

## RETAIL REMIXED: RETHINKING SPACES AND PLACES

**We live in an age of blended consumption, where people live, shop, eat, drink, work, meet and spend time in many different places - at different times with different people.** Rather than seeking ownership, many consumers prefer to download, stream, share, subscribe, recycle and repurpose. This transformation impacts on the relationship between physical space, online, customer behaviour and, crucially, the customer experience.

**New retail and leisure names have appeared and become part of the redefinition of retailing.** Their emergence has paved the way for new models, perspectives and attitudes that complement F&B outlets, pop-up stores, leisure offers, new-generation cinemas, wellness facilities, people services and live-entertainment spaces that are now mixed all together. **Entertainment will play a key role in shaping the future of retail.** More than that, however, we witnessed the incredible enthusiasm of the industry to learn, share and embrace new ideas around experience.

**One of the main industry-wide changes to impact the retail property sector is diversification.** Shopping places do not just provide shops & restaurants any more, they also provide services, hotels & apartments, co-working spaces, the coolest cocktail bars and entertainment as well as state-of-the-art fitness and sporting facilities. Resisted for decades, **mixed-use has emerged as the new norm for modern development and regeneration.**

**How can property owners build & reshape lifestyle destinations to suit the changing face of retail?** This crucial question, and the themes and issues it raises, will be the key focus for MAPIC 2019.

**LET'S LIVE, PLAY & SHOP!**

Conference programme sponsored by



# 2019 AT-A-GLANCE PROGRAMME RETAIL REMIXED: RETHINKING SPACES AND PLACES

## TUESDAY 12 NOVEMBER

10.00-17.30

**LEISURE DAY** [Martinez Hotel Cannes]  
*By invitation only*

14.45-18.35

**OUTLET SUMMIT** [Majestic Hotel Cannes]  
*By invitation only*

19.30

**WELCOME RECEPTION** [Majestic Hotel Cannes]  
*Open to all delegates*

## WEDNESDAY 13 NOVEMBER

**CONFERENCE ROOM**  
Palais, Level -1

**VERRIERE  
GRAND AUDITORIUM**  
Palais, Level 1

**INNOVATION FORUM**  
Palais, Level -1  
Sponsored by: Clear Channel  
Supporting Partner: innesco

**LEISURE ZONE**  
Palais, Level -1

**OTHER LOCATIONS  
& EVENTS**

09.30-10.15

**HOW CAN FASHION  
RETAILERS STILL BE ON TOP  
OF THE STORE GAME?**

09.30-11.00

**NORTH AMERICA FORUM**  
Gain insights into North  
American retail & retail real  
estate markets!

**PRIVATE TOURS [All-day long]**

Book your guided visit of the  
MAPIC Innovation Forum:  
[eugenia.irvine@gmail.com](mailto:eugenia.irvine@gmail.com)

07.00-08.00

**YOGA CLASS**  
*Organised by: ADG Group*  
[Cannes beach, next to the Palais]

10.15-11.00

**SNAPSHOT  
RUSSIA**

Part 1 - SNAPSHOT USA  
Part 2 - SNAPSHOT CANADA

10.00-11.00

**DATA:  
IS IT THE GAME CHANGER?**

08.30-11.00

**RETAIL...WHAT ELSE?**  
*Organised by:  
Retail Forum Belgium*  
[Salon Croisette, Level 3]

11.00-11.45

**LOGISTICS: THE BIG ISSUE  
FOR ECOMMERCE AND BRICK  
& MORTAR PLAYERS**

11.00-12.00

**SNAPSHOT  
BELGIUM**

11.00-12.00

**WILL BLOCKCHAIN CHANGE  
THE FACE OF RETAIL?**

10.45-12.00

**LEISURE FLASH TALKS**  
Find the best technologies  
& solutions to entertain  
your customers!

09.30-10.00

**MAPIC NEW COMERS:  
WELCOME COFFEE**  
[MAPIC Booth, P-1.F18,  
Palais, Level -1]

11.45-12.30

**SNAPSHOT  
POLAND**

14.00-15.15

**FOOD IN THE NEW MIX!**

14.00-14.45

**SNAPSHOT  
LATIN AMERICA**

14.00-15.00

**O2O: CREATING PHYSICAL  
EXPERIENCES IN A DIGITAL  
WORLD**

14.00-16.00

**STORY-TELLING @ WORK**  
Inspired by art, theatre, film  
& themed attractions,  
the speakers will challenge  
the view on the role of  
storytelling and how it applies  
to the retail industry.

