

**'A GREAT OPPORTUNITY
TO MEET DEVELOPERS
AND OTHER RETAILERS /
BRANDS.'**

PIERLUIGI FARACE,
MARKETING AND RETAIL MANAGER
GROUPE SEB, ITALY



ICSC European Outlet Conference

Meliá Milano Hotel, Milan, Italy
12-14 October 2010

Why Brands Love Outlets

- Top global brands: why outlets are crucial
- Exclusive research: Europe's best outlet centres keep their edge
- Investors and fund managers: we love outlets, too
- Emerging markets: outlets' expanding horizons

Also featuring:

ICSC Next Generation Outlet Centre Tour
12 October 2010

Retailers and
tenants go
FREE!

ICSC European Partners



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ICSC European Outlet Conference

in association with International Outlet Journal and Value Retail News

Why Brands Love Outlets

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 80 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.

About International Outlet Journal and Value Retail News

International Outlet Journal (IOJ) is a quarterly newsletter that serves the outlet industry throughout the world, outside North America. The only publication of its kind, IOJ reports on trends, issues, exclusive research arising in the outlet industry in Europe, Asia, Australia, the Middle East and in Central and South America.

Value Retail News (VRN) is ICSC's award-winning monthly trade publication that serves the international outlet/value retail industry. Since its founding in 1981, VRN has been the industry's only voice, reporting on trends, issues and exclusive research. VRN also publishes two industry directories, the Global Outlet Project Directory

and the Value Retail Directory of tenants, which contain the most current decision-maker contacts in the industry. VRN/ICSC have also conducted two outlet-industry meetings a year since 1981, and have of course added the European Outlet Conference as well.

About the Outlet Centre Exhibition

The small scale exhibition will provide the ideal platform for shopping centre owners and retail tenants to discuss leasing opportunities, as well as a marketplace of products and services. Exhibit space is limited. Reserve your space today! Please contact Sally Stephenson on +1 847 835 1617 or sstephenson@icsc.org

Who should attend?

- Retailers
- Leasing, operations and marketing professionals
- Retail and development consultants
- International retailers and developers
- Financial and investment professionals

Who should – and does – exhibit at ICSC Outlet Conferences?

- Outlet development, management and marketing companies
- Marketing, technology and executive search firms
- Financial and investment firms

Why attend?

- Listen to presentations by luxury brands
- Hear from retailers themselves about their outlet strategies and crucially their needs
- Discuss the effect of today's economy on outlet performance
- Debate whether leisure and mixed use enhances an outlet centre's offering and drives traffic
- Learn about the roll out and adoption of outlets in emerging markets
- Identify where the best opportunities are for outlet centres in Europe
- Network with international retailers and developers

Programme Planning Committee

Neil Thompson	Chief Executive Officer, Fashion House Development (Committee Chair)
Richard Beasley	Chief Executive Officer, BWP Group
Sven Buchsteiner	Senior Consultant, CB Richard Ellis
Manuel Lagares	Chief Executive Officer, Neinver
Filippo Maffioli	Sales and Marketing Director, PROMOS
Enrico Marinelli	Chief Executive Officer, Frette Group
Brendon O'Reilly	Partner, Outlet Services, GVA Outlets
Stefano Stroppiana	Managing Director, Premium Retail

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DAY ONE TUESDAY 12 OCTOBER 2010

ICSC NEXT GENERATION Outlet Centre Tour

12:00 Meet at the Meliá Milano Hotel reception

12:15 Depart the hotel for the tours

13:00 Vicolungo Outlet

16:00 Serravalle Outlet

18:30 Arrive at the Meliá Milano Hotel

The ICSC Next Generation Outlet Centre Tour is a great opportunity to hear first hand from the centre managers themselves about the concepts and strategies behind these successful outlets.

