

Programme of conferences & events



building the shape of retail

the international market for retail real estate - 17th edition

let's talk shop
mapic®

16-17-18
NOVEMBER
2011

Palais des Festivals
Cannes
France

www.mapic.com

PROGRAMME OF CONFERENCES & EVENTS 2011

Keep up with the latest retail trends

The programme of conferences provides even more opportunities to gain industry insights, meet global retail and real estate leaders, learn about trends and gather invaluable content to boost your business.

Retail in the City Summit

For the second year running, this closed-event dedicated to city leaders and top decision makers will allow participants to share their thoughts, best-practices and experiences on the future challenges of urban retail development. The main theme will be **"Balancing retail development in city centres & suburbs, new challenges"**.

Sponsored by:



Get an in-depth look at the Italian market

- Geox Chairman is opening the conference track on Italy. Mario Moretti Polegato will give us his vision and future strategies of **Innovative entrepreneurship for a successful business**.
- **How to penetrate the Italian market:** Market leaders will share their views and know-how to succeed in Italy during a panel session.
- **Great projects for great players:** Selected promising projects and workshop will bring up the Italian Real Estate Market, honoured this year at MAPIC.

A SELECTION OF KEY SPEAKERS FOR MAPIC 2011:



Kate Ancketill,
CEO,
GDR Creative Intelligence
(UK)



Marc Blum,
Partner / Regional Director Europe /
MENA, The Jerde Partnership,
LLC (USA)



James Brown,
Head of Retail Research
and Consulting,
Jones Lang LaSalle (UK)



Laure Colliex,
Executive Vice President,
Lordculture
(France)



Giulia Comparini,
Lawyer Partner with Cocuzza
& Associati lawfirm Milan,
Cocuzza & Associati (Italy)



Jacques Ehrmann,
Chief Real Estate
and Development Officer
Casino Group (France)



Roberto Forcherio,
Managing Director,
Guess Italia SRL
(Italy)



Maxim Gasiev,
Managing Director,
Colliers International
(Russia)



Philippe Grenet,
Territory Director,
Ségécé Italia SR
(Italy)



Yann Guen,
Vice-President,
Mayland Real Estate
Sp. z o.o. (Poland)



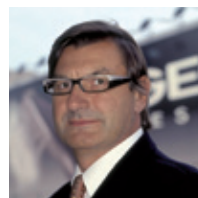
Claude Hargreave,
Regional Development Director,
McArthurGlen European
Development Limited (UK)



Jan Heere,
Director,
Marks & Spencer
(UK)



IR MBA Isaac Kalisvaart
CEO,
MAB Development
(The Netherlands)



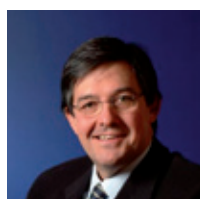
Mario Moretti Polegato,
Chairman,
GEOX
(Italy)



Dr. Ermanno Niccoli,
CEO,
Corio Italia S.r.l.
(Italy)



Brandon O'Reilly,
Managing Director,
Fashion House Management (UK)



Dr. Riccardo Perdomi,
Advisor,
Rustioni & Partners S.r.l. (Italy)



Carmine Rotondaro,
Worldwide Real Estate Director,
PPR Group (France)



Tim Santini,
Director, Eurocommercial
Properties NV (UK)



Stefano Stroppiana,
Retail Real Estate Developer,
Stefano Stroppiana (Italy)

Preliminary programme of conferences and events

let's talk shop
mapic 
16-17-18 NOVEMBER 2011
Palais des Festivals
Cannes, France

TUESDAY 15 NOVEMBER

19.30

MAPIC Opening Cocktail
Marriott Hotel

WEDNESDAY 16 NOVEMBER

9.30 - 10.30

Champs-Élysées Room

Retail: real time link between MAPIC and MIPIM Asia in Hong Kong

10.15 - 10.45

Oxford Room

Welcome meeting

10.45 - 11.30

Champs-Élysées Room

Keynote address by
Jan Heere, Director, Marks & Spencer (UK)

12.00 - 13.00

Champs-Élysées Room

The future of the high
street: lessons shared
Co-org: Estates Gazette

11.30 - 12.30

Oxford Room

Speed Matching
Retail concepts

11.00 - 13.00

Toscan du Plantier Room

Retail in the
City Summit
By invitation only

Balancing retail
development
in city centres & suburbs,
new challenges

13.00 - 15.00

Lunch Time

13.00 - 15.00

Retail in the City lunch
By invitation only

15.00 - 15.45

Champs-Élysées Room

New developments
for future retail
perspectives
Co-org: Procos

15.00 - 15.45

Oxford Room

Outlet retailing...
Expanding horizons
Co-org: RLI

15.00 - 16.00

Business Lounge

Power Meetings
Meet the Financial
Institutions

16.15 - 17.00

Champs-Élysées Room

Expanding footprint
in emerging economies -
A retailer's portfolio
of high yielding stocks
Co-org: Jones Lang LaSalle

