

ICSC  
**RECON**  
ASIA  2013

THE GLOBAL RETAIL ESTATE CONVENTION OF ASIA

1 – 3 December 2013

China National Convention Center  
(CNCC)

Beijing, China

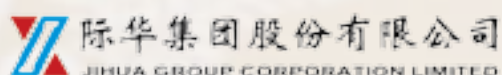


Featuring the 6th Annual ICSC Asia-Pacific  
Shopping Center Awards

Organised by

 **INTERNATIONAL COUNCIL OF SHOPPING CENTERS, INC.**

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China Investment Promotion Agency





**The International Council of Shopping Centers is proud to present RECon Asia 2013, the region's largest and most prestigious gathering of professionals from the shopping center and retail industries.**

### **The Conference**

This year's program features speakers from four continents presenting issues that will impact the future of our business. International retail brands form a significant group in our program as they look at strategic expansion plans into growth markets.

## **Program at a Glance**

### **1 December 2013, Sunday**

16.00 – 19.00	Conference Registration
08.30 – 09.00	RECon Academy Registration (Separate registration required)
09.00 – 12.00	RECon Academy: Shopping Center Management (In Mandarin only)
14.00 – 17.00	RECon Academy: Shopping Center Leasing (In Mandarin only)
17.30 – 19.00	Welcome Cocktail Reception
	Venue: China National Convention Centre

### **2 December 2013, Monday**

08.00 – 18.00	Conference Registration
09.00 – 16.30	RECon Asia Conference General Sessions
09.00 – 17.00	RECon Asia Exhibition
17.00 – 18.00	The 6th Annual Asia-Pacific Shopping Center Awards Ceremony
18.00 – 19.30	Post-Awards Cocktail Reception

### **3 December 2013, Tuesday**

08.00 – 17.00	Conference Registration
09.00 – 15.00	RECon Asia Conference General Sessions
09.00 – 17.00	RECon Asia Exhibition
15.00 – 17.00	Special China Session

## 2 December 2013, Monday

09.00 – 17.00 **Exhibition Hall Open**

09.00 – 09.45 **State of Industry Address**

**Michael P. Kercheval**

President & CEO  
International Council of Shopping Centers  
USA

09.45 – 10.30 **Timing the Asian Entry -  
Developers and Retailers  
- Sharing Experiences**

Embarking on a strategy for expansion requires knowing when to go into a market and what factors to consider in evaluating that market. It's also about internal processes and how ready your company is to take on a new market.

**Peter Sharp**

President  
Walmart Asia Realty  
Hong Kong

10.30 – 11.30 **Coffee Break**

11.30 – 12.15 **Assessing New Markets for Entry?  
A US Retailer's Perspective**

An insight into what a successful accessories and jewellery retailer looks for when considering a new market. Charming Charlie adds a unique perspective into what a trend-setting retailer views as critical to their business.

**Enrique Nehme**

Vice-President, International  
Charming Charlie  
USA

12.15 – 13.00 **The War Between the Matrix and  
Zion: E-Commerce and Brick-and-  
Mortar Retailing**

Adapting from the popular Matrix trilogy movies, this is a creative presentation on what to expect in the ensuing struggle between e-Commerce and brick-and-mortar retailing. It's not just about finding a clear winner, but rather striking a balance that will allow for co-existence and delivering the best results.

**Peter Goldsmith**

Director  
Haskoll  
United Kingdom

13.00 – 14.30 **Lunch**

14.30 – 15.15 **Going Where the Kids Are...  
and Asia has PLENTY**

Kidzania is about entertaining, educating and engaging children in today's fast-paced world. It's about understanding what kids want (or what parents want for their kids) and how they perceive the world. This topic deals with one of the largest and most important segment of today's consumer.

Invited:

**Xavier Lopez Ancona**

CEO  
Kidzania  
Mexico

15.15 – 16.00 **Maintaining Integrity and Quality  
of Products Globally**

With over 20 years in the business, Jamba Juice is poised for greater penetration into the global marketplace, especially in places where lifestyle is fast becoming a life-choice. This topic will address critical issues pertaining to retailing perishable products, maintaining quality and instilling consumer confidence at a time when health issues and food scandals have been making the news.

