

RECon China: Innovation, Convergence and Consumption in the New Retail Age



RECon China -ICSC's flagship conference in China will be held on 20 April at the InterContinental Shanghai Jing'An. The event will gather more than 300 retail real estate industry leaders from around the world to share insights and opportunities.

The theme of this year's RECon China is: Innovation, Convergence and Consumption in the New Retail Age with programme sessions addressing the technological, socio-economic and demographic changes driving today's retail real estate industry in China and elsewhere in Asia-Pacific.

Join us to discover the opportunities China has to offer as the world's largest emerging market and immerse yourself in this vibrant city which is driving innovation and retail-led regeneration. It's the best chances to get inspired from visionary speakers delivering thought-leadership and the latest trends from within and outside of our industry.



While technologies like AI, big data, smart retail, CRM are disrupters, they also drive innovation. How can you adapt these technologies to prosper in the new retail age?

The growing tsunami of cross-overs, collaboration, and mergers and acquisitions is unlocking new opportunities. How can you ride this exhilarating wave?

As Millennials and Generation Z enter the middle-class, their spending is focused on experience, customization and social awareness. How can you win over their hearts, minds and wallets?

Meet us in Shanghai to get answers for the above question from industry leaders and explore more key issues in the current and trends for the future with visionaries.

