

WEDNESDAY 15 NOVEMBER

ROOM 1	ROOM 2	MAPIC INNOVATION FORUM	LEISURE
9.00-10.00 UNITED KINGDOM Investing the UK Market: next opportunities Co-org: REVO	9.00-10.00 OPENING SESSION: REIMAGINING RETAIL IN THE 21ST CENTURY! Co-org: McKinsey & Company	 9.00-12.00 DISCOVER INNOVATIVE SOLUTIONS THAT RAISE RETAIL PROPERTY VALUE & TRAFFIC Programme coming soon	 9.00-13.00 FIND THE BEST SOLUTIONS TO ENTERTAIN YOUR CUSTOMERS & INCREASE FOOTFALL Programme coming soon
10.00-11.00 INDIA A boiling market for international brands!	10.00-11.00 TRAVEL RETAIL How to turn transit zones into food destinations Co-org: Retail & Food		
11.00-12.00 RUSSIA Open Russian retail Co-org: RBC	11.00-12.00 POLAND Co-org: Polish Council of Shopping Centers		
12.00-13.00 USA	12.00-13.00 MIDDLE EAST 15 years forward - retail & shopping centre perspectives Co-org & Sponsor: Arabian Centres		
14.30-15.30 FRANCE French city centres, a better place to live, work and shop! Co-org: Elgam Conseil	14.00-15.30 FOOD & BEVERAGE From shopping malls to lifelaces Co-org: JLL	 14.00-17.00 DISCOVER INNOVATIVE SOLUTIONS THAT RAISE RETAIL PROPERTY VALUE & TRAFFIC Programme coming soon	 14.00-18.30 FIND THE BEST SOLUTIONS TO ENTERTAIN YOUR CUSTOMERS & INCREASE FOOTFALL Programme coming soon
15.30-16.30 ITALIAN RETAIL REAL ESTATE MARKET Retail Market Snapshot Co-org: Consiglio Nazionale dei Centri Commerciali	15.30-16.30 LEISURE IN RETAIL DESTINATIONS Challenges & opportunities Co-org: Themed Entertainment Association		
16.30-17.30 IRAN A dream market for retail Co-org: Retail & Leisure International	16.30-17.30 SPAIN The magic circle of retail in Spain: leisure, tourism & shopping Co-org: Asociación Española de Centros y Parques Comerciales		
17.30-18.30 THE BEST OF CHINA!	17.30-18.30 ARENA RETAIL Stadiums: where retail can also play Co-org: Larry Smith		
	17.00-18.00 DATA The new key digital asset		
	18.00 INNOVATION HAPPY HOUR		

THURSDAY 16 NOVEMBER

ROOM 1	ROOM 2	MAPIC INNOVATION FORUM	LEISURE
9.00-10.00 HIGH STREETS Luxury vs. massmarket retailers Sponsor: Move Now	9.00-10.00 FOOD & BEVERAGE Emotional shopping and new lifestyles	 9.00-12.00 DISCOVER INNOVATIVE SOLUTIONS THAT RAISE RETAIL PROPERTY VALUE & TRAFFIC Programme coming soon	 9.00-13.00 FIND THE BEST SOLUTIONS TO ENTERTAIN YOUR CUSTOMERS & INCREASE FOOTFALL Programme coming soon
10.00-11.00 THE NORDICS F&B trends in the Nordics Co-org: Nordic Council of Shopping Centres	10.00-11.00 FOOD & BEVERAGE Meet international food services players		
11.00-12.00 BELGIUM & LUXEMBOURG Belgian F&B brands going cross-border Co-org: Belgian Luxembourg Council of Shopping Centres	11.00-12.00 DESIGN & FOOD Shaping the retail real estate area: how to create the best F&B experiences? Co-org & Sponsor: GH+A		
12.00-13.00 MIXED-USE From mall to mixed-use... Co-org: The Leisure Way	12.00-13.00 E-COMMERCE / ONLINE TO OFFLINE Brands & pure players: how to create the best physical experience?		
13.30-14.30 LEISURE Family Entertainment Centres: a fun environment for family success Co-org: Themed Entertainment Association	12.00-13.00 START-UPS ON STAGE!		
14.30-15.30 GERMANY Digital solutions, F&B, requalification... boost the German retail real estate market! Co-org: Heuer Dialog	14.30-15.30 POP UP CASES The new rules of modern shopping	 14.00-17.00 DISCOVER INNOVATIVE SOLUTIONS THAT RAISE RETAIL PROPERTY VALUE & TRAFFIC Programme coming soon	 14.00-18.30 FIND THE BEST SOLUTIONS TO ENTERTAIN YOUR CUSTOMERS & INCREASE FOOTFALL Programme coming soon
15.30-16.30 TURKEY Discover in-vogue Turkish brands Co-org: Alkas	15.30-16.30 INVESTMENT Why is retail property investment still one of the best real estate assets? Co-org: CBRE		
16.30-17.30 AFRICA Find the best places to invest in!	16.30-17.30 SWITZERLAND Co-org: Swiss Council of Shopping Centres		
17.30-18.30 ITALY New development projects Co-org: Consiglio Nazionale dei Centri Commerciali	17.30-18.30 CITIES How to re-enchante city centres? Co-org: Urban Land Institute		
	17.00-18.00 THE NEW SEAMLESS CUSTOMER EXPERIENCE Interact with your customers and grow your business!		

