

MAPIC OUTLET SUMMIT PROGRAMME

TUESDAY 13 NOVEMBER - MAJESTIC HOTEL, CANNES



Master of Ceremony

Chris Igwe
Co-founder
MORE OR LESS

14.30-14.35

WELCOME SPEECH



Nathalie Depetro
Director
MAPIC

14.35-14.50

“THINK GLOBAL: OUTLETS” PRESENTATION



Haoran Wu
Research Analyst
TH Real Estate

14.50-15.30 Panel session

E-COMMERCE VS OUTLET VILLAGES, WHERE TO FIND THE BEST DEALS?

- Online & offline: how is the brands revolution reshaping business models?
- Promotions, commercial operations & events, exclusive services, loyalty programmes...: what are the best deals and offers to create value & recognition for your customers?
- Outlet or e-commerce: the best strategy for brands to increase revenues



Moderator
Herculano Rodrigues
Associate Director
**JAVELIN GROUP -
ACCENTURE**



Marc Dambremez
Senior Director Retail
Outlets & Asset Recovery
LEVI STRAUSS



Davide Lardera
CEO
**SCALO MILANO OUTLET
& MORE**



Fabien Stutz
Senior Director RE
& Construction EMEA
NIKE

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TUESDAY 13 NOVEMBER - MAJESTIC HOTEL, CANNES

15.30-16.30

UPCOMING OUTLET PROJECTS SHOWCASES

Discover international outlet projects - *by sponsors only*



Moderator
Caroline Lamy
CEO
MAGDUS



Davide Lardera
CEO
SCALO MILANO OUTLET
& MORE



Mayté Legeay
Senior Asset Management
Europe
RESOLUTION PROPERTY



Brendon O'Reilly
Managing Director
FASHION HOUSE GROUP



Barbara Somogyiova
Leasing Director Europe
NEINVER



Lisa Wagner
Principal
THE OUTLET RESOURCE
GROUP

16.30-17.00

NETWORKING COFFEE BREAK

17.00-17.45

Panel session

THE NEW CONNECTED CONSUMER EXPERIENCE IN OUTLET DESTINATIONS

- Improving the seamless experience for outlet shoppers
- Find the best connected solutions for outlet industry players to join the party!
- Innovative customer services in a tech world to create new experiences between outlet owners, retailers and customers
- Online platforms, digital signage, loyalty, affinity services, delivery: personalize the customer journey with omnichannel solutions



Moderator
Mark Faithfull
Editor
RETAIL PROPERTY
ANALYST



Ben Chesser
CEO
CONIQ



Gareth Jordan
Director
ART SOFTWARE GROUP



Charlotte Journo-Baur
CEO
WISHIBAM



Dierk Schneider
Director Global Real Estate
SWAROVSKI



Sebastian Sommer
Marketing & Retail Director
Europe
NEINVER

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17.45-18.45 Panel session

HOW TO TRANSFORM OUTLET VILLAGES INTO SHOPPING & LIFEPLACES DESTINATIONS

- Living, shopping, socializing
- Leisure & food experiences to enhance the connected customer journey
- The best ways to entertain customers to increase traffic & revenues
- Retailers + food + leisure: the magic formula?



Moderator
Sam Sethi
Principal & Director
INSITE FOOD



Christophe Chauvard
General Manager France,
Switzerland & Africa
QUBICAAMF



Marion Dillon
Retail & Leasing Director
Icon Outlet @theo2
CROSTREE REAL ESTATE



Steve Dumas
Senior Vice President of
Design & Strategy
WESTFIELD USA



Brendon O'Reilly
Managing Director
FASHION HOUSE GROUP



Michiel Reuvers
Director of Hospitality
MCARTHURGLEN



Lisa Wagner
Principal,
THE OUTLET RESOURCE GROUP

19.00 MAPIC WELCOME RECEPTION

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