



Programme

# RECon

ASIA-PACIFIC

21 – 23 October 2019

Raffles City Convention Centre | Singapore

#ICSCRECon



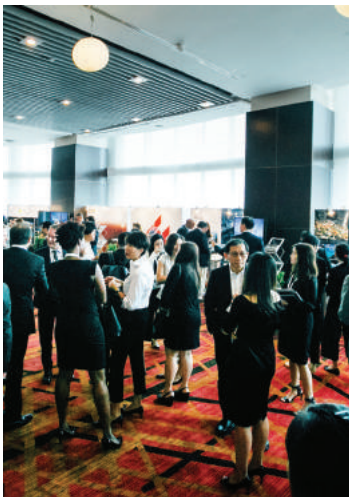
Get ready for three days of networking, deal making, professional development, ICSC's Asia-Pacific Awards Ceremony and much more, in Singapore!

Brimming with a harmonious blend of culture, cuisine, arts and architecture, Singapore is rich in contrast and colour, offering the finest of both East and West.

This year's RECon Asia-Pacific, titled: *The Space, Place and Future of the Retail Experience*, is the premier event in the Asia-Pacific region to network with the leaders of the retail real estate industry, to develop your professional skills and to discover new business opportunities. Since its debut in 1993, RECon Asia-Pacific has established itself as the region's leading forum to discuss and to shape the future of our fast-paced industry. This prestigious event has helped thousands of industry's professionals – from the most senior-level to those just starting their professional journeys – to sharpen their vision, to make the connections that boost their careers and to learn from industry leaders from around the world.

## THE RECON EVENT SERIES

RECon is the world's largest global gathering of retail real estate professionals. Join leading developers, owners, brokers and retailers to conduct a year's worth of business under one roof, in record time.



### CONNECT

- with industry colleagues from all areas of retail real estate
- with more than 350 leaders from Asia-Pacific



### LEARN

- from thought leaders in established markets
- with delegates from more than 25 countries



### GROW

- your professional skills in interactive sessions
- by learning from more than 40 visionary speakers



### DISCOVER

- how changes in the region will affect your business
- exceptional case studies from the region and around the globe

## ACCESS TO THE FULL CONFERENCE INCLUDES

- Welcome Cocktail Reception on Monday, 21 October
- Keynote Presentations and all Conference Sessions
- Exhibition
- Two luncheons and coffee breaks
- ICSC Asia-Pacific Awards Reception and Awards Dinner on Tuesday, 22 October

Hosted in



Supported by



Supporting Associations



## MONDAY, 21 OCTOBER

9:00 am – 4:00 pm

### Shopping Centre Tour 1

- ION Orchard
- Paragon
- Design Orchard
- Orchard Central

### Shopping Centre Tour 2

- Jewel Changi Airport
- Waterway Point
- Tampines Mall

### Shopping Centre Tour 3

- The Shoppes at Marina Bay Sands
- Funan
- Jewel Changi Airport

### Shopping Centre Tour 4

- Northpoint City
- Jem
- Westgate
- IMM Outlet Mall

\*Space is limited and available on a first-come, first-served basis to registered delegates.

**Pre-registration is required and a separate fee applies. To participate in the Shopping Centre Tour, you must be registered for RECon Asia-Pacific. To register, please see the included registration form on page 7.**

5:30 pm

### Welcome Cocktail in Chijmes Hall

Complimentary for registered delegates.

### Chijmes Hall

The construction of the neo-gothic Chapel was completed in March 1902 and in 1990 it was gazetted as a National Monument of Singapore. Built with striking architectural features that have remained throughout its existence, the 19th century neo-gothic chapel features an elegantly lit up interior space. With its high ceilings and stained glass windows, Chijmes Hall offers its guests an unique ambience with regal charm.

