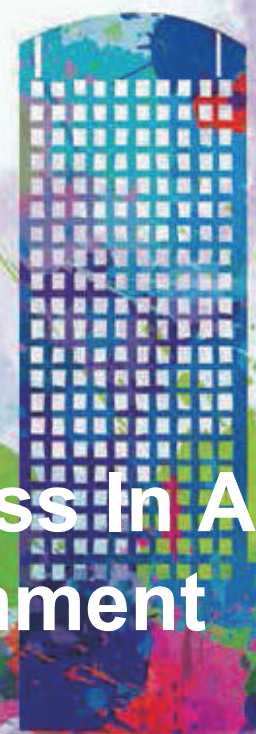




RECON ASIA-PACIFIC

11-13 October 2016 | Shangri-La at the Fort
Taguig City, Manila, Philippines



Positioning Malls For Success In A Rapidly Changing Environment

www.icsc.org/2016APC

ICSC Global Partner



Diamond Sponsor and ICSC China Diamond Corporate Member



SUPERMALLS

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Awards Dinner Sponsor



Benoy



ICSC China Gold Corporate Members



ICSC China Silver Corporate Members



Supporting Associations

Supporting Media





RECON ASIA-PACIFIC

11-13 OCTOBER 2016 | MANILA, PHILIPPINES

ABOUT THE EVENT

“WHERE TO FOR THE SHOPPING CENTRE INDUSTRY IN ASIA AND THE PACIFIC?”

ICSC RECON ASIA PACIFIC 2016 IS A DETAILED EXPLORATION OF THE ICSC’S RECENT REPORT ON ‘THE FUTURE OF THE SHOPPING CENTRE INDUSTRY’. LEARN HOW COMPANIES CAN POSITION THEIR MALLS FOR SUCCESS IN A RAPIDLY CHANGING RETAILING ENVIRONMENT

ABOUT THE VENUE

Shangri-La at the Fort

Shangri-La at the Fort, Manila, is a landmark, mixed-use development in the heart of Bonifacio Global City (BGC), an emerging contemporary lifestyle district at the centre of Metro Manila and is one of the fastest growing urban developments in Asia. It features Shangri-La hotel and residences; retail shops and Kerry Sports Manila, a comprehensive lifestyle and leisure club. Rising 250 meters high, Shangri-La at the Fort, Manila, will be one of the tallest towers in the Philippines and is a LEED (Leadership in Energy and Environmental Design) gold-certified green development, committed to achieving and maintaining the highest standard of sustainable design.



Don’t Miss Out Stay at the Host Hotel

Special room rates have been negotiated for RECon Asia-Pacific delegates: PhP9,700++22.3% tax for Single Deluxe Room and PhP10,700++22.3% tax for Double Deluxe Room, all rates include in-room high speed internet and breakfast buffet. Rates are based on availability and subject to change. Reserve your room today! Simply log onto www.icsc.org/2016APC and click on the Hotel/Travel link.



Sara Fang Horton
Managing Director,
Asia Pacific ICSC

" This year, RECon Asia-Pacific 2016 will be held in the shopping mecca of the Philippines, Manila. The two-day event will have a full slate of both large conferences and small, specialized panel discussions. In addition, providers of retail real estate service solutions will be available at kiosks stationed in the foyer outside the main hall, to offer their help and expertise.

Evenings will also prove constructive, but less harried and formal. The night prior to the official opening of RECon Asia-Pacific, there will be a Welcome Cocktail for all delegates. This event will be followed by a gala dinner the next night, when the winners of the ICSC 2016 Asia Pacific Shopping Center and Retailers Awards will be celebrated.

As the world’s leading global retail real estate association, ICSC continues to provide unparalleled platforms for networking, deal making, and knowledge exchange. Join the action this year in Manila!"

**Simultaneous Interpretation to Mandarin will be provided during conference sessions
ICSC reserves the right without prior notice to make changes to the program**

RECon Asia-Pacific 2015 Highlights



Quotes



Andrew Brien

Chairman - ICSC
Asia Pacific Advisory Board
Executive Director - Suria KLCC

"RECon Asia-Pacific 2015 program provides a forum for meaningful interaction between our industry's leading executives as well as an opportunity for each organization's team members to learn from some of our industry's foremost thought leaders"



Rowena M. Tomeldan

President
Ayala Land Malls, Inc.

