

2008 Pre-Conference Study Tour

Shopping Centres in Belgium
and The Netherlands

Brussels, Louvain-la-Neuve, Antwerp, Maastricht,
Rotterdam, The Hague, Arnhem, Nijmegen,
Amstelveen and Amsterdam

11-15 April 2008

- View shopping centres and meet with their management teams
- Discover innovative architecture and design concepts
- Meet and share experiences with colleagues from around the world
- Includes registration for ICSC European Conference, 16-18 April 2008, RAI Convention Center, Amsterdam

ICSC European Partners



Aareal Bank

CÓRIO

CBRE
CB RICHARD ELLIS



ICSC 2008 Pre-Conference Study Tour Shopping centres in Belgium and The Netherlands

World-renowned for its physical beauty, high quality of life and friendly people, Belgium and The Netherlands are also home to some of the most exciting, innovative and successful retail concepts.

The ICSC Study Tour of shopping centres across Belgium and The Netherlands will visit stimulating, creative and innovative shopping centres, which have been developed and adapted to fit the business climate, lifestyle and changing demographics of the region. Many 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. Following the Study Tour, the ICSC European Conference will further your knowledge and understanding, as well as provide valuable networking and business opportunities.



WHO SHOULD ATTEND?

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



TOUR ITINERARY

Friday, 11 April – Brussels, Louvain-la-Neuve

- Delegates may check into hotel (Le Meridien Brussels). The study tour will begin at 16:00 h with departure by rail for first shopping centre visit, then return back to Brussels for dinner
- **L'Esplanade** in Louvain-la-Neuve

Saturday, 12 April – Brussels, Antwerp

- **Waasland Shopping Center** in Sint-Niklaas
- **Wijnegem Shopping Center** in Wijnegem
- **Stadsfeestzaal Antwerpen** in Antwerp
- Walking tour of street retail from Stadsfeestzaal Center to the Grand Bazaar Center, led by Hugo Van de Cauter, Secretary General, BLRW/CBLCC
- Dinner in Antwerp

Sunday, 13 April – Maastricht, Rotterdam

- **Entre Deux** in Maastricht
- **Dominicanenkerk** in Maastricht (innovative Selexyz bookstore design)
- **Mosae Forum** in Maastricht
- Walking tour of street retail in Maastricht, led by Arno Ruigrok, Associate Director, Multi Corporation
- Dinner in Rotterdam

WHAT ARE THE BENEFITS?

- Learn the secrets of successful shopping centres and how to apply them to your centre.
- Look at innovative ways to redevelop, lease, and customise your shopping centre.
- 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 centre.
- Find methods to increase your centre's sales and profits.
- Learn unique maintenance and security tactics.
- Gain knowledge on tactics for operating your centre efficiently.

Monday, 14 April – Rotterdam, Arnhem

- Tour of Rotterdam Harbour by boat
- **Beurstraverse** in Rotterdam
- **Lijnbaan** in Rotterdam (open air shopping street)
- **Alexandrium I + II + III** in Rotterdam
- Dinner in Arnhem

Tuesday, 15 April – Arnhem, Nijmegen, The Hague, Amstelveen, Amsterdam

- **Musiskwartier** in Arnhem
- **Marikenstraat + Marienburgpassage** in Nijmegen
- **Spuimarkt** in The Hague (opened in November 2007)
- Retail streets including **The Passage** in The Hague
- **Binnenhof/Rembrandthof** in Amstelveen
- Tour ends in Amsterdam, site of ICSC European Conference

CONFERENCE

Wednesday 16 – Friday 18 April – Amsterdam

ICSC European Conference, RAI Convention Center
Registration and Design Trends display open at 11:00

(Registration fee for the ICSC European Conference is included in the study tour fee)



L'esplanade



Waasland Shopping Center



Wijnegem Shopping Center



Stadsfeestzaal

DAY 1 - FRIDAY 11 APRIL

Delegates may check into our hotel, Le Meridien Brussels. The study tour will begin at 16:00 h with departure by rail for our first shopping centre visit, then return back to Brussels for dinner. Brussels, the capitol of Europe, contains fine examples of Art Nouveau design, wonderful chocolate, and several outstanding museums, bars and restaurants. The rue Neuve, which is practically a pedestrian shopping mall, features many boutiques and department stores.