## TUESDAY, 22 OCTOBER

CONFERENCE MODERATOR



**Mark Dailey**  
Partner  
Madano Partnership  
United Kingdom

8:00 am

### Exhibition Opens

9:00 – 9:15 am

### Official Welcome



**Wilson Tan**  
Programme Committee Chairman  
Chief Retail Innovation Officer  
CapitaLand Group  
Singapore

9:15 – 9:45 am

### Industry Update

9:45 – 10:15 am

### CEO Report



**Tom McGee**  
President & CEO  
ICSC  
USA

10:15 – 11:15 am

### Keynote Presentation

#### Beyond Omni-Channel – The Future of Retail Real Estate

Join retail futurist J. Skyler Fernandes as he shares insights into the tech-driven disruptions reshaping both retail and real estate. He will detail new business models and solutions which go beyond omni-channel retailing by utilizing other dimensions within space and time. This session covers retail industries from fashion to food to entertainment and presents a blueprint for how companies can become greater than themselves.



**J. Skyler Fernandes**  
Co-Founder & General Partner  
VU Venture Partners  
USA

11:15 – 11:45 am

### Coffee Break in the Exhibition Area

11:45 am – 12:30 pm

### Plenary Session

Shopping is a favourite pastime in many cities. The presence of lively retail centres enhance the sense of place and community, and is also an important component of liveable and loveable cities.

This has enabled Singapore's continued high ranking on global surveys that rank cities in terms of liveability. Come



hear from the Urban Redevelopment Authority's Group Director for Conservation & Urban Design about how retail spaces are planned in Singapore, as well as how urban design and planning strategies have evolved for a key lifestyle destination, Orchard Road – the retail heart of Singapore.

**Chou Mei**

Group Director for Conservation & Urban Design  
Urban Redevelopment Authority  
Singapore

12:30 – 1:00 pm

**Retailers' Runway**

Learn about the expansion plans of some of Singapore's dynamic retailers.

1:00 – 2:00 pm

**Networking Lunch**

2:00 – 2:45 pm

**Retail + Gaming: A Win-Win**

Economic doctrine tells us that "all resources are finite" including consumer disposable income. In the pursuit of increasingly sophisticated consumers, it might be reasonable to assume that the co-existence of retail and gaming facilities would mean that the success of one comes at the detriment of the other. Yet in Asia-Pacific, integrated resorts where these two activities profitably co-exist are thriving. The leaders of the resort industry share some of the secrets of their success.

**MODERATOR**

**Jean Marie Pin Harry**

COO  
Genting Simon  
Malaysia

**PANELIST**



**Frederic Winckler**

Chief Marketing & Brand Officer  
Executive Vice President  
Melco Resorts & Entertainment  
Macau

2:45 – 3:45 pm

**Understanding the Dynamics of the Luxury Market**

**MODERATOR**

**Paul Wright**

Executive Vice President  
Global Head of Leasing  
Taubman  
USA

**PANELISTS**



**Dinaz Madhukar**

Senior Vice President  
DLF Luxury Retail & Hospitality  
India

**Amrita Banta**

Managing Director  
Agility Research and Strategy  
Singapore

**Paul Husband**

Managing Director  
Husband Retail Consulting  
Hong Kong

3:45 – 4:30 pm

**How to Assess the Value of Place**

The abundance of shopping centres has created highly-competitive retail markets. As a way of differentiating their projects, property owners, developers and operators have moved towards the concept of "placemaking." While the successful design and development of "places" can enhance the quality of urban life, quantifying the value of "place" is a complex process. For example, how to justify the investment in a water feature? And what is the return-on-investment of providing green spaces? Plus, how can we ensure that the "placemaking" elements of today will be relevant ten years from now? In this session, a leader in the design and development of "places," together with a leader in the cost/benefit analysis of investments in "placemaking," will discuss the keys to success for this kind of retail real estate development, the process of calculating the value of "placemaking" and the likely direction of their continued evolution.

**MODERATOR**

**Peter Sharp**

President  
Taubman Asia  
Hong Kong

**PANELISTS**

**Jack Backen**

Director – Property Economics & Research  
CISTRI, Singapore

**Phil Kim**

Managing Director, Asia-Pacific  
JERDE Partnership  
Hong Kong and Los Angeles

4:30 – 5:00 pm

**High Tea in the Exhibition Area**

7:00 – 7:30 pm

**ICSC Asia-Pacific Shopping Centre Awards Reception**

Complimentary for registered delegates.

7:30 – 9:30 pm

**ICSC Asia-Pacific Shopping Centre Awards Dinner**

Complimentary for registered delegates.

The ICSC Asia-Pacific Shopping Center Awards Program recognizes excellence within the region's shopping center industry. Awards are given for outstanding achievement in marketing and design/development of retail properties and retail store design.