"Congratulations for a very successful ICSC RECon Asia-Pacific this year. It was so organized and the speakers and sessions were so interesting"



Milton Cockburn

Adviser
Shopping Centre Council of Australia

"RECon Asia-Pacific is on its way to becoming the must-attend event for all involved in retail real estate in the region."



René Tremblay

President
Taubman Asia

"On behalf of Taubman Asia, congratulations on another successful RECon Asia-Pacific conference. As always it was impeccably organised. The attendance figures seem to keep growing year-on-year, due in part, I expect, to the very well constructed program and relevant topics on offer. I was honoured this year to present Taubman Asia's research on China's malls of the future, to an attentive group."

October 10th 2016

Research Committee Meeting
Venue: Narra Room A, Shangri-La Hotel
Time: 2:00PM to 5:00PM

October 12th 2016

Asia Pacific Advisory Board Meeting
Venue: Narra Room A, Shangri-La Hotel
Time: 12:30PM to 2:30PM

Asia-Pacific Awards

Know more about the Asia Pacific Awards 2016 Competition Rules and Submit Your Project Now
<http://www.icsc.org/uploads/awards/Asia-2016-Competition-Rules.pdf>

2015 ICSC Asia Pacific Shopping Center Awards Video
<http://v.qq.com/page/e/o/9/e0175lokbo9.html>

2015 Asia Pacific Shopping Center Awards Winners Brochure
http://www.icsc.org/uploads/awards/2015_ASIA_PACIFIC_MARKETING_AWARDS_WINNER_BROCHURE.pdf



**ICSC
Global
Awards**
Asia Pacific
Shopping Center

Awards Presentation

2016 RECon Asia Pacific
October 11, 2016
18:30 - 21:30

Shangri-La at the Fort, Taguig City
Manila, Philippines

Deadline: August 1, 2016

Questions: awards@icsc.org

Positioning Malls For Success In A Rapidly Changing Environment

Conference Moderator:

Greg Clark, CBE



TUESDAY 11 OCTOBER 2016

PLENARY SESSIONS

0830	Exhibition Opens
0900 - 0915	Official Welcome
0915 - 1000	Key Note Address – “What Will Our Shopping Centres Be Like in 2020? A Critical Examination of ICSC’s ‘The Future of the Shopping Centre Industry’”

1000 - 1045 “What Should Our Shopping Centres Be Like in 2020? – A Food and Beverage Perspective”

Panelists:



Francis Loughran
Managing Director
Future Food Retail Food Planners

1045 - 1115 COFFEE BREAK

1115 - 1200 “What Should Our Shopping Centres Be Like in 2020? – A Fashion Perspective”

Panelists:



Paul Yee
Senior Director
Real Estate and
Store Construction
Nike Greater China DTC Retail



Bryan Lim or Virgilio Lim
Owner
Bench

1200 - 1245 “What Should Our Shopping Centres Be Like in 2020? – Who Will Anchor Our Centres?”



Michael Baker
CEO and former Head of Research ICSC
Baker Consulting

1245 - 1400 COUNTRY CHAMPIONS LUNCH

SPECIALIST SESSIONS

1400 - 1530 Session A

“The Retailers’ Session”



Session Moderator:
Arlene Magtibay
General Manager
Robinsons Land Corporation

Session B

“Shopping Centre Research”



Session Moderator:
Shane Taylor
Director
Head of Research & Strategy
CBRE Global Investors

1530 - 1600 COFFEE BREAK

1600 - 1645

“What Should Our Shopping Centres Be Like in 2020?—An Entertainment Perspective

“Presentation of a case study” – Mall of the Emirates

Moderator:



Kim McInnes
Chief Executive Officer
-Shopping Malls
Majid Al Futtaim

1830 - 1900

Awards Reception

1900 - 2130

ICSC ASIA PACIFIC SHOPPING CENTRE AWARDS DINNER

WEDNESDAY 12 OCTOBER 2016

PLENARY SESSIONS

0830

Exhibition Opens

0900 - 0945

“How do we engage with millennials? – A marketing perspective”



Rowena Tomeldan
President
Ayala Land Malls, Inc.

0945 - 1030

“Unification of bricks-and-mortar and online retail”



Deborah Weinswig
Head Global Retail and Technology
Fung Business Intelligence Centre

1030 - 1100

COFFEE BREAK

1100 - 1145

“What Should Our Shopping Centres Be Like in 2020? – A Youth Perspective”

Panelists:



Kevin Zhang
Senior Director of Leasing and
Zuhai Mall General Manager
Walmart Asia Realty



Kevin Tan
Senior Vice-President and Head
Megaworld Commercial Division



Iz-Lynn Chan
CEO
BHG Retail Trust
Management

1145 - 1230

“How do we ensure our shopping centres are communities?”



