



Paris (France), 25^h February 2014

1974 - 2014

Outlet centres : does a new life begin at 40 ?

Since 2004, Magdus, the European Outlet Centres Observatory, has offered research, insight and consultancy on this **unique and rapidly expanding** retail format. Every 2 years, Magdus organizes the major European outlet industry conference where leading professionals from across Europe meet to establish new contacts, exchange best practice and debate the latest trends in this dynamic global market.

The **6th Magdus European Outlet Conference** will be held in **Paris on April 03rd and 04th, 2014**. This essential outlet event will attract a variety of players including developers, investors, retailers, service providers and local authorities. More than **300 visitors from more than 15 countries are expected** to attend.

This year, **Magdus is celebrating the 40 years of the outlet concept**. Indeed, the first Factory Outlet Center appeared in the USA in 1974 in Reading (Pennsylvania). A conference will be devoted to the US outlet market : **“The Evolution – and Revolution – of outlet centres in the USA.”** made by Lisa Wagner, Partner at EWB Development.

The event will provide :

- **The latest information & industry research**
- **Best practices and evolving trends from industry leaders**
- **Top speakers on various outlet topics**
- **Top business contacts / networking / deal-making : 300 delegates expected**
- **Networking times like the Magdus Party**
- **Magdus Awards ceremony**
- **A guided tour of the new Parisian outlet centre : One Nation Paris**
- **Marketing opportunities : promote your company & projects**
- **An outstanding location in Paris**

Information & subscription on www.magdus2014.com

Retailers could register for free (see conditions on the website).

Press contact

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We are pleased to welcome for the 6th Magdus European Outlet our sponsors and partners :

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