DAY TWO WEDNESDAY 13 OCTOBER 2010

08:45 REGISTRATION WITH COFFEE

09:30 OPENING REMARKS

Linda Humphers, Editor in Chief, International Outlet Journal
Conference Facilitator:
Richard Beasley, Chief Executive Officer, BWP Group

09:40 State of the European Outlet Industry: centres' and retailers' perspectives

A look at what the European outlet sector really looks like - the current situation, planned developments, retailer expansions and potential for future growth from the centre's and retailer's perspectives. From the next key developments in the sector for mature retailers to new entrants, new developments to additional phases and selling on, saturated markets to new countries - it's all happening in the outlet sector.

Brendon O'Reilly, Director of the ORDA Steering Group
Dr Joachim Will, Chief Executive Officer, Ecostra

**10:00 KEYNOTE PRESENTATION
Outlet centres, retailing's overnight sensation**

Thanks to its strong performance in various struggling economies, outlet retailing has become an overnight sensation. But wait - the sector has been growing and maturing in the U.S. for nearly 40 years and in Europe for close to 20 years, which is hardly a sudden phenomenon. Today's speaker will talk about the industry's hits, misses, recoveries and reinventions with an emphasis that one golden key has always separated the outlet sector from traditional retail development.

David Ober, President, Council of Outlet Retailers and Developers and President of Pennsylvania Outlet Management

10:30 NETWORKING COFFEE BREAK

11:15 We're opening a store where?

Designer and luxury brands are ready to open stores in emerging markets, but there are a few things they need first. This panel of luxury outlet designers will discuss what they expect from the outlet centres they tenant in terms of rents, store build-outs, and especially, in the customer that will be delivered to their doors.

Moderator:
Peter Noble, Group Senior Leasing & Commercialisation Director, Value Retail

Panellists:
Armando Branchini, Secretary General, Fondazione Altagamma
Luca Carpinelli, Regional Leasing Manager for Southern Europe, McArthurGlen

12:00 Retailers' corner

Hear from retailers themselves how they go about choosing which outlet centres to be present in, how they decide between having a presence on the high street versus outlet sector, what types of leases they are signing, are they opening more outlet stores.

12:30 NETWORKING LUNCH

14:00 Planned projects, 7 minute-style

Three outlet developers will each have seven minutes to convey everything you ever wanted to know about their planned outlet centres. And if they run overtime, expect to hear the Big Gong telling them their time is up!

Phil Cottingham, Managing Director of Retail, Quintain Estates and Development

Jorge Sánchez Mera, Retail Corporate Director, Neinver

Neil Thompson, Chief Executive Officer, Fashion House Development

14:20 How clicks complement bricks - selling efficiently on the web

For more than 10 years, eBay has been the world's largest online marketplace. You will hear from leading eBay executives how this e-commerce marketplace is evolving from its bargain-hunter roots to a new sales channel for retailers and brands to launch product, drive awareness and volume sales and clear stock. Hear what eBay is doing for brands and how this online distribution channels can work in conjunction with bricks-and-mortar stores.

Nicholas Illidge, Senior Director Business Development Europe, eBay International AG

Dr. Stephan Zoll, Managing Director, eBay GmbH (to be confirmed)

14:50 NETWORKING COFFEE BREAK

15:35 Marketing: To B or not 2B?

Before marketing to consumers can begin, outlet developers have already spent months, sometimes years, marketing their sites to prospective tenants. This panel of leasing and marketing experts will talk about the "behind the scenes" work - trade advertising, site visits, dinner meetings, brochures, exhibit halls, and more - carried out by leasing and marketing executives, who together communicate their centre's attributes to find the right brands for their projects.

Moderator:
Richard Beasley, Chief Executive Officer, BWP Group

Panellists:
David Carver, Head of Leasing, GVA Outlets
Natalie McLean-Reid, Managing Director, Primal PR
Anthony Sutton, Centre Director, Dockside Kent Factory Outlet
Luigi Maurizio Villa, Retail Operations Director, Palmanova Outlet Village, Promanagement

16:20 Marketing: but did it work?

Even the most creative marketing campaigns can't be called successful if they don't generate footfall and improve turnover. This panel of experts will discuss various metrics for measuring a promotion's effectiveness and return on investment, as well as tips for knowing which marketing channel works best in given situations.