16.15 - 17.00

Oxford Room

East or West,
which is best?
Retail investment
from Atlantic to Urals
Co-org: Property Investor Europe

16.30 - 17.30

Business Lounge

Power Meetings
Meet the
Master Franchisees

17.15 - 18.00

Champs-Élysées Room

Most attractive submarkets for new retail development in Russia
Co-org: Colliers International



EVERY 30 MINUTES,
A NEW SESSION

9.30 - 10.00

How to integrate
Slow trend?

Co-org: GDR

10.00 - 10.30

How to embrace
digital marketing?

Co-org: Mall Connect

10.30 - 11.00

How to green
your business? (French)

Co-org: Generation Responsable

11.00 - 11.30

How to succeed
in slow food?

Co-org: Olive Oil & Oregano

11.30 - 12.00

How to win in future retail?

Co-org: GDR

14.30 - 15.00

How to mix on & offline?

Co-org: GDR

15.00 - 15.30

How to green
your business? (English)

Co-org: Generation Responsable

16.00 - 17.00

Sustainable retail
development workshop
(French)

Co-org: Generation Responsable

17.30 - 18.00

How to mix culture
& shopping?

Co-org: Lord Culture

CLIENT SESSIONS

Agora Room

10.30 - 11.30

Opportunities Unbound

Organized for the INDIAN PAVILION by:
Bentel Associates, Everstone Capital
Advisors, Inorbit Mall (India), Pioneer
Property Zone Services, Prestige Estates
Projects Ltd, Prozone Enterprises PVT Ltd

11.30 - 12.00

The new statut for Local
Authorities: « les sociétés
publiques locales »

Organized by: Simon Associés (France)

12.30 - 13.15

Managing the present
to build the future.
Chain of "JUNE" retail and
entertainment centers -
Moscow and the Russian
regions

Organized by:
Regions Development (Russia)

14.00 - 14.45

Msheireb Downtown -
Qatar's New Downtown
Shopping Destination

Organized by: Msheireb Properties (Qatar)

15.00 - 15.45

Ponte Parodi, the new
Genova City lifestyle
Waterfront

Organized by: Altarea (Italy)

16.00 - 16.45

Retail pitching
« Lyon's Retailers Best
Concepts 2011 »

7 Lyon's retailers
with a high potential for
national and international
development are revealed!

Organized by: CCI de Lyon (France)

17.00 - 17.45

Press Conference
CNCC Italy Awards 2011

Organized by: CNCC ITALY

Follow our updates on www.mapic.com,
programme section.

Access to MAPIC 2011 conferences is free of charge for all registered delegates, within the limit of space available.

● Learning sessions

● Events

● Matchmaking sessions

● Clients Session



Italy country of honour



Retail Trend Briefings



Green topics are marked by the Reed MIDEM Going Green® Logo

Sponsored by



Preliminary programme of conferences and events

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mapic 
16-17-18 NOVEMBER 2011
Palais des Festivals
Cannes, France

THURSDAY 17 NOVEMBER

9.30 - 10.30 Champs-Elysées Room

Hot spots for 2012 - where are retailers targeting?

Co-org: CBRE

10.00 - 11.00 Oxford Room

Speed Matching Shopping Centres Projects

11.00 - 11.45 Champs-Elysées Room

Keynote address by Mario Moretti Polegato, Chairman, Geox (Italy)
Innovative entrepreneurship for a successful business



12.00 - 13.00 Champs-Elysées Room

How to penetrate the Italian market
Co-org: Rustioni & Partners



11.45 - 12.45 Oxford Room

Speed Matching Retail Concepts

13.00 - 15.00

Lunch Time

15.00 - 16.00 Champs-Elysées Room

Poland - land of opportunities for investors and tenants.
Still key target for international retailers?
Co-org: Warsaw Voice

