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Hosted by



# EUROPEAN SHOPPING PLACES SUMMIT

Thursday, April 10<sup>th</sup> 2025

Swarovski Kristallwelten Wattens, Innsbruck/Austria

## CREATING BELOVED PLACES

SOCIAL, SUSTAINABLE & SUCCESSFUL

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# PROGRAMME

- 12:00**      **Pick up from the hotels**  
*shuttle to the conference room at Swarovski Kristallwelten Wattens*
- 13:00**      **Words of welcome from the chairman of ACSP**  
*Christoph Andexlinger, ACSP chair/CEO of SES Spar European Shopping Centers*
- 13:10**      **Words of welcome from the chairwoman of ECSP**  
*Joanna Fisher, ECSP chair/CEO of ECE Marketplaces*
- 13:20**      **How ECSP is defending the interests of the retail real estate sector and what does it do specifically for your EU Country?**  
*Julien Bouyeron, ECSP Secretary General*
- 13:30**      **Social – Sustainable - Successful**  
**EU perspective on the retail real estate sector – insights from the European Commission**  
*Anette Persson, Policy Officer, Directorate General “Energy” (European Commission)*
- 13:50**      **Sustainability - Implementation of EBPD**  
*Maria Hill, Director Sustainability & Corporate Communication ECE Group Services*
- 14:10**      **What are the energy challenges faced by the shopping places industry?**  
*Panel discussion with Maria Hill – Anette Persson – Erik Engstrand, Safe Asset Group*
-  **14:45 Coffee break**  -----
- 15:20**      **How to shape districts and shopping places**  
*Christoph Achammer, CEO of ATP*
- 15:35**      **Kristallwelten – how it became one of the most beloved places**  
*Stefan Isser, Managing Director of Swarovski Kristallwelten*
- 15:50**      **Creating beloved places**  
*Jack Stratten, Insider Trends*
- 16:45**      **Guided tour through Swarovski Kristallwelten**
- 17:30**      **Shuttle back to Innsbruck (last Shuttle 18:00)**
- 20:00**      **Words of welcome from the owners of MK Illumination**  
*Klaus (CEO) and Thomas Mark (President)*
- 20:15**      **How does Tirol Werbung create beloved places?**  
*Karin Seiler, CEO of Tirol Werbung*
- Afterwards**      **Walking Dinner & Networking (end 1:00 am)**

# SPEAKERS



## *Christoph Andexlinger*

Christoph Andexlinger has worked for the **SPAR Group since 1998** and can therefore look back on **around 25 years of experience in the shopping center industry**. Andexlinger initially started as head of marketing at the EURO PARK Salzburg shopping center and after two years moved to the role of center manager. **Since SES was founded in 2007**, he was **Head of Center Management at SES until 2020**, where he was **responsible for the operations of 30 shopping destinations in six European countries**. In 2021, Andexlinger was appointed to the management of SES as **Chief Operations Officer**. As of January 1, 2023, he will now **take over the management of SES Spar European Shopping Centers GmbH as Chief Executive Officer (CEO)**. In addition to his overall responsibility for the company, he is specifically responsible for the areas of architecture, center and facility management, marketing, human resources, public relations as well as IT and business process management.



## *Joanna Fisher*

Joanna Fisher has been **CEO of ECE Marketplaces since 2021** and is responsible for the entire shopping center business in the ECE Group. She has been **CEO since 2014** and **most recently headed the center management and thus the portfolio business of ECE** in this function. She started her career **at ECE in 1998** as a **center manager at various locations in Germany and abroad**, in particular in Eastern Europe. In addition to the management and numerous restructurings of existing properties, she was also responsible for the opening and market launch of shopping centers. **From 2011 to 2013**, she was initially responsible for various regional areas as **Regional Director Center Management**. Subsequently, as Senior Director, she took over the responsibility for new markets and thus the supervision of ECE developments in countries such as Italy, Denmark, Turkey, and Qatar. Joanna Fisher was **born in Szczecin in 1973** and studied business administration at the European University Viadrina in Frankfurt (Oder), specializing in marketing and controlling. She has been **Chairwoman of the European Council of Shopping Places since 2023**.



## *Julien Bouyeron*

Julien Bouyeron is the **Secretary General of the European Council of Shopping Places (ECSP)**. A lobbyist by trade, Julien has **over 10 years of advocacy experience in Brussels**, having worked for several retail federations, the French Retail Federation, the European Federation of DIY Retail and Euro-Commerce, the European Federation of Commerce.

# SPEAKERS



## **Jack Stratten**

Jack Stratten is a **highly experienced retail trends speaker and writer**, and the **director of Insider Trends** – a global retail trendspotting consultancy. He has **delivered public and private keynotes to audiences worldwide**. Covering all aspects of retail but with a focus on and passion for stores, Jack is also well-known for delivering retail tours globally to senior leaders. Jack has delivered **presentations, retail safaris and workshops to blue-chip brands** including Nike, Johnson & Johnson, McKinsey, EE, Ikea, Galeries Lafayette, Marks & Spencer, Jaguar Land Rover, Diageo and more. Jack is also a **regular media contributor**, appearing on the BBC, Channel 4 and more, and has been named a Top Retail Expert by Rethink Retail in 2023, 2024 and 2025.

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## **Anette Persson**

Anette is an **engineer** with more than 20 years of **experience in energy policy**, currently working at the **European Commission, DG Energy**. Before she worked **more than 17 years in the Swedish Energy Agency**. Being passionate about the green transition she brings a lot of **experience from the development and implementation of EU and national energy policies**.

