

China (Shenzhen) Commercial Real Estate Trade Fair 2011

April 20-22, 2011 Shenzhen

Trade Fair Agenda

April 20th

13:00-17:30 **Registration (Registration Desk on F2)**

April 21st

09:00-20:30 Exhibition open

09:00-15:30 **Commercial real estate investment and city commerce project development cooperation conference**

15:30-16:30 Avic—"9 Square" Shopping Center Press Conference

18:30-20:00 Welcome dinner

April 22nd

09:00-17:30 Exhibition open

09:00-15:30 **Retail brands and shopping center cooperation conference**

14:00-15:30 Themed communication conference

15:30-16:30 Special introducing meeting for brand

17:00-21:00 Study tour for Shenzhen shopping centers (optional)

Trade Fair Program

Along with the Exhibition and Trade, the conference also arranges high-end Professional Speeches and Focus Dialogues aiming to help the participants to seek the latest direction/trend in commercial real estate investment, development, leasing, marketing and channel expansion.

1. Enterprise Image/Projects Exhibition

◆Leasing projects exhibition zone: More than 200 leading real estate developers exhibit their high-quality projects to help commercial brands learn the most comprehensive property resources at the earliest time.

Exhibition Category: shopping center and commercial property owners/ Developer/ Operators, large-scale department store and chain supermarkets.

◆Brands Exhibition Zone: Focus on the mainstream brands and their store opening plan, to help them find the most suitable properties.

Exhibition Category: well known brands in retail, catering, apparels, entertainment, leisure, fitness and beauty salon; new-born local brands; international brands who aim to enter into China market.

◆Urban commercial facility development and New District project discussion zone: Exhibit the latest achievement in urban commercial facilities and New District's planning and construction.

Exhibition Category: National administrative department in charge of urban commerce, planning, investment and District Government.

◆Service Agency Exhibition Zone: The most excellent service agencies with the latest design concept, the leading architectural style, the new management philosophy, professional planning program, advanced information system.

Exhibition Category: Related agencies in design, architecture, management, consulting, planning and IT system etc.

◆Investment Cooperation Zone: Exhibit the outstanding work from investment institutions so as to meet the top management from powerful commercial real estate investment institution.

Exhibition Category: Financial institutions committed to develop urban complex, shopping center, commercial block, catering in China.

2. Professional Forums

Professional Forum 1: **Commercial real estate investment and city commerce project development cooperation conference**

Topic: Cooperation and coordinate between Government's commerce investment and commercial real estate developers

Nowadays, consumption is playing an important role in promoting economy increasing; China's many cities are focusing on the construction of urban commercial network and facilities. So the government is eager to introduce high-level commercial real estate developers and active brands which give an unprecedented chance for the retail and shopping center industry.

Currently, China's commercial real estate and retail industry are growing faster and faster. Many glamorous and potential cities in China are favored by foreign investment agencies and international brands.

The conference collects the comprehensive cooperation resources including the newest move, investment strategy exchange, urban commercial development plan, commercial policy guide, formulating and implementing of urban developing plan and communication among financial agencies, commercial developers and government.

9:00--15:30, April 21(Thursday), 2011

09:00-09:10 Host Speech

09:10-10:20 Focus Dialogues

Keynote: Relationship between city commercial project developing and commercial real estate quality

- a. Formulating long-term district developing plan and implementation
- b. Government's role in city commercial network planning and regional commerce positioning
- c. Developing mechanism for new commercial projects and long-term mechanism development for city commerce

10:20-10:50 Projects leasing press conference

10:50-11:20 Coffee break/Exhibition

11:20-12:30 Focus Dialogues

Keynote: Opportunities and value for commercial real estate investment under the

impact of Macro adjustment and speed-up urbanization in China.

- a. Comparing with the 1st- and 2nd-tier cities, what are the Investment opportunities and value in 3rd- and 4th-tier cities?
- b. How to grasp the relationship between the selling part and holding part in city complex.
- c. How to set up the core function of city complex in 2nd- and 3rd-tier cities, and how to realize the interaction of these functions.

