

"A VERY **USEFUL**  
AND **RARE** MEETING OF  
PAN-EUROPEAN ECONOMISTS  
AND RESEARCHERS THAT  
MANY INVESTORS AND  
DEVELOPERS WOULD DO WELL  
TO ATTEND."

**Tim Santini**  
Director

Eurocommercial Properties



# European Research Seminar

Radisson Blu Carlton Hotel, Bratislava, Slovakia  
5-6 November 2009

## Recovery through Retail Innovation

- With less disposable income, what are consumers looking for now?
- How do retailers react successfully to the challenging environment?
- Key views from the developer, investor, retailer and funder. Who is now taking the risks? What are the rewards?

*.....Bratislava is only 35 minutes  
away from Vienna!*



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# Recovery through Retail Innovation

Join us in Bratislava to consider some of the critical issues confronting researchers in the retail real estate industry in 2009. The title of this year's Seminar "Recovery through Retail Innovation" is intentionally provocative. Indeed, we will hear from industry leaders about their past experiences and forward-thinking strategies for being best positioned to fully benefit from the forthcoming recovery. The second day features visits to Aupark and Avion Park shopping centres.

## About ICSC

ICSC is the global trade and professional association of the shopping centre industry. We are a not-for-profit organisation with over 60,000 members in more than 80 countries worldwide. Our members include: owners/developers, retail consultants, retailers, investors, architects, shopping centre managers and other retail real estate professionals. Membership brings benefits in developing your business and career through unique access to market intelligence and research, industry leaders and professionals across Europe and around the globe.

Benefits of membership include: unrivalled networking with your peers at our events, via our website and our annual directory; exceptional information and market intelligence through one-to-one contacts, newsletters and publications; prime opportunities to access projects and professionals nationally and globally; independent early alerts to legislative change in Brussels; opportunities to gain professional recognition through certification and award programmes.

### WHO SHOULD ATTEND?

- Shopping centre managers
- National government agencies and advisers with a strategic interest in European retail development
- Retail researchers and information managers
- Investors
- Developers
- Retailers and leisure operators
- Anyone seeking insight into European shopping centres and future drivers for the industry

### WHY ATTEND?

- To create future growth strategies based on emerging trends
- To stay one step ahead of dynamic consumers
- To widen industry knowledge through interaction with international colleagues
- To share your questions with practitioners and peers at lively interactive sessions
- To establish new professional contacts and explore new business opportunities
- To acquire new ideas, best practice tips and benchmarks

### PROGRAMME PLANNING COMMITTEE

**Chair: Mahdi Mokrane**, AEW Europe, France  
**Marc Espinet**, Property Market Analysis LLP, UK  
**Filipa Fernandes**, SES Spar European Shopping Centers, Austria  
**Kathrine Heiberg**, ReTeam, Denmark  
**Jean Pierre Payat**, Spain  
**Karel Zeman**, ING Real Estate, Czech Republic

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## DAY ONE – THURSDAY 5 NOVEMBER 2009

### 08:15 REGISTRATION

#### 09:00 Welcome

**Mahdi Mokrane**, Chairman of the Programme Planning Committee, Head of Research Strategy, AEW Europe, France

#### 09:05 Update on the European Research Group Activities

**Ralf-Peter Koschny**, Chair of the ICSC European Research Group, Member of Directory Board, BulwienGesa AG, Germany

#### 09:15 Heavy Weather Wave

- Developers - non-swimmers!
- Retailers - surf the innovation!
- Consumers - still on the boat?

**Marcus Wild**, Chair of the ICSC European Advisory Board, CEO, SES Spar European Shopping Centers, Austria

#### 09:45 Understanding Shoppers in Recessionary Times: Is the Crisis in their Wallets as well as in their Heads?

- How have the shopping habits of Central and Eastern Europe been influenced by the recession?
- How should retailers respond to this change?
- How are shopping centres differentiating themselves from the high street?

**Tomas Drtina**, Managing Partner, INCOMA GfK, s.r.o., Czech Republic

#### 10:15 DISCUSSION

#### 10:30 NETWORKING BREAK

#### 11:15 Funder's View

**Volker Lütgen**, Acquisition and Sales, HSH Real Estate AG, Germany

#### 11:35 Changing Investment Strategy through the Crisis

- Is the retailer or investor responsible for risk-taking? What lessons have been learned?
- Are lease contracts negotiated during the boom times still valid in times of crisis?
- How have retailers changed their strategy to survive the crisis and in time for recovery?