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## **Stefan Isser**

Stefan Isser, **born in Innsbruck** and a **business economist**, has worked for **Swarovski since 1999, as marketing manager from 2003 and as managing director of Swarovski Crystal Worlds since 2012**. Previously, he worked for Tirol Advertising in market development with a focus on Asia and Central Europe.

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## **Christoph Achammer**

Christoph M. Achammer serves as **Executive Board Chairman and is a partner of ATP architects engineers**. The firm has developed into **Europe's leading integrated design practice** through its combination of architectural and engineering expertise with state-of-the-art knowledge management. During his **20-year tenure as Professor for Integrated Construction Planning and Industrial Building at Vienna University of Technology**, CMA advanced research at the Institute for Interdisciplinary Building Process Management. His work centered on integrated **design, sustainability, BIM, and digitalization**. CMA has played an **integral role in advancing retail architecture** as a recognized expert in the field. He **led the FORUM ARCHITEKTUR of the German Council of Shopping Centers (GCSC)** from 2006 to 2012 and evaluated projects for the European Shopping Centre Award as a **jury member for the International Council of Shopping Centers (ICSC) from 2009 to 2015**.

# SPEAKERS



## **Maria Hill**

Maria Hill has been **Head of Sustainability & Corporate Communication at ECE since October 2020**. She started her career at ECE in 2003 in the Corporate Communications department. There, she first became a **communications officer and later team leader for sustainability**. In 2009, she became **Head of Department Sustainability & Corporate Relations** before taking over responsibility for sustainability and facility management at the ECE headquarters in Hamburg as well as **travel and mobility management as Director Sustainability & Internal Services in 2017**. At the same time, Hill chaired the Sustainability Committee of the International Council of Shopping Centers for three years. She was also a **member of the B.A.U.M. Supervisory Board** and has been **chairwoman of the „Energy and Building Technology“ committee in the „Central Real Estate Committee“** for 3 years. She also **supports DENA’s KEDI (Competence Centre for Energy Efficiency through Digitalization)** as an advisory board member. Hill also **serves as an expert for the German Bundestag** and has been a **member of the ESG Advisory Board at Schüco since 2024**.

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## **Erik Engstrand**



Erik Engstrand is the **CEO and the founder of SAFE Asset Group**, an expert in Real estate risk, resilience and security. He is a **security and risk management professional** with vast international experience from **leading positions in both retail and property companies**. Today, providing strategic and operational advice to real estate as well as work in executive risk and security consulting in Europe, the Middle East, and North America, supporting clients in the real estate sector Engstrand previously served as Country Risk and Compliance Manager in Russia for IKEA and as **Head of Group Risk and Insurance for the retailer Stockmann/Lindex in Europe**.

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## **Karin Seiler**



Karin Seiler has been **CEO of Tirol Werbung since May 2022**, becoming the **first woman to manage the tourism board**. Seiler started her professional career at Henkel, where she held senior marketing positions both at home and abroad. In 2010, she was appointed **Managing Director of the Pitztal Tourism Association**, before she took over as **Head of Marketing at Tirol Werbung**. Before becoming CEO, Karin worked as **Managing Director at Innsbruck Tourismus from 2016**.

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## **Sasa Schwarzjirg, Moderation**



Sasa Schwarzjirg is a **famous presenter in Austria’s TV landscape**: Over the last 15 years of her career, she has been part of successful formats such as „The Masked Singer“, hosted prime time shows such as „Echt Jetzt?!“ and many other entertainment formats on private television. She is currently guiding viewers through the Alpine country on **public television** and shows Austria’s most beautiful places in her **travel show** and hosts two celebrity shows on various channels. Schwarzjirg now runs her **own production company** and has also **concentrated on image videos as well as B2B and B2C productions**. She is the **official face of L’Oréal for six years now** and can be seen in campaigns across Europe. In her private life, she **likes to support animal shelters and cancer charities** and has been able to provide important donations through organized campaigns.

# ORGANIZATIONAL

## Contact:

**ACSP – Austrian Council of Shopping Places**  
2500 Baden, Erzherzog-Wilhelm-Ring 2, Austria  
**Phone:** +43 (0) 2252/806 40-0  
**E-Mail:** office@acsp.at

## Participation fee:

**€ 190,- for members or members of national councils**  
(These are the members [LINK](#))  
**€ 290,- for non-members**

## Registration:

<https://european-shopping-places-summit-2025.eventbrite.at>

## Conference:

**[Kristallwelten](#)**  
Kristallweltenstraße 1  
6112 Wattens

## Event Location:

**[MK Illumination](#)**  
Trientlgasse  
706020 Innsbruck

## Accommodation:

**Please click this [LINK](#) to get a hotel selection.**  
For assistance contact:  
Innsbruck Convention Bureau  
**meeting@innsbruck.info**  
+43 512 53 56 9704

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## How to get to Innsbruck?

Compared to other alpine regions Innsbruck is good to reach – no matter whether you're **driving**, taking the **train** or hopping on a **plane**. The capital city of Tirol has its **own international airport**, is situated **closely to Munich Airport** (2 hours drive), is well connected with other large cities by train and is right next to the **North-South highway that runs from Germany to Italy**.

## Train – Travel times on trains to Innsbruck (fasted connections shown)

- Innsbruck-Munich on train takes 1:50
- Innsbruck-Vienna on train takes 4:15
- Innsbruck-Zurich on train takes 3:30
- Innsbruck-Verona on train takes 3:30

## Plane (Airport Munich or Innsbruck)

If you land in Munich **we recommend booking Four Seasons Travel airport transport**.  
By clicking this [LINK](#) you will get a discounted transportation fee.