L'esplanade

Located in the heart of Louvain-la-Neuve (Walloon Brabant, south of Brussels), L'esplanade is an urban concept associating a shopping mall (34,500 m² GLA on 2 levels) with 95 shops, a new pedestrian commercial street, the Charlemagne Street, which is an external prolongation of the mall with more

than 30 shops and a cinema with 13 theatres. For children or adults, our aim is to welcome our clients in a convivial atmosphere and to transform shopping into escapade in a pleasant and sympathetic environment. L'esplanade is a new shopping experience!

DAY 2 - SATURDAY 12 APRIL

After breakfast, our group will head north by motorcoach, visiting shopping centres in and near Antwerp. Antwerp is a the world's fifth-largest port. While known for its liveliness, sophistication and maze of medieval streets in the town centre, Antwerp is also referred to as "the diamond centre of the world".

Waasland Shopping Center

Waasland Shopping Center is the result of a first-rate cooperation between ING Real Estates and Bouwfonds Development. Both project developers used their extensive retail experience to create a whole new shopping concept. It derives its success from the presence of some 140 retail outlets and from an attractive combination of other ingredients: a strong, sophisticated concentration of diverse businesses, a clear structure and upscale architecture. Thanks to the strategic location of the WaSC, we are able to attract consumers from over the entire Flanders region.

Other anchor tenants of Wijnegem Shopping Center with a GLA that exceeds 1,000 m² include Fnac, New Look, Esprit, Zara, Lunch Garden and Hema. Wijnegem Shopping Center is the largest shopping centre in the Benelux.

Wijnegem Shopping Center

Situated 5 kilometres east of the town-centre of Antwerp, Belgium's second greatest city, and strategically located next to the access/exit of motorway E313/E34 Antwerp-Hasselt/Liège. Waasland Shopping Center consists of two retail levels with 240 units comprising a total GLA of 57,000 m² linked by 15 wide escalators and 6 different lifts, including 2 panoramic lifts, to the roof level containing 950 car parking spaces. A total of 2,000 parking spaces are situated within a recently built multi storey car park at the front of the centre. Wijnegem Shopping Center offers its visitors (9.5 million in 2007) now a total of 5,000 free car parking spaces on-site. The anchor tenants of Wijnegem Shopping Center include H&M, C&A, Peek & Cloppenburg, United Brands and the supermarket Super GB; all of these tenants have a GLA of 2,000 m² or more.

Stadsfeestzaal

Stadsfeestzaal is an important historical 100 year old monument located between "Hopland", a more upmarket retail area and "Meir", the highstreet mainstream shopping in Antwerp. Unfortunately the building was almost completely destroyed by a fierce fire on December 27, 2000. Multi Development Belgium refurbished the building with eye for historic detail and grandeur. This unique building was returned to the city, not only as the "shopping hot spot", but also as a place to come together and celebrate life. Stadsfeestzaal became truly a unique asset to the city of Antwerp and reconfirmed once again the city as a preferably shopping destination. Stadsfeestzaal comprises 40 shops spread over 4 levels, on 20,500 m² retail area and 275 underground parking spaces. The centre combines fashion, leisure and food in a unique fusion of historical and modern architecture.

Our group will have a walking tour of street retail from Stadsfeestzaal to the Grand Bazar Center, led by Hugo Van de Cauter, Secretary General, BLRW/CBLCC. Following this, we will enjoy dinner in Antwerp before returning to Brussels for the night.

DAY 3 - SUNDAY 13 April

After checking out of our Brussels hotel, our group will travel to Maastricht for our first stop in The Netherlands. Located on the Maas River, Maastricht is known as an exuberant center of history, culture and hospitality. It is very user-friendly city, offering a high quality of life unmatched by other cities.

Entre Deux

A town-centre redevelopment in the heart of Maastricht. Property developers Multi Vastgoed and 3W have converted a 1970's disused shopping centre into a stylish shopping area. As a result of the materials used and the incorporation of six historic buildings, including the 14th-century Dominican Church, Entre Deux now blends effortlessly into the characteristic town centre. This has resulted in a new, sustainable public area in one of the best locations in the town. Entre Deux contains 12,000 m² of shops, a car park for residents and retailers with approximately 200 spaces, and 19 private luxury apartments.

Partly thanks to Entre Deux, shoppers in Maastricht have access to fashion houses such as Hennes & Mauritz, Zara, Mango and New Yorker, which were previously unable to find suitable premises in Maastricht due to the small-scale shopping space. Entre Deux has strengthened the core shopping area of Maastricht. It is nominated for ICSC design award in small shopping centres category.

