



RECON

ASIA-PACIFIC

Centara Grand & Bangkok Convention Centre
Bangkok, Thailand | 23 – 25 October 2017
#ICSCRECon

DETERMINE YOUR DESTINY!



ABOUT THE EVENT

RECon Asia-Pacific is the premier event in the region to discover how to leverage your strengths as a shopping centre owner/operator, investor, retailer or product/service provider. Much more than a commercial entity, successful shopping centres and retailers help build communities, fuel local economies and inspire innovation. To guarantee your future in the retail real estate industry you must continually ensure that your shopping centre and stores deliver an experience far beyond the simple purchase of goods and services. RECon Asia-Pacific will provide inspirational vision and the practical advice you need to succeed.

MONDAY, 23 OCTOBER

09:00 – 16:00

Shopping Centre Tours*

Visit some of Bangkok's most interesting shopping centres. There are two tours to choose from:

Study Tour 1: Downtown Development

1. Terminal 21
2. Central Embassy
3. Siam Discovery/Siam Centre

Study Tour 2: Suburban Hybrid Mall Development

1. Mega Bangna
2. Central Festival EastVille
3. Show DC

*Space is limited and available on a first-come, first-served basis to registered delegates.

Pre-registration is required and a separate fee applies.

To register, please see the included registration form on page 7.

17:30 – 19:00

Welcome Cocktail

Groove@CentralWorld

Groove@CentralWorld is a new landmark that will turn Bangkok into a leading metropolitan city for wine and dine in the ASEAN region. Spanning 20,000 square meters along the side of Rama I Road in front of The Offices at CentralWorld, this new hotspot brings together a variety of world-renowned restaurants, gastro bars and patisseries in one place.

TUESDAY, 24 OCTOBER

Conference Moderator



Mark Dailey
Partner
Madano Partnership
London, UK

07:00 – 19:00

Registration

08:00

Exhibition Opens

08:45 – 09:00

Official Welcome

The Honorable Yuthasak Supasorn (Invited)
Governor
Tourism Authority of Thailand (TAT)

09:00 – 09:30

Welcome Remarks



Tom McGee
President and Chief Executive Officer
ICSC
New York, USA



Kenneth F. Bernstein
ICSC Chairman
President and Chief Executive Officer
Acadia Realty Trust
New York, USA

09:30 – 10:30

Keynote by *Disney Institute:* Disney's Approach to Quality Service



Ryan Giannetta
Senior Faciliator
Disney Institute
California, USA

10:30 – 11:00

Coffee Break in the Exhibition

11:00 – 11:45

Retail Innovations – Global Trends and Retail Concepts which are Changing the Industry

When looking at retail across the globe, there are clear indicators that the industry is changing at an accelerated pace. The way consumers communicate and shop is shifting, e-commerce and m-commerce are gaining global momentum, and the growing internationalization of brands further alters the competitive landscape. As a result, retailers need to step up their game and innovate by constantly refreshing their ideas and keeping their concepts relevant for tomorrow's shoppers and by integrating innovation into their organization's DNA.

SPEAKER

Frederic Etienbled
Chief Executive Officer
Hypertrade
Bangkok, Thailand

11:45 – 12:30

Let Me Entertain You

As consumers continue to search for experience, a dynamic and engaging entertainment component will play a more critical role in ensuring that your centre is "top-of-mind."



Simon Chua
Co-Founder & Executive Director
Lead 8
Hong Kong



James Clark
Vice President, Strategic Development
Thinkwell Asia
Beijing, China



Sonaal Chopra
Group CEO
Timezone Group International
Singapore

12:30 – 14:00

Just Have Fun: Networking Lunch and Table Discussions**FACILITATORS**

Peter Sharp
President
Taubman Asia
Hong Kong



Barbara D'Amato
Chief Executive Officer
Trilogy Brands Group
USA

14:00 – 15:00

Concurrent Sessions**A Getting Healthy**

Including healthcare and wellness facilities in shopping centres is a viable strategy for owner-developers to go beyond the usual mix of traditional retail tenants and the service establishments to diversify income, to increase footfall and to determine their destinies. This strategy is a direct response to increasing consumer demand for more choices, personalized attention and convenience as well as to an aging demographic and a growing middle class. The sessions will examine this trend in further detail, explore how to attract these tenants and highlight some best-practice examples.

