



SHOPPING MALLS & RETAIL DESTINATIONS

a **marcusevans** event

Hilton Kuala Lumpur Hotel, Malaysia

20th & 21st June 2013

Do what you do so well
that they will want to

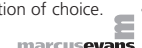
see it again and
bring their friends

WALT DISNEY (1901-1966)

CIM Chartered Marketers attending this event can claim CPD hours within their CPD submission.

All Construction Industry Development Board (CIDB) Malaysia members attending the conference are eligible for 20 CCD points (CIDBWP/C/2013/0060).

Creating an engaging shopping experience to attract customers, maximise ROI and position your mall as the retail destination of choice.



Exclusive Opening Keynote Presentation:

Dato' Mirza Mohammad Taiyab Director General
Tourism Malaysia

Key International Presentations From Developers and Mall Operators:

Hayssam Hajjar General Manager

Morocco Mall

"Best Shopping Centre" – MIPIM Awards 2012

"Best Global Retail & Leisure Development" – MAPIC

Awards 2012

"5-star Award for Best Retail Development of the Year in

Africa and World Nomination Award" – ICPA Awards 2011

Omar Gaafar General Manager – Cairo Festival City

Al Futtaim Group Real Estate, Egypt

"Nominated for Middle East's Leading Tourism Development

Project 2009, 2010 & 2011"

Aaron Soo CEO

Kha Seng Group, Malaysia

Pranay Sinha Managing Director

Star Centres, India

Paul Chang Kheng Song Assistant General Manager, Design

Keppel Land, China

Mark Sablan General Manager for Commercial Business Group

Ayala Land, Philippines

"Ayala Malls won 5 Top Awards for Outstanding PR & Special

Events – 47th Anvil Awards 2012"

"Gold Award for Marketing Excellence – Public Relations &

Silver Award for Marketing Excellence – Cause-Related

Marketing" – ICSC

Alan Yeung Tik Lun CMD Vice President

Shanghai Sunyat Jiabor Shopping Center Management

Co., China

"He was General Manager Marcom, East China of

CapitaMalls Asia and has been the faculty member of ICSC's

International School for Professional Development since

2008. Sunyat has a track record of serving over 100

developers and investors in over 200 cities in China."

Kenneth Yu Senior Project Director

Far East Consortium, Hong Kong

Gurjit Singh COO

Sorouh Real Estate, UAE

"Developer of the Year" – Big Project Awards 2012

Richard Chan Chee Keong Past President

Malaysian Association for Shopping and Highrise

Complex Management

Director

RCMC, Malaysia

National Committee Member

Building Management Association of Malaysia

Amit Srivastava Former Vice President – Retail

BPTP, India

Taylor Tie Zheng General Manager, Business Innovation –

Shopping Center

Shanghai NHH Investment Group, China

Key Presentations From World Class Architects and International Experts:

Dr. Lim Lan Yuan President International Real Estate

Federation, Singapore

President

Association of Property and Facility Managers, Singapore

Jason Hutchings Technical Director

Atkins, Hong Kong

Saeed Zaki Regional Managing Director

dwp, Malaysia

Harold Tan Senior Advisor & Director (Real Estate Advisory)

VestAsia, Singapore

Petra Blazkova Head of Research, Singapore and South East Asia

CBRE, Singapore

Andrew Hodgson Associate Director

Atkins, Hong Kong

Jim Bowen General Manager, Southeast Asia

Forrec, Singapore

Davide Padoa Chief Executive Officer

Design International, UK

Dheeraj Dogra Former National Director Retail & Shopping

Center Advisory

BNP Paribas Real Estate, India

Byron Lewis Founding Member & Commercialisation

Committee Member

British Council of Shopping Centres, UK

Li Zhifeng Deputy Director of Commercial Air Conditioning

Department – Asia Pacific & America

Hisense International Co., China

Veena Loh General Manager

Malaysia Property Incorporated

Gregers Reimann Managing Director

IEN Consultants, Malaysia

Kelvin Ng CEO

Synergistic Real Estate, Singapore

Senior Advisor

Mall China

Deputy President

Council of Asian Shopping Centers (CASC)

"He was Head of Capitaland Retail before forming SRE in 2001.