11.30-14.00

**MULTI-UNIT FRANCHISE  
SUMMIT**  
*By invitation only*  
[Majestic Hotel Cannes]

15.15-16.00

**SNAPSHOT  
NORDICS**

14.45-15.30

**SNAPSHOT  
NETHERLANDS**

15.00-16.00

**INNOVATION FLASH TALKS**  
Discover the latest innovations  
to increase the performance of  
your shopping destinations!

12.00-15.00

**BUILDING TOMORROW'S  
DESTINATIONS WITH  
POSITIVE IMPACT**  
*Private lunch & learn session -  
By invitation only*  
[Salon Croisette, Level 3]

16.00-16.45

**COSMETICS & BEAUTY,  
WELLNESS... ADDING VALUE  
& BENEFICIAL SYNERGIES TO  
THE TENANT MIX**

15.30-16.30

**SNAPSHOT  
ITALY**

16.00-17.00

**THE NEXT GENERATION OF  
COMMUNICATION CHANNELS:  
AI VIRTUAL CONCIERGE  
ON WHATSAPP**

*Private Session*  
*Organised & sponsored by*  
*Viafone Technologies -*  
*CELS Group*

16.00-17.00

**DEVELOPING CINEMA  
& LEISURE IN EMERGING  
& MATURE MARKETS**

16.45-17.30

**SNAPSHOT  
SPAIN**

16.30-18.00

**ASIA FORUM**  
Gain insights into Asian retail  
& retail real estate markets!  
Part 1: CEOs panel session -  
Asia: Home to retail  
ecosystems and next growth  
Part 2 - Entering Asian  
markets: learn best  
practices & success stories

17.30-18.15

**HOW CO-WORKING,  
CO-LIVING AND CULTURAL  
CHANGES REDESIGN  
SHOPPING DESTINATIONS?**

17.30-19.00

**THE MEDELAN, THE NEW  
HEART OF MILAN**  
*Organised by DeA Capital Real  
Estate SGR S.p.A - Fondo Broggi*  
*Private session & cocktail*  
[Salon Croisette, Level 3]

### 2019 THEMES

RETAIL REMIXED: RETHINKING SPACES AND PLACES

SHOPPING THE WORLD

INNOVATION

LEISURE

### THURSDAY 14 NOVEMBER

CONFERENCE ROOM  
Palais, Level -1

10.00-11.00

**RETHINKING CITY CENTRES:  
THE NEW TENANT MIX**

11.00-13.00

**FRANCE FORUM**

Part 1: CEOs Panel - Fashion & Retail : What models to stay ahead of the race?

