



5th annual

Romanian Retail Real Estate Forum

Innovative Concepts • Community Engagement • Tech • Customer Experience

October 17, 2018 • Rapsodia Hall, InterContinental Bucharest



Smart retail - Implementing innovation to enhance the customer journey

We are experiencing a fundamental change in shopping habits. The trend in retail development is moving away from closed traditional malls towards open and community involving formats, blending into neighborhoods in modern urban developments. New concepts in successful shopping center projects should reflect the living, working and cultural aspects of target consumers.

At this year's **Retail Real Estate Forum** on the 17th of October, 2018 in Bucharest, we invite you to debate on the latest retail development strategies and learn about innovation in creating the right shopping environment.

Premium Partners



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For additional information contact us at 0372 900 670 or e-mail us at sales@govnet.ro

www.govnet.ro



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Dan Ostahie
President
Altex Romania



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Roxana Dudau
Associated Partner
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Raluca Crisan
Country Manager
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Andrei Pogonaru
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EVENT AGENDA

9.00 – 9.30 - Registration and welcome coffee

9.30 – 11.00 – First session: Community involvement - added value in today's retail developments

- Large Scale Developments vs Proximity Shopping Malls and High Street - finding the right recipe for new development
- Retail property investment in Romania - how does it compare to other real estate assets?
- What makes or breaks a retail project today?
- Smart retail - Implementing innovation to enhance the customer journey
- Right retail mix, green compliance, design, consumer experience, leisure: What are the key components to invest resources?

PANEL MEMBERS

- Roxana Dudau - Associated Partner at Noerr
- Razvan Gaita - Country Manager of Portico Investments
- Ruxandra Stoian - Key Account manager, Signify
- Tudor Popp - Managing Director, REC immplus
- Raluca Crisan - Country Manager of Ceetrus
- Andrei Pogonaru - CEO, Veranda Mall
- Alexandru Rusu- CEO of Doraly

11.00 – 11.30 – Networking Coffee break

11.30 – 13.30 – Second session: Where to invest resources in retail?

- The future of retail entertainment - Market trends for recreational facilities
- Key elements to dynamise shopping centers - the retailers view
- Property Management – trends for added value services
- How social media transformed our shopping experience

PANEL MEMBERS

- Dan Ostahie - CEO & Founder of Altex Romania
- Alexandru Bratu - Country Manager Jysk
- Gabriel Tomescu - President BMF Grup
- Antoniu Nituleasa - Country Manager Intersport
- Victor Ugron - Expansion Manager at Pepco Retail

13.30 – 14.30 – Networking lunch