Dominicanenkerk

The Dominican Church adjacent to Entre Deux is called Dominicanenkerk. It was one of the first Gothic churches in the Netherlands. But in recent years, the church served only as a bicycle shed. The Municipality of Maastricht retored the church and its many valuable frescos, including a 1337 mural depicting the life of Thomas Aquinas, to their former glory thanks to the use of the church as a book shop and cultural meeting centre. The church contains Selexyz Dominicanen Book Shop, called by many "the most beautiful book shop in the world", which also has a cultural function. Our group will visit this book shop which The Guardian called the best book shop in the world. Visitors to the church can view the activity and the murals from a great height.

Mosae Gusto!

Our group will enjoy lunch at Mosae Gusto! a new food concept opened in November 2007. Located in the cellar of Mosae Forum, in the centuries-old vaulted chambers next to Jumbo supermarket, Mosae Gusto! is 3,500 m² of cooking, tasting and shopping near the market square in the heart of Maastricht, the biggest culinary fresh food market in the Benelux.

Mosae Forum

Mosae Forum occupies an important area of Maastricht's city centre, unites various functions (residential, commercial, shopping, recreation and parking), acts as a public and private transport hub, and offers opportunities for relaxation, not only within Mosae Forum itself but also in the Market Square (which the project has turned into a no-car zone) and the new Maasboulevard. Mosae Forum blends seamlessly into Maastricht's core shopping area and provides access to the city's Bassin and Belvédère districts. Mosae Forum is also a place of work, as it encompasses Maastricht's municipal offices (including front office and council chamber). Mosae Forum covers approx. 17,000 square metres, with 15,000 m² of shops and café/restaurant space. The shops are located in two buildings and on three floors, with direct access to the underground car park.

Mosae Forum is best characterised by its multifunctionality, providing space for work, shopping, living, recreation and parking. It blends perfectly into the Maastricht's historic city centre while taking up no less than 17,000 square metres. It serves as a solution to numerous city-centre problems, involving a complete change of the infrastructure, a solution to traffic congestion (including traffic flows along the river), and the development of a recreational area on the banks of the Meuse.

Our group will have a walking tour of street retail on Maastricht, led by Arno Ruigrok, Associate Director, Multi Corporation, and Noëlle Brouns, Marketing Manager, 3W Vastgoed BV. We will then travel to Rotterdam for the evening.



Entre Deux



Dominicanenkerk



Mosae Gusto!



Mosae Forum

DAY 4 - MONDAY 14 April

Shops are closed Monday morning, so our group will enjoy a tour of Rotterdam Harbour by boat. Following will be visits to shopping centres and retail in Rotterdam. While Rotterdam retains traces of Holland's Golden Age in two areas, Delft Harbor and Old Harbor, it is now more known as the world's busiest ocean harbour. It has become an efficient, workable modern city.

Buerisplein

Nearly fifty years after World War II, Rotterdam was still suffering from poor reconstruction. The city's busiest traffic artery severed downtown shopping into two separate, and weakened, districts. To heal the split and the city, Jerde collaborated with de Architecten Cie to create a pedestrian street below the traffic barrier, based on a concept by T+T Design. Open to the sky, under gently curving glass canopies that protect shoppers against inclement weather, Beursplein echoes earlier times when the neighborhood was an upscale retail arcade. Together with a 30-floor residential tower, shopping gallery, and metro station, Beursplein reintroduced living, shopping, and entertainment into the heart of Rotterdam. The result is the rebirth of an extremely popular shopping and entertainment destination. Local newspapers reported that 1.5 million people celebrated the opening of Beursplein. Another two million visited the second day.

Alexandrium I + II + III

Alexandrium is a large-scale shopping area along the ring road (A16 and A20) on Rotterdam's North Side. The entire project covers a surface area of over 100,000 m², divided into different settings: a large indoor shopping centre, Megastores, and a nationally renowned Furniture Mall. The site as a whole acts as a magnet for the entire region, and even beyond. Restaurants, cafés, a number of other food service outlets, and detailed attention to public space all ensure an enjoyable environment for consumers. Sunday opening hours ensure a steady stream of additional business. Alexandrium I is located in the city district centre and is covered, approximately 35,000 m². Alexandrium II is a planned development of large scale retailers, open air, approximately 26,000 m².

Alexandrium III is the famous furniture centre (Woonmall), approximately 60,000 m².

Lijnbaan

An open air shopping street in Rotterdam, Lijnbaan opened in 1953, as the main street in the new shopping district, following demolition of the historic city centre. It is a complete car-free zone and has been a test case for numerous car-free shopping streets around the world. Nowadays there are plans to redevelop the street as part of bigger redevelopments of the shopping district. The Beurstraverse is a good example of these redevelopments. Many mall architects have studied Lijnbaan.



