



# ICSC European Conference

Catalonia Palace of Congresses and  
Hotel Rey Juan Carlos, Barcelona, Spain  
22-24 April 2009



**“EXTREMELY WELL ORGANISED. A GREAT NETWORKING OPPORTUNITY AND SUCH A GOOD VARIETY OF TOPICS”**

Joan Rotheram, Director,  
CB Richard Ellis

## Retail and the City

Learn from industry experts how to adapt your business to survive and thrive during these challenging economic times.

### Top Reasons to Attend:

- Tremendous take home value and new information.
- Industry-related issues and solutions to the current challenging environment.
- The best opportunity for serious networking with senior industry figures.
- Changing consumer trends.
- Dynamic keynote and general session speakers.
- Latest developments in retail trends and concepts.
- Identify new investor, developer and retail contacts.

### Other Bonuses Include:

- The European Shopping Centre Awards.
- Brand new interactive workshops.
- Next Generation Programme.
- Women in Retail Real Estate Breakfast.

**SIMULTANEOUS TRANSLATION INTO RUSSIAN AND SPANISH**

ICSC European Partners



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# Welcome to the ICSC European Conference 2009

## Retail and the City

Barcelona is a European city of astonishing cultural energy with a passion for progress, a city whose day-to-day life brings together every imaginable facet of the most diverse activities.

The Conference will provide you with an insight into the latest industry trends in Europe and showcase major projects that are due to open over the next year. Speakers will compare mature and emerging markets, evaluate refurbishments and examine how the industry is responding to issues of sustainability. Solutions for increasing non-rental income and satisfying and retaining customers will be featured as well as the future drivers for urban planning. An ideal platform to meet with colleagues and to expand your business network across Europe.

### ABOUT ICSC

The International Council of Shopping Centers (ICSC) is the global trade association of the shopping centre industry. ICSC is a non-profit organisation with over 70,000 members in more than 100 countries. Members include shopping centre owners, developers, investors, lenders, retailers, managers, marketing specialists, leasing agents, researchers, architects, contractors, consultants and brokers as well as academics and public officials. Membership brings proven benefits in developing your business through unique access to shopping centre intelligence and research, industry leaders and professionals across Europe and around the globe.

### SIMULTANEOUS TRANSLATION

Simultaneous translation into Russian and Spanish.

### PROGRAMME PLANNING COMMITTEE

**Jörg Banzhaf**, Managing Director, ECE Projektmanagement International, Hamburg, Germany; **Jaap Gillis**, Chief Operating Officer, Redevco, Netherlands; **Peter R. Gold**, Head of Cross Border Retail – EMEA, CB Richard Ellis, London, UK; **Gerard Groener**, ICSC European Conference Chair, CEO Corio Nederland Retail, Netherlands; **Rachel Irvine**, Irvine Communications, Russia; **Jacqueline Kost**, MBA, CSM, Director, Asset Management, Europe, Ivanhoe Cambridge Inc, Luxembourg; **Victoria Gozalez**, Director AECC, Madrid, Spain; **Natalia Oreshina**, General Director, Art Properties, Russia; **Arcadio Gil**, CSM, CMD, CDP, Managing Director, LaSBA, S.A., Madrid, Spain; **Antonio de la Peña**, Director, Arpa Arquitectos, Spain; **Joris Winters**, Senior Analyst, SNS Property Finance International, Netherlands.

### Pre-Conference Study Tour 17-21 April 2009

A 4.5-day tour visiting Lisbon, Madrid and Zaragoza before taking delegates to Barcelona to attend the conference. To register or for more information please go to [www.icsc.org/2009EST](http://www.icsc.org/2009EST) or email [kwallin@icsc.org](mailto:kwallin@icsc.org)

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**KEYNOTE SPEAKERS:****Setting The Stage – A View Of The Global Economy**

**Prof Dr Norbert Walter**  
 Managing Director  
 Deutsche Bank  
 Research/Economics  
 Chief Economist  
 Deutsche Bank Group

**Retail and the City – How Shopping Centres Promote European Cities**

**Alexander Otto**  
 Chief Executive Officer  
 ECE

**The European Dream**

**Jeremy Rifkin**  
 President of the Foundation  
 on Economic Trends

**The Latest In Retail Across The Globe**

**Howard Saunders**  
 Founder of Echochamber

# 2009 ICSC EUROPEAN CONFERENCE

## 22-24 APRIL 2009

Catalonia Palace of Congresses and Hotel Rey Juan Carlos, Barcelona, Spain

**WEDNESDAY 22 APRIL 2009****SURVIVING AND ADAPTING TO OUR CHANGING ECONOMY****09:00 REGISTRATION OPENS AT CATALONIA PALACE OF CONGRESSES****09:00 – 12:00 NEXT GENERATION MEETING AND OUTING**

A chance for Europe's future leaders to help build their career and exchange ideas with international colleagues.