14.30 - 16.00 Oxford Room

Great projects for great players
Co-org: CNCC Italy



15.00 - 16.00 Business Lounge

Power Meetings Meet the Financial Institutions

16.30 - 17.30 Oxford Room

New generation of shopping malls: what's next?
Co-org: Lord Culture

16.30 - 18.00 Champs-Elysées Room

Prerequisites for retail development in the city
Co-org: AMCV/TOCEMA

18.30 Auditorium Esterel

MAPIC Awards Prize-giving

22.30 Hotel Martinez

MAPIC Awards Party



EVERY 30 MINUTES, A NEW SESSION

9.30 - 10.00

How to mix culture & shopping?
Co-org: Lord Culture

10.00 - 10.30

How to succeed in slow food?
Co-org: Olive Oil & Oregano

10.30 - 11.00

How to green your business? (French)
Co-org: Generation Responsable

11.00 - 11.30

How to embrace digital marketing?
Co-org: Mall Connect

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Co-org: Generation Responsable

16.00 - 16.30

How to mix on & offline?
Co-org: GDR

CLIENT SESSIONS Agora Room

9.30 - 10.15

Romania 2012-2014.

The new era of Romanian retail
Organized by: SC Noisic Real estate SRL (Romania)

10.30 - 11.15

Brazilian Franchising Performance in 2010

Organized by: ABF - ASSOCIACAO BRASILEIRA DE FRANCHISING (Brazil)

11.30 - 12.15

What is going on Turkey?
Organized by: ALKAS (Turkey)

12.30 - 13.15

Opportunities to expand for retailers and investors

Organized by: Canada

14.00 - 14.45

Mall within a Mall: Galeries Lafayette & Luxury Brands in Morocco Mall by Davide Padoa of Design International
Organized by: Design International (UK)

15.00 - 15.45

Italy: Is a retail upturn possible? A comprehensive picture of the Italian retail World

Organized by: CBRE (Italy)

16.00 - 16.45

NEO Brussels Project

Organized by: Ville de Bruxelles (Belgium)

17.00 - 17.45

The detailed geometical researches for Retail in Russia

Organized by: The Center for Spatial Research LLC (Russia)

FRIDAY 18 NOVEMBER

10.00 - 10.45 Champs-Elysées Room

Keynote address by Terry Green, Non Executive Director, Qmatic AB (Sweden)
Why shopping behaviour has an impact on your bottom line

10.00 - 11.00 Oxford Room

Speed Matching Retail Concepts

11.00 - 11.45 Champs-Elysées Room

Keynote address by Kate Ancketill, CEO, GDR Creative Intelligence (UK)
Science fact: Future retail

12.15 - 13.00 Champs-Elysées Room

Wrap-up keynote session by James Brown, Head of retail research and consulting, Jones Lang LaSalle (UK)



EVERY 30 MINUTES, A NEW SESSION

9.30 - 10.00

How to win in future retail?
Co-org: GDR

10.00 - 10.30

How to green your business? (English)
Co-org: Generation Responsable

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How to integrate Slow trend? Co-org: GDR

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How to embrace digital marketing?
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13.30 - 14.00

How to green your business? (French)
Co-org: Generation Responsable

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How to succeed in slow food?
Co-org: Olive Oil & Oregano

-  Learning sessions
-  Matchmaking sessions
-  Italy country of honour
-  Events
-  Clients Session
-  Retail Trend Briefings
-  Green topics are marked by the Reed MIDEM Going Green® Logo

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Sponsored by  **CUSHMAN & WAKEFIELD**

PROGRAMME OF CONFERENCES & EVENTS 2011

Speed Matching

Spark deals, foster partnerships and explore opportunities with 20 handpicked retailers and developers selected for presentation at MAPIC's Speed Matching sessions. Each nominee will present his project in 7 minutes, and no more, before linking-up with future partners during a profitable networking coffee.

Discover the concepts and projects selected previous to MAPIC by our esteemed jury:

Retail concepts

- **Alcott** – Clothing & Fashion (Italy)
- **Carpisa** – Clothing & Fashion (Italy)
- **Cilek** – Household goods (Turkey)
- **Cold Stone Creamery** - Catering & Food (USA)
- **Colin's** – Clothing & Fashion (Turkey)
- **DIM** – Clothing & Fashion (France)
- **espressamente illy** - Catering & Food (Italy)
- **EUREKAKIDS** – Leisure & Entertainment (Spain)
- **Flormar Professional Make-Up** – Health & Beauty (Turkey)
- **Godiva** – Luxury Products / Catering & Food (Belgium)
- **KCC Entertainment Design** – Leisure & Entertainment (Belgium)
- **LIST** – Clothing & Fashion (Italy)
- **Secrets d'apiculteur** - Catering & Food (France)
- **Tailor & Co.** – Clothing & Fashion (Spain)
- **Yamamay** – Clothing & Fashion (Italy)