He is in the Asian faculty for ICSC and started the Accredited

Shopping Mall Manager (ASM) program for Mall China"

Ross McCall Head of Retail Commercialisation

Property and Asset Management

Cushman & Wakefield, UK

Eric Phillips Principal / Regional Market Leader, Asia

NBBJ, China

Ernesto Zabarte Director of Architecture

Broadway Malyan, Singapore

Featuring International Case Studies:

- Morocco Mall • Bluewater – Kent, United Kingdom • Westfield London & Westfield Stratford, United Kingdom • Puerto Venecia – Zaragoza, Spain • Cairo Festival City, Egypt • Mall of America, US
- Wave, New Delhi – India • Chimelong, Guangzhou – China • Elements, Hong Kong • Mall of Tangier – Tangier, Morocco • Rio Shopping – Valladolid, Spain • Odysseum – Montpellier, France
- Matn Mall – Beirut, Lebanon • Romea – Venice, Italy • Cleopatra Mall – Cairo, Egypt • IKEA Villesse – Villesse, Italy • Cocowalk – Miami, USA

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Hisense

Business Development Sponsors:



large scale events

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Property / Infrastructure networking group
on Linked In today. Click here



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Thursday 20th June 2013

0830	Registration and Morning Coffee	
0900	Opening and Welcome Remarks from the Chairperson Byron Lewis Founding Member & Commercialisation Committee Member British Council of Shopping Centres, UK	
0910	Plenary One – Catalysing Alliances between Governments and Mall Owners to Take Advantage of Opportunities in the Shopping Sector and Drive Tourism Dato' Mirza Mohammad Taiyab Director General Tourism Malaysia	
1015	Plenary Two – Creating a Compelling International Retail Destination to Promote your City, Draw Tourists and Complement Existing Attractions Gurjit Singh COO Sorouh Real Estate, UAE	
1030	Morning Refreshments	
1050	Plenary Three – Uncovering the Real Value of Shopping Center Marketing Alan Yeung Tik Lun CMD Vice President Shanghai Sunyat Jiabor Shopping Center Management Co., China	
1130	Plenary Four – Formulating a Framework for Retail Expansion into Tier-Two and Tier-Three Cities to Meet the Increasing Demand for High Quality, New Retail Space Pranay Sinha Managing Director Star Centres, India	
1210	Plenary Five – Exploring Global Trends in Shopping Centre Design Davide Padoa Chief Executive Officer Design International, UK	
1250	Networking Lunch	
	STREAM ONE DESIGN, DEVELOPMENT & INNOVATIVE TECHNOLOGIES	STREAM TWO COMMERCIALISATION & RETAIL INVESTMENTS
1400	Chairperson's Opening Remarks Kenneth Yu Senior Project Director Far East Consortium, Hong Kong	1400 Chairperson's Opening Remarks Harold Tan Senior Advisor & Director (Real Estate Advisory) VestAsia, Singapore
1410	Leveraging on Mixed Used Retail Developments to Offer Consumers a Variety of Residential, Commercial and Entertainment Options <ul style="list-style-type: none"> Determining the correct mix of entertainment, shopping and accommodation that will help diversify the tenant mix De-risking the developer's investment by better utilising the floor-space index and location Re-creating and reinforcing the form of urban commercial districts through mixed use developments Mark Sablan General Manager for Commercial Business Group Ayala Land, Philippines	1410 Exploring Commercial Uses of Shopping Centres in Addition to Shop Unit Leasing <ul style="list-style-type: none"> Examining the Global Market in a Snapshot: USA, Australia, UK, Europe and Emerging Markets Discovering Key Trends in Retail Delivery Management, Digital Proliferation, Pop-Up Shops, Box Retail, Brand Experience and Events Delving into Case Studies on Bluewater, Westfield London, Westfield Stratford and Puerto Venecia Byron Lewis Founding Member & Commercialisation Committee Member British Council of Shopping Centres, UK
