

Wednesday, April 13

11:00 – 11:45 am

> **The Power of Shopping Center Design to Attract Customers**

Don Alberto 3-4 Ballroom

Shopping centers are facing growing competition against other centers, main streets and online retailing. What makes a shopping center a dynamic destination? Great planning and design can increase customer traffic and maximize sales. This session with some of the world's top design and architecture firms will demonstrate how to maximize the value of any shopping center and increase customer traffic and sales.

MODERATED BY:



**Jeremy McMullin**

Vice President, Designcorp Ltd., Toronto, ON, Canada

PANELISTS:



**Lawrence Beame**

President, Beame Architectural Partnership, Coconut Grove, FL, USA



**Jeffrey J. Gunning**

Vice President, RTKL Associates Inc., Dallas, TX, USA



**Manoel Roberto Alves Lima**

Founder and Principal, Falzoni & Alves Lima, Sao Paulo, Brazil



**Ramon Soltero**

Partner, Soltero Muñoz + Associates, San Juan, PR



**Ramón Soltero** is Senior Partner and Founder of Soltero, Muñoz + Associates and brings more than 39 years of experience in the field of Architectural Design, Project Management and Construction Administration in Puerto Rico, Texas, Indiana, Louisiana, Argentina and Chile. Mr. Soltero holds a Bachelor

Degree in Architecture from the University of Texas in Austin. He has been certified by the National Council of Architectural Registration Board (NCARB) and holds a professional registration as architect in Puerto Rico, Texas and Indiana. He is currently a member of the American Institute of Architects and Landscape Architects of Puerto Rico and the International Council of Shopping Centers. Mr. Soltero has ample and solid experience in the design, preparation of construction documents, construction administration and coordination of all building types including mixed development, commercial, retail, hospitality, residential, health and civic buildings. Among the relevant projects that he has successfully worked include: the remodeling and expansion to the Hospital Industrial for Corporacion del Fondo de Seguro del Estado (CFSE), High Rise Condominiums such as Hill Top Mansions; Marlin Tower II in San Juan, Puerto Rico; Mix Development Buildings such as: The City of San Antonio River Bend Commercial Center and Parking Garage in San Antonio, Texas; among others.

# RECONo

## LATIN AMERICA

THE GLOBAL SHOPPING CENTER CONVENTION OF LATIN AMERICA

### At-Door Program

April 11–13, 2011

Hilton Mexico City Reforma

Mexico City, Mexico

[www.icsc.org/2011RLA](http://www.icsc.org/2011RLA)