Shopping Centres Projects

- **Esentai Mall** – Capital Partners (Kazakhstan)
- **Le Terrazze** – Sonae Sierra (Italy)
- **Portal de la Marina** – Grupo Lar / Grupo Eroski (Spain)
- **Solingen Shopping** – Sonae Sierra (Germany)
- **Zorlu Center Shopping Mall** – Zorlu Property group (Turkey)

President of the Jury:



Michael Green,
Chief Executive,
BCSC
(UK)

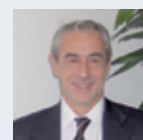
Jury members:



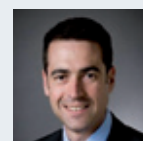
Eric Costa,
Real Estate Director,
Citynove/
Groupe Galeries LaFayette
(France)



Frédéric Fontaine,
Chief Executive Officer,
Corio France
(France)



Roberto Marchetti,
General Manager,
Mall System SRL
(Italy)



Jose Luis Martin,
Director,
Cross-Border Retail, EMEA,
CB Richard Ellis
(UK)



Arpad Torok,
Chief Executive Officer,
Trigranit
(Hungary)

Power Meetings **NEW!**

Power Meetings is the ultimate face-to-face networking experience to help accelerate business. Hone your pitch, bring a stack of business cards and spend 3 highly productive minutes with other parties, eager to do business with the right partner. For this first time at MAPIC, Power Meetings will highlight Master Franchisees and Financial Institutions in three dedicated sessions.

MORE Pavilion

Join the 'Retail Trend Briefings' programme. Each day on MORE Pavilion: 1 consumers'trend explained, its impact and opportunities for retail real estate professionals analysed.

During 3 days → 4 Briefings a day → 1 Trend per Briefing → 20 mn per Brief → 1 Trend expert per Brief

Brief 1, Slow Commerce and Community

Content partner: **GDR CREATIVE INTELLIGENCE**

Stores as hubs of expertise, excellence, learning and experience. Real world touch-points, oriented to service and relationships.

Brief 2, Science Fact: Future Retail

Content partner: **GDR CREATIVE INTELLIGENCE**

Concepts you haven't heard of, but will soon: longevity stores, reputation clean up stations, genetic testing spas... this isn't science fiction, it's less than 5 years away.

Brief 3, Fast Retail: Hybrid store 2.0.

Content partner: **GDR CREATIVE INTELLIGENCE**

On and offline is converging to form hybrid stores which cheat reality, impacting stock availability, customization and the ability of the store to become a broadcast 'channel'.

Brief 4, Culture & shopping

Content partner: **Lord culture**

How 'culture' in its wide acceptance plays a role as a traffic driver in shopping centers, retail stores, airports, city centers... all the latest trends worldwide.



Level 01 / aisle 05

Retail: real time link between MAPIC and MIPIM Asia in Hong Kong

9.30 - 10.30 | Champs-Élysées room

Moderator:



Stefano Stroppiana,
Retail Real Estate Developer,
Stefano Stroppiana
(Italy)

Speakers:



Jacques Ehrmann,
Chief Real Estate and Development Officer,
Casino Group
(France)



Carmine Rotondaro,
Worldwide Real Estate Director,
PPR Group
(France)

A presentation of main achievements in creating and developing projects in the global retail sector over the world and in particular in Asia, with the participation of international top brands who will share the diverse experiences of their development in Asia and China.

- What are the different strategic approaches to a development in Asia
- What motivates such an expansion and what are the growth perspectives
- What are the impacts of cultural differences in the local adaptation of brands
- Are local partnerships or local acquisitions important in the development process
- City centres, shopping centres, large cities, 2nd tier cities: where are the hotspots.

KEYNOTE ADDRESS Marks and Spencer

10.45 - 11.30 | Champs-Élysées room

Keynote speaker:



Jan Heere,
Director,
Marks & Spencer
(UK)

Retail in the city summit, Balancing retail development in city centres & suburbs, new challenges

11.00 - 13.00 | Toscan du Plantier room

By invitation only

Sponsored by:



Co-organized by:



Master of Ceremony:



Bertrand Boule,
President & founder,
Mall & Market
(France)

For the second year running, this closed-event dedicated to city leaders and top decision makers will allow participants to share their thoughts, best-practices and experiences on the future challenges of urban retail development. The main theme will be **"Balancing retail development in city centres & suburbs, new challenges"**.