1450	Developing a Win-win Strategy with Hisense <ul style="list-style-type: none"> Catalysing and operating the Asia Pacific Commercial Air-Conditioning market as a global key market Establishing long-term strategic cooperation with key real estate companies in APAC, such as Yanlord Land-Singapore, Poly Real Estate-Hongkong, Vanke-China and so on Building long-term partnerships with the owners, contractors and real estate companies Li Zhifeng Deputy Director of Commercial Air Conditioning Department – Asia Pacific & America Hisense International Co., China	1450 Going Global: Discovering how Successful Developers increase Revenue through International Expansion <ul style="list-style-type: none"> Looking at China: The world's next largest economy Examining the risk, challenges and opportunities of developing malls in China Learning from world class players to ensure a profitable expansion Kelvin Ng CEO Synergistic Real Estate, Singapore
1530	Afternoon Refreshments	1530 Afternoon Refreshments
1600	Implementing Design Typologies to Enhance the Visual Character of your Mall, Minimise Infrastructure Costs and Environmental Degradation <ul style="list-style-type: none"> Designing your retail development with a focus on siting and community impact Imbuing the property with Eastern and Western influences whilst balancing traditional and contemporary design factors Staying true to the brand: Ensuring that the design elements cherished by repeat customers are not lost Paul Chang Kheng Song Assistant General Manager, Design Keppel Land, China	1600 Implementing an Integrated Marketing Campaign to Stimulate Wide Spread Interest, Augment Profitability and Incite Repeat Visitations <ul style="list-style-type: none"> Drafting marketing strategies to meet the needs of the local consumer base and the challenges of local and regional competitors Using existing mall merchandising units to promote products and services Achieving 5% – 10% net income through commercialisation activity for increased ROI Ross McCall Head of Retail Commercialisation Property and Asset Management Cushman & Wakefield, UK
1640	Exploring the Challenges and Opportunities of a Destination Shopping Center: Elements at Union Square, Hong Kong <ul style="list-style-type: none"> Planning, designing and building your shopping mall to stand apart from competitors Developing opportunities to attract more visitors Assuring a good tenant mix of the shopping mall continue to succeed over time Kenneth Yu Senior Project Director Far East Consortium, Hong Kong	1640 Identifying Cross Border Investment Opportunities for Increased Revenue, Profitability and Expansion Admidst Global Competition: Case studies on Wanda Central Cultural District and NHH China <ul style="list-style-type: none"> Capitalising on the growing consumer class and development potential of expanding consumer markets Analysing the changing investment patterns to best access new markets Establishing a plan that maximises project returns, from conception through to delivery and activation Taylor Tie Zheng General Manager, Business Innovation – Shopping Center Shanghai NHH Investment Group, China
1720	Creating an Attractive and Successful Mall Development to Ensure a Profitable Venture <ul style="list-style-type: none"> Leveraging on effective mall management as a driving factor behind the success of a mall Aligning your business with industry standards in terms of income received and maximising repeat visitations Producing optimum sales, rental income, services to the community and increasing the bankability of your shopping mall venture Omar Gaafar General Manager – Cairo Festival City AI Futtaim Group Real Estate, Egypt	1720 Going Green – Assessing the Viability and Commercial Benefits: A Case Study on Setia City Mall, Malaysia's First Green Certified Shopping Mall <ul style="list-style-type: none"> Determining the payback time in order to justify your investments Assessing the top 10 green measures from a commercial view point Building eco friendly malls to improve your brand image Gregers Reimann Managing Director IEN Consultants, Malaysia
1800	Chairperson's Closing Remarks & End of Day One	1800 Chairperson's Closing Remarks & End of Day One

