

ICSC European Conference

17-18 April 2013

Stockholm Waterfront Congress Centre, Stockholm, Sweden

In Association with the Nordic Council of Shopping Centers



Innovate Today, Succeed Tomorrow!

Discover the importance of differentiation in a challenging trading environment to secure success

Find out about the future face of the retail landscape and positioning shopping centres in a multi-channel environment

Learn how international retailers approach new markets prior to entry

Speakers include:

Tanya Beckett

Conference Facilitator,
Journalist and Reporter

Andrea Boltho

Emeritus Fellow,
Magdalen College,
University of Oxford

Dr Kjell Nordstrom

Economist, Writer and
Public Speaker

Jody Turner

Founder, Lead
Intelligence Strategist,
CultureofFuture.com



SPECIAL RETAILER OFFER

Retailers attending 2013 ICSC Retail Connections will receive **one complimentary admission per company** to the ICSC European Conference!

ICSC European Partners



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Innovate Today, Succeed Tomorrow!

Stockholm is regarded as Sweden's most beautiful city. It's a centre of design, fashion, innovation, food, music and art in other words - the perfect location for the 2013 ICSC European Conference.

The Conference will examine how retail remains dynamic and innovative in a world where consumers' purchasing journeys have evolved. And of course, despite the current challenging times. The competitive retail landscape has changed forever and differentiation matters more than ever. Increased food & beverage offers, seamless integration of multi-channel retailing and services, or new retail brands and concepts that create inspiring physical environments could be the answer. These are just a few of the topics to be debated in Stockholm this spring.

We look forward to seeing you there.

Yvonne Court

Dr Yvonne Court
2013 Conference Chair



Programme Planning Committee

Dr Yvonne Court
Conference Chair, Partner, Cross Border Retail Services, Cushman & Wakefield

Wilner Anderson
Local Host, President, Nordic Council of Shopping Centers, Country Manager Sweden, Steen & Ström Sverige AB

Kjell Berggren
Senior Vice President Global Expansion, Esprit Europe GmbH

Patrick Delcol
Country Head-Poland, Head of Retail Continental Europe, DTZ

Dörthe Kellermeier
Deputy Head Corporate Relations, Corporate Communications, ECE Projektmanagement

Jose Luis Martin
EMEA Cross-Border Retail Director, CBRE

Alexander Otto
Chairman, ICSC European Advisory Board, CEO, ECE Projektmanagement

Håkan Pehrsson
National Director - Head of Asset Management and Retail, Jones Lang LaSalle

Alison Rehill-Erguven
Head of Turkey, Pradera Management

Agneta Uhrstedt
Secretary General, Nordic Council of Shopping Centers

Tiago Vidal
Head of Corporate Communications, Sonae Sierra

“ The ICSC European Conference is an important date in the global retail property calendar. **Bringing together the biggest names in the shopping centre industry** to discuss the latest issues and trends, **it is an essential event for retail thought leaders.**”

Dr Yvonne Court
2013 Conference Chair, Partner, Cross Border Retail Services, Cushman & Wakefield





About ICSC

ICSC is the global trade and professional association of the shopping centre industry. We are a not-for-profit organisation with nearly 60,000 members across 90 countries worldwide.

We represent everyone in the industry, including developers, managers, retailers, investors and service providers. We support you and your company to make the most of business opportunities. With our ICSC Europe team and the global network of ICSC members, we provide you with the services to "EARN" more.

Education

We offer high quality and customised professional education programmes for those seeking global industry recognition. Through our ICSC European Awards programme you can learn from best practice and recognise professional achievement.

Advocacy

We act as champion of the industry and we provide our members with a unique opportunity to influence European Union policy, and public debate, on the retail real estate industry.

Research

Our members have direct access to global retail real estate intelligence and research, including a dedicated European research service. ICSC's vast statistical database and online library is a unique and valuable research tool.

Networking

Our members enhance their visibility within the industry by attending ICSC deal-making events, conferences and seminars. We give our members the opportunity to build strong, long-lasting business relationships, and discuss key issues within Europe and provide connectivity to other global markets.

