



CIRCULAR TO ALL MEMBERS

11 July 2011

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COUNCIL OF ASIAN SHOPPING CENTRES (CASC) CONFERENCE 2011

ASIAN MALLS: Welcome to Innovative Retailing Multiple Choices Future

PULLMAN HOTEL, CENTRAL PARK, JAKARTA, INDONESIA ~ 13 TO 15 OCTOBER 2011

Greetings from PPK Malaysia ! We are pleased to inform that our Indonesian counterpart, Asosiasi Pengelola Pusat Belanja Indonesia (APPBI), or the Indonesian Shopping Centre Association will be organising CASC Conference 2011 in Jakarta as abovementioned

CASC Conference 2011 includes 2-days of seminars with distinguished and well-respected speakers and panelists plus a 1-day complimentary study tour. The seminar will lead, educate and challenge shopping centre professionals to prepare for long term success in the rapidly growing Asian shopping centre industry with the theme, ***ASIAN MALLS: Welcome to Innovative Retailing Multiple Choices Future.***

The complimentary study tour will bring participants to more than 1 dozen of the newest and hippest shopping centres in Jakarta - there will be technical meetings with shopping centre owners with much to see and learn on this valuable and educational experience.

Attached please find the programme details of the Seminar. Please check out details for the conference as indicated in their website: www.casc2011.com and do hurry, as their EARLY BIRD discounts are very attractive - conference fees per registration (excluding transport & hotel charges) are as follows:

Early Registration (on or before 25 August 2011)	US\$300
Normal Registration (after 25 August 2011)	US\$350

Special hotel rates have also been secured for all participants as follows:

- Superior room / room / night (+/- US\$ 107)
- Deluxe room / room / night (+/- US\$ 112)

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CASC Conference 2011 is supported and endorsed by PPK Malaysia and other fellow CASC Members as follows:

- Asosiasi Pengelola Pusat Belanja Indonesia (APPBI)
- Taiwan Council of Shopping Centres (TCSC)
- The Association of Shopping Centres (TASC), Singapore
- Institute of Shopping Centre Management (ISCM), Hong Kong
- Mall China

The COUNCIL OF ASIAN SHOPPING CENTRES (CASC) was established in 2004 towards the goal of regional cooperation and sets future directions for shopping centre management in the region. CASC has regularly organized annual conferences in their member countries since 2004 in Singapore, Malaysia, Indonesia, China, Hong Kong and Taiwan.

Early Birds, do register online now for the best deal **before 25 August 2011** and we look forward to see you in Jakarta !

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS (PPK) MALAYSIA



HC CHAN
President

CASC 2011 - PROGRAM OUTLINE

Day One, Thursday – 13 October 2011	
08.00-09.00	Registration
09.00-09.10	Greetings from the Organizing Committee Chairman
09.10-09.20	Greetings from the President of APPBI
09.20-09.50	Opening of CASC Conference 2011, Key Note Speech: Innovation: The Key of Sustainable Growth*
09.55-10.15	Theming the Shopping Center for Success (Malaysia Regional Perspective)* Shopping centers are mushrooming everywhere in today's highly expanding market. Thus for being still and success in the market, shopping center may want to use the strategy for having a unique theme for itself. But the question is, why through theming? The speaker will share on the way to remain in the market and stay on top of its category regardless of the competition.
10.15-10.45	Coffee Break
10.45-11.05	Leisure: A Key Component for Successful Shopping Mall (Singapore Regional Perspective)* Food and beverage will always be in the shopping center, and fashion will too. They bring about pleasure that leisure should do. How does a shopping center provide pleasure through leisure? Why, what, and when it should be? It is the time of the industry leaders' to shape the future needs and wants of the consumers.
11.10-11.30	Winning Strategies for Asian Emerging Market (China Regional Perspective)* The keys to win in Asian emerging retail market will be revealed in this seminar. As the developers and the retailers of shopping center may get benefits by entering Asian emerging market, despite of the challenges, for instances, dealing with unorganized market structures like pop up stores and streets shops, the government requirements and the regulatory barriers in emerging market, and major differences to develop Asian countries.
11.35-12.15	Panel Discussion: Shopping Center: Investment Drivers and Constraints* The panel discussion gathers the experienced shopping center practitioners. They will not only share their experiences about consumer spending and the retail property market as investment drivers of shopping centers, but also their insights about the strategy to take over the investment constraints, especially by performance and asset class comparisons.
12.15-12.25	Sponsor Presentation
12.25-13.25	Lunch Break
13.25-13.45	Shopping Center Sustainable Design Trends (Indonesia Regional Perspective)* Shopping center sustainable design will envision new retail concepts that differentiate the shopping center from its competitors, surely by monetizing the design and catering for the future shopper by designing specifically for their needs and shopping behaviors.
13.50-14.10	How a Well-Executed Mall Design can Increase Shopper Traffic and Ultimately Increase Spending? (Hong Kong Regional Perspective)* Deeper elaboration about increasing customer traffic and spending through effective and innovative design enhancement, bringing the shoppers to higher levels, and insuring a smooth mood flow and ease of access within the mall.
14.15-14.35	Every Game Has a Winner, so what is the Winner to Unlock Our Retail Markets? (Taiwan Regional Perspective)* It will be sharing on the drivers in shaping the future retail market, expanding shopping centers, and answering whether behavioral real estate economic helps or not.
14.35-15.05	Coffee Break
15.10-15.40	Creating Successful Design* Wondering how a shopping center is looked so gorgeous, that even you buy nothing there but still want to go there? Here are some success stories of successful shopping center projects.
15.45-16.15	Psychology of Visual Merchandising* Enlightening about the effective use of psychology and visual merchandising to create retail environments, which engage customers' helps to create demand and future developments in distinctive retail brand creation.
16.20-16.50	Retrofit: Giving Retail Environments a New Lease of Life* As the green consciousness rises, spatial revolution of the retail typology will affect sustainable strategies for the retrofitting of retail environments. The speaker will also expound the 'Green Plot Ratio' method.
19.00-21.00	"Enchanting Indonesia" Gala Dinner