Buerisplein



Alexandrium I



Alexandrium II



Alexandrium III

DAY 5 - TUESDAY 15 April

After breakfast, our group will visit a shopping center which is nominated for an ICSC award. Arnhem is a reconstructed city and features a vibrant downtown area.

Musiskwartier

Nominated for ICSC design award, Musiskwartier is 34,800 m² and is an example of inner city redevelopment, mixed use, integration in inner city tissue. The project Thalia, Musiskwartier (the Muses Quarter) includes dramatic redevelopment and new construction of a 34,800 m² commercial shopping area. This area is located in the centre of the city of Arnhem. The total plan, designed by a coalition of different architects, encompasses a new city square, a covered passageway, 67 residential dwellings and a parking garage with 750 parking places. Shopping takes place partly underground. Retail tenants include H&M, The Sting, Blokker, C&A, Plus Supermarkt, Score and Tommy Hilfiger. Musiskwartier is a development of Multi Development in cooperation with Arnhem municipality and Vendex KBB NV.

Nijmegen, located on the Waal river, is currently engaged in urban renewal projects. With a long recorded history, Nijmegen is officially the oldest city in the Netherlands.

Marikenstraat

Nijmegen improved their public space and infill with projects to improve the urban structure. The Mariënborg master plan of Soeters Van Eldonk Ponc architects is an example of this. The plan creates a new shopping route between existing shopping streets and aims at a more comprehensible urban structure. A multiplicity of new functions enables a more mixed and intensive use of space in the Nijmegen city centre. In addition to shops and dwellings, the Lux theatre and cinema and a new library and municipal archives have been built. The natural altitude differences have been maximized in an ingenious way in the project. Two street levels over each other, related to the altitude changes at both ends of the newly created street, enable Marikenstraat shopping centre to be created at two levels. Steps, bridges and slopes link the two levels. Ancient monuments have been accommodated respectfully in the urban design context and the detailing of the public space has been carefully carried out.

The Hague, or more commonly Den Haag, is Dutch government's home, and is cosmopolitan center bursting with style and culture, full of parks and elegant homes. It is site of the International Court of Justice, housed in the famous Peace Palace.

Spuimarkt

The entire Spuikwartier project comprises 53,000 m² of shops, leisure facilities and restaurants, as well as residences, all located within the heart of the city. Accessibility is excellent: an underground tram tunnel and car park located below the pedestrian area have both been constructed. Spuimarkt contains a range of retail formulas over 21,000 m², a nine-screen Pathé multiplex theatre, restaurants and leisure facilities provide much for shoppers. The presence of major retail chains such as Zara and C&A have attracted a large, diversified customer base to Spuimarkt. It opened in November 2007 and is a joint venture of Multi Development, ING Real Estate and BAM Real Estate.

The Passage

Shopping in The Passage, its history going back more than 115 years to make it the Netherlands' oldest shopping centre, is an experience itself. The glass-roofed mall is home to many specialist shops with ultramodern appeal. With its splendid architecture, the experience of being in The Passage is unlike anything you'll find in modern shopping centres. A day of shopping in The Hague just isn't complete without a visit to The Passage.

Traveling towards Amsterdam, our group will stop in Amstelveen to visit one of the largest shopping centers in the Netherlands. Amstelveen has light industry and agriculture. Schiphol International Airport is there.

Binnenhof/Rembrandthof

Stadshart Amstelveen includes Binnenhof/ Rembrandthof, and is a shopping area which features 165 stores. It is one of the most successful shopping centers in the Netherlands. It offers a wide variety of international clothing stores, warehouses and outlets, and high-quality entrepreneurial ventures. A good proportion of independent stores provides "color" in the shopping area. A variety of restaurants, bars and pubs can be found in the central square, which is located nearby several cultural attractions. It is easily accessible and includes its own parking garage. The centre covers well over 40,000 m²; consisting of redevelopment of an old centre, extension with a new mall, addition of a new square with retail, museum and theater.

Our study tour group will travel on to Amsterdam, site of the ICSC European Conference. (Registration for the conference and three nights hotel accommodation are included in the Study Tour fee.)