Invited:

**Enrique Kaufer**

Director, International Business Development  
Jamba Juice  
USA

16.00 – 16.45 **Coffee Break**

16.45 **Delegates and Award Nominees to  
be seated**

16.45 – 17.00 **ICSC Worldwide Chairman's  
Address**

**David J. LaRue**

President & CEO  
Forest City Enterprises, Inc.  
USA

17.00 – 18.00 **The 6th Annual ICSC  
Asia-Pacific Shopping  
Centre Awards  
Ceremony**



18.00 – 19.30 **Post-Award Cocktail Reception**



09.00 – 17.00 **Exhibition Hall Open**

09.00 – 09.45 **Indonesia's Retail Landscape: What the Future Holds**

With over 70 million in the middle and upper-middle income bracket and the number is expected to double by 2020, Indonesia is poised to become one of the most attractive markets in Southeast Asia for retailers and investors from around the world. This presentation will provide various scenarios on the growth and development of Indonesia's retail sector in the coming years.

**Michael Riady**

Chief Executive Officer, Shopping Malls Group  
Lippo Group  
Indonesia

09.45 – 10.30 **India: Regaining Investor Confidence and Long-Term Prospects**

India has long been pegged as the next big thing for retailers from around the world. The opportunities and the potential to streamline this sector are huge. Our esteemed panel of experts and observers will provide candid views on the future of Indian retailing and the recent efforts by the government to liberalise this sector and restore investor confidence.

Panellists:

**S. Raghunandhan**

CEO – Retail  
Prestige Group  
India

**Pankaj Renjhen**

Head – Retail Operations, India  
Jones-Lang Lasalle  
India

10.30 – 11.15 **Coffee Break**

11.15 – 12.00 **Vietnam, Cambodia and Myanmar: What's the Real Story?**

The Indochina region is viewed as the new frontier, relatively unexplored until recently. Vietnam was one of the most attractive retail opportunities in the world five years ago. Myanmar is now where many MNCs are looking to invest and the country is expected to grow at a steady pace of 6% annually. The question is, how much do we know about this region and what are the challenges in these markets?

**Richard Leech**

Executive Director  
CBRE Vietnam  
Vietnam

12.00 – 13.15 **Lunch**

13.15 – 14.00 **Asia-Pacific Retail: On the Research Record**

The re-emergence of the Asia Pacific region as a global retail powerhouse presents many challenges and opportunities to researchers. The sheer economic and demographic scale of the region's cities as well as the extensive diversity and the very rapid pace of technological diffusion all mean that many of the models and assumptions used by retail researchers in the US, Europe or other regions must be adapted to find relevance here. This topic will provide a quick sketch of the research record that does exist for researchers in this region.

Moderator:

**Morgan Parker**

CEO  
Rose Rock Group  
Hong Kong

Panellists:

**David Dickinson**

Executive Vice President/Head,  
Research & Strategic Planning  
GIC Real Estate Pte Ltd  
Singapore

**Jonas Burstedt**

Head of Analysis  
Inter IKEA Centre China  
People's Republic of China

**Shane Taylor**

Director, Research & Strategy, Asia Pacific  
CBRE Global Investors, Research & Strategy  
Hong Kong

14.00 – 14.30 **Retail Runway**

A fast-paced introduction to retail brands by brand owners

**C&A**

**Ru Guo (If Juice)**

**Twice Fashion**

...and more

14.30 – 15.00 **Coffee Break**



15.00 – 17.00 **Special China Session**  
Presented by:



**APCREA**  
亚太商业不动产学院  
Asia-Pacific Commercial Real Estate Academy

**中国不动产**

This session focuses on opportunities in the commercial real estate sector in China and on current policies governing urban development. An in-depth review of current trends in China's retail real estate sector will also be presented, along with topics on repositioning and strategies for mixed-used development.

## RECon Academy, 1 December 2013

### **RECon ACADEMY: Shopping Center Management** (In Mandarin Only)

In this class, we will discuss the role of today's shopping center manager in China; working with different ownership and management structures; building management skills; building financial skills; understanding and interpreting the financial statement; building legal knowledge; understanding staff role and evaluating the center's leasing/retailing/merchandising; competition; security; maintenance; housekeeping; insurance; accounting and records.

### **RECon ACADEMY: Shopping Centers Leasing** (In Mandarin Only)

We will talk about the role of today's leasing representative in China (corporate, brokerage house, retail real estate, independent); defining the leasing team (landlord rep, tenant rep); using demographics to make decisions; creating the ideal tenant mix for your center; determining rental rates and creating value; and trends in retail leasing.

## 6th Annual Asia-Pacific Shopping Center Awards, 2 December 2013

The Asia-Pacific Awards was launched in 2008 with a total of 93 entries from 15 countries, which included entries from the Middle-East and Gulf States. By 2013, the number of entries climbed to 153, which was significant as the Middle-East and Gulf States had established their own regional awards by then and saw no entries from that region at our awards.

Winners of the 2013 Gold Awards in the Asia-Pacific region will automatically be entered for the Global "Best of the Best" and VIVA Awards in 2014 presented at RECon in Las Vegas.