The discussion will allow participants to share their experiences and ideas on the future challenges of urban retail, around round tables and will address the following questions:

- How can we create synergy between downtown and suburban shopping?
- What kind of framework can be set up for dialogue between all the stakeholders?
- What is the private sector's role? What dynamics and know-how can it add?
- What are the foreign models?
- What financing is available and what partnerships are connected to it?
- What are the levers of complementarity? Mobility, accessibility, downtown management, culture, leisure, identity

Speed Matching - Retail concepts

11.30 - 12.30 | Oxford room

Discover 5 selected retailers who will present their concept to local authorities' representatives, shopping centres owners, master franchisees and developers in 7 minutes.

During this particular session, discover 5 original retail concepts:

- **Alcott** - Clothing & Fashion (Italy)
- **Carpisa** - Clothing & Fashion (Italy)
- **Cold Stone Creamery** - Catering & Food (USA)
- **DIM** - Clothing & Fashion (France)
- **Tailor & Co** - Clothing & Fashion (Spain)

The future of the high street: lessons shared

12.00 - 13.00 | Champs-Élysées room

Co-organiser:  **estatesgazette.com**
making property move

Moderator:



Damian Wild,
Editor,
Estates Gazette
(UK)

Speakers:



Richard Akers,
Managing Director - UK Retail,
Land Securities
(UK)



Barry Hughes,
Vice President,
HOK International Ltd
(UK)



Justin Taylor,
UK Retail CEO,
Cushman & Wakefield
(UK)

It's been an awful year for high streets in the UK. The march of out of town destinations continues. Vacancy rates in some town centres are approaching 30% while almost two-thirds of towns have seen shop vacancy levels increase by more than 10% over the past three years. As well as the tough trading conditions, the riots affected city centre premises in London and beyond. So can anything be done to turn the high street's fortunes around? The government is conducting a review, led by retail guru Mary Portas, but can the retail industry, landlords and advisers help too? And are there lessons that can be shared with Europe?

New developments for future retail perspectives

15.00 - 15.45 | Champs-Élysées room

Co-organiser: **PROCOS**

Moderator:



Pascal Madry,
Managing Director,
Prococos
(France)

Outlet retailing... Expanding horizons

15.00 - 15.45 | Oxford room

Co-organiser: 

Moderator:



Jayne Rafter,
Publisher and Joint MD,
RLI C/O Paramount Publications Ltd
(UK)

Speaker:



Brendon O'reilly,
Managing Director,
Fashion House Management UK
(UK)



Franck Verschelle,
CEO,
Advantail
(France)

Once given the cold shoulder by Developers, the outlet sector is flourishing and those same Developers are looking to now embrace the success that their peers have achieved throughout Europe and the US. Within this session we will be taking a look at examples of successful outlets and examine their secrets to success. As more Developers are seeking opportunities throughout Asia, Latin America and Russia (with China being host to more new outlet projects than anywhere else in Asia) we will discuss the opportunities and challenges that lie ahead, the real needs in a fast-evolving market and the principles for successful outlet development while drawing on local industry expertise. We will look at how to assemble the right tenant mix, whilst discovering the Retail brands ready for outlet strategy in new markets.

Power Meetings - Meet The Financial Institutions

15.00 - 16.00 | Business Lounge

'Power Meetings' is the ultimate face-to-face networking experience to help accelerate business. Hone your pitch, bring a stack of business cards and spend 3 highly productive minutes with other parties, eager to do business with the right partner. This session will be dedicated to Financial Institutions meeting with 15 developers of their choice.

These following banks will be attending:

- **Aareal Bank**
- **Banque Palatine**
- **Erste Group Immorent AG**
- **ING LF**
- **ZAO Unicredit Bank**

Followed by a cocktail.

Expanding footprint in emerging economies - A retailer's portfolio of high yielding stocks

16.15 - 17.00 | Champs-Élysées room

Co-organiser:  **JONES LANG LASALLE**
Real value in a changing world

Moderator:



Pankaj Renjhen,
Managing Director- Retail Services,
Jones Lang LaSalle Property Consultants Pvt. Ltd.
(India)

Speakers:



Beng Chee Lim,
CEO,
CapitaMalls Asia Limited
(Singapore)



Fernando de Pena,
Vice President,
Mall Plaza
(Chile)



S. Raghunandhan,
CEO-Retail,
Prestige Estates Projects Ltd.
(India)

Emerging Economies are opening up new grounds of possibilities for international retailers with a slowing 'Developed World' and increasingly favorable local market dynamics to support growth. As Asia, South America and Middle East ascend as 'preferred destinations' for trade and business, it is time for retailers to plan their expansion strategies in a way that the opportunities presented by these diverse markets can be seized in the most beneficial manner.