CASC 2011 - PROGRAM OUTLINE

Day Two, Friday – 14 October 2011	
08.00-09.00	Registration
09.00-09.30	Energy & Sustainability Shopping center has to play their role in solving the issue of energy crisis. What shopping center has in its backyard to be the energy creator rather than only to be the energy consumer?
09.35-10.05	The Interior Design Trends of Asian Malls* Looking into Asian malls designs trend, the uniqueness and the appropriate sizes. And delving the artificial buildings that connote nature and the possibility of bringing Asian values all over the world.
10.05-10.35	Coffee Break
10.35-11.05	Mall Marketing and the Six Senses* Exploring the transformation of mall marketing concepts and creative ideas to the current shopping world.
11.10-11.40	Design as a Tool for Innovation* Wondering how to use design in bringing out the significant effects to successful shopping centers or retailers? Find out the answers here!
11.45-12.25	Panel Discussion: Effective Leasing Strategy to Attract Specialty Retailers* How to attract local and even international specialty retailers for the specialty retailers enhance the uniqueness and attractiveness of the positioning and hold specific customers.
12.25-12.35	Sponsor Presentation
12.35-13.35	Lunch Break
13.35-14.05	Visual Merchandising Display of Lifestyle Stores* Creativity starts with inspiration and both of them are needed for visual merchandising display implying on unique positioning. Completed with a view of future: challenges and collaboration, this will be a perfect blend to get refreshed and inspired.
14.10-14.40	Window Display, the Door to Sales* How does a retail brand keep a stronghold in extremely competitive and dynamic market? It is simply by putting aside the marketing ideas, but to look completely at the skeleton of the products and the essence of the brand. Retail brand should consider brand personality, strategic product showcase, sensory experience, genuine relationship with customers, and boutique design.
14.45-15.15	What Retailers Need in Emerging Markets?* Merely discussing about the importance of emerging markets to retailers, who is succeeding and the way of it, also the space and support requirements in changing the implications for shopping center operators and developers.
15.15-15.45	Coffee Break
15.45-16.15	Rebuilding Place in the Urban Space* Wondering which one is better, whether to build residential area followed by building shopping center or to build shopping center within existing residential area? Find out know-how and what-first-to-do in this seminar.
16.20-16.50	Space Planning for a Timeless Mall* Complete mixture of keys in creating successful and timeless mix to be a developed mall in a fast pace environment from space planning to urban design and from architecture to interior design.

Day Three, Saturday – 15 October 2011

Study Tour to Shopping Center (complimentary), start on 10.00 AM with options:

1. Senayan City, Plaza Indonesia Shopping Center, Grand Indonesia Shopping Town, Thamrin City*
2. Gandaria City, Pondok Indah Mall, Plaza Senayan, Cilandak Town Square*
3. Mal Kelapa Gading, Emporium Pluit Mall, ITC Mangga Dua, Supermal Karawaci, Summarecon Mal Serpong*

*Tentative, subject to be confirmed.