## Travel & Hotel Information

### **Airfare**

Take advantage of Fall Sale Fares to Asia-while they last! Contact the ICSC International Travel Consultants for best flight options, professional expertise, and dedicated personal service.

**For questions on hotel reservation or to book airfare, please call:**

(Mon – Fri 08.00 – 17.30 EST)

**The ICSC Travel Desk or DePrez Travel,  
+1 585 442 8900 option 4 (Hotel) option 3 (Airfare) Or email: [tfarr@depreztravel.com](mailto:tfarr@depreztravel.com)**

### **How to Reserve a Room**

**Online: [www.icsc.org/2013APC](http://www.icsc.org/2013APC)**

**Click tab "Hotel"**

(Credit card guaranteed reservation only)

### **Guidelines**

Complete one online form for each individual room you are reserving. A different name is required for each room. The person checking in must have his/her name recorded with the Reservation Department or hotel will not allow check-in for security reasons. Reservation must be guaranteed with a valid credit card.

### **Official ICSC RECon Asia hotel**

China National Convention Center Grand Hotel  
RMB900 Single or Double room  
(Rate includes tax/surcharge, breakfast buffet, & WiFi)

### **Cut-Off Date**

Rooms are on a space available basis so don't delay, reserve your room today. After 31 October, rates are subject to change.

### **Changes/Cancellation**

All changes and cancellations must be made in writing to:




The ICSC Travel Desk at DePrez Travel by 31 October 2013 in ONE of the following formats:

By email to:  
**[tfarr@depreztravel.com](mailto:tfarr@depreztravel.com)** or



By fax to:  
**+1 585 442 8934**  
Please refer to your confirmation or visit [www.icsc.org/2013APC](http://www.icsc.org/2013APC) and click on Hotel for cancellation penalties.

## Here are the winners from 2012

### Cause Related Marketing

-  Suria KLCC, Malaysia
-  Yangguang Co. Ltd., China
-  Ayala Land, Philippines

### Advertising

-  Industry Superannuation Property Trust, Australia
-  CFS Retail Property Trust Group, Australia




### Business-to-Business

-  AMP Capital Shopping Centres, Australia




### Grand Opening, Expansion and Renovation

-  Pavilion KL, Malaysia




### Digital Media

-  SM Supermalls, Philippines
-  Terminal 21, Thailand
-  AMP Capital Shopping Centres, Australia

### Public Relations

-  Ayala Land, Philippines
-  GIC Real Estate Pte Ltd, Singapore
-  Sands Retail Asia, Singapore

### Sales Promotion and Events

-  Sun Hung Kai Properties, Hong Kong
-  Pakuwon Group, Indonesia
-  QIC Global Real Estate, Australia

### Special Distinction for Social Media

- The Wharf Ltd, Hong Kong
- CFS Retail Property Trust Group, Australia




### Asia-Pacific Community Support Award

SM Prime Holdings, Philippines

### Renovation or Expansion of an Existing Project

-  QIC Global Real Estate, Australia
-  The GPT Group, Australia
-  Tainui Group Holdings Limited, New Zealand

### Innovative Design and Development of a New Retail Project

-  Shandong Hang Lung Properties, China

### Sustainable Design

- The GPT Group, Australia
- Shandong Hang Lung Properties, China



# REGISTRATION FORM

# RECONASIA

1 – 3 December 2013, China National Convention Center, Beijing, China

## REGISTER TODAY!

**Mail:** ICSC  
P.O. Box 26958  
New York, NY 10087-6958  
**Online:** [www.icsc.org/2013APC](http://www.icsc.org/2013APC)  
**Fax:** +1 732 694 1800

### Registration Fees (check box below)

#### RECon Asia Only

##### ICSC Members\*

- Advance (before 29 November 2013) **US \$1,380**  
 On-site (after 29 November 2013) **US \$1,510**

##### Non-Members

- Advance (before 29 November 2013) **US \$1,940**  
 On-site (after 29 November 2013) **US \$2,130**

RECon Asia registration includes entry to the exhibition, all conference sessions, lunches, coffee breaks, Welcome Cocktail Reception.

#### Team Discount

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

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.

First Name (Mr/Mrs/Ms/Mdm) \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email (Event confirmation will be sent via email) \_\_\_\_\_

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

#### Your company's specific business category:

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

#### RECon Academy, 1 December 2013

(All workshops are conducted in Mandarin only)

##### Shopping Center Management

- ICSC Members **US \$95**  
 Non-Members **US \$105**

##### Leasing Shopping Centers

- ICSC Members **US \$95**  
 Non-Members **US \$105**

Note: There is no team discount for these two workshops. Rates are as reflected on print. The workshops are conducted in Mandarin and there will be no simultaneous translation offered for non-Mandarin speaking attendees.