To find out more about ICSC membership, please contact:
Michel Zalac, Membership Manager
Phone: + 44 20 7976 3104 or email: mzalac@icsc.org

Events at the Conference

Design Trends

A visual showcase for Shopping Centre Owners, Developers, Architects and Designers who wish to display their latest retail property design concepts. As part of ICSC's European Conference, Design Trends is an extremely cost-effective method for participants to share their work with the leading players within the European shopping centre industry.

European Shopping Centre Awards

The most outstanding new, refurbished and established shopping centres in Europe have been entered for the 2013 European Shopping Centre Awards competition. Award winners will be announced during the presentation by Jury Chair, Jan Eijkemans, Managing Director International, MAB Development on Wednesday, 17 April 2013.

Shopping Centre Tours

Thursday, 13:30-17:30

Your conference registration includes optional participation in one of the shopping centre tours, which will take place on Tuesday, 16 April (The City Centre Walking Tour) and Thursday, 18 April 2013. We have three tours available to choose from.

Please indicate on the registration page which of the three is your preferred tour. In order to guarantee your place, please pick up your ticket during the registration hours at the Conference. Tickets are available on a first-come, first-served basis.



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Day One Tuesday 16 April 2013

14:00-16:30 **THE CITY CENTRE WALKING TOUR**
MEETING POINT: STOCKHOLM WATERFRONT CONGRESS CENTRE
Gallerian, Sturegallerian and Mood

17:00 **REGISTRATION OPENS**

18:30 **WELCOME RECEPTION AT THE STOCKHOLM WATERFRONT CONGRESS CENTRE**



Welcome Address By:
Wilner Anderson
Local Host, President, Nordic Council of Shopping Centers,
Country Manager Sweden, Steen & Ström Sverige AB

Day Two Wednesday 17 April 2013

07:00 **REGISTRATION AND DESIGN TRENDS OPEN**

09:00 **WELCOME TO THE CONFERENCE**



Dr Yvonne Court
Conference Chair, Partner, Cross Border Retail Services,
Cushman & Wakefield



Alexander Otto
Chair, ICSC European Advisory Board,
CEO, ECE Projektmanagement



Conference Facilitator
Tanya Beckett
Journalist and Reporter

09:10 **Forum of CEOs**

Panellists



Thierry Half
VP, Maus Frères



Marcel Kokkeel
CEO, Citycon Oyj



Laurent Morel
CEO, Klépierre



Fernando Oliveira
CEO, Sonae Sierra



Moderator
Isobel Lee
Editor in Chief, ReEurope

10:15 **Prospects for the European Economy**

- ⦿ Overview session on economic trends
- ⦿ What are their likely impacts on consumers' disposable income and consumption patterns in the foreseeable future (short, medium and longer term).



Andrea Boltho
Emeritus Fellow, Magdalen College, University of Oxford

10:50 **NETWORKING BREAK**

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Day Two Wednesday 17 April 2013

11:30 International Retailer Expansion

- ⊙ What is the internal process when a retailer is looking to expand?
- ⊙ How do they decide on where to open a store?
- ⊙ What are the expansion plans?
- ⊙ How do you decide on countries where you should move to?
- ⊙ Negotiations in different countries and landlord approaches.



Norman Jaskolka
President,
ALDO Group International



Jørgen Nielsen
European Expansion Manager,
Bestseller



**Moderator
Barbara Somogyiova**
Director of International Expansion,
List Fashion Group

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12:30 Nordic Council of Shopping Centers Awards

13:00 ROUNDTABLE LUNCH

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14:25 Transformational Retail - Future Perspectives

- ⊙ Humanomics. It's an age of service, distribution, interactive values and exchange, helping us grow and transform together. People are seeking the best of all worlds to engage in and engage with.
- ⊙ Diginomics. Our realities are mixing up, era to era, culture-to-culture, online/offline – a beautiful blur. We are no longer consumers but endorsers. Personal insourcing through apps means people are designing their own idea of reality, designing their own lives, transforming quickly.
- ⊙ Tracking the transformation and paralleling the consumer in action and intent.



