 OR FAX +65 6532 7355

Company Name (Exhibitor)

\_\_\_\_\_

Company Website

\_\_\_\_\_

Exhibitor Contact (This person will receive all exhibitor information)

\_\_\_\_\_

Exhibitor Contact Email Address

\_\_\_\_\_

Address

\_\_\_\_\_

City

State/Province

Zip/Postcode

Country

Tel: Country Code

Area Code

Number

Extension

Fax: Country Code

Area Code

Number

Extension

Please provide a brief description of your company's product or service:

\_\_\_\_\_

Exhibitor accepts and agrees to comply with the rules governing the exhibition as set forth in the exhibitor manual and on ICSC website as well as any additions or amendments to the rules that will be forwarded to each exhibitor at a later date upon the execution of this application.

Exhibit Space is **Confirmed ONLY in Writing**. Space is Not Confirmed or Implied Verbally. Voluntary Cancellations Are Not Refundable, Nor Transferable

### SPACE FEE:

#### OPTION A - Raw Space

US \$3,465 per 9 square metre (sqm)

##### Fee includes

- Two staff badges per booth. (These badges allow access to the Exhibition Halls only)
- Two passes to Welcome Cocktail Reception on 17 July 2007
- Contact listing in the on-site Expo Program Directory (provided application and payment is received by 1 June 2007)

#### OPTION B - Shell Scheme Space

US \$3,960 per 9 square metre (sqm)

##### Fee includes

- Two staff badges per booth. (These badges allow access to the Exhibition Halls only)
- Two passes to Welcome Cocktail Reception on 17 July 2007
- Contact listing in the on-site Expo Program Directory (provided application and payment is received by 1 June 2007)

- Carpet
- Hard Wall Shell
- Lighting
- Information Counter
- Two Foldable Chairs
- Waste Basket

#### OPTION A

Total Raw Space Requested:

(sqm) x \$3,465 = \$

#### OPTION B

Total Shell Scheme Space Requested:

(sqm) x \$3,960 = \$

#### PAYMENT OPTIONS (Please tick your choice)

**Bank Draft** US\$

Bank draft must be drawn on US Bank and make payable to **ICSC**. Please mail it to ICSC Asia-Pacific office.

**Telegraphic Transfer** US\$

Chase Manhattan Bank  
1166 Avenue of the Americas, 15th Floor  
New York, NY 10036, USA  
Attn: Robin Spitz

For the account of the  
International Council of Shopping Centers  
A/C # 033-1-030767 Routing #0210 00021

Important: Please indicate that the telegraphic transfer is for the Asia Expo 2007 so we can properly credit your account. A copy of the transfer receipt must be attached with the registration form for processing.

**Credit Card** US\$

MasterCard  VISA  AMEX

**Name** (as it appears on credit card)

**Account Number**

**Card Expires** (mm/yy)

**Signature**

(as it appears on credit card)

Company Authorized Signature (Exhibitor):

Please sign and return this application along with payment in full to:

**ICSC Asia-Pacific Representative Office**  
138 Cecil Street Cecil Court #08-02 Singapore 069538  
Phone: +65 6532 3722 Fax: +65 6532 7355  
Email: [info@icsc.org.sg](mailto:info@icsc.org.sg)

# Maximise Your Exposure Through Sponsorship

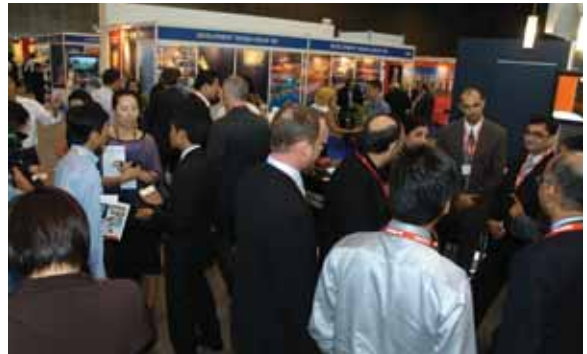
A powerful and effective return on investment by any comparison, sponsorship of ICSC Asia Expo 2007 offers a variety of highly visible opportunities to place your company's name before key decision makers in the shopping centre and retail industry. This premier event is ideally poised to engage with thousands of business delegates - all looking for the latest information on the newest projects, business trends, critical issues, new products and services and emerging technology. The various levels of sponsorship detailed below represent excellent packages to provide sponsors with direct profile via wider marketing campaigns, media attention and enhanced brand awareness; all tailored to meet your specific needs and to position your company as a leader in the industry in front of the target audience you wish to reach.

