

# MAPIC LEISURE SUMMIT PROGRAMME

TUESDAY 13 NOVEMBER - VERRIÈRE GRAND AUDITORIUM, PALAIS DES FESTIVALS, CANNES



**Master of Ceremony**  
**Gilles Devendeville**  
CEO  
REAL RETAILTAINMENT

## 14:30-14:40 WELCOME SPEECH



**Francesco Pupillo**  
Deputy Director  
MAPIC MARKETS

## 14:40-15:00 Introduction

### WHEN SHOPPING & ENTERTAINMENT MEET THE ULTIMATE URBAN DESTINATION



**Benoît Chang**  
CEO  
EUROPACITY /  
ALLIAGES & TERRITOIRES



**Thomas Kouck**  
Managing Director  
VENTE PRIVEE  
ENTERTAINMENT

## 15:00-15:45 Panel session

### THE ENTERTAINMENT INDUSTRY TODAY

- Amusement, leisure time, enjoyment, laughter ... discover international experiences to entertain customers
- Recognising the relevance of the entertainment industry to retail property players
- Ambience, environment, emotion, authenticity ... enchanting the customer journey in shopping places
- Music, performances, gamification, attractions ... focus on the latest leisure trends



**Moderator**  
**Sébastien Georget**  
Owner  
SO SG CONCEPT



**Jean-René Aucouturier**  
EVP Global TV Distribution  
& New Business  
LAGARDERE ACTIVE



**Elisha Karmitz**  
CEO  
MK2 VR



**Clifford Warner**  
Chairman  
MYCOTOO

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**15:45-16:30** Panel session

## HOW TO CHOOSE THE BEST ENTERTAINMENT SOLUTIONS FOR YOUR SHOPPING MALLS?

- What are the best solutions to boost footfall & extend consumer dwell time?
- Outdoor parks, culture, edutainment, commodities & services: how to re-enchant the customer experience?
- Shopping malls, department stores, high streets... what is the right leisure mix to develop & sustain traffic
- Artificial intelligence, virtual reality, mixed reality, gamification... leisure & digital: the best link to socialize & entertain customers
- Finding the right solution for you (attraction market feasibility methodology, benchmark, financial profitability & viability)



**Moderator**  
**Jayne Rafter**  
Owner  
**RLI - RETAIL & LEISURE INTERNATIONAL**



**Gaston Gaitan**  
Founder  
**THE LEISURE WAY**



**Philip Lunn**  
Managing Director  
**AXIOM YORKSHIRE**



**Riad Makeddi**  
CEO  
**TRIMOO**



**Vasily Ryzhonkov**  
CEO  
**ARENA SPACE**



**Reinhart Viane**  
Business Development Director  
**KCC ENTERTAINMENT DESIGN**

**16.30-17.00** NETWORKING COFFEE BREAK

**17:00-17:30**

## INTERNATIONAL PROJECTS SHOWCASES & SOLUTIONS PITCHINGS

- Discover in-vogue & upcoming leisure projects in retail destinations
- Find the best solutions to entertain your customers & increase your footfall
- Funtopia: "We Know Active Entertainment Centers' Operations And You Need Us!"



**Moderator**  
**Caroline Renou**  
Leisure Expert  
**MAPIC MARKETS**



**Gian Gherardo Aprile**  
CEO  
**WE ARENA ENTERTAINMENT**



**Tania Kishkin**  
CEO  
**FUNTOPIA**

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**17:30-18:30** Panel session

## LEISURE AS A KEY DRIVER: HOW TO USE LEISURE TO INCREASE TRAFFIC & REVENUES IN SHOPPING DESTINATIONS?

- Leisure is transforming retail destinations. Is entertainment the answer to boost traditional shopping centre model?
- Integrate leisure with retail to create successful and valuable spaces and powerful retail destinations. The shopping centre as a new lifeplace where leisure takes a prime position
- How to finance entertainment projects in malls? How to do the deal?
- Leisure, events, new F&B concepts, emotions ...what are the key components to reinforce the attractiveness of shopping destinations?
- Why is leisure one of the best investments for real estate assets?



**Moderator**

**Thomas Rose**

Head of Leisure &  
Restaurants

**CUSHMAN & WAKEFIELD**



**Barry Cox**

Head of Leisure  
& Entertainment  
**PRADERA**



**Timothy Earnest**

Group Director Retail Malls  
**AL FUTTAIM GROUP**



**Ronald Menzel**

Managing Director  
**DREAMSCAPE IMMERSIVE**



**John M. Schreiner**

SVP, Theatre Development, Russia, CIS,  
Middle East, India & SE Asia  
**IMAX**

**19.00** MAPIC WELCOME RECEPTION