Part 2: Retailtainment or the new art of retailing

Part 3: Retail sites & new usages

14.00-14.45

**HOW TO ENHANCE CUSTOMERS' HOSPITALITY EXPERIENCE WHILE MAINTAINING STANDARDS**

14.45-15.30

**SNAPSHOT  
MIDDLE EAST**

15.30-16.15

**ICONIC PLACES AND "LOVE BRAND" STRATEGIES: HOW TO CREATE EMOTIONS & PASSION BETWEEN CUSTOMERS, BRANDS & PLACES**

16.15-17.00

**THE NEW MIX IN MODERN DEVELOPMENTS & REGENERATION PROJECTS**

17.00-17.45

**WHAT ARE THE NEW OPPORTUNITIES FOR (RETAIL) REAL ESTATE INVESTMENT?**

17.45-19.15

**ITALY: NEW DEVELOPMENT PROJECTS**

VERRIERE  
GRAND AUDITORIUM  
Palais, Level 1

09.45-10.30

**SNAPSHOT  
SWITZERLAND**

10.30-11.15

**SNAPSHOT  
AFRICA**

11.15-12.00

**SNAPSHOT  
UK**

13.00-14.30

**MEETALY LUNCH**

By invitation only

15.30-16.15

**SNAPSHOT  
GERMANY**

16.15-17.15

**RETAIL FLASH TALKS**

Spot & connect with international in-vogue retailers & new brands

INNOVATION FORUM  
Palais, Level -1

Sponsored by: Clear Channel  
Supporting Partner: Innesco

**PRIVATE TOURS [All-day long]**

Book your guided visit of the MAPIC Innovation Forum:  
eugenia.irvine@gmail.com

10.00-11.00

**UNLOCKING RETAIL VALUE WITH RFID SOLUTIONS**

Organised & sponsored by Tech Data  
Private session

11.00-12.00

**INNOVATION FLASH TALKS**

Discover the latest innovations to increase the performance of your shopping destinations!

14.00-15.00

**SUSTAINABILITY: A SHIFTING PRIORITY!**

15.00-16.15

**INNOVATION FLASH TALKS**

Discover the latest innovations to increase the performance of your shopping destinations!

LEISURE ZONE  
Palais, Level -1

10.45-12.00

**LEISURE FLASH TALKS**

Find the best technologies & solutions to entertain your customers!

14.00-16.00

**TECHNOLOGY @ PLAY**

How a creative use of technology can enhance & elevate the experience of retail & play?

16.00-17.00

**VR EXPERIENCES IN THE CULTURE SECTOR**

OTHER LOCATIONS  
& EVENTS

07.00-08.00

**YOGA CLASS**

Organised by: ADG Group  
[Cannes beach, next to the Palais]

08.30-11.30

**RUSSIAN BREAKFAST - COPY PASTE WORLD EXPERIENCE**

Organised by Impress Media  
Private Session  
[Majestic Hotel Cannes]

11.00-12.00

**CHOOSE YOUR RETAIL SPACE IN FULLY RENOVATED CENTER OF BRUSSELS**

Organised by: City of Brussels  
Private session  
[Salon Croisette, Level 3]

19.00-22.00

**MAPIC AWARDS GALA DINNER**

By registration only  
[Martinez Hotel Cannes]

23.00

**MAPIC PARTY**

Open to all delegates  
[Martinez Hotel Cannes]

#### 2019 THEMES

RETAIL REMIXED: RETHINKING SPACES AND PLACES

SHOPPING THE WORLD

INNOVATION

LEISURE



OTHER LOCATIONS & EVENTS

07.00 > 08.00 | Cannes Beach

YOGA CLASS

Organised by:



OTHER LOCATIONS & EVENTS

08.30 > 11.00 | Salon Croisette, Level 3

RETAIL... WHAT ELSE?

Private Session

Organised by:



RETAIL REMIXED: RETHINKING SPACES AND PLACES

09.30 > 10.15 | Conference room, Level -1

HOW CAN FASHION RETAILERS STILL BE ON TOP OF THE STORE GAME?

- What is the ranking of fashion in the new retail mix?
- Which traditional and new fashion players are still at the forefront?
- Omnichannel, big data, sustainability... : the big issues facing fashion
- The importance of in-store experiences to enhance the customer journey



**Moderator**  
**Joelle Diderich**  
Paris Bureau Chief  
WOMEN'S WEAR DAILY



**Dario Morin**  
Real Estate Development Manager  
BENETTON GROUP



**Stefan Otte**  
VP Global Partner Retail  
& Real Estate  
LEVI STRAUSS

SHOPPING THE WORLD

09.30 > 11.00 | Verrière Grand Auditorium, Level 1

NORTH AMERICA FORUM

Gain insights into North American retail & retail real estate markets!

Part 1: Snapshot USA

Sponsored by:  
**brownrudnick**



**Moderator**  
**Thomas Phillips**  
Partner & Real Estate Practice  
Group Chair  
BROWN RUDNICK



**David Orowitz**  
Managing Director  
L&L HOLDING COMPANY



**Dan Pelson**  
Chief Operating Officer  
AREA15 - FISHER BROTHERS



**Bryce Turner**  
President  
DDG BCT ARCHITECTS

Part 2: Snapshot Canada

Co-organised by  
**OBERFELD SNOWCAP 40**  
Our People. Your Success.