MODERATOR

Ungku Suseelawati Omar
Executive Director, Regional Head, Retail (SEA)
Nawawi Tie Leung Real Estate Consultants
Sdn Bhd
Malaysia

SPEAKERS

Ian Shimmin
Director of Property Economics and Research
Urbis
Australia



Rowena Tomeldan
President
Ayala Land Malls
Makati City, Philippines

B An Investor's View

Shopping centers have long been an attractive allocation in the portfolios of many institutional investors, with Asia-Pacific markets especially attractive given their strong demographic and economic fundamentals supporting the growth of the industry. But with yields at all-time lows, some strong development pipelines and concerns around income growth and the structural challenge presented by e-commerce, will the region's shopping centers continue their appeal? This session overviews recent investment and development trends in Asia-Pacific retail space and highlights some of the pricing trends and capital flows taking place in the region. This panel will discuss both the challenges and opportunities for investors in the current environment and their outlook for future performance.

MODERATOR



Iz-Lynn Chan
CEO
BHG Retail Trust
Singapore

SPEAKERS



Amélie Delaunay
Director of Research and Professional Standards
ANREV
Hong Kong



Shane P. Taylor
Director
Head of Research & Strategy
CBRE Global Investors
Hong Kong

15:00 – 15:30

Coffee Break in the Exhibition

15:30 – 16:30

Food is the Future: How Customer-Centric Hospitality Maximises Sales and Asset Value

Changing shopping patterns, lifestyle habits, greater food and health awareness and a preference for longer trading hours are driving increased demand for food and hospitality in shopping centres. This demand creates greater competition, which is driving up standards in both food quality and customer service at every price point. Excellent customer service has proven time and time again to be the platform from which to deliver a true and lasting point of differentiation. Modern high-quality cafes, restaurants and bars are fast replacing predictable franchised cafes. The new cafes are particularly attractive to the younger demographic, which is encouraging centres to make room for additional F&B retailers to create a more vibrant atmosphere and to provide better customer service.

SPEAKERS



Francis Loughran
Founder and Managing Director
Future Food
Melbourne, Australia



Dennis Wong
General Manager, Retail Projects Leasing
Lendlease
Sydney, Australia



Eric Dee
Managing Director
Foodee Global Concepts
Manila, Philippines

16:30 – 17:00

VIVA Design & Development Presentation

Competition to capture consumer spending is greater today than it has ever been in the history of the shopping centre industry. Whether it's through smartphones, online or in physical stores, consumers today have many options and ways in which to shop. In order to stay competitive, shopping centre developers worldwide are pushing the design envelope in an effort to create unique, one-of-a-kind shopping experiences that appeal to a multitude of senses and emotions while enhancing value and delivering solid financial returns. Utilizing examples drawn from ICSC's 2017 VIVA (Vision, Innovation, Value, Achievement) Best of the Best Awards, this session will highlight details of what is working around the world.

VIVA JURY MEMBERS



Andrew Brien
ICSC Trustee
ICSC Asia-Pacific Advisory Board Chairman
Executive Director and
Chief Executive Officer
Suria KLCC
Kuala Lumpur, Malaysia



Nopporn Witoonchart
Executive Chairman
Siam Future Development
Bangkok, Thailand

19:00 – 19:30

ICSC Asia-Pacific Shopping Center Awards Reception

19:30 – 21:30

ICSC Asia-Pacific Shopping Center Awards Presentation and Dinner

PRESENTERS



Kenneth F. Bernstein
ICSC Chairman
President and Chief Executive Officer
Acadia Realty Trust
New York, USA



Andrew Brien
ICSC Trustee
ICSC Asia-Pacific Advisory Board Chairman
Executive Director and
Chief Executive Officer
Suria KLCC
Kuala Lumpur, Malaysia



Tom McGee
President and Chief Executive Officer
ICSC
New York, USA

WEDNESDAY, 25 OCTOBER

08:00 – 17:15

Registration

08:30

Exhibition Opens

09:00 – 09:45

Growing Beyond Your Home Base

The continued growth in the retail real estate industry across the region has created a crowded field in many markets. For many developers and retailers, entering destinations outside of home markets is a key strategy to determine future viability.