## Sponsorship Opportunities

There are three categories of sponsorship opportunities associated with the ICSC Asia Expo 2007:

- Platinum Level Sponsorships
- Gold Level Sponsorships
- Silver Level Sponsorships

Whichever channel you ultimately deem to be the most appropriate for your brand positioning, rest assured that there will be a solution for you and your organization.



### Platinum Level Sponsor

This level provides a senior level branding and garners a strong level of sponsorship exposure prior to, during and after the Expo. It also provides exclusive opportunities not otherwise available.

- Four 3 x 3 metre exhibit booths
- Four full Expo registrations
- Up to four additional registrations at a 50% discount
- Full page advertisement in the on-site Expo Programme Directory
- Select seat opportunity for corporate dinners at Gala Dinner
- Pre and post Expo mailing lists
- Logo recognition in pre-Expo mailing
- Logo recognition in Expo Programme Directory
- Hyperlink of your company's website to the ICSC Asia Expo 2007 homepage (top position)
- Inclusion of a hyperlink of your company's website in the Expo e-newsletter

Cost US \$43,450

### Gold Level Sponsor

This level provides positioning as a select sponsor and provides opportunities at the exhibition as well as promotional and on-site materials.

- Three 3 x 3 metre exhibit booths
- Three full Expo registrations
- Up to three additional registrations at a 50% discount
- Full page advertisement in the on-site Expo Programme Directory
- Pre and post Expo mailing lists
- Logo recognition in pre-Expo mailing
- Logo recognition in Expo Programme Directory
- Hyperlink of your company's website to the ICSC Asia Expo 2007 homepage
- Inclusion of a hyperlink of your company's website in the Expo e-newsletter

Cost US \$26,950

### Silver Level Sponsor

This level provides exhibit space and name recognition in all marketing and on-site materials.

- One 3 x 3 metre exhibit booth
- Two full Expo registrations
- Up to two additional registrations at a 50% discount
- Half-page advertisement in the on-site Expo Programme Directory
- Pre and post Expo mailing lists
- Logo recognition in pre-Expo mailing
- Logo recognition in Expo Programme Directory
- Hyperlink of your company's website to the ICSC Asia Expo 2007 homepage
- Inclusion of a hyperlink of your company's website in the Expo e-newsletter

Cost US \$13,750

To secure your ICSC Asia Expo 2007 sponsorship, please contact:

**Asia**  
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# Companion Programme

## Package 1 S\$ 260

- Art and Antiques on 17 July 2007 (10am - 3pm)
- ICSC Welcome Cocktail Reception on 17 July 2007

## Package 2 S\$ 500

- Traditionally Chinese on 18 July 2007 (9am - 3pm)
- ICSC Gala Dinner on 18 July 2007

## Package 3 S\$ 500

- ICSC Welcome Cocktail Reception on 17 July 2007
- ICSC Gala Dinner on 18 July 2007

## Package 4 S\$ 75

- Morning at Sentosa on 19 July 2007 (8.30am - 12.30pm)

## Art and Antiques Tours (17 July 2007)

### Kwok Gallery

Located in the premises of a somewhat unglamorous shopping mall, Kwok Gallery stands out from the rest with its roomy and elegant interior. Since its founding in 1918, the gallery has played host to visiting diplomats, VIPs, museum curators and serious collectors.



Displayed neatly are more than 4,000 pieces of Chinese antiques and art objects such as ivory sculptures, scrolls, lacquerware, Buddhist images and the like. The art space is especially well stocked with jade and porcelain products from the Ming and Qing dynasties.



### Dempsey Road

The former British army barracks and Central Manpower Base has been converted to warehouses selling South-East Asian furniture, carpets and exotic artifacts. Here, you'll find

anything from Burmese teak cabinets to rosewood tables and Balinese settees. Nestled among all these is Linda Gallery - The House of Paintings. Specialising in Indonesian art, Linda Gallery offers visitors a sanctuary for art viewing in its two-storey high gallery space. The gallery also carries works from other Asian countries including Singapore and China.

### Tanglin Shopping Centre

If art and antiques is your cup of tea, then don't miss Singapore's oldest shopping mall. You will find exotic items such as Gold Buddha statues, Tibetan gongs, Indian silverware, Papua New Guinean carvings and Peranakan beaded slippers. Walk into HaKaren Art Gallery for contemporary oil, ink and watercolour works. Or for more oriental classics, visit Tzen Gallery and Yuen Gallery which specialise in traditional and contemporary Chinese paintings. Pick up antique Japanese furniture from the late 19th century (Meiji period) and early 20th century (Taisho period) at Akemi Gallery or Chinese and Southeast Asia artifacts from Kensoon Asiatic Art. With more than 45 shops offering a myriad of arts and antiques, there is something to suit everyone's taste and pocket.

During the ICSC Asia Expo, we are pleased to offer the following programmes for companions. Contact Tour East today +65 6238 2877 or book online at [www.icscasiaexpo.com](http://www.icscasiaexpo.com)

### Unique Dining Experience

A Straits-Chinese treasure. Peranakan cuisine awakens the senses and evokes nostalgia. You will be treated to a culinary heritage at House of Peranakan Cuisine.



## Traditionally Chinese (18 July 2007)

Trace the amazing adventures of the early Chinese immigrants with a glimpse of the Chinese culture and local lifestyle.

We start our tour by visiting Far East Square- the site where our nation's Chinese immigrants first landed and you can see how Far East Square blended Feng Shui in its design.

Proceed to fascinating Chinatown for a visit to the Chinatown Heritage Centre. Learn about the rich cultural history of old Chinatown and gain an insight into the appalling living conditions in the dark and cramped quarters of a typical Chinatown shop-house.



Tour of the Bird's Nest Gallery at Eu Yan Sang and try the ginseng tea. Bird's nest is a Chinese delicacy that has been acclaimed by Chinese to be an effective health-giving tonic. Eu Yan Sang Bird's Nest Gallery has a custom-built bird's nest cave, which is simulated to look like the real thing; and an interactive booth that helps to clarify the myths from the facts of bird's nest.



Our last stop will be at Hua Song Museum, located in the new wing of Haw Par Villa on the West Coast of Singapore. Hua Song, which means "in praise of the Chinese Community", will bring alive the dreams, sacrifices, fortitude and achievements of the Chinese who left their families and homeland in search of fortunes overseas.

Visitors will be able to soak in the spirit of adventure and enterprise of the early Chinese migrants who seized opportunities amidst adversity to make good in their adopted land.

Experience lunch at "Made in China" restaurant that promises an innovative experience of fine dining in a museum setting. It serves contemporary Chinese cuisine and features renowned traditional dishes of provinces and dialect groups from all over China in addition to local favourites and distinctive signature dishes.

## Morning at Sentosa (19 July 2007)

Get away from the hustle and bustle of the city to Sentosa - the resort island of peace and tranquility. Enjoy a scenic cable car ride and catch a bird's eye view of Singapore's skyline and its busy port.



On the island, visit the Butterfly Park and Insect Kingdom, with more than 3,000 species of butterfly and insect specimens on display. Next, visit the Underwater World, Asia's largest and most innovative tropical oceanarium that is home to over 2,500 marine animals. Tour ends with a coach ride back to the mainland.

# Hotel Reservation Form

 Registration No. 

 PLEASE FAX to Tour East at +65 6238 2886 by 20 June 2007.

Personal Particulars (Please print your particulars in BLOCK LETTERS)

 Mr  Ms  Mrs  Madam

 \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 First Name Middle Name Family Name

Company / Institution \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Country / Area Code \_\_\_\_\_ / \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail address \_\_\_\_\_

 Please tick your selection in the  check box below

Hotel Category	Hotel	Room Category	Distance To Expo Venue	Room Rate (Twin/Double Room)	Breakfast Rate (per day)	No of Nights
Pan Pacific Singapore	5 Star	Panoramic Room	5 min walk	<input type="checkbox"/> S\$280.00+++	<input type="checkbox"/> S\$35.00+++	
		Executive Business Room (Incl. Exec. Business Floor Benefits)	5 min walk	<input type="checkbox"/> S\$340.00+++	<input type="checkbox"/> Inclusive	
		Pacific Club Room (Incl. Pac. Club Floor Benefits)	5 min walk	<input type="checkbox"/> S\$390.00+++	<input type="checkbox"/> Inclusive	
The Oriental Singapore	5 Star	Deluxe Harbour View Room	5 min walk	<input type="checkbox"/> S\$340.00+++	<input type="checkbox"/> S\$35.00+++	
Conrad Centennial	5 Star	Classic Room	5 min walk	<input type="checkbox"/> S\$300.00+++	<input type="checkbox"/> S\$30.00+++	
Swissotel The Stamford	5 Star	Deluxe Room	5 min drive	<input type="checkbox"/> S\$250.00+++	<input type="checkbox"/> S\$30.00+++	
The Carlton Singapore	4 Star	Deluxe Room	10 min walk	<input type="checkbox"/> S\$235.00+++	<input type="checkbox"/> S\$25.00+++	

Note: Above room rates are exclusive of 1% Cess, 10% service charge and prevailing rates of Goods & Services Tax. Reservations must be made at least 30 days prior to your check-in date. Room and rates are subject to availability after the stipulated deadline.

- Room reservations must be accompanied by a one night deposit via Credit Card. In the event of no-show or cancellation received within 21 days, a cancellation fee equivalent to 1 night deposit will be chargeable. More budget hotels are also available, please contact the ICSC AsiaExpo 2007 Housing Bureau.
- Limousine transfer from airport is available. Please contact the ICSC AsiaExpo 2007 Housing Bureau for package cost.

Arr. Date \_\_\_\_\_ Flight Arr. Detail \_\_\_\_\_ Dep. Date: \_\_\_\_\_ Flight Dep. Detail: \_\_\_\_\_

COMPANION PROGRAMME				
Item	Description	Price	No of Persons	Amount (S\$)
Package 1	Art and Antiques on 17 July 2007 (10.00am - 3.00pm) Welcome Cocktail Reception on 17 July 2007	S\$260		
Package 2	Traditionally Chinese on 18 July 2007 (9.00am - 3.00pm) Gala Dinner on 18 July 2007	S\$500		
Package 3	Welcome Cocktail Reception on 17 July 2007 Gala Dinner on 18 July 2007	S\$500		
Package 4	Morning at Sentosa on 19 July 2007 (8.30am - 12.30pm)	S\$75		
<b>Total Amount Due (S\$)</b>				

 For more information about Pre & Post Tours, please visit website: <http://www.icsc2007.com>
 By Bank Draft/Cheque/ TT in Singapore Dollars drawn on a bank in Singapore and made payable to "Tour East Singapore (1996) Pte Ltd"

 Bank Draft/Cheque Number /TT is \_\_\_\_\_ from issuing bank \_\_\_\_\_

\*\* Full payment for tours must be made upon registration. Payment made by other currencies, please contact Tour East Housing Bureau. Any outstanding payment will be collected on-site.

 By Credit Card. I hereby authorise "Tour East Singapore (1996) Pte Ltd" to deduct the above amount from my:

 Visa  MasterCard  AMERICAN EXPRESS

CARD HOLDER'S NAME: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date: (MM/YYYY) \_\_\_\_\_ / \_\_\_\_\_

Date of Authorisation: \_\_\_\_\_ Signature as in Credit Card \_\_\_\_\_

**Tour East Singapore (1996) Pte Ltd**  
 Telephone: +65 6238 2877  
 Facsimile: +65 6238 2886  
 E-mail: [icsc2007@toureast.net](mailto:icsc2007@toureast.net)  
 Contact persons:  
 Eunice Chua Tel : +65 6238 2884  
 Mandy Woo Tel : +65 6238 2877

**Please remit your Payment to Tour East by telegraphic transfer. Bank Details are as follows:**  
 Account Name : Tour East Singapore (1996) Pte Ltd  
 Account Number : 920-349-774-8  
 Swift Code : UOVBSGSG  
 Bank Name : United Overseas Bank  
 Bank Address : UOB Orchard Road Branch  
 230 Orchard Road # 01-230 Faber House  
 Singapore 238854  
 Bank Code : 7375 Branch Code : 320

**ICSC AsiaExpo2007 Housing Bureau Have Confirmed:**  
 Your Hotel Confirmation No: \_\_\_\_\_  
 Your Tour Confirmation No: \_\_\_\_\_  
 Total Amount : S\$ \_\_\_\_\_  
 Payable by : \_\_\_\_\_  
 By Tour East Housing Bureau  
 Company Stamp: \_\_\_\_\_