Jody Turner
Founder, Lead Intelligence Strategist, CultureofFuture.com

15:00 NETWORKING BREAK

15:40 Food and Beverage: Consumer Fuel

- ⊙ The role of food and beverage as a point of differentiation in shopping centres
- ⊙ Happy consumers longer shopping trips
- ⊙ Food & beverage operators' expansion plans
- ⊙ Do food courts work in today's environment or does the offer need to change?
- ⊙ What's happening in the sector?
- ⊙ Which F&B business models work the best? Daytime vs evening trade: increasing dwell time, retail spend and income.

Panellists



Danyel Couet
Chef F12 restaurant and
Partner, Grupp F12



Michael Joern
Expansion Manager EU,
Vapiano



Tarek Sherazee
Strategy Director Costa Coffee
Whitbread Group PLC



Wilhelm Vintilescu
CEO
O'Learys Trademark AB



**Moderator
Sarah Fox**
Head of Leisure,
Hammerson

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Day Two Wednesday 17 April 2013

16:45 ICSC Europe Announcements



Mike Morrissey
Managing Director, ICSC Europe

16:55 ICSC European Shopping Centre Awards 2013



Jan Eijkemans
Jury Chair, Managing Director
International, MAB Development

18:00 Cocktail Reception to Celebrate the Award Winners

20:00 GALA DINNER

Join delegates and speakers for a special evening. Tickets need to be purchased online or by fax in advance.

Day Three Thursday 18 April 2013

08:00 REGISTRATION OPENS

09:00 WELCOME BACK

Update on ICSC



Michael P Kercheval
President and CEO, ICSC



Brad Hutensky
ICSC Worldwide Chair, President
and Principal, Hutensky Capital Partners



**Conference Facilitator
Tanya Beckett**
Journalist and Reporter

09:15 Capitalism 4.0, Shoppertainment and the Ultra-Modern Firm

- ⦿ Nature....climate change.....and culture....the way we live our lives sets the scene. The rest will follow.
- ⦿ Technology....the endless riff continues to redefine life, nations, war, love and of course commerce
- ⦿ Moving forward by going back to the roots
- ⦿ The Art of Making Money still has a hard core of soft values.



Dr Kjell Nordstrom
Swedish Economist, Writer and Public Speaker

Programme

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Day Three Thursday 18 April 2013

10:15

Global Shift in Shopping Centre Ownership

The growing demand from non-specialist investors brings new influences to the shopping centre market globally. Over the last few years, we've seen a trend in Europe where part-purchases and co-investments have become a more significant feature of the shopping centre market in Europe.

- ⊙ Does this trend exist in the other global regions?
- ⊙ Is the weakness of the euro helping to shift capital toward non-eurozone markets?
- ⊙ What type of funds are the most active globally?
- ⊙ Where are investors obtaining the finance to acquire new real estate?
- ⊙ What is influencing investors to look at emerging markets, and which locations are currently favoured?
- ⊙ How far does the market currency influence investors' confidence and decision-making; is it right that Brazil and other emerging markets are set in USD?
- ⊙ What proportion of retail investment transaction is attributed to local investors?

Panellists



James Bury
Chief Executive, Pradera



Jaap Gillis
CEO, Bouwfonds Real Estate Investment Management



Michael Rodel
ICSC Trustee
Executive Director,
emRE – emerging market
Retail Enterprise
(South Africa)



David Toledo
General Manager,
Centro Comercial Unico
Capitol S.A (Colombia)



**Moderator:
Andrea Carpenter**
Freelance Journalist and
Writer

11:15

NETWORKING BREAK

11:45

Retail Transformation / Changing Face of Retail

- ⊙ Re-invention of customer experience
- ⊙ Redesign of interiors, formats and supply chains
- ⊙ Embracing the digital revolution
- ⊙ How retailers approach different digital channels
- ⊙ Impact on physical store requirements in the future.