- Country specific fundamentals of the retail story so far
- Real magnitude of the opportunity
- Diversity of the country and its impact on the retail trade
- Learning's from other international retailers operating in the country
- Evolving formats and business models - What worked and what failed
- Future gazing in to the opportunities that are opening up.

East or West, which is best? Retail investment from Atlantic to Urals

16.15 - 17.00 | Oxford room

Co-organiser: 

Moderator:



Allan Saunderson,
Managing Editor,
PFE GmbH - Property Investor Europe
(Germany)

Speakers:



Alice Breheny,
Head of Research,
Henderson Global Investors
(UK)



Yann Guen,
Vice-President,
Mayland Real Estate Sp. z o.o.
(Poland)



Markus Leininger,
Head of corporate Banking Central and Eastern Europe,
Eurohypo AC
(Germany)

Patterns of retail property investments are shifting across Europe. While in the West, with some locations facing saturation, much development focuses on refurbishment, modernisation and upgrade, the East – notably Russia, Turkey and Poland - remains generally underserved. How should you shape retail investments in current uncertain conditions? Which markets are least risk and most stable, and which should you avoid?

Power Meetings - Meet The Master Franchisees

16.30 - 17.30 | Business Lounge

'Power Meetings' is the ultimate face-to-face networking experience to help accelerate business. Hone your pitch, bring a stack of business cards and spend 3 highly productive minutes with other parties, eager to do business with the right partner.

For this unique session, Master Franchisees will network with 15 retailers of their choice after previous selection.

These companies are attending:

- **ABC group**
- **AmRest**
- **Azadea**
- **Harper Dennis Hobbs**
- **Sinteks**

Most attractive submarkets for new retail development in Russia

17.15 - 18.00 | Champs-Élysées room

Co-organiser:



Moderator:



Maxim Gasiev,
Managing Director,
Colliers International
(Russia)

Speaker:



Marina Isaeva,
Head of regional development,
Auchan Russia
(Russia)

During the last year retail property market is at the stage of active growth, but does the development follow pre-crisis way? The administration in two capitals changes and attitude of the authority to retail property also undergoes changes. Opportunities for new development in Moscow, the most interesting city for development, were hardly reduced. At the same time both developers and retailers have development plans and financing for development. All this gives the opportunities for development of other sub-markets. One of such markets is the Moscow region. It includes 80 towns, 16 of which are large enough – more than 100 000 citizens, the total population makes up 7 million people. The significant part of the citizens works in Moscow and has high income. Closeness to Moscow is also an advantage for capital developers and federal retailers. All these factors create positive background for the development of the region. Other interesting sub-markets having tendency to development are retail parks in big Russian cities and classic shopping centers in smaller towns from 300k to 500k inhabitants.

Hot spots for 2012 - where are retailers targeting?

9.30 - 10.30 | Champs-Élysées room

Co-organiser: **CBRE**

Where will retailers be looking to expand in 2012? How many stores do they anticipate opening? What are their preferred operating models and market penetration strategies? Neville Moss, Head of EMEA Retail Research at CBRE, leads a panel discussion to answer these questions and explore the results of CBRE's annual survey, **How Active are Retailers in EMEA?** This research is based on detailed discussions with retailers and tracks their current attitudes and expansion plans, including their online capabilities, across Europe, the Middle East and Africa (EMEA).

Speed Matching Shopping Centres Projects

10.00 - 11.00 | Oxford room

5 selected shopping centres will pitch their developments in 7 minutes to retailers and investors.

Each series of pitching is followed by a networking coffee where presenters and the audience can network.

During this particular session, discover 5 promising shopping centre projects:

- **Esentai Mall** - Capital Partners (Kazakhstan)
- **Le Terrazze** - Sonae Sierra / ING (Italy)
- **Portal de la Marina** - Grupo Lar / Grupo Eroski (Spain)
- **Solingen Shopping** - Sonae Sierra / MAB Development (Germany)
- **Zorlu Shopping Center Mall** - Zorlu Propoerty Group (Turkey)

KEYNOTE ADDRESS Innovative entrepreneurship for a successful business

11.00 - 11.45 | Champs-Élysées room



Keynote speaker:



Mario Moretti Polegato,
Chairman,
Geox
(Italy)

The global economy needs a lot of inputs to growth, and what pushes momentum is the strong leadership from the class entrepreneurs who start new businesses, open markets, generate profits and create value. Behind these successful companies is a dynamic breed of leaders who create their own trails.

What do they do differently? How they can continue to dominate the market, deliver consistent performance in growth, manage finances, keep up with technology in a context of such rapid change?

