

Rd 2nd International Restaurant Real Estate Congress 2017

"Placemaking" in a Digital World
Foodservice is the New Anchor in Retail Destinations
Success Factors: Traffic – Emotions – Experience

May 30th and May 31st, 2017 in Berlin

A conference organized by



Main congress language is English with simultaneous translation into German!

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Registration and
information:

www.heuer-dialog.de/10827



TUESDAY, 30 MAY 2017

09.00

Registration and Welcome coffee

09.50

Welcome by the organizers and moderator

Moderator

Axel Weber, Axel Weber und Partner,
Germany



TRENDS – MARKETS – LOCATIONS

10.00

**Understanding Lifeworlds from a Real Estate Perspective:
Regional – National – Global**

Peter Martin Thomas, Director SINUS:akademie, SINUS Markt- und
Sozialforschung GmbH, Germany

10.45

Trendsetting Top Foodservice Players in Germany and Europe

Gretel Weiß, Publisher, food-service & FoodServiceEurope & MiddleEast,
Germany

11.15

Time for business and communication

11.45

**Megatrends in Locations – Eating Out Habits and
Restaurant Operations**

Jonathan Doughty, Head of EMEA Foodservice Consulting, JLL, UK

12.15

**International Expansion Strategies and Joint Ventures for the
Restaurant Real Estate Industry**

Babette Märzheuser-Wood, Partner, Head of Franchise Group,
Dentons UKMEA LLP, UK

12.45

**Hotel Seeks Restaurant – How Gastronomy and the Hotel
Industry Complement Each Other**

Max C. Luscher MRICS, Managing Director, B&B Hotel GmbH, Germany

13.15

Lunch and networking

EXPANDING FOODSERVICE CONCEPTS IN EUROPE – WHAT ARE THEY LOOKING FOR?

14.30

Five Guys – US Concept, Gourmet Burgers and Fries

Expansion: North America's fastest growing restaurant chain with 50
restaurants in UK, more openings follow(ed) in France, Spain and Germany

John Eckbert, CEO, Five Guys JV Limited, UK

14.50

Wagamama – Kaizen – Adapt or Die!

Expansion: The world's most dynamic pan-Asian restaurant chain. Present in
18 countries, currently expanding to Spain, Italy and France

Brian David Johnston, International Managing Director, WAGAMAMA Ltd.,
Germany

15.10

**Starbucks EMEA – Market Intelligence, Partnerships and
Brand Values – the Key Elements for Successful Expansion**

Expansion: More than 2500 stores and the strong appetite for growth
continues

Wilhelm Odwarka, Director Store Development Continental Europe,
Starbucks Coffee EMEA B. V., Netherlands

15.30

Time Out Market – Worldwide Expansion of Foodmarkets

Expansion: After 2 x Portugal, London and the US market, focus on
expansion in Europe

Didier Souillat, CEO, Time Out Market, UK

15.50

Time for business and communication

16.30

**How Do Food Markets and Restaurants Enhance the
Shopping Experience?**

Project: Mall of the Netherlands

Natalia Sobecka, Project Leader Leasing – Mall of the Netherlands,
Unibail-Rodamco, Netherlands

17.00

PANEL

“Making a Place a Place to Be” – Urban Development 4.0

Mario C. Bauer, Member of the Executive Board, Vapiano SE, Germany

Daniel Bormann, Managing Director, REALACE GmbH, Germany

Sarah Fox, Head of Restaurants and Leisure, Hammerson plc, UK

Anyi Hobson, Senior Asset Manager, Commerz Real North Ltd., UK

Christian Wacker, Managing Director, ILG Assetmanagement GmbH,
Germany

Marcus Wild, CEO, SES Spar European Shopping Centers GmbH, Austria

Moderator

Jonathan Doughty, Head of EMEA Foodservice Consulting, JLL, UK

18.15

End of first congress day

19.00

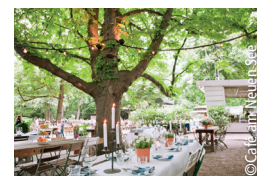
**Bus tour to the Arminiusmarkthalle in Berlin Moabit and
parallel a visit of the Bikini Berlin**