Musiskwartier



Marikenstraat



Spuimarkt



The Passage



Binnenhof

Registration Form

ICSC Study Tour of Shopping Centres in Belgium and The Netherlands, 11-15 April 2008
ICSC European Conference, Amsterdam, 16-18 April 2008

Four easy ways to register



www.icsc.org/2008EST



+44 20 7976 3102



+44 20 7222 7791



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



Payment or invoice queries contact Jermaine Hyman
jhyman@icsc.org +1 646 728 3503

What is included:

- Hotel accommodations throughout the Study Tour and ICSC European Conference. Check-in Friday, 11 April; Check-out: Friday, 18 April. (The 3 nights accommodation in Amsterdam are at the Hotel Piet Hein)
- Tour of shopping centres, 11-15 April, with briefings and Q&A time with the shopping centre management teams.
- Transportation during study tour, beginning in Brussels and ending in Amsterdam.
- Most meals for the duration of the Study Tour.
- Registration for the ICSC European Conference (please see www.icsc.org/2008EU for conference programme).

Complete and return the enclosed registration form with payment by 3 March 2008. Registration is limited to the first 35 delegates, so we encourage you to register today!

Further information

All inquiries regarding the ICSC Study Tour of shopping centres in Belgium and The Netherlands may be made to Kurt Wallin by telephone: +1 646 728 3467; fax: +1 732 694 1728 or e-mail: kwallin@icsc.org For general inquiries regarding ICSC European Conference only please contact +44 20 7976 3102 or icsc.europe@icsc.org

Deadlines

To qualify for the study tour advance registration discount, we must receive your payment by 3 March 2008. For your name to appear in the mail list of delegates for the ICSC European Conference, we must receive your registration and payment by 1 April.

Cancellations/substitutions

If you are unable to participate you may cancel up to 10 March 2008 and receive a full refund. No refunds will be given for cancellations after 10 March 2008. 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.

Advanced registration fee (before 3 March 2008)

ICSC Member €2,895

Non Member €3,095

(Fees include VAT)

Standard registration fee (after 3 March 2008)

ICSC Member €3,095

Non Member €3,295

ICSC Membership To qualify for the discounted ICSC member fee, each registrant must be a member ICSC. To become an ICSC member, please call ICSC +44 20 7976 3102 or visit www.icsc.org

Note: For more information on the ICSC European Conference in Amsterdam, including registration details for the Gala Dinner (the gala dinner is separate fee), please go to www.icsc.org/2008EU

PLEASE COMPLETE THIS FORM CLEARLY USING BLOCK CAPITALS

Mr/Mrs/Ms _____ First name _____ Surname _____

Position _____ Company name _____

Type of business _____

Address _____

Postal code _____

Country _____ Tel no _____ Fax no _____

E-mail (for correspondence) _____

ICSC Membership number _____

Method of payment

Cheque. I enclose a cheque for € _____ Please make cheques payable to International Council of Shopping centres/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 _____

TO REGISTER VISIT WWW.ICSC.ORG/2008EST OR CALL +44 20 7976 3102

ICSC 2008 Pre-Conference Study Tour and European Conference

ICSC PRE-CONFERENCE STUDY TOUR

Join us as we visit several cities and a wide variety of exceptional shopping centres across in Belgium and The Netherlands. You will benefit from viewing centres and meeting with their shopping centre management teams, all pre-arranged in an enjoyable itinerary to allow you to:

- Learn the secrets of successful shopping centres and how to apply them to your centre.
- Look at innovative ways to redevelop, lease, and customise your shopping centre.
- 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 centre.
- Find methods to increase your centre's sales and profits.
- Learn unique maintenance and security tactics.
- Gain knowledge on tactics for operating your centre efficiently.



ICSC EUROPEAN CONFERENCE

This year's European Conference takes place in Amsterdam, one of Europe's most inspiring and vibrant cities. Our events offer consistently excellent speakers, relevant and informative conference sessions and an unrivalled opportunity to meet and compare notes with industry colleagues from all over Europe and beyond. Don't miss out on:

- Insight and comment from a specially selected panel of speakers.
- The chance to question speakers further, debate industry issues with colleagues and make new contacts over networking breaks, hosted round table lunches and a gala dinner held at The Amsterdam Convention Factory.
- The latest innovations and advances in design and retail concepts, showcased in the Design Trends exhibition throughout the conference.
- Celebrating our industry's best at the Solal Marketing Awards and the European Shopping Centre Awards on Thursday, 17 April.
- The opportunity to explore Amsterdam itself and some key shopping centre developments including Kalvertoren and Magna Plaza in a tour of the city on the afternoon of Friday, 18 April.

You will visit on Study Tour

Brussels
Louvain-la-Neuve
Antwerp
Maastricht
Rotterdam
The Hague
Arnhem
Nijmegen
Amstelveen
Amsterdam