Friday 21st June 2013

0830	Registration and Morning Coffee		
0900	Opening and Welcome Remarks from the Chairperson Hayssam Hajjar General Manager Morocco Mall		
0910	Plenary One – Positioning your Mall as the Shopping Destination of Choice: A Case Study on Morocco Mall, the First and Only Destination Mall in the Mediterranean Region and Africa Hayssam Hajjar General Manager Morocco Mall		
1000	Discovering a Mall within a Mall: Galeries Lafayette in Morocco Mall Davide Padoa Chief Executive Officer Design International, UK		
1015	Plenary Two – Augmenting the Benefits to Retail Mall Design, Planning and Optioneering through Empirical Pedestrian Flow and Desire-Line Modelling Jason Hutchings Technical Director Atkins, Hong Kong	Andrew Hodgson Associate Director Atkins, Hong Kong	
1100	Morning Refreshments		
1130	Plenary Three – Appraising the Globalisation of Retail and its Impact on Retail Real Estate Markets Worldwide Dheeraj Dogra Former National Director BNP Paribas Real Estate, India		
1215	Plenary Four – Panel Discussion: Gaining a Competitive Advantage by Appraising the Major Factors that Make your Mall(s) the Preferred Choice <i>Moderator:</i> Aaron Soo CEO Kha Seng Group, Malaysia	<i>Panelist:</i> Richard Chan Chee Keong Past President Malaysian Association for Shopping and Highrise Complex Management Director RCMC, Malaysia	<i>Panelist:</i> Dr. Lim Lan Yuan President International Real Estate Federation, Singapore President Association of Property and Facility Managers, Singapore
1300	Networking Lunch		
	STREAM ONE DESIGN, DEVELOPMENT & INNOVATIVE TECHNOLOGIES		STREAM TWO COMMERCIALISATION & RETAIL INVESTMENTS
1400	Chairperson's Opening Remarks Saeed Zaki Regional Managing Director dwp, Malaysia		1400 Chairperson's Opening Remarks Harold Tan Senior Advisor & Director (Real Estate Advisory) VestAsia, Singapore
1410	Enhanced Human Experience through Urban Activation and Connectivity in Transit Oriented Developments (TODs) <ul style="list-style-type: none"> Master planning mixed use environments around transit links to support long term sustainable economic growth Defining unique & differentiated retail experiences by analytical circulation studies and place making strategies Establishing strong project identity through the creation of enhanced human experience Sustainable strategies dedicated to enhancing urban connectivity for the local community Eric Phillips Principal / Regional Market Leader, Asia NBBJ, China		1410 Promoting an Enabling FDI Environment for Retailers to Raise Capital and Allow Suppliers, as well as, Vendors to Gain Scalability <ul style="list-style-type: none"> Implementing a phased approach toward liberalising FDI in the retail sector for a conducive investment climate Leveraging on FDI as an instrument for rapid and efficient cross-border transfer of best practices Establishing a sound regulatory framework and efficient supporting institutions imperative for FDI to enter and thrive Harold Tan Senior Advisor & Director (Real Estate Advisory) VestAsia, Singapore
1450	Creating Retail Environments that Influences Consumers Experience and Enhance Customer Engagement <ul style="list-style-type: none"> Designing your mall and service mix to meet current and future market demands Upgrading operations to meet and possibly exceed the scale, complexity and demands of an IR Boosting attractiveness and maintaining a competitive advantage over other malls by introducing innovative amenities and attractions Reframing the brand experience: The impact of scent and sound on the overall customer experience Saeed Zaki Regional Managing Director dwp, Malaysia		1450 Examining Global Retail Markets: A Focus on South East Asia <ul style="list-style-type: none"> How have the retail property market performed relatively to the needs of retailers in Asia? What are the prospects and challenges that South East Asia in particular would face in 2013? What retail trends will shape the markets going forward? Petra Blazkova Head of Research, Singapore and South East Asia CBRE, Singapore
1530	Afternoon Refreshment		1530 Afternoon Refreshments
1600	Maximising Availability of Retail Space by Varying Size, Type and Layout to Cater to Consumer Demand Patterns for Increased Footfall <ul style="list-style-type: none"> Setting new standards of architecture and urban-design excellence to provide for an unparalleled lifestyle in a comprehensive retail development Integrating residential, business, educational and entertainment facilities supported by modern infrastructure Establishing a unique image and identity for your mall thereby creating a best practice model for development Ernesto Zabarte Director of Architecture Broadway Malyan, Singapore		1600 Hosting Special Events to Lure Shoppers and Engage your Visitors thereby Providing an Interactive Retail Environment <ul style="list-style-type: none"> Organising cultural events as a vital factor in attracting consumers to a mall Planning activities like food festivals, handicraft exhibitions and celebrity visits to increase foot traffic and sales volume Launching regular promotional activities to differentiate your mall amidst intense competition Amit Srivastava Former Vice President – Retail BPTP, India
1640	Exploring New Thinking on Incorporating Entertainment with Retail: Case studies on Mall of America, Wave and Chimelong <ul style="list-style-type: none"> Examining past examples of retail with entertainment Learning from the theme park industry Delving into retail projects currently in development Jim Bowen General Manager, Southeast Asia Forrec, Singapore		1640 Expanding your Global Retail Real Estate Footprint by Drawing on REITs <ul style="list-style-type: none"> Adopting real estate investment trust (REIT) investment vehicles which provides transparency and ease of investment Delivering stable and sustainable distributions to unitholders through time and economic cycles Using retail REITs to create positive interactive experiences by leveraging their physical presence and the convenience of technology Utilising non-traditional means to attract traffic into your malls Veena Loh General Manager Malaysia Property Incorporated
1720	Chairperson's Closing Remarks		1720 Chairperson's Closing Remarks
1730	End of Day Two		1730 End of Day Two