21.00

**Get-together at Café am Neuen See,
Berlin Tiergarten**

approx. 23.00

**End of evening event and return to
SUPER concept space, Bikini Berlin**



WEDNESDAY, 31 MAY 2017

10.00

Welcome of participants

Moderator

Axel Weber, Axel Weber und Partner, Germany



Mario C. Bauer
Member of the
Executive Board,
Vapiano SE, Germany



Dr. Patrick Bohl
Head of Retail and
Advertising, Budapest
Airport, Hungary



Daniel Bormann
Managing Director,
REALACE GmbH,
Germany



Jonathan Doughty
Head of EMEA
Foodservice Consulting,
JLL, UK

ARCHITECTURE AND DESIGN

10.05

Crossing Borders – How International Foodservice Concepts Expand Worldwide

Mario C. Bauer, Member of the Executive Board, Vapiano SE, Germany



John Eckbert
CEO, Five Guys JV
Limited



Sarah Fox
Head of Restaurants
and Leisure,
Hammerson plc, UK



Steffen Eric Friedlein
Senior Director Leasing
Germany,
ECE Projekt-
management G.m.b.H.
& Co. KG, Germany



George Gottl
CEO, UXUS, Netherlands

10.35

Architecture to Lure “Millenials” into Shopping Centers – Innovative Projects in Different Countries and Top Concept Trends

Jan Knikker, Partner/Director Business Development, MVRDV bv, Netherlands



Anyi Hobson
Senior Asset Manager,
Commerz Real North
Ltd., UK



Brian David Johnston
International Managing
Director, WAGAMAMA
Ltd., Germany



Jan Knikker
Partner/Director
Business Development,
MVRDV bv, Netherlands



Max C. Luscher MRICS
Managing Director,
B&B Hotel GmbH,
Germany

10.55

The Economy of Soul – Consumer Experiences in a Connected World

George Gottl, CEO, UXUS, Netherlands

11.15

Time for business and communication

HOT SPOT SHOPPING CENTER

11.45

Upgrading Shopping Centers through Food Service: Foodtopia Frankfurt and FoodSky Hamburg

Steffen Eric Friedlein, Senior Director Leasing Germany, ECE Projektmanagement G.m.b.H. & Co. KG, Germany



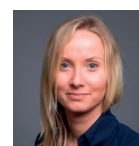
Babette Märzheuser-Wood
Partner, Head of
Franchise Group,
Dentons UKMEA LLP,
UK



Wilhelm Odwarka
Director Store
Development
Continental Europe,
Starbucks Coffee EMEA
B. V., Netherlands



Walter Seib
CEO, HMSHost
International,
Netherlands



Natalia Sobecka
Project Leader
Leasing – Mall of
the Netherlands,
Unibail-Rodamco,
Netherlands

12.15 Uhr

Destination Food

Ketil Wold, Leasing Director, Steen & Strøm / Klépierre, Norway

TRAVEL HUBS

12.45

The Importance of Food Service Development at Travel Hubs

Short presentation followed by a roundtable discussion

Dr. Patrick Bohl, Head of Retail and Advertising, Budapest Airport, Hungary

Walter Seib, CEO, HMSHost International, Netherlands

Inge Vogt, CEO, ProjektIV GmbH, Germany



Didier Souillat
CEO,
Time Out Market,
UK



Peter Martin Thomas
Director
SINUS:akademie, SINUS
Markt- und
Sozialforschung GmbH,
Germany



Inge Vogt
CEO, ProjektIV GmbH,
Germany



Christian Wacker
Managing Director, ILG
Assetmanagement
GmbH, Germany

13.45

Summary of the Event

14.00

Lunch and networking

15.00

End of conference



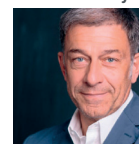
Gretel Weiß
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Leasing Director,
Steen & Strøm /
Klépierre, Norway



Axel Weber
Axel Weber und Partner,
Germany

Host for both
conference days:



Success Factors: Traffic – Emotions – Experience: Will Foodservice Save the Retail Industry?