# Registration Form

ICSC Asia Expo 2007

17-19 July 2007, Suntec Singapore, Singapore

CALL +65 6532 3722 OR FAX +65 6532 7355

Surname  
(Mr/Mrs/Ms/Mdm) \_\_\_\_\_

First Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postcode \_\_\_\_\_ Country \_\_\_\_\_

\_\_\_\_\_

Tel:  
Country Code    Area Code    Number                      Extension

Fax:  
Country Code    Area Code    Number                      Extension

Email \_\_\_\_\_

ICSC Membership Number \_\_\_\_\_

**Important:** To qualify for the member fee, each registrant must be an ICSC member. The individual membership DOES NOT entitle every employee to enjoy the member fee. An affiliate membership is required for each registrant.

## Your Company's specific business category:

- |  |   |
|--|---|
| <input type="checkbox"/> Shopping Centre Developer/Owner | <input type="checkbox"/> Shopping Centre Management Company |
| <input type="checkbox"/> Retail                          | <input type="checkbox"/> Architecture/Design                |
| <input type="checkbox"/> Lending/Financial Institution   | <input type="checkbox"/> Product Supplier                   |
| <input type="checkbox"/> Real Estate Consulting          | <input type="checkbox"/> Others                             |

## REGISTRATION FEES

### Members

- |   |          |
|---|----------|
| <input type="checkbox"/> Advance (before 1 July 2007) | US\$ 755 |
| <input type="checkbox"/> On Site                      | US\$ 855 |

### Non Members

- |   |          |
|---|----------|
| <input type="checkbox"/> Advance (before 1 July 2007) | US\$ 875 |
| <input type="checkbox"/> On Site                      | US\$ 975 |

**Advance registration will not be accepted after 1 July 2007.**

### Team Discount

ICSC recognizes the value of learning in teams. Enjoy a 10% discount for 3 or more participants who register at the same time from the same organization and of the same billing source.

**DON'T WAIT. REGISTER TODAY!**

**ALL** conference seats were sold out one week before registration closed last year.

## PAYMENT OPTIONS (Please tick your choice)

**Credit Card** US\$ \_\_\_\_\_

MasterCard  VISA  AMEX

**Name** (as it appears on credit card)

\_\_\_\_\_

**Account Number** (include all digits)

\_\_\_\_\_

**Signature**

(as it appears on the card)

\_\_\_\_\_

**Card Expires** (mm/yy) \_\_\_\_\_

**Telegraphic Transfer** US\$ \_\_\_\_\_ to:

**Chase Manhattan Bank**  
1166 Avenue of the Americas, 15th Floor  
New York, NY 10036 USA  
Attn: Robin Spitz

For the account of the  
International Council of Shopping Centers  
A/C # 033-1-030767 Routing #0210 00021

**Important:** Please indicate that the telegraphic transfer is for the Asia Expo 2007 so we can properly credit your account. A copy of the transfer receipt must be attached with the registration form for processing.

**Bank Draft** US\$ \_\_\_\_\_

**ICSC Asia-Pacific**  
138 Cecil Street, #08-02 Cecil Court  
Singapore 069538

Bank draft must be drawn on a US Bank and made payable to ICSC. Please mail it to ICSC Asia-Pacific office and write the delegate(s) name on the back of the bank draft.

## CANCELLATION POLICY

Asia Expo 2007 registration fee includes study tour of Singapore shopping centres, entry to the exhibition, all conference sessions, all lunches, coffee breaks, Welcome Cocktail Reception, Gala Dinner and a listing in the Expo Programme Directory (provided registration and payment is received by 1 June 2007). For cancellations received in writing between 1 March and 31 May, a charge of 50% will be deducted from your refund. No refunds will be issued after 1 June 2007. All requests for refunds must be sent to the ICSC Asia-Pacific office in writing.

**For any enquiries, please contact**

**ICSC Asia-Pacific**

**Tel: +65 6532 3722 Fax +65 6532 7355**

**Email: info@icsc.org.sg**

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Email: [info@icsc.org.sg](mailto:info@icsc.org.sg)  
Website: [www.icsc.org](http://www.icsc.org)