For more details please visit [www.icsc.org/2019apc](http://www.icsc.org/2019apc).

## WEDNESDAY, 23 OCTOBER

8:00 am

**Exhibition Opens**

9:00 – 10:00 am

**Keynote Presentation**

10:00 – 10:45 am

**The Future of Retail**

### PANELISTS



**Wilson Tan**  
Programme Committee Chairman  
Chief Retail Innovation Officer  
CapitaLand Group  
Singapore

### Michael Ross

Chairman, ICSC Asia-Pacific Advisory Board  
Vice Chairman, Charoen Pokphand Group Co., Ltd  
(CP Group), Thailand  
Vice Chairman, CP Group Overseas  
Chairman, CP Commercial Real Estate

10:45 – 11:15 am

**Coffee Break in the Exhibition**

11:15 am – 12:00 pm

**Emerging Markets**

The traditional big box-and strata -titled dominant properties in markets like Vietnam, Cambodia and Myanmar are quickly falling out of favour. And the new generations in these markets are not seeking the kinds of centres seen in the more established markets 5 or 10 years ago. They want the same experiences as their peers around the region, indeed around the world -- more and better F&B, a wider variety of entertainment and tech-friendly environments. At the same time, developers are playing an essential role in creating new neighbourhoods and communities which are enhanced by engaging consumption centres. An expert panel will share insights into the leading players in these markets. They will identify opportunities and will cite lessons to be learned from the newest markets in Asia-Pacific.

### PANELISTS

**Richard Leech**  
Senior General Manager  
Alpha King  
Vietnam

Other panelists to be advised

12:00 – 12:45 pm

**Innovation Exchange/Technology Runway**

Experience the latest in emerging retail technologies, live demonstrations and hands-on access to products. Get a first-hand look at the latest in experiential retail technology. Join this interactive session and learn from technology leaders about reimagining retail and erasing the line between bricks and clicks.

12:45 – 2:00 pm

**Networking Lunch**

2:00 – 2:45 pm

**Design, Planning, Transformation**

### PANELIST



**Sudhakar Thakurdesai**  
President  
International Design Collaborative  
USA

Other Panelists to be advised.

2:45 – 3:30 pm

**The Investor's View**

### MODERATOR

**Sigrid Zialcita**

CEO

Asia-Pacific Real Estate Association (APREA)  
Singapore

Panelists to be advised.

3:30 – 4:15 pm

**Edifice Complex(ity): The New Breed of Retail Real Estate Professional**

As the shopping centre has morphed into the "consumer engagement centre," the successful incorporation of new space users like F&B, entertainment, health and wellness, office, automotive showroom and residential tenants, requires a new approach to leasing, marketing and managing this hybrid real estate format. An expert panel will discuss how their day-to-day work lives have changed and how they are preparing for even more changes to come.

Panelists to be advised.

4:15 – 5:00 pm

**High Tea in the Exhibition Area**

5:00 pm

**Conference Ends**

*Programme information current as of 20 June 2019.*

*Disclaimer: This conference programme is subject to change.*

## CONFERENCE PROGRAMME COMMITTEE

### Chairman

Wilson Tan, Chief Retail Innovation Officer, CapitaLand Retail, Singapore

### Committee Members

Jack Backen, Director – Property Economics & Research, Cistri, Singapore

Sue Chin, Assistant Vice President, Marketing, Retail, Frasers Property, Singapore

Jasmine Chua, Senior Vice President, Retail Innovation, CapitaLand Group, Singapore

Jean Marie Pin Harry, COO, Genting Simon, Malaysia

Vivek Kaul, Head of Retail, Asia, CBRE, Singapore

Neoh KC, CEO, CP ZhengTong Company, China

Antonio “Tony” Mardo, Senior Vice President of Operations, Araneta Centres, Philippines

Peter Sharp, President, Taubman Asia, Hong Kong

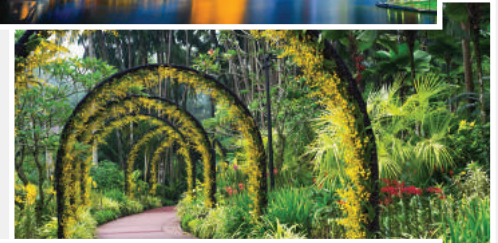
## SINGAPORE

Some refer to her as the “little red dot”, but Singapore’s presence in the world today is larger than that moniker. Although small in size, Singapore commands an enormous presence in the world today with its free trade economy and highly efficient workforce. In fact, Singapore is a bustling cosmopolitan city that offers a world-class living environment, with her landscape populated by high-rise buildings and gardens.