Moderator:
Richard Beasley, Chief Executive Officer, BWP Group

Panellists:
Mark Clark, Head of Business Development and Communications, GVA Outlets
Natalie McLean-Reid, Managing Director, Primal PR
Clara Petrone, Regional Marketing Manager for Southern Europe, McArthurGlen
Anthony Sutton, Centre Director, Dockside Kent Factory Outlet

DAY TWO (continued) WEDNESDAY 13 OCTOBER 2010

17:05 Let the fund begin!

This lively discussion between fund managers and retailers will focus on what the financial side of the business brings to the outlet equation. Why do funds invest in outlet centres? Why would retailers be pleased that centres they tenant are owned by funds? How do you go about setting up a fund? Hear what retailers say about third party asset management and listen to fund managers talk about the important aspects of keeping the outlet industry growing.

Moderator:

David Ober, President, Council of Outlet Retailers and Developers and President of Pennsylvania Outlet Management

Panellists:

Anna Duchnowska, Board Member, Head of Asset Management, Polonia Property Funds

Manuel Lagares, Chief Executive Officer, Neinver

David Williams, Fund Manager (European Outlet Mall Fund), Henderson Global Investors

17:50 INTERIM REMARKS

Richard Beasley, Chief Executive Officer, BWP Group

Linda Humphers, Editor in Chief, International Outlet Journal

18:00 ORDA Awards

A series of awards presented by the Outlet Retailers' and Developers' Association recognising excellence within the Outlet sector.

Presented by **Brendon O'Reilly**, Chairman, ORDA

18:45 NETWORKING DRINKS RECEPTION

DAY THREE THURSDAY 14 OCTOBER 2010

08:15 REGISTRATION WITH COFFEE

09:00 Retail Runway

Three top brands discuss their paths to outlet retailing as well as their strategies for expanding their chains. The brands will also discuss how their outlet chains have improved their companies' bottom line.

Joan Rouras, Head of Real Estate, Desigual

09:20 Spotlight on China, Russia and Egypt

As outlet retailing grows globally, brands and landlords are finding markets in every part of the world where the sector can thrive. This panel will introduce the audience to the challenges and benefits of opening up the world of outlet retailing in China, Russia and Egypt. Outlet development is under way in China, just beginning in Russia and still relatively unknown in Egypt. But shoppers around the world have embraced the concept and our panel of experts will explain how to reach them.

Chris Milliken, Commercial Director, Freeport

Neil Thompson, Chief Executive Officer, Fashion House Development

Ibrahim Kamal, Managing Director, Nile Stock

10:05 Planned projects, 7 minute-style

Three outlet developers will each have seven minutes to convey everything you ever wanted to know about their planned outlet centres. And if they run overtime, expect to hear the Big Gong telling them their time is up!

Luca Carpinelli, Regional Leasing Manager for Southern Europe, McArthurGlen

David Carver, Head of Leasing, GVA Outlets

Fashion District (speaker to be announced)

10:25 NETWORKING COFFEE BREAK

11:10 More than an outlet centre

The core, the essence, the reason-for-being of any outlet centre is the brands. Some markets demand more – cinema, student housing, office space, full-service restaurants, leisure activities. Retailers and developers discuss which extras will drive traffic, increase sales and make each scheme More Than An Outlet Centre.

Moderator:

Neil Thompson, Chief Executive Officer, Fashion House Development

Panellist:

Phil Cottingham, Managing Director of Retail, Quintain Estates and Development

Iestyn Roberts, Chief Executive Officer, Freeport

Johan Rogiers, Managing Director, Liebrecht & woodD

Joan Rouras, Head of Real Estate, Desigual

11:55 Managing information: technology and transparency

How is technology evolving to better capture information and increase the transparency between landlords and tenants? How does the European outlet sector cope with reporting on multiple sites in different countries and a range of languages? Hear about the latest technological developments being adopted by the outlet industry and take a look at where it needs to go next.

Brendon O'Reilly, Director, GVA Outlets and Chair, Outlet Retailers' and Developers' Association (ORDA)

Pedro Garcia, Facility Management Director, Neinver Management

12:40 Who's hot, who's not?

