

'LISTEN TO & ENGAGE
WITH THOSE PEOPLE WHO
HAVE THE WIDEST
EXPERIENCE ON THE
OUTLET BUSINESS IN
EUROPE.'

NEIL CHAPMAN, CHAMELEON
RETAIL CONSULTANCY



ICSC European Factory Outlet Conference

Starhotel Business Palace
Milan, Italy
14-15 October 2009

Outlets Are It: The Bright Face of Retail

- Examine whether outlets are counter-cyclical to economic downturns
- Listen to Armando Branchini of the Altagamma Foundation discuss the outlet business and luxury brands
- Discuss the marketing paragon: Turn a cost into an investment
- What do retailers observe as the greatest drivers of footfall?
- Where are the best opportunities for outlet centres in Europe?



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ICSC European Factory Outlet Conference

in association with *International Outlet Journal* and *Value Retail News*

Outlets Are It: The Bright Face of Retail

WHO SHOULD ATTEND?

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

PROGRAMME PLANNING COMMITTEE

Neil Chapman, Chameleon Retail Consultancy

Carla Herrera, Nike Retail

James Hoddell, QiREF Partners

Pilar Losantos, Neinver

Filippo Maffioli, Promos Srl

Brendon O'Reilly, GVA Grimley

Deborah Owen-Ellis-Clark, The Bee Group

Robert Van Den Heuvel, Europ Invest Management

About ICSC

The International Council of Shopping Centers (ICSC) is the global professional and trade 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.

About *International Outlet Journal* and *Value Retail News*

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

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
- Discuss the effect of today's economy on outlet performance
- Debate whether outlets are counter-cyclical to economic downturns
- Learn about cross-border brand expansion
- Identify where the best opportunities are for outlet centres in Europe
- Network with international retailers & developers

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 Factory 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

Platinum Sponsors



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DAY ONE – WEDNESDAY 14 OCTOBER 2009

Conference Facilitator: Ivor Peters, Managing Director, Primal PR & Stefano Stroppiana, Managing Director, Premium Retail

08.30 – 09.00 REGISTRATION, OPENING OF THE EXHIBITION

09.00 – 09.10 WELCOME / STATE OF THE GLOBAL OUTLET INDUSTRY

Linda Humphers, Editor, International Outlet Journal

09.10 – 09.45 KEYNOTE SPEECH

Premier Italian brand

09.45 – 10.15 THE OUTLET BUSINESS & LUXURY BRANDS

Armando Branchini, General Manager, Altagamma Foundation

10.15 – 10.45 COFFEE BREAK

10.45 – 12.00 LUXURY BRAND PRESENTATIONS

12.00 – 12.30 ARE OUTLETS COUNTER-CYCLICAL TO ECONOMIC DOWNTURNS?

The conventional wisdom has told us for years that outlet retailing does well and holds stronger when the chips are down. As the saying goes, in good times, people love a bargain; in bad times, people need a bargain. But is this really true? Pro forma reports from leading developers answer the question decisively, as they underscore what gives outlet retailing this particular edge, and how it can be sustained for the future.

12.30 – 14.00 LUNCH

14.00 – 14.40 THE EFFECT OF TODAY'S ECONOMY ON OUTLET PERFORMANCE

Fund managers are often in the best position to judge how well a sector is performing given a variety of conditions. Hear what the European Outlet Industry's top fund managers say about what's important for building the sector's profitability. They will share their views on what really matters, and attendees will have the chance to ask tough questions.

DAY TWO – THURSDAY 15 OCTOBER 2009

08.30 – 09.00 REGISTRATION & COFFEE

09.00 – 10.20 RETAIL RUNWAY

Top European outlet brands discuss their chain's profitability and growth, with details on expansion plans, sales, conversion rates, sales per transaction and other factors affecting successful operations.
Participant: Home & Cook

10.20 – 10.50 CROSS-BORDER BRAND EXPANSION

Clearly today's brands want to expand their outlet distribution channel beyond their own countries. What is involved in opening a chain in another country? Are licensees the answer? Companies that have made the move successfully will offer advice and tips – and the nightmares they overcame. What resources are available to brands seeking to expand to new countries?

