

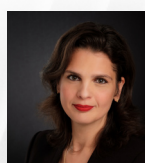


2019 • 6th annual

# Romanian Retail Real Estate Forum

Innovative Concepts • Community Engagement • Tech • Customer Experience

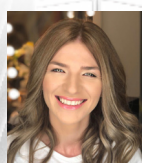
October 17, 2019 • Fortuna Hall, InterContinental Bucharest



**Maria Craciun**  
Center Manager  
Veranda Mall



**Alex Bratu**  
Country Manager  
Jysk Romania & Bulgaria



**Ana-Maria Radulescu**  
Key Account Manager  
Signify CEE



**Roxana Dudau**  
Associated Partner  
NOERR



**Edvin Abdulachim**  
Commercial Director  
ALTEX Romania



**Mihai Dinu**  
General Manager  
Colosseum



**Mihaela Petrucescu**  
Head of Asset Services  
Cushman&Wakefield Echinox



**Costin Blideanu**  
Leasing Manager  
AFI Europe



**Daniel Furnica**  
Professional Services Director  
Red Point Software



**Nicolae Mogos**  
COO  
SMYK



**Frederic Lamy**  
CEO  
Leroy Merlin



**Serban Radu**  
Co Founder  
Carturesti



**Dan Firoiu**  
Technical & Investment Manager  
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**Bogdan Patrascu**  
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**Razvan Antim**  
Head of Sales - Eastern Europe  
UiPath

## Premium Partners



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## EVENT AGENDA

**9.00 – 9.30 - Registration and welcome coffee**

**9.30 – 11.00 – First session: The Romanian Market Outlook**

**What's Driving the Evolution of Expansion in Retail? Added value in today's retail developments**

An informal panel debate exploring the current market and key influences driving change and the evolution of retail development.

- A perspective on the next challenges and opportunities for Retail in Romania
- High street retail - what does the future hold?
- Extensions and remodelling - the way forward
- Tenant engagement & operational efficiency in shopping centres
- Smart retail - Implementing innovation to enhance the customer journey
- Retail mix, green compliance, consumer experience, leisure: Where to invest resources?
- How can brick and mortar shopping experience complement e-commerce?

### PANEL MEMBERS

- **Maria Craciun** - Center Manager, **Veranda Mall**
- **Mihai Dinu** - General Manager, **Colosseum**
- **Roxana Dudau** - Associated Partner, **NOERR**
- **Ana-Maria Radulescu** - Key Account Manager, **Signify CEE**
- **Edvin Abdulachim** - Commercial Director **ALTEX Romania**
- **Costin Blideanu** - Leasing Manager, **AFI Europe**

Discussion panel moderated by **Mihaela Petruescu** - Head of Asset Services, **Cushman&Wakefield Echinox**

**11.00 – 11.30 – Networking Coffee break**

**11.30 – 13.00 Second session: Operating Models - Innovative Solutions to Boost Retail Efficiency**

- Key elements to dynamise shopping centers - the retailers view on ways to increase sales
- Modernisation - what clients expect from the modern retail space
- Automation First for the Retail Industry
- Technologies & solutions to entertain your customers & increase your footfall
- Get authentic! A retail perspective on both thriving, and surviving in 2019
- Mixed use buildings - a new opportunity for retail?
- Employees - offering added value services in a multichannel world

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- **Alex Bratu** - Country Manager, **JYSK Romania & Bulgaria**
- **Daniel Furnica** - Professional Services Director, **Red Point Software**
- **Razvan Antim** - Head of Sales - Eastern Europe, **UiPath**
- **Frederic Lamy** - CEO, **Leroy Merlin**
- **Nicolae Mogos** - COO, **SMYK**
- **Serban Radu** - Co-Founder, **Carturesti**
- **Dan Firoiu** - Technical & Investment Manager, **CCC**
- **Bogdan Patrascu** - Leasing Specialist, **CCC**

**13.00 – 14.00 – Networking lunch**