



Theme: Building the Roadmap for Digital Age Shopping Centers

How the entire retail real estate industry must embrace change in order to transform traditional shopping malls and stores into a multiexperience urban destination combining leisure, sport, food and beverage, new technology, healthcare and more – consumption behaviors that define the experience and seamless-connectivity seeking digitally-inclined consumer of today.

10:00 – 10:15 hrs

RESEARCH PRESENTATION : Indian Retail Real Estate: Trends, Insights, Opportunities, Investment Attractiveness, Growth Areas

10:15 – 10:30 hrs

FIRESIDE CHAT: How to build an Ideal Shopping Centre for 2030

An inside-out futuristic ready view from a renowned Shopping Centre leader – reimagining the traditional view of the Shopping Centre.

10:30 – 11:45 hrs

INAUGURAL AND KEYNOTE: Reimagining our Shopping Centres for the Digital Age

- **Experiential, Social, Digital, O2O** – how to reimagine these components into existing shopping centres - what would a shopping centre built in 2030 look like, as compared to developments in this decade?
- *“Nirvana”* destination– from retail therapy to family destination to leisure islands to community hangouts to experiential social hubs - How do we rejuvenate the shopping center?
- How to be future ready for *‘Millennial’* & gen Z spenders’ who would form majority of the footfalls in the next decade.
- Shaping the Future of Shopping Malls by Tapping into High Spenders and Frequent Visitors – How to Capture the High-Spending Millennials
- How can Indian developers can turn away from shopping-only developments to complex retail-led mixed-use schemes to achieve focal point for social, commercial and economic growth?
- Creating a shopping experience that strikes the right balance between traditional retail, leisure, entertainment, housing, social management and cultural activities.

- A rejuvenated push in complementing O2O strategy-Does it ring a bell to shopping centers? “**A call for uniqueness**” so a shopper seeks. (I.e Amazon seeks relevance in having physical stores)

11:45 – 12:45 hrs

LIFEPLAY DESTINATION – The new focus on Leisure, Entertainment, Education, Museums, Co-Working Spaces ..

- Entertainment as a next big thing – to what extent should we design our shopping centres towards experience beyond shopping
- How to Re-shape Retail formats by getting innovative categories: cooking classes, health-and-wellness sessions, makeup tutorials, pop-up zones, gaming zones
- How to Re-Think Retail formats by introducing categories that are innovative and trending
- How to create value with more immersive retail experience- exploring its role at retail centers and how does investment on these experiential element impact the payoffs

12:45 – 13:45 hrs

GETTING YOUR SHOPPING CENTER FROM THE GROUND-UP : WHAT IT TAKES

- Mapping a five year plan – what goes on inside the head of a promoter or developer
- How the idea gets provoked to build a Shopping Centre
- How did the developer zero in on the location
- Blueprint stage – how to shortlist the Architect / Design Firm
- What are the consultative phases in drawing the blueprint – are retailers consulted, do town planners give any recommendations?
- How did the developer shortlist the project management consultant
- Bidding / selection process for various equipment providers – Escalators and Elevators, Tiles, Fittings, Lighting, Landscaping, Painting and Décor, Glass, HVAC

13:45 – 14:30 hrs

Lunch

14:30 – 15:30 hrs

Remodel, Repurpose: Shopping Centres that have Made Transformative Gains after a Focused Redevelopment

- What worked for them and what didn't
- What were the aspects they worked on most: Design and architecture; Zoning, Changing the Retailer-Mix dramatically; Marketing and Image-building
- How does the investment offset itself – the time the shopping centre was shut / scaled down for redevelopment and what revenue gains made after it re-opened

- Who decides the need, purpose and timing of redevelopment – Asset Manager, Shopping Centre Management, Investor, Retailer tenants

15:30 – 16:30 hrs

THE DIGITAL GATEWAY TO SHOPPING CENTRES: Technology at the Heart of Shopping Centres – Reaching Consumers as Far as the Mobile Reaches

Wherever there is a mobile screen or digital screen, that is where your shopping centre must be present – how do you make yourself omnipresent – extension of physical shopping centre space to the digital and virtual medium