**Moderator**  
**Jay Freedman**  
EVP, Client Relations  
& Business Development  
OBERFELD SNOWCAP



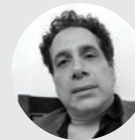
**João Cepeda**  
President & Creative Director  
TIME OUT MARKET



**Roman Drohomirecki**  
EVP & COO, Retail  
IVANHOE CAMBRIDGE



**Nathanaël Karmitz**  
Chairman of the Board & President  
MK2



**Dean Shaben**  
VP Leasing, West Edmonton Mall  
TRIPLE FIVE GROUP  
OF COMPANIES



OTHER LOCATIONS & EVENTS

09.30 > 10.00 | MAPIC Booth, P-1.F18, Palais, Level -1



MAPIC NEW COMERS: WELCOME COFFEE

INNOVATION

10.00 > 11.00 | Innovation Forum, Level -1

Co-organised with:



DATA: IS IT THE GAME CHANGER?

- Business value: what makes data profitable?
- Data-sharing: what are the best solutions for creating a great User Experience?
- Data-security: what are the major issues related to data beyond GDPR?



**Moderator**  
**Edouard Detaille**  
Founder  
FCE - EDOUARD DETAILLE CONSULTING



**Linda Testa**  
Sales Leader Southern Europe  
BOX



**Matthew Thompson**  
Head of Retail Strategy  
COLLIERS INTERNATIONAL



**Jace Tyrrell**  
Chief Executive  
NEW WEST END COMPANY

SHOPPING THE WORLD

10.15 > 11.00 | Conference room, Level -1

Co-organised with:



Sponsored by:



SNAPSHOT RUSSIA

Rethinking Russian retail formats: a new era of consumption

- Russian market overview: data, projects, consumer behaviour
- Shopping & Transport Infrastructure in Moscow: new opportunities for retailers & consumers
- Development foresight: how to build the perfect shopping centre of the future - places, architecture, content
- Expansion policy of international brands in Moscow and Russian regions market: best practices - Investment guide: roadshow of best Russian retail projects



**Moderator**  
**Ignat Bushukhin**  
Editor-in-Chief  
RBC



**Alexander Balabin**  
Founder & CEO  
SEVERIN PROJECT



**Julia Goroschenya**  
Director of Real Estate Development  
DECATHLON - OCTOBLUE



**Oxana Mostyaeva**  
Head of Retail Russia  
CUSHMAN & WAKEFIELD



**Alina Strelkova**  
Head of Commercial  
& Development Department  
MALL MANAGEMENT GROUP



LEISURE

10.45 > 12.00 | Leisure Zone, Level -1

LEISURE FLASH TALKS

Find the best technologies & solutions to entertain your customers!



**Presenter**  
**Massimiliano Freddi**  
Leisure Consultant  
TRADELAB



**Victor Arca**  
Managing Director, Europe  
MYCOTOO



**Jim Bowen**  
Global Business Development  
Director - Creative  
SCRUFFY DOG GLOBAL CREATIVE  
SERVICES



**Guillaume Chêne**  
Head of Marketing & Sales  
QUBICAAMF



**Paul Collings**  
CEO  
TIMBERPLAY



**Boris Courté**  
CEO  
NEOXPERIENCES



**Ruggiero Gambino**  
Chairman  
PGOPLAY PARADISO GONFIABILE



**Daniel Husson**  
CEO  
HUSSON INTERNATIONAL



**Dennis Klimaschewski**  
Head of Marketing  
CITYWAVE SURF ATTRACTIONS



**Simon Norris**  
Development Director  
POLIN AQUARIUMS



**Alexandre Ramos**  
Commercial Director  
PLAY MART INTERNATIONAL



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

RETAIL REMIXED: RETHINKING SPACES AND PLACES

11.00 > 11.45 | Conference room, Level -1

LOGISTICS: THE BIG ISSUE FOR ECOMMERCE AND BRICK & MORTAR PLAYERS

- The emergence of pure players in the physical world generates new dynamics and new formats
- Physical stores: a booster for pure players, marketplace enlargement while e-commerce platforms contribute to increase in-store traffic
- Last-mile retail and same-day delivery: end or beginning of the customer journey?
- Warehouses, platforms, hubs, pickups points...: the major role of property owners in the new retail landscape