- Please submit one form for each delegate.
- Photocopied forms may be used for additional registrations.
- Please TYPE or use BLOCK LETTERS.
- Please complete all sections.

### Payment Options (Please check your choice)

**Bank draft** must be drawn on US Bank and made payable to ICSC. Please indicate RECon Asia 2013 on the back of the bank draft and mail it to ICSC Asia-Pacific.

**Telegraphic Transfer** US \$ \_\_\_\_\_

JP Morgan Chase Bank N.A.  
270 Park Avenue, 41st Floor  
New York, NY 10017 USA  
Attn: Irina Berger

For the account of the International Council of Shopping Centers  
A/C # 033-1-030767 Routing # 0210 00021  
SWIFT # CHASUS33

**Important:** Please indicate that the telegraphic transfer is for RECon Asia 2013 – Conference 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  Discover

Name (as it appears on credit card) \_\_\_\_\_

Card Number (include all digits) \_\_\_\_\_

Card Expires (month/year) \_\_\_\_\_

Signature (as it appears on credit card) \_\_\_\_\_

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

ICSC  
P.O. Box 26958  
New York, NY 10087-6958

#### Cancellations

If you are unable to participate in the RECon Asia 2013, you may get a 50% refund before 1 October 2013 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 October 2013.

For more enquiries, please contact:

**ICSC Asia-Pacific**  
**138 Cecil Street, #08-02 Cecil Court,**  
**Singapore 069538**  
**Phone: +65 6532 3722**  
**Fax: +65 6532 7355**  
**Email: [info@icsc.org.sg](mailto:info@icsc.org.sg)**  
**Online: [www.icsc.org/2013APC](http://www.icsc.org/2013APC)**

# EXHIBIT SPACE APPLICATION FORM

# RECONASIA

1 – 3 December 2013

China National Convention Center, Beijing, China

Company Name	Company Website
Exhibitor Contact (this person will receive all exhibition information)	
Exhibitor Contact Email	
Address	
City	State/Province
Zip/Postcode	Country
Telephone	Fax

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

(Please check your choice)

### OPTION A – Raw Space (only for 18sqm and above)

US \$520 per square meter (sqm)

Fee includes:

- ▶ Two staff badges per booth (badges allow access to the Exhibition Halls only)
- ▶ Contact listing in the Programme Directory  
(provided application and payment is received by 15 October 2013)

Total Raw Space Requested:

\_\_\_\_\_ (sqm) x US \$520 = US \$ \_\_\_\_\_

### OPTION B – Shell Scheme Space

US \$5,500 per 9 square meter (sqm)

Fee includes:

- ▶ Two staff badges per booth (badges allow access to the Exhibition Halls only)
- ▶ Contact listing in the Programme Directory  
(provided application and payment is received by 15 October 2013)
- ▶ Carpet
- ▶ Information Counter
- ▶ Hard Wall Shell
- ▶ Two Foldable Chairs
- ▶ Lighting
- ▶ Waste Basket

Total Shell Scheme Space Requested:

\_\_\_\_\_ (9 sqm) x US \$5,500 = US \$ \_\_\_\_\_

## Payment Options

(Please check your choice)

**Bank draft** must be drawn on US Bank and made payable to ICSC. Please indicate RECon Asia 2013 — Exhibition on the back of the bank draft and mail it to ICSC Asia-Pacific.

**Telegraphic Transfer** US \$ \_\_\_\_\_

JP Morgan Chase Bank N.A.  
270 Park Avenue, 41st Floor  
New York, NY 10017 USA  
Attn: Irina Berger

For the account of the International Council of Shopping Centers  
A/C # 033-1-030767 Routing # 0210 00021  
SWIFT # CHASUS33

**Important:** Please indicate that the telegraphic transfer is for RECon Asia 2013 – Exhibition so we can properly credit your account. A copy of the transfer receipt must be attached with the exhibit form for processing.

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

MasterCard  VISA  AMEX  Discover

\_\_\_\_\_  
Name (as it appears on credit card)

\_\_\_\_\_  
Card Number (include all digits)

\_\_\_\_\_  
Card Expires (month/year)

\_\_\_\_\_  
Signature (as it appears on credit card)

\_\_\_\_\_  
Company Authorised Signature (Exhibitor)

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

P.O. Box 26958, New York, NY 10087-6958

Attn: Rita Malek Email: rmalek@icsc.org

Telephone: +1 646 728 3539 Fax: +1 732 694 1800

For enquiries in exhibitions, sponsorship and advertising packages, please contact our colleagues below.

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