12:30-14:00 Lunch time/Exhibition

14:00-15:30 Professional Speeches and Focus Dialogues

Keynote: To make shopping centers more attractive by tenants-mix, commercial design and light design

15:30-16:30 Special recommendation: Avic Real Estate—"9 Square" press conference

◆**Forum 2: Retail brands and shopping center cooperation conference**

Topic: Shopping Center is the primary channel for Commercial Brand's Scale Development

Nowadays, the retail brands are intensifying the chain and scale, and the business channels also show up the trend of change. How do retail brands open up the most potential sales channel under the current business and consumption situation? Why do shopping centers become the first choice of fast fashion consumption brands to open stores? How to deal with the complementary and linked relationship between retail brands and shopping centers?

The conference will make a wonderful interpretation of these issues; this forum will deepen the cooperation of shopping centers and retail brands by integrating the development resources and cooperation requirements of shopping centers and retail brands.

9:00--15:30, April 22(Friday), 2011

09:00-09:10 Opening speech

09:10-10:40 Professional Speeches and Focus Dialogues

Keynote: The Optimization and Innovation of Retail Brand Expansion Channel

- a. The latest forecast on retail brand expansion strategies
- b. How do retail brands open up the most potential sales channel under the current business and consumption situation?
- c. What kinds of business entities will be affected by online shopping? How to adjust the strategies to meet the challenges for business entities?
- d. Have retail brands got everything ready for the booming experimental consumption?

10:40-11:10 Coffee Break and On-site Communications / Exhibition

11:10-11:40 Introducing of key commercial projects (3 speakers only)

11:40-12:30 The seminar of retail brand expansion and shopping centers leasing

Keynote: Channel Development and the Investment Strategy of Shopping Centers

- a. Why do shopping centers become the first choice of fast fashion consumption brands to open stores?
- b. How to determine the growth potential of under constructed shopping centers or commercial real estate projects for retail brands? How to assess potential risks?
- c. In the process of shopping center development, how to plan enhancing business sales and brand-mix?
- d. How to deal with the complementary and linked relationship between retail brands and shopping centers?

12:30-14:00 Coffee Break and On-site Communications / Exhibition

14:00-15:30 Themed Conference

- a. China Fashion Weekly (CFW): Win-Win Cooperation Conference of Clothing Brand and Shopping Center
- b. Retail World: The Development and Cooperation Conference of Supermarkets, Department Stores and shopping centers

15:30-16:30 Special introducing for Retail Brand
Special introducing for Clothing Brand
Special introducing for Shopping Center Anchor Store

3. Special introducing meeting

The Conference will arrange the special referral activity for the key brands, the key projects and the key cities so as to achieve more extensive and effective cooperation.

4. Value-added Services: Commercial Real Estate Trading Center

Mall China Information Center will sync build a network platform of China Commercial Real Estate Trading Center on the official website (www.mallchina.org), which will provide the year-round network resources and the information sharing platform for the participants of the developers, retailers and the urban commercial department. On-site trading and online trading will be in motion simultaneously.

5. Most authoritative project collection in China---China Shopping Center Project Leasing Directory

The project information of the participating companies and institutions can be synchronized to embody in China Shopping Center Project Leasing Directory, which will distribute to more than 4,000 commercial brands, developers, operators, investors and service providers, and it'll achieve the collaboration without any distance border at any time.

Previous Exhibitors

Beijing Glory Real Estate Co.,Ltd
Beijing Construction and Development Committee of Business Area

Perkowitz+Ruth
Shenzhen Senmeizu Space Design Limited
SCP
Shanghai Wanguo Technology Development Co., Ltd
Shenyang Yifeng Times Plaza
Shenzhen 1000colors Chain Store Co., Ltd
HOLA
Shenzhen Copais Industrial Co.,Ltd
Erdos Yiqi Hongtai City Investment Co., Ltd
ShopperTrak
Beijing Abunch Consultancy
RTKL Shopping Town
Xingtai Zhongbei Real Estate Development Co., Ltd
Wofoo Commercial Real Estate Co., Ltd
GLC Enterprises, LLC
Shenzhen Longhao World Business Development Co., Ltd
Shanghai HV Express