Dr Marc Schumacher
Chief Retail Officer,
Tom Tailor



Per Sigvardsson
COO, Dixon Retail
Northern Europe



**Moderator:
Dr Jonathan Reynolds**
Academic Director, Oxford Institute of Retail
Management, Saïd Business School, University of Oxford

12:45

CLOSING REMARKS

Dr Yvonne Court
Conference Chair, Partner, Cross Border Retail Services,
Cushman & Wakefield

13:00

NETWORKING LUNCH

Sponsored by:



13:30 - 17:30


SHOPPING CENTRE TOURS

Tour 1: South side:
Liljeholmstorget
Nacka Forum
Sickla Köp kvarter

Tour 2: North side:
Bromma Blocks
Sollentuna Centrum
Kista Galleria

Tour 3: The City Centre Walking Tour
(repeated from Tuesday)
Gallerian, Sturegallerian
and Mood

Four easy ways to register

 www.icsc.org/2013EU **+44 20 7976 3100** **+44 20 7222 7791** **International Council of Shopping Centers/Europe LLC,
1221 Avenue of the Americas, New York, NY 10020-1099, USA**For information on registration, please contact
Jephenie Ramos at jramos@icsc.org**Deadlines**For your name to appear in the main delegate list, we must
receive your registration and payment by **5 April 2013**.**Delegate Registration**

First name _____ Surname _____ Company name _____
 Position _____ Type of business _____ ICSC Membership number _____
 Address _____
 Postcode _____ Country _____
 Tel no _____ Fax no _____ E-mail (for correspondence) _____

Registration Options**Standard Registration (from 16 February 2013)****Discounted Member fee**€1,490.00 plus €372.50 VAT €1,862.50 **Non-member fee**€1,990.00 plus €497.50 VAT €2,487.50 **Gala Dinner Tickets**

(Tickets are non-refundable)

Individual: €200.00 plus €50.00 VAT €250.00 Table of 10: €2,000.00 plus €500.00 VAT €2,500.00 **Next Generation****Standard Registration (from 16 February 2013)****Next Generation Member**€450.00 plus €112.50 VAT €562.50

Members may nominate colleagues (under 35 years old with less than five years' industry experience) to join them at the conference for a favourable rate.

To register for the Next Generation fee, please email jramos@icsc.org**Student Membership Rate**

(you must be an ICSC student member to take advantage of the Student Membership Rate)

€50.00 plus €12.50 VAT €62.50 **Group Discounts** Attendees must be from the same organisation to be eligible for the group discount and must be registered and paid for at the same time. Please note that this is not available for online bookings. The group discounts are not applicable to Next Generation delegates and for the Gala Dinner Tickets. 3-5 attendees 10% discount 6-9 attendees 12% discount 10 more attendees 15% discount**ICSC Membership** To qualify for the discounted member fee, each registrant must be an ICSC member. See separate form for details and apply to join ICSC.**Optional Events**

Please tick below if you are interested in any of these events:

- Welcome Reception** Tuesday, 16 April 2013 (included in the delegate fee)
- City Walking Tour** Tuesday, 16 April 2013 (included in the delegate fee but subject to availability)
- Shopping Centre Tour** Thursday, 18 April 2013, 13:30-17:30; packed lunch will be provided (included in the delegate fee, but subject to availability).
- Tour 1** **Tour 2** **Tour 3**

Payment Summary

Please add together your sub-totals from previous sections and write the final total here:

Total Payment**Payment Details**Please make cheques payable to: **International Council of Shopping Centers/Europe LLC** and enclose with your completed registration form.Credit Card Payment MasterCard VISA American Express

Cardholder's Name _____

Card Number

Expiry date _____

Cardholder's Signature _____

 Invoice. Please issue an invoice using the following details: _____**Cancellations/substitutions**

Written cancellation and refund requests received at ICSC by 15 February 2013 will be awarded a full refund minus a €150 processing fee. Refunds on cancellations received between 16 February and 15 March 2013 will be subject to a 50% charge. After 16 March 2013, no refunds will be given. All requests for refunds must be received from 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.