One interesting facet you will discover about Singapore is a ubiquitous collage of cultures, where people of different ethnicities and beliefs coexist. Brimming with a harmonious blend of culture, cuisine, arts and architecture, Singapore is a dynamic city that is rich in contrast and colour. In fact, you can even say that Singapore embodies the finest of both East and West.

If you prefer the bright city lights and being amidst the hustle and bustle, then you’ll be delighted to know that there are numerous shopping malls, museums, and dining and entertainment hotspots to choose from. Get into the thick of the shopping action at the iconic Orchard Road stretch, or party the night away at the Clarke Quay or Boat Quay areas, both of which offer a myriad selection of nightlife activities.

Beyond the history, culture, people, shopping and food, there are many more facets to Singapore’s thriving cityscape for you to discover. And these can only be experienced as you immerse yourself in the exploration of this once fishing village turned cosmopolitan city.



### How to Register

Online: [www.icsc.org/2019APC](http://www.icsc.org/2019APC)

Email: [icsc.asia@icsc.org](mailto:icsc.asia@icsc.org)

Mail: ICSC Asia-Pacific | 138 Cecil Street, #08-02 Cecil Court,  
Singapore 069538

### Registration Fees

	Advance before 31 August	On-site after 31 August
Member*	USD \$1,299	USD \$1,599
Non-Member	USD \$1,899	USD \$2,399

\*To qualify for member rates, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800 or visit [www.icsc.org/membership](http://www.icsc.org/membership).

ICSC recognizes the value of learning in teams. Enjoy a 10% discount for 3 or more participants who register at the same time from the same organization and of the same billing source.

### Shopping Centre Tours

21 October | 9:00 am – 4:00 pm | USD \$100

Detailed itinerary for the Shopping Centre Tours will be provided later.

### Please select one

- ☐ Shopping Centre Tour 1 ☐ Shopping Centre Tour 2  
☐ Shopping Centre Tour 3 ☐ Shopping Centre Tour 4

(Only available with Full Conference Registration for an additional USD \$100. Limited seating.)

### Hotel Reservations

Room Booking link available at [www.icsc.org/2019APC](http://www.icsc.org/2019APC)

### Cancellations

If you are unable to attend, you may get a 50% refund before **1 September 2019** or send a substitute delegate in your place for a USD \$50 administrative fee. All requests for refunds and replacements must be sent to ICSC Asia-Pacific Office in writing. No refunds will be issued after 1 September 2019.

### For more information, please contact

ICSC Asia-Pacific

Tel: +65 6532 3722 | Email: [icsc.asia@icsc.org](mailto:icsc.asia@icsc.org)

### Terms, Conditions and Rules

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at [www.icsc.org/event-terms-and-conditions](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.

Name		Job Title	
Company		Membership I.D. #	
Address			
City	State	Country	Zip/Postal Code
Phone	Fax	Email	(2019APC)
REQUIRED FOR NON-U.S. APPLICANTS			
Date of Birth		Country of Citizenship	

Payment must accompany the Registration Form.

### Method of Payment (Please check your choice)

☐ Check or money order enclosed (payable to ICSC)

☐ Credit Card: ☐ Mastercard ☐ Visa ☐ AMEX ☐ Discover USD \$ \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

☐ Wire Transfer: USD \$ \_\_\_\_\_

For the account of the International Council of Shopping Centers Inc.

A/C # 483043657998 | Wire Routing 026009593 | Swift Code: BOFAUS3N

Bank of America, 222 Broadway, New York, NY 10038, USA

☐ Bank Draft: USD \$ \_\_\_\_\_

Must be drawn on U.S. Bank and made payable to ICSC. Please indicate RECon Asia-Pacific 2019 on the back of the bank draft and mail to International Council of Shopping Centers; P.O. Box 419822, Boston, MA 02241-9822, USA.



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