Previous Delegate corporations

Xi'an Municipal Government/ Municipal Bureau of Commerce
TCBL
Lumiere Cinema
Black Steed Investment Advisory Co., Ltd
Red Star Macalline International Furniture Retail Chain
Xi'an Fengwei New Area Management Committee
Longhao Shoes Company
Xi'an Qujiang Management Committee
Dongfang Weiye
Guangdong Chainstore & Franchise Association
Orient Home
Suzhou Harmony Group (HG)
NBA Sports and Culture Development (BJ) Co., Ltd
Xi'an Jingkai 1st Bureau of Commerce
Orange Sky Entertainment Group (International) Holdings Ltd.
Guangzhou Grandview Mall Management Co., Ltd
Causeway Bay Group
Shanghai HV Express
Wofoo Commercial Real Estate Co., Ltd
South Beauty Catering Management Group
SRE
Central Retail Group
Retail Pro

Property Investment of Ping An Trust & Investment Co. Ltd
Shenzhen Copais Industrial Co.,Ltd
Bank of Communication Co. Ltd
Hengyun Holding Group Co, Ltd
ShenZhen Ping An Commercial Property Investment Co., Ltd
Star Bucks
Pramerica Real Estate
Bona International Cineplex Investment and Management Co., Ltd
ARCH Capital Management Co., Ltd
Yongsan Business Trade (Shanghai)
China Federation of Commercial Outlets Construction Administration
Beijing Abunch Consultancy
Guangdong Chainstore & Franchise Association
Zhanggong District in Ganzhou City
Lili Wong and Associates
Carrefour Group
Bevin Enterprise Co.,Ltd
Haiya Department Store
ICSC
Shanghai Marie France
Shenzhen Social Science Academy
Concept International Design Co.,Ltd
Maxim's
Erdos Longteng Real Estate Development Co., Ltd
General Mills
Hunan Desiqin Investment Company
Shenzhen Catic Wellness Co.Ltd
Hebei Wanxiang Tiancheng Commercial Management Company
UA Cinema Circuit Ltd.
Haohan Group
Hangzhou Economic & Technological Development Area Asset Management Group Co.,
Ltd
Glorious Suntrust XinDi (Liaoning) Real Estate Co., Ltd
Guangzhou Vanke Real Estate Co., ltd
Shenyang Huarui Century Investment Development Co., Ltd
Pacific Ocean Cinema City
Jining Sentai eal Estate Development Co., Ltd
Jilin Yanbian New Five-continents Property Stock Company
Heung Kong Group
Shenyang Yifeng Times Plaza
Chengdu Broland Real Estate Development Co., Ltd
ZhenGongfu
Wofoo Commercial Real Estate Co., Ltd

Qingdao Sanjie Real Estate Development Co., Ltd
Sihaiyijia
Fengqiu Pump
China Resources Vanguard Co.Ltd
Tieling Financial & Economy Investment Co., Ltd
Suzhou Industrial Park Neighbourhood Center Management Co., Ltd.
G-STAR TOUGH
Beijing Guohua Properties Limited
Shopper Trak Technology (Shenzhen) Co.Ltd
Tao Heung Group Limited
Zhongguancun Plaza
Beijing Baishijia Investment Co., LTD
Bestseller Fashion Group
Shenzhen Vanke Real Estate Co., Ltd
Zhejiang Elegant Prosper Garment Co., Ltd.
Catic City
Liaoning Tianlang Properties Co.,Ltd.
Vacheron Constantin Excusive Agency (The Mix City)
GOLDTAK Group
Zhongbei Real Estate Development Co., Ltd.
Beijing Guohua Properties Limited
Changshu In City Plaza
Beijing Mangrovetree International Hotel Management Co., LTD
Huizhou Huamao Xingye Real Estate Development Co., LTD
Zhengzhou In City Plaza
(Gemdale Group)Shenzhen Gemdale Real Estate Development Co., LTD
Yunnan Zhong Ju Petro Chemistry Group Co., Ltd.
Hangzhou In City Plaza
Nanjing New City Commercial Real Estate Co., LTD
Minsheng Financial Leasing Co., Ltd.
Suzhou In City Plaza
Foshan Jinhuihai Investment Co., LTD
SCP PLAZA
Shunde ONe CITY
Fujian Zhenro Group Co Ltd
Foshan ONe CITY
Huiyang ONe CITY
Xinjiang Century Jinma Investment Co.,Ltd.
PARAGON GROUP(GUANGZHOU) LIMITED
EURO PLAZA
Dalian AXA Management Co., LTD