Speed Matching - Retail concepts

11.45 - 12.45 | Oxford room

Discover 5 selected retailers who will present their concept to local authorities' representatives, shopping centres owners, master franchisees and developers in 7 minutes.

During this particular session, discover 5 original retail concepts:

- **EUREKAKIDS** - Leisure & Entertainment (Spain)
- **Flormar Professional Make-Up** - Health & Beauty (Turkey)
- **Godiva** - Luxury Products/Catering&Food (Belgium)
- **LIST** - Clothing & Fashion (Italy)
- **Yamamay** - Clothing & Fashion (Italy)

How to penetrate the Italian market?

12.00 - 13.00 | Champs-Élysées room

Co-organiser:



Moderator:



Dr. Riccardo Perdomi,
Advisor,
Rustioni Partners S.r.l.
(Italy)

Speakers:



Giulia Comparini,
Lawyer partner with Cocuzza & Associati
lawfirm Milan,
Cocuzza & Associati
(Italy)



Roberto Forcherio,
Managing Director,
Guess Italia SRL
(Italy)



Philippe Grenet,
Territory Director,
Segece Italia SRL
(Italy)



Claude Hargreave,
Regional Development Director,
**McArthurGlen European
Development Limited**
(UK)



Dr. Ermanno Niccoli,
CEO,
Corio Italia S.r.l.
(Italy)



Alessandro Pozzi,
Managing Director,
TH Italia
(Italy)



Tim Santini,
Director,
Eurocommercial Properties NV
(UK)

Great projects for great players

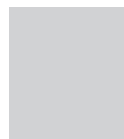
14.30 - 16.00 | Oxford room

Co-organiser:



In collaboration with: **Quotidiano Immobiliare**
DAILY REAL ESTATE

Keynote address:



Aldo Mazzocco,
President Assoimmobiliare,
CEO Beni Stabili,
Directeur Général Délégué Foncière
des Régions (Italy)

Moderators:



Pietro Malaspina,
President,
**CNCC, Consiglio Nazionale dei Centri
Commerciali**
(Italy)



Guglielmo Pelliccioli
Founder and Publisher
Quotidiano Immobiliare
(Italy)

Speaker:



Daniele Tireli
Chairman
Popai Italia
(Italy)

This session will detail opportunities in the Italian Real Estate market into five steps:

- Keynote address: The Italian Real Estate Market by Aldo Mazzocco
- Projects showcase: promising projects showed as perfect examples of the vitality of Italian retail:
 - **Palazzo del Lavoro**, Torino
Corio NV, Gefim SpA, Fintecna SpA
Introduction by Ing. G.H.W. Groener, CEO Corio NV
 - **Villesse Shopping Centre**, Villesse, Gorizia
Inter IKEA Centre Group, Arco Immobiliare
Introduction by Dr. John Tegnér, Managing Director Inter IKEA Centre Group A/S
Project presentation: Monica Cannalire, Team Lease Manager Inter IKEA Centre Italia
 - **I Silos Shopping Centre**, Trieste
Silos SpA
Attilio Grazioli, Managing Director Silos SpA
 - **Settimo Cielo Shopping Center & Retail Park**, Settimo Torinese (Torino)
Promocentro, Immobiliare Frey
Introduction by Lino Guatteo, Managing Director Promocentro
Project presentation by Cogest Italia
- The Retailers' view: Italy: an interesting laboratory for retail innovation
- Presentation and hand out of the magazine « Focus QI: Retail Real Estate in Italy » to all attendees.

Power Meetings - Meet The Financial Institutions

15.00 - 16.00 | Business Lounge

'Power Meetings' is the ultimate face-to-face networking experience to help accelerate business. Hone your pitch, bring a stack of business cards and spend 3 highly productive minutes with other parties, eager to do business with the right partner.

This second session will be dedicated to Financial Institutions meeting with 15 investors of their choice.

These following banks are attending:

- **Aareal Bank**
- **Erste Group Immorent AG**
- **ING LF**
- **Johnson Capital**
- **ZAO Unicredit Bank**

Followed by a cocktail.

Poland - land of opportunities for investors and tenants. Still key target for international retailers?