Junie Jalandoni
Senior Vice President
Ayala Land, Inc

1230 - 1330

NETWORKING LUNCH

SPECIALIST SESSIONS

1330 - 1445

Session C

“What Will Marketing in Shopping Centres Be Like in 2020?”

Panelists:



Karen Tam
Assistant General Manager
Harbour City

Session D

“Exploring opportunities for increasing commercialisation within malls”–Other source of income in 2020

1445 - 1515

COFFEE BREAK

1515 - 1600

“Council of Wisdom”

A panel of prominent and experienced executives and their perspective on the future of the shopping centre industry in Asia and the Pacific? Is the ICSC Report on the right track? What have we learned from RECon Asia panellists and presenters over the last two days on how to position our centres for sustained success? Where does opinion differ from ICSC?



Peter Sharp
President
Walmart Asia Realty



Annie Garcia
President
SM Supermalls



Frederick Go
President
Robinsons Land Corporation

1600

CONFERENCE CLOSES

THURSDAY 13 OCTOBER 2016

1000- 1600

Shopping Centre Tours (Separate registration is required. Please see registration form)

RECon Asia–Pacific 2016 Sponsorship Packages

DIAMOND SPONSOR

US \$50,000 from 1 April 2016

1. Ten(10) RECon Asia-Pacific 2016 sponsor registrations.
2. Six (6) VIP Dinner Invitations in RECon Asia-Pacific 2016.
3. Two (2) Kiosk with standard fitting at RECon Asia-Pacific 2016.
4. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage, all events signage (excluding lunch) and logo inclusion on marketing collaterals.
5. Sponsorship of One Specialist Session.
6. Sponsor Ribbons.
7. 30 ICSC Affiliate Memberships valid for two years from date of payment or date of RECon Asia 2016, whichever is earlier.
8. Listed as ICSC Diamond Corporate Member in all ICSC China events' printed marketing materials and RECon Asia-Pacific 2016.

GOLD SPONSOR

US \$30,000 from 1 April 2016

1. Six(6) RECon Asia-Pacific 2016 sponsor registrations.
2. Three(3) VIP Dinner Invitations in RECon Asia-Pacific 2016.
3. One(1) Kiosk with standard fitting at RECon Asia-Pacific 2016.
4. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and logo inclusion on marketing collaterals.
5. Sponsorship of One Specialist Session (if available).
6. Sponsor Ribbons.
7. 20 ICSC Affiliate Memberships valid for two years from date of payment or date of RECon Asia 2016, whichever is earlier.
8. Listed as ICSC Gold Corporate Member in all ICSC China events' marketing materials and RECon Asia-Pacific 2016.

SILVER SPONSOR

US \$20,000 from 1 April 2016

1. Four(4) RECon Asia-Pacific 2016 registrations.
2. Two(2) VIP Dinner Invitations in RECon Asia-Pacific 2016 .
3. One(1) Kiosk with standard fitting at at RECon Asia-Pacific 2016.
4. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage and logo inclusion on marketing collaterals.
5. Sponsorship of one Specialist Session at a premium (if available).
6. Sponsor Ribbons.
7. 10 ICSC Affiliate Memberships valid for one year from date of payment or date of RECon Asia 2016, whichever is earlier.
8. Listed as ICSC Silver Corporate Member in all ICSC China events' printed marketing materials and at RECon Asia-Pacific 2016.

BRONZE SPONSOR

US \$10,000 from 1 April 2016

1. Two(2) RECon Asia-Pacific 2016 registrations.
2. One(1) Kiosk with standard fitting at RECon Asia-Pacific 2016.
3. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage and logo inclusion on marketing collaterals.

4. Sponsor Ribbons.
5. 5 ICSC Affiliate Memberships valid for one year from date of payment or date of RECon Asia 2016, whichever is earlier.