**12:00 WELCOME NETWORKING LUNCH****12:30 – 14:00 CDP TEST REVIEW**

An opportunity to brush up on your industry knowledge before taking the Certified Development, Design and Construction Professional exam.

**14:15 WELCOME AND OVERVIEW FROM BARCELONA CITY OFFICIAL****14:45 – 17:45 CONFERENCE SESSIONS:**

**14:45 SETTING THE STAGE – A VIEW OF THE GLOBAL ECONOMY –**  
 PROF DR NORBERT WALTER

**15:30 INDUSTRY INSIGHTS****16:00 NETWORKING BREAK****16:30 URBAN PLANNING**

Simon Bee, Executive Director, Benoy, UK  
 Christian Knoll, Director, Massimiliano Fuksas  
 Architetto, Germany

**17:30 RETAIL AND THE CITY – A CASE STUDY****18:15 – 19:30 WELCOME NETWORKING RECEPTION****THURSDAY 23 APRIL 2009****WHAT IS THE BUSINESS OF THE INDUSTRY?****08:00 – 09:30 WOMEN IN RETAIL REAL ESTATE BREAKFAST****08:30 – 09:30 NEW! SPECIALITY WORKSHOPS:**

- A) NAVIGATING PLANNING REGULATIONS TO CREATE A SUSTAINABLE SHOPPING CENTRE**
- B) HOW TO PUT TOGETHER A PROPERTY CASH FLOW**
- C) RETAIL IN THE CITY: TRANSFORMING THE SHOPPING CENTRE INTO THE HEART OF THE COMMUNITY**
- D) CASE STUDIES: HOW TODAY'S OUTLET COMPANIES ARE ADAPTING TO EUROPE'S CHANGING MARKETS – AND SUCCEEDING**

**09:45 – 12:00 CONFERENCE SESSIONS:**

**09:45 RETAIL AND THE CITY – HOW SHOPPING CENTRES PROMOTE EUROPEAN CITIES –**  
 ALEXANDER OTTO

**10:30 NETWORKING BREAK**

**11:00 WEATHERING THE STORM, THE AVAILABILITY OF FINANCE, WHERE'S THE MONEY?**

Panelists:  
 Frédéric Fontaine, CEO Corio France, France  
 Olaf Petersen, CEO, GfK GeoMarketing GmbH, Germany  
 Roland Weise, CEO, Media-Saturn-Holding GmbH, Germany

**12:00 – 13:30 LUNCHEON ROUNDTABLE DISCUSSIONS****12:00 – 13:30 NEW! SUPER ROUNDTABLE DISCUSSIONS****13:45 – 16:15 CONFERENCE SESSIONS:**

**13:45 THE EUROPEAN DREAM –**  
**14:30 EMERGING TRENDS**

Kate Anckentill, Owner and Managing Director,  
 GDR Creative Intelligence, UK

**15:30 2008 AWARD WINNERS CASE STUDY – THE BEST OF THE BEST – FOCUS ON RENOVATION AND REVITALISATION PROJECTS**

Moderator:  
 Stephen Pragnell, Group Director for  
 External Relations, Apsys Group, France

**16:15 – 17:15 EUROPEAN SHOPPING CENTRE AWARDS CEREMONY****20:15 GALA DINNER****FRIDAY 24 APRIL 2009****FOCUS ON RETAIL DAY****9:00 – 9:30 FEATURED GUEST RETAILER – DESIGUAL****9:30 – 10:30 GLOBAL RETAIL RUNWAY – PART I**

Hear about five new brands that are creative, trendy, pioneering and on the cutting edge.

- Aftershock
- Flexa
- Game
- Mango

**10:30 NETWORKING BREAK****11:00 GLOBAL RETAIL RUNWAY – PART II**

Hear about five new brands that are creative, trendy, pioneering and on the cutting edge.

- Rituals
- Sacha
- Sacoor Brothers Group

**12:00 THE LATEST IN RETAIL ACROSS THE GLOBE – HOWARD SAUNDERS****13:00 – 13:15 MUNICIPAL UPDATES****13:15 – 13:30 CLOSING REMARKS****13:30 NETWORKING LUNCH****13:30 SHOPPING CENTRE TOURS:**

Tour #1: **Lifestyle Centres and Specialised Retail:**  
 La Roca Village, Maremagnum,  
 Arenas de Barcelona

Tour #2: **Urban Centres:**  
 Barcelona Shopping Line, Pedralbes Centre,  
 L'illa Diagonal, El Triangle

Tour #3: **Regional Centres:**  
 Diagonal Mar, Gran Via 2, La Maquinista

Tickets for the tours can be picked up on a first-come first-served basis at the Conference.

**SHOPPING CENTRE TOUR OF BARCELONA**

Please tick the box on the registration form to indicate whether you are interested in joining a tour on Friday afternoon and we will contact you with more details.

**TO REGISTER VISIT [WWW.ICSC.ORG/2009EU](http://WWW.ICSC.ORG/2009EU) OR CALL +44(0) 20 7976 3102**






# Registration Form

## ICSC European Conference

Catalonia Palace of Congresses, Barcelona, Spain, 22-24 April 2009



### Four easy ways to register

-  [www.icsc.org/2009EU](http://www.icsc.org/2009EU)
-  +44(0) 20 7976 3102
-  +44(0) 20 7222 7791

- International Council of Shopping Centers/Europe LLC  
1221 Avenue of the Americas  
New York, NY 10020-1099, USA

### Further information

For information on registration and membership please contact the team on +44(0) 20 7976 3102 or [icsc.europe@icsc.org](mailto:icsc.europe@icsc.org)

### Deadlines

To qualify for the advanced registration discount, we must receive your payment by 23 March 2009. For your name to appear in the main list of delegates, we must receive your registration and payment by 1 April 2009.

### ICSC Membership

To qualify for the discounted membership fee, each registrant must be an ICSC member. See separate form for details and application for becoming a member of ICSC.

### Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 25 February 2009. Refunds on cancellations received between 26 February 2009 and 31 March 2009 will be subject to a 50% charge. After 1 April 2009, no refunds will be given. All requests for refunds must be received by 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, email, phone or otherwise regarding their services and events that may be of interest to you or your colleagues.

**Advance registration (before 23 March 2009)**

**Standard registration (after 23 March 2009)**

**Group discounts** 10% discount for three or more delegates if registered and paid for at the same time.

**Student Membership Rate** €50.00 plus €8 VAT\* = €58.00.

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

### Local Spanish Council Rates:

If you are a member of the Spanish Council AND an ICSC member: €990 + NO VAT = €990

If you are a member of the Spanish Council & NOT an ICSC member: €1090 + NO VAT = €1090

– with this you get Conference registration plus you become an ICSC member.

Please tick below if you are interested in any of these events or if you are a first-time attendee:

- Next Generation Meeting: please sign me up for the Wednesday morning meeting.**  
(Free to Conference delegates, €50.00 plus €8 VAT\* = €58.00)
- Certified Development, Design and Construction Professional test review, Wednesday 12:30.**
- Shopping Centre Tour** (Friday afternoon).
- First-time Attendee.**

**Gala Dinner** Please book me \_\_\_\_\_ tickets at €150.00 plus €24.00 VAT\* = €174.00 per ticket. TOTAL \_\_\_\_\_ Please note these are non-refundable.

**Hotel accommodation** Please visit the Conference website [www.icsc.org/2009EU](http://www.icsc.org/2009EU) in order to make a hotel booking at one of the selected hotels.

### PLEASE COMPLETE THIS FORM USING BLOCK CAPITALS

Mr/Mrs/Ms \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Position \_\_\_\_\_ Company name \_\_\_\_\_

Type of business \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Country \_\_\_\_\_ Tel no \_\_\_\_\_ Fax no \_\_\_\_\_

Email (for correspondence) \_\_\_\_\_

ICSC Membership number \_\_\_\_\_

### Method of payment

Cheque. I enclose a cheque for € \_\_\_\_\_. Please make cheques payable to International Council of Shopping Centers/Europe LLC and enclose with your completed registration form.

Credit card. Please debit my account for € \_\_\_\_\_  MasterCard  VISA  American Express

Credit card number \_\_\_\_\_ Expiry date \_\_\_\_\_

Name (please print as it appears on card) \_\_\_\_\_

Signature \_\_\_\_\_

\*VAT Companies that are established and VAT registered in Spain will not be charged VAT on the registration fees/Next Generation Meeting fees/Gala Dinner tickets since these companies need to self-assess for the VAT at 16% through their Spanish periodical VAT return. Please provide your Spanish VAT number:  
(ES) \_\_\_\_\_  
All other companies will be charged 16% Spanish VAT.

**To avoid being charged Spanish VAT please provide your VAT number in the box above.**

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