**Jan Kubicek**, Fund Manager & Head of Asset Management CEE, ING Real Estate, Czech Republic

#### 11:55 There is no such Thing as a Free Lunch, Especially During the Crisis

- How to stabilise the economic performance of Retail Assets
- How to create opportunities in a weaker environment
- How to use lessons learned during the downturn to speed recovery

**Walter Wölfler**, Head of Asset Management Office, Logistics & Retail, IMMOEAST AG, Austria

### 12:15 PANEL DISCUSSION

Moderator:

**Mahdi Mokrane**, AEW Europe

Participants:

**Jan Kubicek**, ING Real Estate

**Volker Lütgen**, HSH Real Estate AG

**Walter Wölfler**, IMMOEAST AG

**Christopher Wicker**, RCG – The Retail Consulting Group

### 12:45 ROUND TABLE LUNCH

#### RETAILERS' RESPONSES

#### 14:15 Success Criteria for Retailers

#### 14:35 Retailing: No Real Recovery Without Revolution

- What did we anticipate?
- Mass market retailing
- From myopia to grasping secular trends: what needs to change?

**Jean Prevost**, Director of Innovation, Groupe Casino, France

### 14:55 PANEL DISCUSSION

Moderator:

**Mahdi Mokrane**, AEW Europe

Participants:

**Jean Prevost**, Groupe Casino

Others to be confirmed

### 15:15 NETWORKING BREAK

#### LOCAL MARKET:

#### 16:00 CEE Retail Property: Still on Investors' Shopping Lists?

- How are consumers in CEE reacting to the changing economic environment?
- What is the impact on retailers' behaviour?
- How is this affecting investors' interest in CEE retail property?

**Jos Tromp**, Director, Head of CEE Research, CB Richard Ellis, Czech Republic

#### 16:30 Local Market Situation (Slovakia)

**Marek Kalma**, Chair of the ICSC Slovak National Committee, Project Manager, Penta Investments, Slovakia

#### 17:00 Closing Remarks

Chair of 2010 Conference

### 17:30 END OF SEMINAR



Aupark



Roundtable Discussions



European Research Seminar 2008

## DAY TWO – FRIDAY 6 NOVEMBER 2009

### SHOPPING CENTRE TOUR

#### 09:15 DEPARTURE FOR SHOPPING CENTRE TOUR

#### 09:45-11:15 AUPARK

#### 12:00-14:15 AVION SHOPPING PARK

#### 14:30 AIRPORT DROP-OFF

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# Registration Form

European Research Seminar

Radisson Blu Carlton Hotel, Bratislava, Slovakia

5-6 November 2009

## Four easy ways to register



[www.icsc.org/2009ERC](http://www.icsc.org/2009ERC)



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+44 20 7222 7791



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

### Further information

For information on registration and membership please contact the team on +44 20 7976 3102 or [icsc.europe@icsc.org](mailto:icsc.europe@icsc.org)

### Deadlines

To qualify for the advanced registration discount, we must receive your payment by 25 September 2009. For your name to appear in the main list of delegates, we must receive your registration and payment by 19 October 2009.

### Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 25 September 2009. Refunds on cancellations received between 28 September 2009 and 16 October 2009 will be subject to a 50% charge. After 19 October 2009, no refunds will be given. All requests for refunds must be received by ICSC in writing. Substitutions can be made at any time.

### Data protection

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

### Advance registration (before 25 September 2009)

#### Discounted Member Fee

€430.00 + €81.70 VAT = €511.70

#### Non Member Fee

€590.00 + €112.10 VAT = €702.10

### Standard registration (after 25 September 2009)

#### Discounted Member Fee

€540.00 + €102.60 VAT = €642.60

#### Non Member Fee

€700.00 + €133.00 VAT = €833.00

**Group discounts** 10% discount for three or more delegates from the same company if registered and paid for at the same time.

**ICSC Membership** To qualify for the discounted membership fee, each registrant must be an ICSC member. See separate form for details and apply to join ICSC.

**Travelling and accommodation:** Bratislava is only 40 minutes away from Vienna airport! Please use the hotel booking form, which can be downloaded at [www.icsc.org/2009ERC](http://www.icsc.org/2009ERC). Cut off date is 2 October 2009. Seminar hotel: Radisson Blu Carlton Hotel, Hviezdoslavovo nam.3, SK - 811 02 Bratislava, Slovakia. Tel: +421 2 5939 0514 Fax: +421 2 5939 0515. ICSC room rate: €170 including breakfast and VAT for a single room.

Please tick if you wish to attend the Shopping Centre Tour on Friday 6 November.

Please tick if you are a first-time attendee.

### PLEASE COMPLETE THIS FORM USING BLOCK CAPITALS

Mr/Mrs/Ms \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Position \_\_\_\_\_ Company name \_\_\_\_\_

Type of business \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

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 Centers/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) \_\_\_\_\_

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