10.50 – 11.10 COFFEE BREAK

11.10 – 11.50 PANEL DISCUSSION – THE MARKETING PARAGON: TURNING A COST INTO AN INVESTMENT

Top marketing professionals share their insights into the science of promotions and why effective marketing is the engine that drives the outlet train. Attendees will hear success stories complemented with details on costs and

Panellists: **Deepan Khiroya**, Portfolio Director, Retail & Hotels, Land Securities

Manuel Lagares, Chief Executive Officer, Neinver
Michel Nangia, Senior Manager, Resolution Property
David Williams, Fund Manager, Property, Henderson Global Investors

14.40 – 15.00 TRADE GROUP PRESENTATIONS

Commissione Consultiiva CNCC Factory Outlets (Factory Outlets' Advisory Committee of the Italian National Council of Shopping Centers)

Filippo Maffioli, Sales Marketing Director, Promos srl

ORDA

Brendon O'Reilly, Partner – Outlet Services, GVA Grimley

15.00 – 15.30 COFFEE BREAK

15.30 – 16.30 PLANNED PROJECTS RUNWAY

Developers offer attendees the opportunity to hear about factory outlet centres – both planned and existing.

Participants: **Manuel Lagares**, Chief Executive Officer, Neinver

Brendon O'Reilly, Partner – Outlet Services, GVA Grimley

Giuseppe Taini, Managing Director, Fashion District
Neil Thompson, Chief Executive Officer, Fashion House Development

16.30 – 17.15 WHEN RETAILERS TALK: WHAT REALLY DRIVES SALES AND FOOTFALL?

Ask a landlord what drives sales and footfall and you're likely to hear variations on a theme: brands and amenities are all that matter. But what do retailers observe are the greatest drivers of the all-important footfall-sales equation. Our panelists go to the heart of the matter with their opinions on the subject.

17.15 – 17.30 CLOSING COMMENTS

Linda Humphers, Editor, International Outlet Journal

17.30 – 19.00 DRINKS RECEPTION

strategies, and they will have the opportunity to ask "what do you think?" questions about their own projects in this hands-on

Panelists: **Juan Carlos Rico**, Neinver
Deborah Owen-Ellis Clark, Director, The Bee Group

11.50 – 12.30 DIGITAL MARKETING

Moderator: **Deborah Owen Ellis Clark**, Director, The Bee Group

Panelist: **Nicky Lovell**, Head of Client Management, McArthurGlen Group

12.30 – 13.10 FINDING DIAMONDS IN OUTLET OPPORTUNITIES

There are plenty of outlet opportunities throughout Europe, but in truth, not all of them appear at first to be "the best" or "the top" or "the ideal." In fact, many outlet centres open sheerly because the developer has a strong belief in the market's potential and is able to convince brands of the wisdom of joining the scheme. Today's panelists discuss some of those tough-to-sell sites and what they saw in them before anyone else did. They'll talk about the human factors in site selection, and how being a visionary can pay off.

13.10 – 13.15 CLOSING REMARKS

Linda Humphers, Editor, International Outlet Journal

13.15 LUNCH & CLOSE OF CONFERENCE



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Registration Form

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14-15 October 2009, Starhotels Business Palace, Milan, Italy

Four easy ways to register



www.icsc.org/2009EOS



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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 advance registration discount, book by 18 September 2009. For your name to appear in the main list of delegates we must receive your registration and payment by 8 October 2009.

Cancellations/substitutions

Fees will be refunded in full if the cancellation is received by Monday 14 September 2009. Between 15 September & 6 October 2009 refunds will be subject to a 50% charge. After 6 October no refunds can 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.

Advance registration fee (before 18 September 2009)

ICSC Member	€550 + €110	VAT = €660
Non-Member	€700 + €140	VAT = €840
Retailer rate	€300 + €60	VAT = €360

Standard registration fee (after 18 September 2009)

ICSC Member	€700 + €140	VAT = €840
Non-Member	€860 + €172	VAT = €1032
Retailer rate	€350 + €70	VAT = €420

Group discounts For bookings of more than three delegates from the same company, paid for and submitted together, there is a 10% discount.

ICSC Membership To qualify for the discounted membership fee, each registrant must be an ICSC member. See separate form for details and application for becoming a member of ICSC.

Travel and accommodation You are responsible for your own travel and accommodation. Please contact the hotel directly to book your room on +39 02 535 45 or via email reservations.businesspalace.mi@starhotels.it

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

Delegate Details

ICSC Member Non-member Retailer

Mr/Mrs/Ms _____ First name _____ Surname _____

Position _____ Company name _____

Type of business _____

Address _____

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.

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