



EVOLVE

23rd Annual Congress of the
South African Council of Shopping Centres



CONGRESS SPONSOR

broll

16-18 OCTOBER 2019
CAPE TOWN ICC

Programme

Masters of Ceremonies: Gugulethu Mfuphi and Devi Sankaree Govender

Wednesday, 16 October 2019

08:00 - 11:30 **Constantia Village and Blue Route Mall & meet the retailer, Miladys**

OR

Table Bay Mall and Bayside Mall & meet the retailer, Total Sports and The Fix

10:30 - 20:00 **Registration**

12:30 - 14:00 **Networking Lunch**

An opportunity for our delegates to "speed-network" and meet and greet property owners, developers and retailers. This new format will allow you to network and exchange business cards, extending your connections.

11:00 - 15:00 **Exhibition Open**

Exhibition Halls 6 & 7

Session 1 - 15:00 to 17:45

15:00 **Congress Opening**

15:05 **Host's Welcome**

Stephan Le Roux,
SACSC President

15:10 **SACSC LEGACY AWARDS**

15:20 **Sponsor Welcome**

Malcolm Horne,
CEO, Broll Property Group

15:25 **Reengineering Retail**

Change in the global retail sector has accelerated beyond even the boldest forecasts. Online giants are growing at a dizzying pace. Hundreds of well-known brick and mortar retailers have closed their doors, and brands and retailers across categories are struggling to understand the shifting needs and expectations of a new consumer. From online to bricks and mortar, the very concept of what stores are, how consumers shop them, and even the core economic model for revenue will be profoundly reinvented. Changes are sure to affect not only retailers large and small but any business with a stake in the global retail industry.

Doug Stephens
Retail Futurist

16:05 **RETAIL DESIGN AND DEVELOPMENT AWARDS**

16:20 **Déjà vu?**

2018 started off well, then descended into gloom and despair as Trump's tariff war, a strong US Dollar and rising US interest rates ravaged emerging markets, including SA. 2019 also started well, but despite successful elections, a resurgent tariff war has once again scared foreign investors away. What is Trump's strategy? Will he soften on the Chinese? And can our President withstand the forces of evil who want to "Venezuela" our country?

Jeremy Gardiner
Investec Asset Management

17:00 **Social and Creative Innovation: New Business Models for a New Generation**

Great businesses are born from great ideas. Microsoft was born on user-friendly software, Skype on making calls on the Internet, and Uber on making car rides available everywhere. But how do you know if your idea is great? In this talk, Jonas Kjellberg speaks about what kind of innovative thinking is needed for success and why some good ideas and companies make it while others do not.

Jonas Kjellberg
Co-Creator of Skype,
Serial Entrepreneur,
Author and Investor

17:45 - 20:30 **Cocktail Event**

Exhibition Halls 6 & 7

08:00 - 19:30 **Registration & Info Desk**

08:00 - 19:30 **Exhibition Open**

Exhibition Halls 6 & 7

08:00 - 09:00 **Refreshments in Exhibition Hall**

Session 2 – 08:30 to 10:00

08:45 **Authentic Responsible Business**

The busy, competitive, wasteful environment we live in, is inspiring the retail culture to focus on authentic and responsible business journeys. Without real and honest stories behind the start-ups of today, the journey to long-term sustained success will be challenging. Starting your business journey with this focus will kick-start and nurture a good business lifecycle.

Jasper Eales

Creative Director &
Co-founder,
Sealand Gear

09:15 **Building Great Brands**

Africa is one of the fastest-growing consumer markets in the world. Consumer expenditure on the continent has grown at a compound annual rate of 3.9 percent since 2010 and forecast to reach \$2.5 trillion by 2030. With the recently agreed Continental Free Trade Area (CFTA) creating a single continental market for goods and services, there's an urgent opportunity to redefine the retail space and build brands that will resonate with the potential market of 1.7 billion people who are increasingly no longer just consumers but are dictating and/or creating the shopping experience that they want.

Thebe Ikalafeng

Founder & Chairman,
Brand Africa
Founder & CEO,
Brand Leadership Group

09:45 -
10:45 **Refreshments in Exhibition Hall**

Session 3 – 10:45 to 12:45

10:45 **What's new and what matters?**

A look at retail around the world and where it's headed. Will digital sweep all before it, will physical stores change and how will we shop? Not everything is as it might seem, but retail will be alive and well.

John Ryan

Stores Editor,
Retail Week

11:20 FOOTPRINT MARKETING AWARDS

11:40 **Kamiwaza - The Hidden Art behind good business in retail**

Why keeping every one of your shoppers happy is ruining your chances of making anyone happy. The pursuit of maximizing retail returns is paradoxically reducing retail returns. What you can do about it and regain critical competitive advantage in a noisy and overtraded marketplace.