Luncheon Round-table SPONSOR

US \$10,000 from 1 April 2016 * no limit

1. Two(2) RECon Asia-Pacific 2016 registrations.
2. Two(2) VIP Dinner Invitations in RECon Asia-Pacific 2016 .
3. One(1) Kiosk with standard fitting at RECon Asia-Pacific 2016.
4. One Round-table Country Champions Lunch hosting during the RECon Asia-Pacific 2016, including 10 seats which sponsorpre-invited among paid delegates.
5. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage, country champions lunch and logo inclusion on marketing collaterals.
6. Sponsor Ribbons.
7. 10 ICSC Affiliate Memberships valid for one year from date of payment or date of RECon Asia 2016, whichever is earlier.

LANYARD SPONSOR

US \$10,000 from 1 April 2016

1. Printing of Sponsor's company logo in 1 color on RECon Asia-Pacific 2016 lanyard.
2. Two (2) RECon Asia-Pacific 2016 registrations.
3. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage and logo inclusion on marketing collaterals.
4. Sponsor Ribbon.
5. 5 ICSC Affiliate Memberships valid for one year from date of payment or date of RECon Asia 2016, whichever is earlier.

Asia Pacific Awards Dinner SPONSOR

US \$20,000 from 1 April 2016

1. Four(4) RECon Asia-Pacific 2016 registrations.
2. Two(2) VIP Dinner Invitations in RECon Asia-Pacific 2016 .
3. One(1) Kiosk with standard fitting at RECon Asia-Pacific 2016
4. One Awards Dinner Table hosting during the RECon Asia-Pacific 2016, including 10 seats which sponsor pre-invited among paid delegates.
5. Verbal Recognition by the event moderators on both days of the conference, as well as sponsor recognition at main conference signage and logo inclusion on marketing collaterals .
6. Sponsor Ribbons.
7. 10 ICSC Affiliate Memberships valid for one year from date of payment or date of RECon Asia 2016, whichever is earlier.
8. Video Clip will be provided (if available).

* All entitlement will depend on the availability upon confirmation date. All benefits need to be consumed / fulfilled by the calendar year of 2016. ICSC reserves the right to change without prior notice. If the events are cancelled, ICSC and sponsor shall confer with respect to providing a suitable replacement for the cancelled event.

For more information, please contact:

Annie Cao Tel : +8610 65055103 ext.107 Email : acao@icsc.org



REGISTER TODAY!

Online: www.icsc.org/2016APC
Fax: +65 6532 7355

REGISTRATION FORM

RECON

ASIA-PACIFIC

11-13 October 2016, Manila

Registration Fees (check box below)

ICSC Members*

- Early Bird Rate (before 30 September 2016) **USD \$ 1,298**
- Standard Rate (from 1 October 2016) **USD \$ 1,598**
- Next Gen Rate ** (before 30 June 2016) **USD \$ 488**
- Retailers Rate *** (before 30 June 2016) **USD \$ 488**

**For ICSC members under the age of 38 and limited to 5 per company. Proof of ID is required to enjoy this rate. Please email yylye@icsc.org for more details.

***A retailer is defined as a brand owner, brand representative or merchant responsible for retailing directly its merchandise and/or its services to consumers. This includes supermarkets, department stores, convenient stores and specialty chain-stores. ICSC reserves the final authority to determine if this rate applies.

Non-Members

- Standard Rate **USD \$2,380**
- Registration fee includes entry to exhibition, conference sessions, lunches, coffee breaks, receptions and awards dinner.

* To qualify for the member fee, each registrant must be an ICSC member. The individual Membership DOES NOT entitle every employee to enjoy the member fee. An Affiliate Membership is required for each registrant.

Shopping Centre Study Tour

- Standard Rate **USD \$ 100**
- (only for RECon Asia-Pacific delegates and limited seats)

Team Discount

ICSC recognises the value of learning in teams. Enjoy a 10% discount for 3 or more participants who register at the same time from the same organisation and of the same billing source. Not valid for online registrations and not applicable for Next Gen and Retailers rates.

First Name _____

Last Name (Mr/Mrs/Ms/Mdm) _____

Date of birth _____ Country of Citizenship _____

Address of Applicant _____

Title _____ Company _____

Address _____

City State Province _____

Zip/Postcode _____ Country _____

Phone _____ Fax _____

Email (Event confirmation will be sent via email) _____

ICSC Membership Number _____

Authorised Signature _____

Your company's specific business category:

- Shopping Center Developer/ Owner
- Lending/Financial Institution
- Shopping Center Management Company
- Product Supplier
- Retail
- Real Estate/Consulting
- Architecture/Design
- Others - Please specify _____

Payment Options (Please check your choice)

Bank draft must be drawn on US Bank and made payable to ICSC. Please indicate RECon Asia-Pacific 2016 on the back of the bank draft and mail it to ICSC Asia-Pacific.

Telegraphic Transfer USD \$ _____

JP Morgan Chase Bank N.A.
277 Park Avenue, 23rd Floor
New York, NY 10172-0003 USA
Attn: Irina Berger

For the account of the International Council of Shopping Centers
A/C # 033-1-030767 Routing # 0210 00021
SWIFT # CHASUS33

Important: Please indicate that the telegraphic transfer is for RECon Asia-Pacific 2016 – Conference so we can properly credit your account. A copy of the transfer receipt must be attached with the registration form for processing.

Credit Card USD \$ _____

MasterCard VISA AMEX

Name (as it appears on credit card) _____

Card Number (include all digits) _____

Card Expires (month/year) _____

Signature (as it appears on credit card) _____

Please sign and return this application form along with payment in full to:

ICSC Asia-Pacific
138 Cecil Street
#08-02 Cecil Court
Singapore 069538

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, which are hereby incorporated by reference.

Cancellations

If you are unable to participate in the RECon Asia-Pacific 2016, you may get a 50% refund before 1 September 2016 or send a substitute delegate in your place for a US\$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 2016.

For more enquiries, please contact:

ICSC Asia-Pacific
Phone: +65 6532 3722
Fax: +65 6532 7355
Email: icsc.asia@icsc.org

ICSC China
Phone: +86 10 6505 5401
Fax: +86 10 6505 5419
Email: icscchina@icsc.org

ICSC reserves the right to amend the information at any time.



2016APC

Kiosk Exhibition is on 11-12 October 2016.
 Kiosk space is limited. Book early to avoid disappointment.
 Kiosk booking will only be processed upon full payment.
 Allocation of kiosk space is confirmed by ICSC and confirmed only in Writing and not verbally.
 Cancellations are non-refundable nor transferable.

Terms, Conditions and Rules
 This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Company Name		Company Website	
Exhibitor Contact (this person will receive all exhibition information)			
Date of birth		Country of Citizenship	
Address of Applicant			
Exhibitor Contact Email			
Address			
State/Province		Zip/Postcode	Country
Telephone		Fax	Authorised Signature

Kiosk Fees

(Please check your choice)

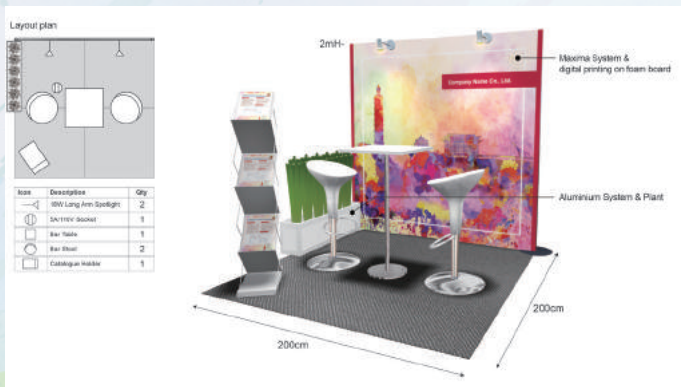
US\$4,800 (from 1 April 2016)

Total number of Kiosk _____

Total amount in US\$ _____

2m x 2m Kiosk includes:

- Digital printing graphics* mounted on foam board (200Wx200H/cm)
- *graphics to be supplied by exhibitor
- 2 long arm 18W spotlight
- 1 planter box
- 1 bar table and 2 bar stools
- 1 catalogue stand
- 1 electrical point
- 1 RECon Asia 2016 conference registration



Payment Options

(Please check your choice)

Bank draft must be drawn on US Bank and made payable to ICSC. Please indicate RECon Asia-Pacific 2016 — Exhibition on the back of the bank draft and mail it to ICSC Asia-Pacific.

Telegraphic Transfer USD \$ _____

JP Morgan Chase Bank N.A.
 277 Park Avenue, 23rd Floor
 New York, NY 10172-0003 USA
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Credit Card USD \$ _____

MasterCard VISA AMEX

Name (as it appears on credit card) _____

Card Number (include all digits) _____

Card Expires (month/year) _____

Signature (as it appears on credit card) _____

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

Email: icsc.asia@icsc.org

Fax: +65 6532 7355

ICSC reserves the right to amend the information at any time.

*Image for illustration purposes only; actual design may vary