More About the Event

Why you Cannot Miss this Event:

marcus evans takes great pride in organising our Shopping Malls & Retail Destinations large scale event which is scheduled to be held in Kuala Lumpur from the 20th – 21st of June 2013.

Global shopping centre development continues apace, with unprecedented levels of construction and new openings taking place. But activity is heavily focused on emerging markets. The growing middle class population has led to an upsurge in new development especially in Asia. International expansion is attractive to retailers not only because the consumer demographic and spending trends are favorable but also because the local competition may not be as fierce as it is in home markets. Set against this, the fact that consumer appetite for western brands remains high, some scale economies, operating efficiencies and buying power advantages still apply and there are also opportunities to build a multichannel offering in new emerging markets from inception.

Changes in consumer preferences, spending patterns and technological advances have impacted owners and retailers in all regions. Owners of prime shopping centers throughout the world are constantly repositioning their properties to provide consumers with their desired full shopping experience. Despite rapid changes in technology and how consumers shop and interact with brands, the physical shopping center is still at the heart of a consumer's retail 'experience. Successful mall owners and retailers will be those who are able to partner and carefully evaluate opportunities for revenue, profitability and expansion. Attend this event to discover the latest in shopping mall and retail destination development trends, explore how this sector can grow in the context of an economic crisis and how to deliver more with less, thereby taking advantage of the unprecedented opportunities in this sector.

Follow your own agenda with a choice of two streams over 2 days: Day One & Two

Stream I : Design, Development & Innovative Technology

This stream will cover the latest design typologies, creating cutting edge retail environments and implementing the right project management approach to ensure high quality delivery. Also learn how to achieve higher density, maximise the availability of retail space to cater to evolving consumer demands and leverage on innovative technologies for more cost efficient and sustainable operations.