SPEAKERS



Wallaya Chirathivat
President of Thai Shopping Centre Association
Senior Executive Vice President Business Development and Construction Management
Central Pattana Public Company Limited
Bangkok, Thailand



Peter Sharp
President
Taubman Asia
Hong Kong



Steve Yang
Area Vice President - Asia Pacific
Hard Rock International
USA

09:45 – 10:30

Impact for Change for Better Business in a Better World

In today's fast-changing world, to make a real impact, companies need to understand their touchpoints with society and where they can drive change, not just in their direct operations, but throughout their value chain. It also requires investing time and expertise in co-creating solutions through collaborations. Both business and society thrive more when the other prospers. Many of business's touchpoints with society are positive: from quality jobs and investment in skills through to innovating product and service models that meet pressing social needs. But sometimes there may be uncomfortable truths to face, as some of business's touchpoints with society are negative. It is important to understand these issues to improve performance. Companies have an exciting opportunity to assess their impact, and then take action to create change. This will bring greater benefit to both the individual business and to society. This is what we mean by "impact for change."

SPEAKER



Thomas Milburn
Senior Consultant
Corporate Citizenship
Singapore

10:30 – 11:00

Coffee Break in the Exhibition

11:00 – 11:45

Customer Engagement Technologies

SPEAKERS



Ton Chirathivat
Head of Customer Strategy
Central Group
Bangkok, Thailand



Richa Menke
Principal
Eight Inc.
Singapore



Patrina Tan
Senior Vice-President
Retail, Marketing, Leasing
OUE Limited
Singapore

11:45 – 12:30

The Hyperconnected Consumer: Lessons and Opportunities for Retailers

Access to digital channels is evolving more quickly than ever before, and with it, the attitudes and expectations of consumers. Understanding which devices consumers have in their homes and in their pockets, as well as how and when consumers use them, is the first step for connecting with the hyperconnected consumer. This presentation will focus on exploring the digital landscape of Asia-Pacific, online activities and perceptions of consumers about digital channels. We will also review examples of retailers and mall operators from Asia-Pacific and the rest of the world that have successfully integrated technology into their strategies. Finally, we will evaluate the topics and attitudes that will shape technology in retail contexts in the years ahead.

SPEAKER



Yu Xian Lim
Analyst
Euromonitor International
Singapore

12:30 – 12:45

VIVA Marketing Presentation

Engaging with customers in meaningful ways with marketing campaigns that deliver cut through and stimulate loyalty, visitation, spend and media attention is becoming a challenge for shopping centre marketers globally. The 2017 VIVA Best of the Best Global Award Winners combined innovation with strategy to deliver extraordinary and unique multi-layered campaigns that exceeded objectives and facilitated leadership positioning. Stepping outside traditional comfort zones with big thinking and highly imaginative concepts engaged customers and ticked all the boxes.

SPEAKER



Nada Abou Saab
Marketing Director
Majid Al Futtaim Properties
Dubai, United Arab Emirates

VIVA JURY MEMBER



Carol Angelosanto
Chief Executive Officer
Marketing Warehouse
Sydney, Australia

12:45 – 14:00

Networking Lunch with Dedicated Table Discussions

14:00 – 15:00

Generation Z

Still struggling with how to understand and please millennials? Then meet those who come next! According to *Women's Wear Daily*, they are "the next big retail disrupter" and the Innovation Group at J. Walter Thompson has labelled them "millennials on steroids." These tweens and teens of today are primed to become the dominant youth influencers of tomorrow and a key to creating a profitable destiny for those shopping centers and retailers who can find the master key to their psyches and digital wallets.

SPEAKER



Mariana Zobel de Ayala
General Manager
Ayala Malls The 30th
Manila, Philippines

15:00 – 15:45

A New Landlord-Tenant Paradigm

Among the myriad core management principles to operate a successful shopping centre, perhaps none is more critical than the landlord-tenant relationship detailed in the lease contract. However, even with the most carefully and creatively structured contract designed to ensure a win-win for both parties, conflicts do occur and the relationship can morph into a zero-sum game. This tension is exacerbated when the consumer's demand for new, exciting and relevant combines with their need for instant gratification with traditional leases often limiting shopping centre management's ability to respond. This session will take a fresh look at the landlord-tenant relationship and will propose specific strategies and tactics to enable you to determine your destiny by being better prepared to react quickly to the changing retail business environment and consumer demands.