- “Virtu-real” formats - more interactive retail experience - touchscreen navigation panels, virtual fitting rooms, magic mirrors, augmented-reality zones
- Merging online and offline retail using “social shopping” - digital screens in transport-arrival zones, piazzas, shop windows, major junctions of the shopping district. These can help consumers find products, access reviews, and then direct them where to buy
- Future of shopping: drones, digital mannequins, leaving without paying (Amazon Go)
- Smartphones for e-checkouts and click-and-collect services - blend offline and online shopping experience
- Integrating Tech into the Retail Experience - integrating the retail, digital and mobile experience

16:30 – 17:30 hrs

RETAILER-DEVELOPER GROUPTHINK: Be the VOICE You Want to See in Retail

Retailers have always been vocal on what needs to change about the Shopping Centres. As the needs of shoppers change, so too do those of retail developers, and that of the retailers. And Shopping Centres have also been getting receptive to retailer’s voice. This is the platform where we take joint ideas forward:

- *Retailers Voice*: Emphasis on experimenting with new business models, seeing what works, stopping what doesn’t and do more of what does —hearing from retailers on what form, function, and functionality they would like to see in Shopping Centres
- *Developers Voice*: What would Developers like to see in the future – a new

17:30 – 18:30 hrs

THE NUTS AND BOLTS OF DEVELOPING A SHOPPING CENTRE – WHAT ARE THE RADICAL CHANGES WE NEED TO BRING TO BUILD A WORLD-CLASS SHOPPING CENTRE

Building Shopping Centres to capture the world’s imagination

If we have to build a Shopping Centre of world-class league and imagery which captures the world’s fascination (say, for example, Mall of Dubai or Mall of the Emirates), we need to think BIG. And we need some world-class planning and execution behind it. We gather viewpoints from each of the stakeholders which comes together in building the shopping centre from the ground up.

BIG ideas from:

- Developer

- Town Planners
- Architects / Design Firms
- IPCs
- Retailers
- Equipment providers – Escalators and Elevators, Tiles, Fittings, Lighting, Landscaping, Painting and Décor, Glass, HVAC
- Security and Parking
- Facilities Management

Extra topics:

WHAT NEXT FOR MALLS – A mall which is 100% different from the current concept of a Shopping Centre!
OUT-OF-THE-BOX: Visions of the Future of Shopping Centers

We re-imagine futuristic models how Shopping Centres can engage consumers – few places in the West are developing a mix around these models. How can these be adapted to Indian landscape and urban space challenges.

- **Destination Centers:** large spaces centered around a large attraction - discovery, education, and experience are key components of the brand experience.
 take on the traditional “flagship store experience” - instead of a retailer, anchor here is a compelling social experience—such as an indoor ski slope, roller coaster, concert space, or museum providing immersive, experience-based entertainment (live examples: Xanadu in Spain, the Mall of the Emirates in Dubai)
- **Innovation Centers:** “smart” spaces where pooled tenant data is used to create targeted offerings
 a certain percentage of space may be designated for test stores that use the data gathered on new concepts (Boxpark in UK – ‘pop-up’ shopping centre made entirely out of Shipping Containers)
- **Values Centers:** spaces that draw their identity—and tenants—from consumers’ shared values - anchored by an idea, not a retail nameplate. Ethnic or community identity, such as a sports team, and all tenants could provide an experience that ties into this - the mall equivalent of a showcasing local fashion designers, restaurateurs, craft brewers and distillers, and artists
- **“Retailidential” Spaces:** retail-housing “lifestyle centers” that target specific demographics - highly curated “life-stage centers” that offer a demographic-specific and appropriate set of retail, restaurants, entertainment, and services

THE IDEAL SHOPPING CENTRE AND THE IDEAL SHOPPING CENTRE ‘LEADER’

- Twin goals of short-and long-term success: Innovative ways in which a Shopping Centre Leader can make a difference
- Revenue generating activities vs Operational Efficiencies in running the centre day to day
- How a shopping centre head can go the mile ahead to connect with his retailer tenants and build a synergy