David Donde

Founder,
Truth Coffee Roasting

12:10 **Connected Store: Reinventing Retail**

Retailers globally are being disrupted by digital, yet less than one-quarter of retailers are actively doing anything about it. The changing retail landscape is driven by exponential changes in technology, innovative business models and changing customer expectations. This disruption is both an opportunity and a threat for retailers. Deloitte shares a case study on a recently established physical 'connected retail experience' at its Greenhouse innovation space in Cape Town.

Corniel van Niekerk

Associate Director,
Deloitte Consulting

12:45 -
14:00 **Lunch in the Exhibition Hall**

Session 4 – 14:00 to 16:30

14:00	Kasinomic Evolution This presentation will give an overview of the nature and scale of informal and township retail in multiple sectors including FMCG, fast food, entertainment and services sectors. A closer look at the impact of the Kasinomic sector on the retail landscape, the impact that changing shopping behaviour is having on the formal sector including on shopping centres and how these trends and informal sector dynamics will impact on the formal retail sector & shopping centres and how this can be mitigated or planned for.	GG Alcock Founder of Minanawe Marketing Author KasiNomics, Third World Child, Kasinomic Revolution
14:40	Emerging Technologies are Accelerating Change Emerging technologies are accelerating change across every industry and as such, a company's ability to constantly evolve and adapt in an ever-changing environment is becoming increasingly important. Companies not only need to identify these areas of change but also need to build the tools take advantage of these emerging technologies when they land. This presentation looks at examples of how companies can partner to experiment and commercialise emerging technologies.	Jessica Davies Senior Disruption Analyst Nedbank
15:15	The Urban Landscape: Introducing Natural Systems into Manufactured Lands Focus on the cultivation of rooftops as underutilized urban landscapes, and the incredible recent growth and prioritization of green spaces atop New York and cities around the world. Using New York City's infrastructure limitations and opportunities as a backdrop, Ceci will discuss a variety of strategies for greening sky-high urban spaces. A discussion on implementation and methodologies such as engagement of the community through green space, and the activation of green roofs as amenities and ecological systems alike.	Cecilia de Corral Director of Design /Build Brooklyn Grange Rooftop Farm
15:50	Keys to Winning at the Intersection of Digital Transformation and Customer Experience Today's "digital first but not digital only" retail customers desire different, connected experiences that meet their quickly evolving expectations where they are, how and when they wish. That's why this session will show you the top ways that retail leaders win – and keep – these customers, by evolving as their customers do at the intersections of physical, digital and human experiences.	Michael Hinshaw President, McorpCX
16:30 - 18:00	Networking and Open Bar	Exhibition Halls 6 & 7
19:30	Dinner	

Friday, 18 October 2019

08:00 to 12:30	Registration & Info Desk	
08:00 to 11:30	Exhibition Open	Exhibition Halls 6 & 7
08:00 to 09:00	Refreshments in Exhibition Hall	
Session 5 – 08:30 to 10:10		
08:45	Keep Your Finger on the Pulse – Is the heart still beating? The heart is a vital organ necessary to maintain life. The pulse rate, is the number of times a heart beats per minute. For the entire body to function properly, it is important to have a continuous, regular, and strong pulse. To what extent do Landlords empower Tenants to assess, monitor and improve the heartbeat of our shopping centres? Sharing actionable data in the journey to understanding the nature and behaviour of shoppers and analysing what excites and entices them, enables asset managers AND tenants to identify behavioural patterns, monitor change and evolve with confidence.	Adrian Maguire CEO, Fatti
09:15	Thriving in the Technological Future The modern human/customer has been evolving for 250 000 years, but they've spent less than 500 years of that buying from shopping centres. This presentation explores what the industry needs to be mindful of in order to evolve in a way that can thrive in the technological future, while also being founded on a uniquely African & humanised context.	Ludwick Marishane, Innovation Business Scientist & Thought leader, Headboy Industries Inc
09:50	EXHIBITOR AWARDS	
10:10 - 11:00	Brunch	Exhibition Halls 6 & 7
Session 6 – 11:00 to 12:20		
11:00	(W)evolve - How Togetherness Shapes the Future... of Retail and Beyond We come from a century of individualism where all things "I" have been celebrated widely - from I-deas to I-phones. What the future will show us is that progress is best achieved when combining elements - answers are found when we look between spaces (hence the word "entrepreneur" - in between-neur). This keynote will examine emerging phenomena like digital centaurs, creative friction and x-shaped talent to uncover what we can do to shape shopping, retail, business and life for the better.	Magnus Lindkvist Trendspotter and Futurologist
11:40	Designing for Engagement: Defining the Purpose of Place With constant disruption occurring in the retail industry, evolving consumer behavior, and the influence of technology and data into the retail experience, place matters more than ever. This session will consider how to lead with purpose to design for meaningful engagement between people, place and brand.	Lara Marrero Principal & Strategy Director Global Retail Practice Leader Gensler
12:20	Congress Ends	