



Retail Real Estate Management Executive Series Seminars



Series of One Day Intensive Workshops for
Retail Real Estate Industry Professionals

Workshop 1 • The ABC of Development

Fundamentals of shopping centre development/redevelopment

October 3, 2010, Kempinski Nile Hotel, Cairo, Egypt

Workshop 2 • Retail Leasing Management

Managing leasing of retail real estate in a tough economic environment

October 4, 2010, Kempinski Nile Hotel, Cairo, Egypt

WORKSHOP OVERVIEW



Developing / redeveloping a shopping centre represents an extremely complex value chain. Well defined objectives and a systematic approach plays a crucial role in the development process.

From procurement, till the concept and design, construction, project management, operation and final completion of the centre, each aspect must be managed effectively in the right sequence.

An exclusive program designed to assist industry professionals understand the development process and how to avoid common pitfalls during the development / redevelopment cycle.

This one day workshop will address the fundamentals of shopping centre development / redevelopment including the rules of development and guidelines on how to get started, project coordination, market research, developing an architect's brief, design planning, working with construction teams and much more.

A must attend program for all industry professionals involved in the development / redevelopment / renovation / reconfiguration / expansion of retail developments.



DAY 1 | OCTOBE 3, 2010 COURSE OUTLINE

OVERVIEW - PROJECT MANAGER

- How to get started
- Development program overview
- Ten rules of development

BEFORE WE START

- Matching project to owner's vision
- Positioning the project
- Matching project to lay of the land
- Defining unique selling proposition

DESIGN DEVELOPMENT ISSUES

- Parking
- Overall layout – sight lines
- Lighting
- Amenities

INSIGHTS ON HOW TO DESIGN ADDITIONAL REVENUE OPTIONS

WHO SHOULD ATTEND

- Owners / Developers / Owner's Representatives
- Retail Development Managers/ Executives
- Asset Managers / Executives
- Mall Management & Leasing Teams
- Investors / Entrepreneurs / Consultants
- Retail Real Estate Industry Professionals involved in Development / Redevelopment / Renovation / Reconfiguration / Expansion of Retail Developments

Language of Instruction

The workshops will be conducted in English.

WORKSHOP OVERVIEW



One of the fundamental basics for the operation of a successful shopping centre is the Retail Leasing program. A centre could have the best design, the best facilities and the best location, but without a thoroughly well planned and researched retail leasing program and the right merchandising mix, it will not be a success.

Retail Leasing requires skillful combination of several elements that blend together to create a successful retail destination.

Changing business environments, new challenges, growing competition are some of the issues facing businesses today. The Retail Real Estate Industry has its share of challenges that need to be tackled objectively. Leasing in today's world is a partnership, and it requires new approaches to come up with a win-win situation.

This one day Leasing Management workshop will help participants explore how the leasing functions, defined in the broadest sense, needs to act and react in tough economic conditions.

A must attend program for all industry professionals involved in leasing, mall merchandising, tenant relations and mall management function.

DAY 2 | OCTOBE 4, 2010 COURSE OUTLINE

- Leasing in Difficult Times
- The Role of Leasing and How to Keep the Revenue Coming In
- The Opportunity for Re-leasing to Improve Future Prospects
- More Than Ever Leasing a Partnership
- Increasing Revenues Through Leasing (alternative sources)
- New Leasing Opportunity in the Existing Scenario
- Short Term Better Than No Term
- Experimental Leasing
- Centre Planning
- Leasing as a Tactic
 - To meet new/different customer expectations/different customer profiles
 - Increase dwell time
 - Increase customer traffic and generate impulse sales
 - Update merchandise mix
- Role Play - Negotiation and Re-negotiation

ABOUT THE WORKSHOP FACILITATOR



Walter Kleinschmit is the President of R2E Consultants Inc, a consulting practice specializing in the development of retail real estate and mixed use projects.

