



EUROPEAN CONFERENCE

AUTHENTICITY: DIFFERENTIATING RETAIL

18-19 April 2016

Milan, Italy

In association with:



David Simon, CEO,
Simon Property
Group confirmed as
Keynote Speaker

Connect with prominent
industry leaders shaping
the retail market in
Europe and beyond

Discover how brands are
adapting to the changing
realities in retail whilst
retaining their deep
rooted authenticity

Visit new and
innovative retail
property in Milan

ICSC Global Partner



ICSC European Partners



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#EuroConf

AUTHENTICITY: DIFFERENTIATING RETAIL

Celebrated for its superb craftsmanship and deep-rooted authenticity, ICSC is delighted to be holding its 41st European Conference in Milan, Italy.

The 2016 ICSC European Conference will explore how relevant authenticity is with respect to retail. We will celebrate authentic unique, local retail formats/retailers from across the globe, learning from the people and companies that helped create them.

Destination appeal is a critical success factor for modern retail, and as stakeholders (cities, property owners, retailers) take this message to heart, the question now becomes how destinations can differentiate themselves from the competition. The answer very often lies in building on an authentic quality so strongly connected to the city/location/brand that it is extremely difficult to replicate. During the European Conference we will explore how leveraging authenticity can propel retail to greater heights.

Milan is a great place for such a conference with it being home to many of Italy's major fashion houses' headquarters and a major destination for many international brands and shoppers alike. Where better to explore the role authenticity plays in retail than in Milan?

Keynote speakers will include:



David Simon

Chairman of the Board and Chief Executive Officer, Simon Property Group, Inc.



Annette Kröger

Chief Executive Officer, Allianz Real Estate Germany



Sandeep Mathrani

Chief Executive Officer, General Growth Properties, Inc., ICSC Trustee



Rachel Lavine

CEO, Gazit-Globe



Dr Carlo Calenda

Italy's Ambassador to the European Union and former Vice Minister of Economic Development of Italy



Beth Butterwick

CEO, Bonmarché

Programme Planning Group

Conference Chairs:

Luca Cappuccitti, Design International

Corrado Vismara, Larry Smith S.r.l.

Group Members:

Liad Barzilai, Atrium European Management NV.

Briana Cross, Westfield Europe Ltd

Richard Davies, Cushman & Wakefield LLP

Joris de van der Schueren, Redevco B.V.

Patrick Delcol, BNP Paribas Real Estate

Macarena Dell'Oro, McArthurGlen UK Ltd

Simone Domenella, Carlo Pazolini S.R.L.

Evelyne Duchi, Comm. VA Wereldhave Belgium SCA

Marzia Giuliani, CBRE

Victoria Gould, JLL

Johan Hugues, Blachère Illumination S.A.S.

Marina Jestin, Allianz Real Estate GmbH

Massimo Moretti, Beni Stabili S.P.A. SIIQ

Alison Rehill-Erguven, Pradera Limited

Herculano Rodrigues, CACI Limited

Teresa Sommonte, Consiglio Nazionale Dei Centri Commerciali

Martijn Vlasveld, CBRE Global Investors

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ICSC European Foodservice Mentor



Media Partners



PROGRAMME

Monday, 18 April 2016

09:30 REGISTRATION OPENS
Digital Design Trends
Retail Innovation Zone

Sponsored by:



11:00 NEXT GEN LIVE!



David Zoba

Chairman, Global Retail Leasing Board, JLL and recently retired Senior Vice President Global Real Estate and Store Development, GAP Inc., ICSC Trustee

ICSC European Next Generation Sponsors:



Sponsored by:



12:00 Diversity – How it Affects the Bottom Line



Lia Turri

Diversity and Inclusion Leader, Italy, PwC

Sponsored by:



12:00 NETWORKING LUNCH

Sponsored by:



13:00 Introduction to Day One
Welcome from the CNCC



Massimo Moretti

President, CNCC and Head of Business Unit Portfolio Retail, Beni Stabili S.P.A. SIQ

Welcome to the Conference



Conference Chairs:

Luca Cappuccitti

Head of Global Business Development, Design International



Corrado Vismara

Managing Director, Larry Smith



Conference Moderator:
Prof Greg Clark CBE

CONTEXT: USING AUTHENTIC RETAIL TO DIFFERENTIATE CITIES

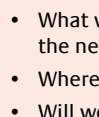
13:15 The Italian Economy and the Impact on the Retail Industry



Dr Carlo Calenda

Italy's Ambassador to the European Union and former Vice Minister of Economic Development of Italy

13:50 The Map of the Future of Retail in Europe



- What will be the key developments in Europe over the next ten years?
- Where change will create opportunity in Europe?
- Will we see the continuation of US brands moving into the European market?