15.00 - 16.00 | Champs-Élysées room

Sponsored by:  **CUSHMAN & WAKEFIELD®**

Co-organiser:  **THE WARSAW VOICE**

Moderator:



Marcin Klosowski,
The Real Estate Voice Director,
Warsaw Voice SA
(Poland)

Speakers:



Elżbieta Dmowska Mędrzycka,
President,
Polish Council of Shopping Centers
(Poland)



Aleksander Kowalski,
Leasing Director,
TriGranit Development Polska
(Poland)



Marek Noetzel,
Partner in Retail Department,
Cushman & Wakefield Polska Sp z o.o.
(Poland)

Poland is one of the last places in Europe where the clients purchasing power is growing, economic indicators are optimistic. From investors perspective situation is difficult, there is still not enough brands in Poland to position more than 380 shopping centers in the country. For retailers competition is not as strong as in other countries. Discussion will answer two key questions: How to attract new tenants? And what is the future of the Polish shopping center market in long perspective.

New generation of shopping malls: what's next?

16.30 - 17.30 | Oxford room

Co-organiser: **Lord**
culture

Moderator:



Laure Colliex,
Executive Vice President,
Lordculture
(France)

Speakers:



Isaïc Kalisvaart,
CEO,
MAB Development
(The Netherlands)



Marc Blum,
Partner/ Regional Director Europe/MENA,
The Jerde Partnership, LLC
(USA)

Today shopping malls seem to be subjected to a kind of "Darwinian competition" leading to either the vanishing or the evolution of this sort of retail trend. As shopping centers are built according to the aesthetics of the locations and times, they are now facing the challenge of reinventing themselves.

In the first place, we are assisting to a change in the relationship between the mall area and the urban fabric with "de-malling" representing the new way of transforming the retail landscape through the integration of shopping centers into city neighborhoods rather than laying them down as "white elephants" cut off from nearby urban and residential areas.

Furthermore, shopping malls increasingly rely on the integration of multiple, diverse functions from retail to leisure and cultural facilities to acquire a clear strategic positioning and attract their visitors. Creating remarkable architectural icons with significant public spaces as well as mixing different functions and uses - including the crossing of the boundaries traditionally separating the fields of retail and culture - do in fact represent the new principles guiding the development of shopping malls in the 21st century.

Via the account of actual case studies and concrete experiences, this round table aims at addressing some strategic questions. Will shopping centers become definitely "outmoded" or will they be able to respond to the changing social and cultural trends? Is it coherent and legitimate to integrate such diverse functions as retail, culture and leisure within malls? Is this mixed-use approach effective to reinvent the shopping center model for the future?

Prerequisites for retail development in the city

16.30 - 18.00 | Champs-Élysées room

Co-organiser: **amcv**
cema **TOCEMA**
Urban Centre Management europe

Moderator:



Pierre Francis,
Directeur Exécutif,
AMCV-CEMA
(Belgium)

The politic of retail real estate of a city cannot increase without a real politic of development for the housing market. Bringing back commercial enterprises in city centers; doesn't it means developing quality housing and creating economic projects. After all, isn't it true that business follows its clients and is very often like its environment and his region. Often, it is a good indicator of a district and its inhabitants.

KEYNOTE ADDRESS

Why shopping behaviour has an impact on your bottom line

10.00 - 10.45 | Champs-Élysées room

Keynote speaker:



Terry Green,
Non Executive Director,
Qmatic AB
(Sweden)

Facilitator:



Alistar Agnew,
Chief Marketing Officer,
Qmatic AB
(Sweden)

- What's the latest news in customer behaviour and queuing theory?
- Why do we need to monitor shopping traffic and customer volumes?
- What are the business benefits?

Speed Matching - Retail concepts

10.00 - 11.00 | Oxford room

Discover 5 selected retailers who will present their concept to local authorities' representatives, shopping centres owners, master franchisees and developers in 7 minutes.

During this particular session, discover 5 original retail concepts:

- **Cilek Room** - Household goods (Turkey)
- **Colin's** - Clothing & Fashion (Turkey)
- **espressamente illy** - Catering & Food (Italy)
- **KCC Design Entertainment** - Leisure & Entertainment (Belgium)
- **Secrets d'apiculteur** - Catering & Food (France)

KEYNOTE ADDRESS

Science fact: Future retail

11.00 - 11.45 | Champs-Élysées room

Keynote speaker:



Kate Ancketill,
CEO,
GDR Creative Intelligence
(UK)

Concepts you haven't heard of, but will soon: longevity stores, reputation clean up stations, genetic testing spas... this isn't science fiction, it's less than 5 years away. Futurist Kate Ancketill, from GDR Creative Intelligence unveils the high street of the mid term future, based on technology changes and anticipated consumer demands.

WRAP-UP KEYNOTE SESSION

12.15 - 13.00 | Champs-Élysées room

Keynote speaker:



James Brown,
Head of Retail Research
and Consulting,
Jones Lang LaSalle
(UK)