

The Annual ICSC Romanian Retail Real Estate Conference

Wednesday 30 September 2009,
Athénée Palace Hilton, Bucharest, Romania

- Identify global trends in the retail property market
- Understand the impact of the economic slowdown
- Discuss the business case for creating sustainable shopping centres
- Targeting consumers during the economic slowdown

**‘This event provided a comprehensive market
overview of the retail industry/market & a good
networking opportunity.’**

Arpad Santo, Expansion Manager, Orsay

The ICSC Romanian Retail Real Estate Conference

The ICSC National Committee in Romania

Ben Binns, MRICS, Associate, King Sturge

Doinita Costache, MRICS, Head of Marketing, EMBA, Cushman & Wakefield

Mircea Curuia, CSM, Deputy General Manager, E.M.C.T. Romania

Oana Diaconescu, Senior Leasing Manager, Iulius Mall, Iulius Group

Cristina Dumitrache, MRICS, Associate, Cushman & Wakefield

Irina Irimie, Leasing Manager, Anchor Grup

Ali Ergun Ergen, Chief Executive Officer, Baneasa Developments (Committee Chair)

Daniela Florea, Chief Executive Officer, GEO Strategies Experian

Andrew Hardy, International Director, RED Management Capital

Wolfgang Idl, Asset Manager, Retail, Immoeast

Gijs Klomp, Managing Director, Romania, ING Real Estate

Radu Tanasescu, Chief Operating Officer, Anchor Grup

ICSC National Committees organise events, networking and information sharing for members in their country and provide information to retailers and investors considering new markets. National committees help to accomplish a common aim and ambition to the benefit of everyone wishing to develop a strong industry for the future. The essence of the ICSC National Committee is to share industry information and maximise the opportunities for members within each country.

About ICSC

The International Council of Shopping Centers (ICSC) is the global trade and professional association of the shopping centre industry. ICSC is a not-for-profit organisation with over 60,000 members in more than 100 countries worldwide. Industry experts meet to exchange ideas and information and are provided with deal-making opportunities through educational conferences and seminars, professional development, research meetings and specialist networking groups. Membership brings proven benefits in developing your business and career through unique access to shopping centre intelligence and research, industry leaders and professionals across Europe and around the globe.

Benefits of membership include

- Unrivalled networking with your colleagues and peers at our events
- Exceptional information and market intelligence
- Top opportunities to access projects and professionals nationally and globally
- Independent early alerts to legislative change in Brussels

ICSC Romanian National Committee Sponsors



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Conference Facilitator: Pietro Malaspina, Director, Institutional Relations, Sierra Developments Italy, Member of ICSC European Advisory Board

09.00 – 09.30 COFFEE AND REGISTRATION

09.30 – 09.35 WELCOME AND OPENING OF THE ICSC ROMANIAN RETAIL REAL ESTATE CONFERENCE

Ali Ergun Ergen, Chair, ICSC Romanian National Committee, Chief Executive Officer, Baneasa Developments

09.35 – 09.50 ABOUT ICSC

Pietro Malaspina, Director, Institutional Relations, Sierra Developments Italy, Member of ICSC European Advisory Board

09.50 – 10.15 GLOBAL TRENDS IN THE RETAIL PROPERTY MARKET

- A seismic shift in power - it is a tenants' market
- Despite the economic challenges, there is more cross border activity than ever
- Brands are highly strategic and yet at the same time very opportunistic
- Landlords have been forced to get to know their prospective tenants
- "Build it and they will come" is no longer the reassuring cry that shopping centre developers use

Chris Igwe, Head of Retail France, CBRE

10.15 – 10.45 SHOPPING CENTRE DEVELOPMENT

Trends in the Central & Eastern European Retail Market

- Overview of the projects delivered in CEE during the first half of 2009; projects currently under construction
- Rents evolution in CEE during the first half of 2009
- Retail Sales trends
- Forecast and influencing factors

Georgiana Andrei, Head of Retail Division, Colliers International

Shopping Centre Development in Romania

- Existing and new major schemes in pipeline for 2009
- Romania - one of the leaders in Europe in terms of percentage growth of shopping centres
- Retail development in the current economic downturn

Razvan Gheorghe MRICS, Managing Director, Cushman & Wakefield Romania

10.45 – 11.05 TARGETING CONSUMERS DURING THE ECONOMIC SLOWDOWN/RECESSION PERIODS

- The benefits of informed targeting for customer loyalty
- Overview of consumer trends in Europe and in Romania
- Techniques for retail retention during economic downturn
- Establish an actionable data management strategy to maintain and make the most of customer data

Daniela Florea, Chief Executive Officer, Geo Strategies Experian

11.05 – 11.25 COFFEE BREAK

11.25 – 11.45 THE IMPACT OF THE ECONOMIC SLOWDOWN

Gonzalo Llaras, Franchise Expansion Director, MANGO

11.45 – 12.15 PANEL DISCUSSION: IMPROVING THE CUSTOMER EXPERIENCE

How can you make the customer's stay more pleasurable from the moment of arrival to departure with a view to increasing dwell time and spend?

Moderator: Christian Hiver, Commercial Director, RED

Panelists: Richard Flint, Managing Director – Greece & Associated Territories, Marks & Spencer PLC
Gonzalo Llaras, Franchise Expansion Director, MANGO

John Burrows, Director, BCI design

Loredana Croicia, Sales & Marketing Director, Baneasa Developments

12.15 – 12.45 ADAPTING TO CHALLENGING CIRCUMSTANCES

- Who will still be developing new centers in the future and where?
- How will size, location, branch and tenant mix, and management change?
- Future challenges in financing projects

Jörg Banzhaf, Managing Director, ECE Projektmanagement International G.m.b.H

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12.45 – 14.00 LUNCH

14.00 – 14.45 PANEL DISCUSSION: RETAILERS AND DEVELOPERS WORKING TOGETHER

Moderator: Radu Tanasescu, COO, Anchor Grup S.A.

Panelists: Reuven Havar, Country Manager, AFI Europe
Michaël Richard, General Manager, EMCT
Markus Pinggera, Director Expansion and Legal,
Deichmann CSEE

Grigoris Zarifopoulos, General Manager,
Marinopoulos S.A. (GAP)

14.45 – 15.15 THE BUSINESS CASE FOR CREATING SUSTAINABLE SHOPPING CENTRES

The development of the pan-European BREEAM scheme – a scheme that is specific to shopping centres & drives the sustainability of retail developments throughout Europe.

Martin Townsend, Director of BREEAM,
BRE Global

15.15 – 15.45 COFFEE BREAK

15.45 – 16.25 PROPERTY MANAGEMENT – A SOLUTION IN CHALLENGING TIMES

Gijs Klomp, Managing Director Romania, ING
Real Estate Investment Management
Radu Niculescu, General Manager, RED
Building Management Services

16.25 – 17.00 PANEL DISCUSSION: FACTORY OUTLET CENTRES – HAS THEIR TIME COME IN ROMANIA?

Moderator: Ali Ergun Ergen, Chair, ICSC Romanian
National Committee, Chief Executive Officer,
Baneasa Developments

Panelists: Neil Thompson, Chief Executive Officer,
Fashion House Development
Sinziana Frangeti, Senior Consultant,
Colliers International

Cristina Dumitrache MRICS, Associate, International
Retail Shopping Centres, Cushman & Wakefield

17.00 – 17.10 CLOSING REMARKS

17.15 – 18.45 DRINKS RECEPTION

Registration Form


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Athenee Palace Hilton, Bucharest, Romania

30 September 2009

Four easy ways to register

-  www.icsc.org/2009RRC
-  +44 20 7976 3102
-  +44 20 7976 3101

-  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 20 7976 3102 or icsc.europe@icsc.org

Deadlines

To qualify for the advanced registration discount, we must receive your payment by 11 September 2009. For your name to appear in the main list of delegates, we must receive your registration and payment by 25 September 2009.

Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 28 August 2009. Refunds on cancellations received between 29 August and 11 September 2009 will be subject to a 50% charge. After 11 September 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, e-mail, phone or otherwise regarding their services and events that may be of interest to you or your colleagues.

	Discounted Member fee	Non-member fee
Advance Registration (before 11 September 2009)	€240 plus €45.60 VAT = €285.60	€420 plus €79.80 VAT = €499.80
Standard Registration (from 11 September 2009)	€300 plus €57 VAT = €357.00	€480 plus €91.20 = €571.20

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

ICSC Membership To qualify for the discounted membership fee, each registrant must be an ICSC member. See www.icsc.org for membership information or contact Magda Navas at mnavas@icsc.org

Hotel Accommodation Please contact the Athenee Palace Hilton directly on **+40 (0) 21 303 3777**

Please tick if you are a first-time attendee

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 _____

E-mail (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

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