



European Outlet Conference  
 Business Design Centre | London  
 24 March, 2015

Draft Agenda

<b>08.00</b>	Coffee and Registration
<b>09.10</b>	<p><b>Welcome from ICSC</b></p> <p><b>Anna Jones</b>, Director, <b>Intense Retail</b>  <b>Peter Todd</b>, Partner, <b>Resolution</b></p>
<b>09.20</b>	<p><b>Opening Keynote Address</b></p> <p><b>Emmanuel Cronier</b>, Vice President – International Development &amp; Operations, <b>SIMON</b></p>
<b>09.40</b>	<p><b>Investment / Private Equity Industry Round Up</b></p> <p>The European Designer Outlet Sector has increased in popularity among all types of institutional investor over the last five years. This session explores why this is and what has changed from 15 years ago when it was not generally accepted among most investors. What are the drivers of this, will this trend continue and how far will it go?</p> <p><b>Sebastian Gorrec</b>, Fund Manager, <b>TIAA Henderson Real Estate</b>  <b>Abhishek Agarwal</b>, Principle, Real Estate Group, <b>Blackstone</b></p> <p><b>Moderator: Patrick Knapman</b>, Partner, Joint Head of Out Of Town Retail, <b>Cushman &amp; Wakefield</b></p>
<b>10.10</b>	<p><b>Retail &amp; Technology</b></p> <ul style="list-style-type: none"> <li>• Online activity, tracking your customer preferences</li> <li>• The impact of online sales on the outlet sector</li> </ul> <p><b>Filip Helssen</b>, Founding Partner, Van de Loop</p>
<b>10.45</b>	<b>Networking Break</b>
<b>11.15</b>	<p><b>Retail Innovation</b></p> <ul style="list-style-type: none"> <li>• Innovations in bricks &amp; mortar, how brands are capitalising on multi-channel retailing</li> <li>• Examples of the latest shop designs from key brands (full price &amp; outlet)</li> </ul>
<b>11.45</b>	<p><b>Investor Roundup</b></p> <p>With the European Outlet Industry now in its fifth decade, the saying, 'life begins at 40' has never be more appropriate. The number of high profile investors continues to grow, portfolios are expanding and incomes increasing through new builds, extensions, leasing and rebranding activity. With 5 new outlet centres, 750 new occupiers and 2,500 store openings in 2014, plus at least a dozen new outlet centres planned to open in 2015, the session will identify the top investors and significant new players, review the latest occupier and development trends and identify opportunities for the 12 months ahead.</p> <p><b>Ken Gunn</b>, Director, FSP Retail Business Consultants</p>



12.15	<b>Networking Lunch</b>
13.30	<p><b>Investment Overview : Trends and Expectations</b>  This session will explore the future strategies and requirements of European real estate investors over the next ten years. Will they generally move up the risk curve, or will core and stability continue to be the main focus for most? What will they be looking for and how will they source the right opportunities, and what does this mean for owners and developers in the outlet sector?</p> <p><b>Mark Epstein</b>, Chief Financial Officer, <b>McArthurGlen</b>  <b>Simon Travis</b>, UK Head of New Business, <b>Hammerson Plc</b>  <b>Carlos Gonzalez</b>, CFO, <b>Neinver</b></p> <p><b>Moderator</b>  <b>Neil Varnham</b>, CEO, <b>Pradera</b></p>
14.10	<p><b>What makes a good outlet centre?</b>  Top performing European outlet centres provide a vibrant mix of desirable brands in an attractive, relaxing environment. But for every outlet centre producing higher than average sales densities, there are two outlet centres producing lower than average sales densities. So what makes a good outlet centre and how can we improve the two thirds of outlet centres which don't perform so well? In this session we ask investors, operators, occupiers and customers for some tips.</p>
14.45	<b>Networking Break</b>
15.10	<p><b>Next Generation: Investment Challenges in the next 10 years from a Next Gen perspective</b></p> <p>Moderate: <b>Richard Beasley</b>, CEO &amp; Co-Founder, <b>BWP Group</b></p>
15.45	<p><b>Investment &amp; Technology</b></p> <p><b>Juliette Morgan</b>, Head of Property, <b>PI Labs</b></p>
16.25	<p><b>An outsider's perspective</b></p> <ul style="list-style-type: none"> <li>• Outsider's take on the retail real estate outlet market</li> </ul> <p><b>Daniel Priestley</b>, Entrepreneur</p>
16.55	<b>Chairman's Closing Remarks</b>
17.00	<b>Networking Drinks</b>
20.00	<b>Close</b>