Prior to this, he was General Manager of the Kingdom Centre, in Riyadh for 8 years. The Kingdom Centre is a mixed use high-rise development of HRH Prince Alwaleed Bin Talal which features a 300 meter tower incorporating offices, residences and the Four Seasons Hotel. The Project also includes a 40,000 sqm GLA Shopping Centre anchored by Saks and Debenhams and an exhibition/convention facility able to accommodate up to 4,000 persons.

Walter has over 25 years retail and development experience in Saudi Arabia, Qatar, the Emirates, Oman, Jordan and Syria. He worked for over 19 years in Canada in the retail industry before moving to the Middle East.

He is a founder of the Middle East Council of Shopping Centres and is a frequent speaker at MECSC/ICSC events and a member of the international faculty of the ICSC School for Professional Development.

Walter graduated with a Bachelor of Commerce Degree from the University of Manitoba in 1965.



The ABC of Development & Retail Leasing Management

October 3 - 4, 2010 • Kempinski Nile Hotel, Cairo, Egypt

REGISTER TODAY by faxing your application form to +971 4 3558818 • Email: register@mecsc.org

Please submit one form for each delegate, even if paying for a group. Photocopied forms may be used for additional delegates. Please complete all sections of this form using BLOCK LETTERS.

Mr/Mrs/Ms: _____

First Name: _____

Family Name: _____

Job Title: _____

Company: _____

Postal Address: _____

City: _____ Post Code: _____

Country: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

Website: _____

MECSC/ICSC Membership No. (if member): _____

Language of Instruction

The workshop will be conducted in English.

Cancellation Policy

If you are unable to attend, a substitute delegate may be arranged. For cancellations received in writing prior to September 19, 2010, full refund of amount received will be made after deduction of bank charges and US\$150 towards administration charges. 50% refund for cancellations received prior to September 25, 2010. No refund for cancellations received on or after September 26, 2010.

Accommodation - Hotel Reservations

Yes, I am interested to book my accommodation.

Please send me further details.

No, I will make my own arrangements.

Visas

Participants requiring visas are advised to apply for visas well in advance. MECSC will not take any responsibility for issuance of visas. Cancellations received due to the participants' inability to get visas will be treated as per the standard cancellation policy applicable, without any exceptions.

Workshop Registration Fees

PLEASE REGISTER ME FOR THE WORKSHOP AS FOLLOWS:

SUPER SAVER OFFER!

Save US\$200 when you register and pay before September 15, 2010

Workshop 1 – The ABC of Development

MECSC/ICSC Member US\$ 600 (AED 2,200)

Non Member US\$ 900 (AED 3,300)

Workshop 2 – Retail Leasing Management

MECSC/ICSC Member US\$ 600 (AED 2,200)

Non Member US\$ 900 (AED 3,300)

Register for both workshops and save

Workshop 1 + 2

MECSC/ICSC Member US\$ 1,000 (AED 3,670)

Non Member US\$ 1,600 (AED 5,875)

PLEASE REGISTER ME FOR MEMBERSHIP

MECSC/ICSC Annual Membership Fee US\$ 200 (AED 735)

I am currently not an MECSC/ICSC member. Please sign me up for membership.

Payment Options (Please tick your choice below)

Option 1 - Credit Card

Charge my Visa Mastercard Amex

Total AED: _____

Name (please print): _____

Card Number: _____

Expiry Date: _____

Signature: _____

Option 2 - Telegraphic Transfer (in UAE Dirhams)

To: Mashreq Bank, Burjuman Centre, Dubai, UAE

Account: Middle East Council of Shopping Centres

Account No: 0690 387476, Swift Code: BOMLAHAD

Payment should be made net of all bank charges & commissions. Please clearly mention the delegate name(s) on the transfer application and indicate that the transfer is for the MECSC Workshop.

Note: Programs are subject to change without prior notice | *Program will be held subject to minimum number of registrations