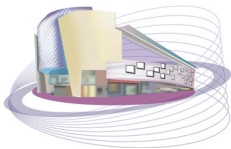


06 June 2007
09:00 - 17:00

HKUST Business School Central,
(15/F Hong Kong Club Building, 3A Chater Rd, Central HK)



Retail Space Asia 2007

Emerging Retail Locations & Designs in Asia 2007

SPECIAL OFFER!
Register to both half-day events
for only **\$1500HKD**
(regular price \$1900)
SPECIAL OFFER!

6 June 2007

Venue

HKUST Business School Central
15/F Hong Kong Club Building, 3A Chater Rd, Central

09:00 - 12:30 (8:30 registration)

Retail Space: Emerging Locations

Early bird rate HKD\$800 (deadline 7 May 2007)
Normal Price HKD\$950

I would like to attend this seminar only

13:30 - 17:00 (13:00 registration)

Retail Space: Designs on Retail

Early bird rate HKD\$800 (deadline 7 May 2007)
Normal Price HKD\$950

I would like to attend this seminar only

Conference Programme Outline

09:00 - 12:30

Retail Space: Emerging Locations

Casino and Gaming Retail Spaces

- Pre-site selection, assessing the markets
- Overview of Macau, Singapore & Vietnam market
- Leveraging gaming leasing strategies
- Size, scope and brand placement

The Hottest New Retail Locations

- Overview of up-and-coming markets, China & India
- Site selection: Shopping mall or street level
- Dealing with landlords: Lease negotiation
- Managing a retail assets
- Demographics and increase in disposable income in emerging markets

Barriers to Entry Coming Down

- Retail inhibitors in Asia
- Overcoming regulatory inhibitors
- ROI and development costs in emerging markets
- Direct investment or partnering and franchising

Tenant Mix

- Managing and maintaining the right tenant mix for your shopping centre
- High end or mass market?
- Building and maintaining long term relationships with tenants

13:30 - 17:00

Retail Space: Designs on Retail

Shopping Centre Design

- Goodbye the big box
- Opening the mall to the public
- Designing for traffic flow
- The two storey facade
- The multifloor tenant

Designing the Lifestyle Mall

- Designing your space in the lifestyle mall
- Similarities and differences in Asia
- New locations for lifestyle selling
- Integrating lifestyle with existing trends

Store Design

- Developing and standardizing store design across Asia
- Project costing and budgeting
- Using consultants and PM's or manager in-house
- Managing multiple roll-outs

Retail Traffic Indices - How technology can help

- How to develop retail indices
- Mass Market trends
- Converting traffic to purchases
- Where to get quality information
- Role of IT in traffic measurement

What Retailers Want: Catering to the needs of retailers in diverse retail environments

- Durability and security
- Back up systems
- Understanding brand consciousness
- The way of the future

Supporting Organisations:

 THE HONG KONG INSTITUTE OF SURVEYORS
香港測量師學會

* All members of supporting organisations will be eligible to a supporting member discount

Media Partners:



The above is subject to change without notice

Who should attend?

Retail Facility Managers, Retail Real Estate Managers, Retail Development Managers, Project Managers, Management Consultants, Developers, Shopping Centre Owners, Retailers, Architectural/Engineering/Construction Firms, Demographics/Market Analysts, Prospecting, Graphic & Interior Designers, Decorators/Seasonal Decorators, Signage Consultants, Elevator/ Escalator Sales & Service Providers, CRE Service Providers Retail Leasing Department

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Registration Form

Please make all cheques payable to Facility Media Ltd

Ref: EM13D

- I am interested in attending both half-day events @ \$1500
 I am eligible for the supporting member rate (*). My membership number is _____

Name: _____ Company / Organisation: _____

Job Title: _____ E-mail: _____ Tel: _____

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Payment method: *please circle Cheque VISA MasterCard Bank Transfer

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