Sponsored by:



Co-organised with:



**Moderator**  
**François Videlaine**  
Partner  
A.T. KEARNEY



**Ronan Bolé**  
Logistics Director, France  
AMAZON



**Christophe Chauvard**  
Managing Director France  
P3 LOGISTIC PARKS



**Marc Lolivier**  
General Delegate  
FEVAD



**Dan Wood**  
VP Real Estate Solutions,  
Major Projects & Innovation  
DHL SUPPLY CHAIN





## SHOPPING THE WORLD

11.00 > 12.00 | Verrière Grand Auditorium, Level 1

### SNAPSHOT BELGIUM

Creating places in Belgium: 3 exceptional mixed-use projects

Co-organised with:



**Moderator**  
**Filip De Bois**  
Chairman  
BELGIAN LUXEMBOURG COUNCIL OF SHOPPING CENTRES



**Pierre Grivegnée**  
Managing Director  
SPECI



**Kris Verhellen**  
CEO  
EXTENSA



**Philippe Onclin**  
Director  
KANAALKOM RETAIL - QUARTIER BLEU

## INNOVATION

11.00 > 12.00 | Innovation Forum, Level -1

### WILL BLOCKCHAIN CHANGE THE FACE OF RETAIL ?

- Why blockchain is still misunderstood while being considered one of the main disruptive technology in the coming years ?
- What are blockchain keywords and what they can solve: Tokenisation, Smart Contract, Traceability, Security, Privacy, ...?
- From supply chain management activities to enriched purchasing experiences or smart loyalty programme, what are blockchain current use cases and potential applications in the retail industry ?



**Moderator**  
**Jamil Benabdallah**  
Co-founder  
H64



**Julien Bonnel**  
Chief Innovation Officer  
SYMAG BY BNP PARIBAS  
PERSONAL FINANCE



**Olivier Cueille**  
Co-founder  
MICRODON

## OTHER LOCATIONS & EVENTS

11.30 > 14.00 | Majestic Hotel Cannes

### MULTI UNIT FRANCHISE SUMMIT

Closed door event, by invitation only

In partnership with:



Media Partner:



**Presenter**  
**Mario C. Bauer**  
Co-Founder & Brother / Co-Founder / Brand Ambassador  
CURTICE BROTHERS ORGANIC KETCHUP / WHITE SPACE PARTNERS / AMREST

#### Introduction



**Sohail Shaikh**  
CEO Global Franchise Business  
THE HAMLEYS GROUP

#### Part 1: Developing multi-unit franchise network in the digital era - collaborative models between franchise partners & retailers



**Dan Ohnona**  
Head of Property & Development  
FNAC DARTY GROUP



**Babette Märzheuser-Wood**  
Partner Europe & Global Head of Franchise Group  
DENTONS



**Mark Tesseyman**  
CEO  
LIWA TRADING ENTREPRISES



## OTHER LOCATIONS & EVENTS

11.30 > 14.00 | Majestic Hotel Cannes

### MULTI UNIT FRANCHISE SUMMIT

*Closed door event, by invitation only*

**Part 2: Efficient multi-channel communication across international expansion & brand awareness**

In partnership with:



Media Partner:



**George Gottl**  
Founder & CCO  
UXUS



**Jamie Taylor**  
Former Director  
L'OCCITANE EN PROVENCE

**Part 3: Developing profitable multi-unit franchise models in a complex environment**



**Moderator**  
**Jayne Rafter**  
Owner & Joint MD  
RLI



**Hasit Kakkad**  
General Manager  
BUSINESS TRADING COMPANY  
FOR FASHION



**Damian Hopkins**  
International Director  
MATALAN RETAIL LIMITED



**Anabel Soares**  
International Franchise Director  
CAMAIEU INTERNATIONAL

## SHOPPING THE WORLD

11.45 > 12.30 | Conference room, Level -1

### SNAPSHOT POLAND

#### Retail Space Odyssey

- Redefining retail space in Poland – how are shopping centres changing?
- Omnichanneling, AI and all the latest tech. How are they transforming the Polish retail market?
- How to stay competitive? What are the challenges and opportunities in a dynamically changing retail world
- Where are we now? What can we learn from other markets and what perspectives could we share?