Back by popular demand, the research duo from Germany will once again present their findings on the top-performing outlet centres in Europe – according to the tenants themselves. Rounding out the presentation is an overview of trends that have been shaping brands' expansion plans.

Dr Joachim Will, Chief Executive Officer, Ecostra

Sven Buchsteiner, Consultant Retail Research, CBRE

13:10 CLOSING REMARKS

Richard Beasley, Chief Executive Officer, BWP Group

Linda Humphers, Editor in Chief, International Outlet Journal

13:20 NETWORKING LUNCH

14:45 END OF CONFERENCE

Registration Form: Retailers/Tenants only

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Four easy ways to register



www.icsc.org/2010EOS



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+44 20 7222 7791

Further information

For information on registration and membership please contact the team on +44 20 7976 3102 or icsc.europe@icsc.org

Deadlines

For your name to appear in the main list of delegates we must receive your registration and payment by 8 October 2010.

Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 27 August 2010. Between 28 August and 17 September 2010 refunds will be subject to a 50% charge. From 18 September 2010 onwards 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.

ICSC European Outlet
Conference 2009

Conference only

ICSC Next Generation Outlet Centre Tour

Discounted Member fee

Complimentary

€25.00 + €5.00 VAT = €30.00

Non-member fee

Complimentary

€35.00 + €7.00 VAT = €42.00

Complimentary retailers/tenants

All retailers and tenants receive a complimentary place to the ICSC European Outlet Conference on completion of the Retailer/Tenant Registration Form. Complimentary retailer/tenant registrations will not be accepted via the website.

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 members fee, each registrant must be an ICSC member. See separate form for details and apply to join ICSC.

Hotel Accommodation

Special room rates have been arranged with the Meliá Milano Hotel, Milan, Italy. Please note that these rates are only valid until **12 September 2010** after which the hotel's prevailing rate will apply. To make your hotel reservation, please visit www.icsc.org/2010EOS and click on "Book Hotel Now" under "Quick Links."

Please send me information on sponsorship opportunities or contact Sally Stephenson on phone: +1 847 835 1617
E-mail: sstephenson@icsc.org

Delegate Details

ICSC Member Non-member Retailer Tenant

Mr/Mrs/Ms _____ First name _____ Surname _____

Position _____ Company name _____

Type of business _____

Address _____

_____ City _____ Postcode _____

Country _____ Tel no _____ Fax no _____

E-mail (for conference 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 _____

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FAX +44 20 7222 7791 OR EMAIL SRICHARDS@ICSC.ORG**

Registration Form: Owners, Developers & Agents

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ICSC European Outlet
Conference 2009

	Discounted Member fee		Non-member fee	
Advance registration fee (by 17 September 2010)				
Conference only	€550.00 + €110.00 VAT = €660.00	<input type="checkbox"/>	€700.00 + €140.00 VAT = €840.00	<input type="checkbox"/>
ICSC Next Generation Outlet Centre Tour	€25.00 + €5.00 VAT = €30.00	<input type="checkbox"/>	€35.00 + €7.00 VAT = €42.00	<input type="checkbox"/>
Standard registration fee (from 18 September 2010)				
Conference only	€700.00 + €140.00 VAT = €840.00	<input type="checkbox"/>	€860.00 + €172.00 VAT = €1,032.00	<input type="checkbox"/>
ICSC Next Generation Outlet Centre Tour	€25.00 + €5.00 VAT = €30.00	<input type="checkbox"/>	€35.00 + €7.00 VAT = €42.00	<input type="checkbox"/>
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 members fee, each registrant must be an ICSC member. See separate form for details and apply to join ICSC.			
Hotel Accommodation	Special room rates have been arranged with the Meliá Milano Hotel, Milan, Italy. Please note that these rates are only valid until 12 September 2010 after which the hotel's prevailing rate will apply. To make your hotel reservation, please visit www.icsc.org/2010EOS and click on "Book Hotel Now" under "Quick Links."			

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