



Retail Space Asia Conference 2006

Facility Media, publisher of Real Estate Facility Management Projects Magazine (RFP) is proud to announce its Retail Space Asia Conference, Part I: Site Selection, Design & Demographics. All professionals in the fields of retail space selection, design and development, from real estate service providers, designers and developers to retail strategists will get together to discuss how location of a site and demographics of passers-by influences design and space planning.

The Conference will cover:

- Site Selection Strategy
- Design and Layout of a shopping centre - a retailer's and designer's perspective
- Architecture for customer friendly retail environments



Date • 13th December 2006
Time • 9:00 - 13:00 (8:30 registration)
Lunch • 13:00 - 14:00 (inclusive)
Venue • Cliftons
Level 33, 9 Queen's Rd Central, Hong Kong
Fee • HKD\$900

Retail Space Asia 2006 will demonstrate how other companies in Asia have:

- Selected the best sites
 - Designed for their demographic
 - Collaborated with developers/retailers
 - Planned their site selection strategy
 - Rolled out multiple locations
 - Built their brand through design
 - Acquired accurate traffic/demographic data
- And most importantly **INCREASED SALES**

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Conference Programme Outline



1. Retail Space

- Christian Wright,
Director of Retail Planning,
Knight Frank Hong Kong

- Strategies for developed and emerging markets
- The shopping mall phenomenon in Asia
- Finding the right tenant mix
- Impact of the new consumerism on retail spaces

2. Site Selection Strategy

- High end to mass market
- Street level or shopping mall?
- Differences between geographic locations
- Retail real estate in Asia



3. Ideal Retail Lighting: A Catalyst for Growth

- Ray Kwan,
Product Sales Manager,
Megaman, Hong Kong

- Enhancing shop image with lighting
- Lighting requirements in a retail environment
- Available lighting solutions



4. Designing Retail Space: Part I

- Patrick Bruce
Director,
Oval Partnerships, Hong Kong

- The process of designing your retail space
- From design concepts to store opening processes
- Case Studies



5. Designing Retail Space: Part II

- Phil Kim,
Senior VP & Managing Director,
Jerde Partnerships, Hong Kong

- Working with developers/landlords
- Standardising across markets
- Building your brand through design
- Getting the right materials



6. Software and Demographics

- Yannick Kennel
Managing Director,
FootFall Asia

- How to measure your traffic
- How to access your demographic
- What products are available to help
- Case studies and examples

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

The above is subject to change without notice

Registration Form

Please make all cheques payable to **Facility Media Ltd**

Ref: EM05

I am interested in attending this event

I am a supporting member and would like to receive the special rate of HKD\$700. My membership number is _____

Name: _____ **Company / Organisation:** _____

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

Fax: _____ **Address:** _____

Payment method: *please circle Cheque VISA MasterCard Bank Transfer

Please post your cheques to: **Facility Media Limited**, 602 Yu Yuet Lai Building, 43-55 Wyndham Street, Central, Hong Kong. Tel. (852) 2851 9923

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