Event aims and objectives

After a very successful 1st Congress in 2016 with over 120 participants from all over Europe, this year's Congress will once again link up the real estate industry with foodservice. It will offer international players a platform to network and share their knowledge and experiences with other professionals and experts. In times of e-commerce, the significance of outstanding shopping experiences is increasing considerably. Foodservice has a great share in these experiences. Which concepts work best and which architectural and conceptional foodservice trends are of international importance? How do investors and project developers have to prepare for this trend? The 2. International Restaurant Real Estate Congress 2017 will provide answers. Read more about last years event here: www.heuer-dialog.de/10827

Registration and information

Heuer Dialog GmbH – P.O. Box 30 04 51 – 40404 Duesseldorf – Germany
Telephone +49 211-469050 – Fax +49 211-463051
Email: booking@heuer-dialog.de – website: www.heuer-dialog.de

Event location

SUPER concept space
Budapester Strasse 50 – 10787 Berlin, Germany
www.super-space.de

Date

Tuesday and Wednesday, May 30th and 31st, 2017

Fees

- EUR 1.500 plus 19% VAT; this includes online documentation, lunch, and the refreshments served in the course of the event.
- EUR 1.200 plus 19% VAT for participants of the restaurant industry; this includes online documentation, lunch, and the refreshments served in the course of the event.
- Should several employees of the same company register for the event (at full price), the second participant, as well as any further participants, will receive a discount of 10% of the regular attendance fee. It is not possible to combine several different discounts.

Room reservations

You have the opportunity to book rooms at preferential rates. Further information you will find here: www.heuer-dialog.de/10827
We kindly ask to arrange your room bookings and settle your hotel bill yourself.

Conditions of participation

Once your registration form has been received, we will send you a letter of confirmation and an invoice. The registration fee stated on the invoice will be due and payable upon your receipt of the invoice. If you cancel by May 15th, 2017, you will be charged a processing fee of EUR 100 plus 19% turnover tax. If you cancel your registration after this date without naming a substitute, you will be charged for 50% of the registration fee. If you cancel on the day of the conference or fail to attend, the registration fee will be payable in full. Cancellations must be made in writing. The organizer reserves the right to make changes to the conference program as circumstances dictate. (Excerpt from our General Terms and Conditions, which are available in full at https://cdn.iz.de/media/images/AGBs_EN-0124977.pdf).

Data privacy notice

We will use the data you provide to us in the context of registering for the event to implement our contractual relationship with you, to provide you with product information, and to look after you as our client. You may at any time revoke, with effect for the future, the consent you have granted to your data being stored and used by sending us a letter or an email to datenschutz@heuer-dialog.de; this will not give rise to any other costs for you than the transmission costs under the base tariffs. For further information, please navigate to www.heuer-dialog.de/datenschutz

Your contact person

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- ☐ Yes, I would like to participate (10827) in the
2nd International Restaurant Real Estate Congress 2017
May 30th and May 31st, 2017 in Berlin
- ☐ Yes, I am participant of the restaurant industry and would like to make a binding reservation for the 2nd International Real Estate Congress for EUR 1.200 plus 19% VAT.
- ☐ U30: Executives and junior managers under 30 years of age are eligible for a reduced attendance fee of 50%.
Please include your date of birth on this form. _____
- ☐ Employees of municipal authorities are eligible for a reduced attendance fee of EUR 390 plus 19% VAT.
- ☐ I regret that I will be unable to attend.

Last name/first name:

Company name:

Department:

Position:

Mailing address:

Postal code/town:

Country:

Telephone:

Fax:

Email address:

Date / signature / company stamp: