



1st & 2nd September, 2021, Grand Hyatt, Goa

In association with



DAY ONE - 1st September, Wednesday : THE MUCH AWAITED GET TOGETHER

08 PM Onwards	Networking Cocktails & Dinner
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DAY TWO – 2nd September, Thursday : CONFERENCE, EXHIBITION & AWARDS

AGENDA

09 AM – 11.15 AM	MASTERCLASS <i>For Shopping Centre Professionals</i>
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2021: A Time for ACTION

By Phil McArthur, CSM,CDP,CRX, Founder and Chairman,
McARTHUR Retail Development Specialists

Our global and regional retail markets have been shaken over the past year. The impact of lockdowns and other Covid-19 prevention protocols has kept our valued customers at home. E-commerce has gained a further foothold through professional execution and lower prices.

With such challenges, how do we plan for success with our retail developments in the future?

Can we really afford not to have an action plan? In such a turbulent market there's a tendency to sit back and wait and see. However in a war against Covid 19 we need a Battle Plan.

We need to start planning today to ensure our retail investments are protected for the next 10+ years.

To improve the performance of operating malls or in developing new retail and mixed use projects, we need to take a clear look at the true realities of what is happening in the market. Where will there be an oversupply? Will the retail brands, service providers and entertainment operators find my project attractive? How can I plan a strong destination using the strong fundamentals of retail real estate development?

There is an international recipe for success for retail investment. In simplistic terms it can be boiled down to 10 major areas that must be executed at a world-class standard.

1. Superior location with strong visibility
2. Clearly defined trade area with demand for more retail development
3. Comprehensive understanding of the trade area's sales potential
4. Understand for your competition and the market share they have achieved
5. Medium to long-term sales and rental growth potential and asset appreciation
6. Strong destinational anchors, attractions or services
7. Appropriate retailer, service provider and food and beverage mix for your trade area
8. A strong functional, quality design and architecture creating favourite place
9. Ample parking and strong transit connectivity
10. Professional Management, Leasing and Marketing Teams

Today's challenges are clear; the time for action is now. This program helps your organisation plan successful and memorable destinations in the future.

Options for Concurrent Masterclasses/Workshops

A) DIGITAL MARKETING AND INITIATIVES:

1. Extending brand reach and maximise visibility to customers and on search engines (google primarily).
2. Using various digital media like whatsapp, omnichannel and website for maximisation of revenues and customer connect
3. Mall Loyalty App for effective customer use and for leveraging sales and techniques for improving loyalty base
4. Enhancing Social Media visibility and engagement as well as developing organic growth strategy/ies
5. Emerging Trends

B) DIGITISATION & INTEGRATION OF OPERATIONAL PROCESSES AND REPORTS:

1. The Future is Digital : Scope of Digital
2. Developing Mall / Portfolio Dashboard on digital platform
3. Techniques to convert various checklists and reports on a paperless basis

C) STRATEGIES FOR PANDEMIC RISK MITIGATION OVER SHORT/MEDIUM/LONGTERM

1. Strategies : operations, marketing, liaising and finance at individual asset / overall business level
2. Impact : Existing Mall Renovation and Future Mall & Store Design
3. Tweaking in Customer Services and Related

RESEARCH _

Retail & Shopping Centres Industry in India
Retail Real Estate: Catalyst of Modern Retail Growth

The significance of quality space and infrastructure development for economy

- Driver of a larger ecosystem of Manufacturing, support and service industries
- Employment generation
- Tax revenue for govt.
- Consumption driver
- Showcase of consumer brands
- FDI

11.30 AM – 12.30 PM	INAUGURAL KEYNOTES – BY RETAIL & SHOPPING CENTRE INDUSTRY LEADERS
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THINKING BEYOND 'THE NEW NORMAL'

12.30 PM – 01.15 PM	INAUGURAL PANEL : SHOPPING CENTRES NEXT
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SETTING THE ARCHITECTURE FOR INDIA'S NEXT-GENERATION SOCIAL & RETAIL SPACES

- Safe Shopping, Dining & Entertainment
- Leisure and Recreation
- New gen services & facilities
- Creating a win-win situation for the government and society

DAY TWO - 2nd September, Thursday : Agenda Continued

01.15 PM – 02.00 PM	CEO THINKPAD
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THE DYNAMICS OF EVER-CHANGING SCENARIO AND HOW CEOS ARE COPING TO GET READY FOR THE FUTURE

To succeed amid the shifting tides, SHOPPING CENTRE INDUSTRY leaders need to build up competence in many new areas. This session brings some of the most vibrant CEOs to discuss the challenges, learning and directions for the future.

02 .00 PM – 02.45 PM	LUNCH
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02.45 PM to 05.15 PM	SUCCESS STORIES - PRESENTATIONS BY SHOPPING CENTRES FOR ISCA 2021
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UPCOMING SHOPPING CENTRES

Finalists to present 5 minutes AV followed by 10 minutes of Q&A.

Jury consisting of IPCs and RETAILERS will assess the projects on FOLLOWING: pre-defined parameters.

PRESENTATIONS Based on Pre-defined Parameters:

1. Background of Promoter/s, Builder, Key Vendors & Key People Responsible for Planning, Execution & operations
2. Justification of Size & Usage
3. Location advantage & Catchment
4. Positioning
5. Design
6. Zoning & Tenant Mix
7. Anchor to Vanilla Ratio
8. Space allocation for all major categories like Fashion & Lifestyle, Consumer Electronics, Home & Interiors, Food & Grocery, Leisure & Entertainment, F&B etc
9. Lease/strata model
10. Parking
11. Facilities
12. Safety & Security
13. Legal Requirements & Licenses
14. Financing & Revenue Model
15. Green Initiatives
16. Marketing & Promotion Plans
17. Launch Plans
18. Mall Management Plans

05.15 PM – 06.00 PM | RENTING AVENUES

MAKING THE MOST OF MALL'S UNUSED SPACE

The last 12 months have seen emergence of Coworking Spaces in malls in several countries and all are loving it. While it's a great idea for shopping centre developers to utilize the unused spaces and also get thousands of additional customers; for people using these spaces the benefits are many. Meeting clients at any of the malls' convenient locations, taking a break to eat or go for a quick grocery shopping, calling over family or friends after work; they are likely to find themselves becoming more social after joining an in-mall coworking space. This session talks about this new phenomenon and how malls in India can make the best of this new trend.

06.00 PM – 07.00 PM	SCAI ROUNDTABLE
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NATION RETAIL POLICY FORMATION

Discussions on SCAI & RAI joint Recommendations to form a robust retail policy to facilitate seamless development processes for faster growth of the industry

1. Streamlining regulatory compliances/ licenses - Recognition by NBC that the Shopping centers have special needs and hence need to be seen differently from Commercial development regulations - issues faced in various states - to be addressed at NBC level and state level.
 - Forming uniform laws for parking, signages and facilities in all social places (public or private)
 - Improving access to capital
 - Technology-led modernization
 - Bridging infrastructure gaps
 - Improving man power productivity

07.00 PM – 07.30 PM	Cocktails
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07.30 PM – 09.30 PM	IMAGES SHOPPING CENTRE AWARDS
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09.30 PM Onwards	GALA DINNER
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Note: Agenda Session Titles, brief, speakers, dates and timings are subject to change