Marcus Wild

Chief Executive Officer, SES Spar European Shopping Centers, ICSC Divisional Vice President Europe and ICSC Trustee

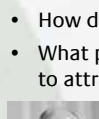


David Harper, BSc FRICS

CEO, Harper Dennis Hobbs

14:25 How Does Retail Help to Make Places Authentic?

15:15 How Does Retail Drive a Visitor Economy?



- How do cities develop their brands?
- What part does retail play in cities' strategies to attract visitors?

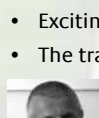
Sergio Daneluzzi

Senior Officer, Tourism and Marketing Department, City of Milan

15:45 NETWORKING BREAK

CUSTOMERS: HOW DO THEY DEFINE AUTHENTICITY, WHY IS IT IMPORTANT TO THEM?

16:15 Authentic Food & Beverage Experiences



- Exciting new F&B concepts
- The transformation of the traditional food court

Andrea Illy

President and CEO, illycaffè S.p.A.



Umberto Montano

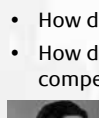
President, Mercato Centrale Firenze



Ian Hanlon

Associate Director – Foodservice Consulting, Coverpoint Consultancy (part of the JLL Group)

17:00 Authentic Food & Beverage Experiences



- How do large organisations approach authenticity?
- How does Autogrill's strategy differ in an increasingly competitive F&B market?

Gianmario Tondato da Ruos

Group Chief Executive Officer, Autogrill S.p.A.

PROGRAMME

Monday, 18 April 2016

17:30 An Audience with David Simon

- How relevant authenticity is with respect to retail?
- What makes Simon unique/authentic?
- What is great (and not so great) about doing business in Europe?
- What are the key issues where the industry needs to work together as a whole?



David Simon
Chairman of the Board and Chief Executive Officer, Simon Property Group, Inc.

18:20 OPENING NIGHT RECEPTION

Tuesday, 19 April 2016

08:00 REGISTRATION OPENS
Digital Design Trends
Retail Innovation Zone

Sponsored by:



08:45 Welcome Back



Conference Moderator:
Prof Greg Clark CBE

08:55 ICSC Supporting Our Industry



Tom McGee
President and Chief Executive Officer, ICSC



Josip Kardun
Chair, ICSC European Advisory Board and CEO, Atrium Group



Sandra de Jenken Eversmann
Managing Director, Europe, ICSC

**PRODUCTS: INDUSTRY TRENDS AND TRANSFORMATION
(COVERGENCE VERSUS AUTHENTICITY)**

09:25 The Future of Authentic Retail Around the World



Stephen Lebovitz
ICSC Chairman 2015-2016 and President and Chief Executive Officer, CBL & Associates Properties, Inc.



Andrew Brien
Executive Director / Chief Executive Officer, Suria KLCC Sdn Bhd, ICSC Trustee

10:00 Authentic Innovation

- What does innovation mean in a fast paced, ever changing world?
- What are the secrets of authentic innovation?
- What can we learn from the experts – our customers?
- Why are authentic leaders winners?



Joan Jove
Managing Director for Southern Europe, McArthurGlen Group

10:35 NETWORKING BREAK

11:00 The Pursuit for Irreplaceable Assets

- Does the idea of authenticity come into the equation when considering where to invest?



Annette Kröger
Chief Executive Officer, Allianz Real Estate Germany



Andrea Orlandi
Managing Director, Head of Real Estate Investments Europe, Canada Pension Plan Investment Board



Henrike Waldburg
Head of Investment Management Shopping Center, Union Investment



Florencio Beccar
Head of Retail EMEA, CBRE Global Investors



PROGRAMME

Tuesday, 19 April 2016

11:45 Maintaining Authenticity whilst Taking an Organisation through Business Transformation

- Fascinating insight into how Beth Butterwick transformed the business and led the turnaround of the new business strategy



Beth Butterwick
CEO, Bonmarché

12:15 LUNCHTIME ROUND TABLE DISCUSSIONS

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13:30 Authentic Department Stores

14:20 The Importance of Creating Luxury Experiences

- Redefining luxury service through emotional brand engagement



Claudia Roth
Lead Consultant, Indispensable Solutions
and Founder, Claudia-Roth.com

14:55 Authenticity and Luxury Brands

15:25 And the Nominees are...

