

**SHOPPING
CENTRES**

40

XVI

**Spanish Shopping Centres and
Retail Parks Congress**

Granada. From 3 to 5 October 2018.

AECC

ASOCIACIÓN ESPAÑOLA DE
CENTROS Y PARQUES COMERCIALES

XVI

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Palacio de Congresos de Granada
S/N, Paseo del Violón. 18006 Granada

Congress

The Spanish Shopping Centres and Retail Parks Congress has established itself as the date and place to meet professionals and companies which share the same professional challenges and whose activities are based around Shopping Centres and Retail Parks in Spain. A place to take stock of the situation, debate current topics, learn about the latest trends in a sector known for constant changes, meet and do business.

Aimed to:



The Theme

The slogan for this edition is **"SHOPPING CENTRES 4.0"**.

We are in a highly competitive environment and consequently, it is important to always be a step ahead. Looking towards the future. The major changes in customer shopping have made it necessary for Shopping Centres to change. As a result it is essential for them to pay attention to the four basic pillars for success: **space, people, e-commerce and Big Data**. These four factors make up the framework for action for the shopping centres of the future.

The 16th Spanish Shopping Centres and Retail Parks Congress will take place in Granada from 3 to 5 October 2018

This historic Andalusian city will be the unique setting for a new opportunity to forge links between sector professionals, improve our training and sign agreements.



11th Trade Fair and exhibition of trends and design

The Fair is the heart of the Congress, the most important activity. It will be further emphasised this year, giving it greater prominence as it deserves.

This location is ideal to present new projects, formulas and commercial formats. It is a space for networking: meeting again, exchanging knowledge, starting and doing business. The Fair is the best showcase to admire new developments in the Shopping Centres and Retail Parks sector due to the attendance of major companies and projects.

PRE-
MIOS
AECC
2018

2018 AECC Awards

Alongside the Congress, the **AECC Awards** will be held which reward the **best projects developed in the last two years in the following different categories: Shopping Establishments, Marketing, Social Action, Sustainability and Shopping Centres.**

Additionally, the AECC grants an Award for the Best Doctoral Thesis. It values interest, originality and the practical application of conclusions of this work to develop our industry. The objective of this Award is to promote university education on the retail sector in Spain.

The AECC Awards are a prestigious event and are handed over at a ceremony which is held after the Closing Dinner to round off the Congress.

Conferences

For two days, the first few hours of the morning are reserved for the **4 conferences** which, with the main theme of SHOPPING CENTRES 4.0, will tackle the 4 pillars: **space, people, e-commerce and Big Data**, which are the foundation for our shopping centres of the future.

Networking

A series of events will be organised during the Congress to foster **links between professionals**. Moments reserved for coffee, lunch, cocktails and even the Closing Dinner are an ideal setting for networking.

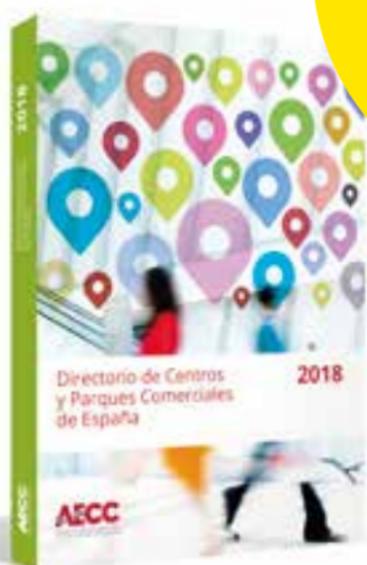
Technical visits to Shopping Centres in Granada

The technical visit to the most significant shopping centres in the region is a highly interesting activity. It is informative and attractive as experiences can be shared with other professionals in the sector.

Other Activities

To encourage an informal atmosphere between professionals attending the Congress, the AECC is organising a **Padel Tournament** for the first time, amongst other tourism & cultural activities.

**NEW
PRINT
EDITION
2018**



Spanish Shopping
Centres and Retail Parks
Directory 2018

**ON SALE AT THE
CONGRESS**



Guest of honour

This new edition of the Congress will have a guest of honour, Portugal. The attendance of this country at our trade fair, with which we share history, culture and a border, will help consolidate existing links between both markets and will facilitate access to new operators. We will listen to Portuguese professionals analyse the investment market in their country and share their business vision with us.

For the AECC, it is a real honour to start this new initiative with our sister nation and welcome Portuguese companies which want to accompany us on this important date for our sector.

Organizes



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