Stream II : Commercialisation & Retail Investments

In this stream you will understand how to position your mall to attract the world's best retail brands, secure new tenants and explore the changing dynamics in landlord-tenant relationships. Also find out how to host special events and attract the right mix of brands to create an attractive and successful mall development. Here you will discover how to strengthen the quality of your rental incomes streams, attract private investors and expand your global retail real estate footprint by drawing on REITS. Also identify cross border investment opportunities for increased revenue, profitability and expansion amidst global competition.

Geographical Market:

- SEA – 55%
- Rest of Asia – 30%
- Others – 15%

Benefits of Attending this Premier **marcus evans** Conference Include:

- **Exploring** the impact of the global economy on retail real estate markets worldwide
- **Maximising** the full potential of your shopping mall development through commercialisation strategies
- **Discovering** new leasing strategies to attract major retailers and retain existing tenants
- **Positioning** your mall as the retail destination of choice to stay ahead with the influx of new developments
- **Implementing** regional and cross border investment strategies amidst growing global competition
- **Catalysing** on mobile applications and new media marketing strategies to attract consumers to your mall
- **Delving** into facilities management best practices for cost efficient and sustainable operations
- **Examining** new financing strategies and attracting investors for expansion into emerging markets

Who Should Attend:

This large scale conference is designed to attract all those who are involved in shopping mall & retail destination projects:

Mall Owners & Management Firms

CEOs, MDs, VPs, Directors, GMs and Heads of:

- Development
- Real Estate
- Projects / Project Development
- Design & Construction
- Interior Design & Delivery
- Technical Operations
- Marketing
- Commercial
- Operations
- Delivery
- Leasing
- Retail Division
- Retail Property Management
- Retail Design & Delivery
- Retail Services
- Retail Development
- Retail Portfolio
- Business Development
- Asset Management
- Investments
- Finance

Property Developers, Construction & Engineering Firms, Contractors & Builders

Chairmen, Presidents, CEOs, MDs, VPs, Directors, GMs and Heads of:

- Sustainability
- Energy Efficiency
- Environment
- Planning & Development
- Urban Planning
- Engineering
- Construction
- Land Surveying
- Real Estate
- Operations
- Procurement & Purchasing
- Materials Management
- Investments
- Business / Strategic Development
- Projects
- Environment and Safety
- Legal and Compliance
- LEED Certification
- Building Codes and Assessment
- Facilities Management & Maintenance

Architecture Firms

- Managing Directors
- Principals
- Chief Architects
- Heads of Sustainability
- Heads of Energy Efficiency
- Heads of Green Building
- Heads of Design
- Heads of Urban Planning
- Heads of Landscape

Government Authorities & Ministries

Director Generals, Secretary Generals, Directors, Heads, Officers of:

- Tourism
- Urban Planning
- Projects
- Construction
- Public Works
- Economic Development / Economic Planning
- Urban Redevelopment
- Investments
- Finance

Retailers

CEOs, MDs, VPs, Directors, GMs and Heads of:

- Business Development
- Expansion
- Emerging Markets
- Marketing
- Design
- Investments
- Finance
- Franchising
- Operations
- Branding

Banks & Financial Institutions

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcus evans** Shopping Malls & Retail Destinations Large Scale Event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. We personally look forward to meeting you all and working with you at our future Large Scale Events planned in 2013. See you in June!

Our Business Partners

Gold Sponsor:

Hisense

Hisense Group is a well-known large electronic information industry group company, building and focusing on the 3C industrial structure led by home appliances, communications, and information, with televisions, air conditioners, fridge, mobile phones, software development, network equipments, etc. as leading products.

In the commercial air-conditioning area, Hisense has established long-term strategic cooperation with many influential real estate companies such as Vanke, Wanda, Sino-Ocean Land, CITIC REAL ESTATE, Gemdale, Greentown, China Resources Land, etc. Especially Vanke, whose annual turnover is over 20 billion USD in 2012, is the No.1 real estate company in China. Hisense Hitachi, the sub-company of Hisense group, focusing on commercial air-conditioning gets the No.2 market share in China for the VRF market in consecutive six years.

Business Development Sponsors:



GM Retail Marketing is a multi-national team who provides one stop Mobile solution platform to help retail business, namely, the malls. Our culture is to facilitate our next generation retail marketing. Our partners is in US, China, India, and South America and will expand rapidly to the necessary markets. Our "**GMiDesktop**" is the hardwares production line which is basically build on the Android Touch Screen concept with mobile apps. As nowadays the mobility of the cutting edge IT, this line of products will provide the best marketing solution to all sectors of retailers. " Website: "http://www.gmidesktop.com"



ShopperTrak is a retail technology company that anonymously counts people, analyzes data and identifies opportunities to improve performance in operations, marketing, and increase revenue for retailers, mall developers and entertainment venues.

Currently, ShopperTrak has over 60,000 counting devices been in service in 75countries, making us the global largest traffic management company.

Supported By:



The **Malaysia Convention & Exhibition Bureau (MyCEB)** was established by Ministry of Tourism, Malaysia to further strengthen the country's business events brand and position globally. A non-profit organisation, MyCEB serves as a one-stop centre to assist meeting planners to bid for and stage international business events in Malaysia and act as a conduit for national product development.

In Conjunction With:



Shop, Eat and Celebrate! The **1Malaysia Mega Sale Carnival 2013** is all set to woo shoppers with a string of promotions and tempting discounts. So look within and beyond shopping malls this year and experience a wholesome shopping spree.

Endorsers:



Formed over 15 years ago The Marketing Association is one of the most influential and highly respected professional and educational bodies for marketers in the Asia Pacific Region.

MAANZ offers both Personal and Corporate membership packages to provide you with the opportunity to achieve career advancement and enhanced credibility in the profession through profession development programs and access to the latest information on marketing practice. Membership of MAANZ also gives you substantial discounts on many major marketing conferences.

More Information www.marketing.org.au



The Chartered Institute of Marketing is the leading international professional marketing body with some 45,000 members worldwide. First established in 1911 it has for a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world.



The **CMO Asia** (www.cmoasia.org) network is dedicated to high level knowledge exchange through Thought Leadership and Peer Networking opportunities amongst decision makers across industry segments from across Asia. CMO Asia is represented by members from across 25 countries.



Point of Purchase Advertising International (POPAI) is the only global, not-for-profit, industry association exclusively dedicated to serving the interests of all those involved in retail marketing. POPAI has 19 national offices covering 45 countries and more than 1,700 members worldwide. The organisation works to establish and maintain excellence in all aspects of retail marketing communications, raise standards of business practices and provide its' membership with information to ensure its continued position as a vital part of the marketing mix. www.popai.com.au



The **ASEAN Retail-Chains & Franchise Federation (ARFF)** is initiated to serve as a platform to stimulate the economy by inciting growth of the retail-chain & franchise sectors as well as to promote cross learning and economic opportunities for all its members across the ASEAN region.



The **Asia Society of Visual Merchandisers (ASVM)**, headquartered in Sydney, aims to promote respect for the field of visual merchandising and recognize visual merchandisers as key players in the retail industry. We focus on assisting aspiring visual merchandisers as well as those pursuing professional development in the VM field.

Media Partners:



The construction industry's preeminent publication, **PRC Magazine** recently celebrated ten years in the market. A PRC front cover feature is highly in demand by large businesses that use the publication as collateral for their regional marketing. Call us today and discover why more and more businesses are partnering with PRC.



My-Retail Media is the UK's leading provider of online media monitoring, news aggregation and market intelligence to the retail sector. Developed by retail professionals, My-Retail Media provides real time market intelligence, sector insight and retail news from more than 4,000 sources worldwide, keeping the industry up to date 24 hours a day, 365 days a year.