- A short video celebrating the 40th European Shopping Centre Award nominees for the most outstanding new, refurbished and established shopping centres in Europe



Jury Chair:
João Correia de Sampaio
Executive Director, Property Management
& Leasing, Sonae Sierra

15:45 NETWORKING BREAK

INDUSTRY LEADERS: HOW ARE THEY LEVERAGING AUTHENTICITY TO SHAPE THE FUTURE OF THEIR BUSINESSES

16:15 The Importance of Authentic Leadership

- Influential leaders discuss how they create a culture which reflects and stays true to their companies' brand values



Sandeep Mathrani
Chief Executive Officer, General Growth
Properties, Inc., ICSC Trustee



Christophe Cuvillier
Chief Executive Officer & Chairman of the
Management Board, Unibail-Rodamco



Rachel Lavine
CEO, Gazit-Globe

17:05 Keynote Presentation

17:50 Chairmen's Closing Remarks



Conference Chairs:
Luca Cappuccitti
Head of Global Business Development,
Design International



Corrado Vismara
Managing Director, Larry Smith

18:00 NETWORKING AWARDS DRINKS AND DINNER

Incorporating the **40th ICSC European Shopping Centre Awards**

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Wednesday, 20 April 2016

09:00 - 12:30 RETAIL TOURS

Retail Tours 1 and 2 are walking tours.
Start and Finish point: Meliá Milano Hotel

Retail Tour 1

Stazione di Milano Centrale
Porta Nuova
Piazza Gae Aulenti
10 Corso Como
Eataly Milan Smeraldo
Corso Garibaldi

Retail Tour 2

Galleria Vittorio Emanuele
Il Mercato del Duomo
La Rinascente
Corso Vittorio Emanuele II
Excelsior Milano
Piazza San Babila
Quadrilatero d'Oro

09:00 - 14:30 RETAIL TOURS

Retail Tours 3 and 4 are by coach.
Start and Finish point: Meliá Milano Hotel

Retail Tour 3

Centro Commerciale Fiordaliso
Serravalle Designer Outlet

Retail Tour 4

Vicolungo The Style Outlets
Arese Shopping Center





ICSC EUROPEAN CONFERENCE

18–19 April 2016, Milan, Italy

Register Online

www.icsc.org/2016EU



Online registration requires a valid credit or debit card.
To pay by invoice, download the registration form from
www.icsc.org/2016EU/register

A 10% group discount is applied when registering three or more attendees from the same organisation at the same time. Group discounts are not valid for online, Next Generation or Student registrations – please complete the registration form from the website.

Become a Member: To qualify for the Discounted Member and Next Generation ICSC Member fees, each registrant must be an ICSC member. Please email mzalac@icsc.org for more details.

To qualify for the Advance Registration Rate, we must receive your registration and payment by **19 February 2016**.

For your name to appear in the delegate list, we must receive your registration and payment by **1 April 2016**.

Registration Options

Advance Registration (until 19 February 2016)

Discounted Member fee

€1,195.00 + €262.90 VAT = €1,457.90

Non-member fee

€1,750.00 + €385.00 VAT = €2,135.00

On-site Registration (from 1 April 2016)

Discounted Member fee

€1,795.00 + €394.90 VAT = €2,189.90

Non-member fee

€2,395.00 + €526.90 VAT = €2,921.90

Next Generation

To find out more about eligibility for the Next Generation fees or to register in this category, please email mzalac@icsc.org

Advance Registration (until 19 February 2016)

Next Generation ICSC Member fee

€475.00 + €104.50 VAT = €579.50

Standard Registration (from 20 February 2016)

Next Generation ICSC Member fee

€630.00 + €138.60 VAT = €768.60

Retail Tours

There are a limited amount of places available for the Retail Tours, which are only available for individuals registered to the Conference. The Retail Tour fee is per person per tour and participants can attend one from a possible four tours.

Wednesday, 20 April 2016 (Retail Tours 1-4)

Discounted Member fee

€30.00 + €6.60 VAT = €36.60

Non-member fee

€60.00 + €13.20 VAT = €73.20

ICSC

29 Queen Anne's Gate, London SW1H 9BU, United Kingdom Tel: +44 20 7976 3100 Email: icsc.europe@icsc.org www.icsc.org/europe