SPEAKER



Michael Ross
Vice Chairman
CP Group
China



Peter Sharp
President
Taubman Asia
Hong Kong

15:45 – 16:30

Pillars of the Community

Measuring success by looking at the bottom-line is an erroneous short-term perspective. To determine your destiny, your success depends on ensuring that your shopping centre and stores are solidly ingrained in the hearts and minds of your customers not solely as destinations to shop and to dine but as indispensable pillars of the community's identity.

SPEAKER



Carol Angelosanto
Chief Executive Officer
Marketing Warehouse
Sydney, Australia

16:30

End of Conference

PROGRAMME COMMITTEE



Andrew Brien
ICSC Trustee
ICSC Asia-Pacific Advisory Board Chairman
Executive Director and
Chief Executive Officer
Suria KLCC
Malaysia



Peter Sharp
President
Taubman Asia
Hong Kong



Carol Angelosanto
Chief Executive Officer
Marketing Warehouse
Australia



Rowena Tomeldan
President
Ayala Land Malls
Philippines



Jack Backen
Director of Property Economics & Research
Cistri
Singapore



Nopporn Witoonchart
Executive Chairman
Siam Future Development
Thailand

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REGISTRATION FORM

How to Register

Fax: +65 6532 7355 | **Online:** www.icsc.org/2017APC

Mail: ICSC Asia-Pacific | 138 Cecil Street, #08-02 Cecil Court, Singapore

Registration Fees

	A Early Bird before 30 June	Advance before 30 Sept	On-site after 30 Sept
Member*	USD \$888	USD \$1,188	USD \$1,488
Non-Member	USD \$1,325	USD \$1,785	USD \$2,235

*To qualify for member rates, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800 or visit www.icsc.org/membership.

Shopping Centre Tours

23 October | 09:00 – 16:00 | \$100

Please select one

Study Tour 1: **Downtown Development**

Study Tour 2: **Suburban Hybrid Mall Development**

(Only available with Full Conference Registration for an additional \$100. Limited seating.)

For more information, please contact:

ICSC Asia-Pacific

Tel: +65 6532 3722 | **Fax:** +65 6532 7355 | **Email:** icsc.asia@icsc.org

Cancellations

If you are unable to attend, you may get a 50% refund before **1 September 2017** or send a substitute delegate in your place for a US\$50 administrative fee. All requests for refunds and replacements must be sent to ICSC Asia-Pacific Office in writing. No refunds will be issued after 1 September 2017.

ICSC Member Non-Member Shopping Centre Study Tour

Name		Title	
Company			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax		
Email	Your Membership I.D. #		
REQUIRED FOR NON-U.S. APPLICANTS	Date of Birth	Country of Citizenship	
<input type="checkbox"/> Please check here if any of the above information has recently changed			

▶	_____	+	_____	=	_____
	REGISTRATION FEE		SHOPPING CENTRE TOUR (if applicable)		TOTAL AMOUNT

Method of Payment: (Please check your choice)

Check or money order enclosed (payable to ICSC)

Credit Card: Mastercard Visa AMEX Discover USD \$ _____

Name (as it appears on credit card) Signature

Credit Card Number (include all digits) Expiration Date (month/year)

Wire Transfer: USD \$ _____

For the account of the International Council of Shopping Centers Inc., A/C # 483043657998

Wire Routing # 026009593

Bank of America, 222 Broadway, New York, NY 10038, USA

Bank Draft: USD \$ _____

Must be drawn on U.S. Bank and made payable to ICSC. Please indicate RECon Asia-Pacific on the back of bank draft and mail to ICSC Asia-Pacific Office.

Hotel Reservations

A block of rooms has been reserved at:

Centara Grand at CentralWorld

999/99 Rama 1 Road, Patumwan, Bangkok 10330 Thailand

Tel: +66 2 100 1234 **Fax:** +66 2 100 6161

Rate: Single Occupancy THB 4,400 ++/ Double Occupancy THB 4,800 ++

To reserve your room, please visit www.icsc.org/2017APC

- The above rates are inclusive of breakfast and internet in room.
- Rates quoted are subject to 10% service charge and 7% VAT.
- If you cancel hotel reservation after **30 September 2017**, the hotel reserves the right to charge your credit card with a cancellation fee of one night stay.
- For late cancellation or shorten stay notified after **9 October 2017**, the equivalent of the charge for entire stay as original reserved will be applied according.

Terms, Conditions and Rules

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

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(2017APC)