Co-organised with:



**Moderator**  
**Rafal Ostrowski**  
Journalist  
EUROBUILD CEE



**Magdalena Bartkiewicz-Podoba**  
General Manager  
LIEBRECHT & WOOD



**Michelle Buxton**  
Founder & CEO  
MALLCOMM BY TOOLBOX GROUP



**Marek Dobrzycki**  
Managing Director  
PANATTONI EUROPE



**Anna Malcharek**  
Managing Director  
GEMINI HOLDING

## OTHER LOCATIONS & EVENTS

12.00 > 15.00 | Salon Croisette, Level 3

### BUILDING TOMORROW'S DESTINATIONS WITH POSITIVE IMPACT

*Private lunch & learning session - By invitation only*

Organised by:







RETAIL REMIXED: RETHINKING SPACES AND PLACES

14.00 > 15.15 | Conference room, Level -1

FOOD IN THE NEW MIX!

- Industry scope: international trends & key figures
- F&B is a key driver to increase traffic & revenues: focus on international successful experiences
- From shopping centres to city centres, how developers has created value for their consumers & visitors?

Attend this session to learn more about developers & food service retailers partnerships and their impact on footfall



In partnership with:  
WHITE SPACE PARTNERS



**Moderator**  
**Mario C. Bauer**  
Co-founder & Brother /  
Co-founder / Brand Ambassador  
CURTICE BROTHERS ORGANIC  
KETCHUP / WHITE SPACE  
PARTNERS / AMREST



**Rachel Belam**  
Head of Food & Beverage Leasing  
UNIBAIL-RODAMCO-WESTFIELD



**Florence Berger**  
Associate Manager  
FOOD SERVICE VISION



**François Blouin**  
Founder & CEO  
FOOD SERVICE VISION



**Hanna Chaker**  
CEO  
COMPTOIR GROUP



**Gamze Cizreli**  
Founder & CEO  
BIGCHEFS CAFE & BRASSERIE



**Jonathan Doughty**  
Global Head of Foodservice, Leisure  
& Placemaking  
ECE PROJEKTMANAGEMENT



**Julian Powell**  
Director of Hospitality  
GALERIES LAFAYETTE



**Quentin Vicas**  
Development Director  
DUCASSE PARIS

SHOPPING THE WORLD

14.00 > 14.45 | Verrière Grand Auditorium, Level 1

SNAPSHOT LATIN AMERICA

The Latin American shopping center, a social hub beyond retail

Co-organised with:  
LRA  
LIZAN RETAIL ADVISORS



**Moderator**  
**Jorge Lizan**  
Managing Director  
LIZAN RETAIL ADVISORS



**Alexandre Dias**  
CEO & Founder  
SMARKETING CONSULTING



**Jaime Fasja**  
CEO  
THOR URBANA



**Tufik Issa**  
New Business  
& Development Director  
GRUPO DAVISSA



**Hector Leal**  
CEO  
GRUPO CAYALA



**Gonzalo Sarmiento**  
CEO  
INVERSIONES CENTENARIO



**INNOVATION**

14.00 > 15.00 | Innovation Forum, Level -1

**O2O: CREATING PHYSICAL EXPERIENCES IN A DIGITAL WORLD**

- Testing out new markets, storytelling...: the challenges and opportunities of new retail formats
- Experience, service, physical point of contact, new media... why DNBV want to invest in traditional physical retail
- Conversational AI and chatbots: the breakthrough in personal-assistance services to engage your customers and increase brand awareness
- AI, RFID, contactless payment.....: improving the seamless experience with the new connected customer journey

Co-organised with:



**Moderator**  
**Nicolas Vouland**  
CEO  
ALTAVIA RETAILTECH



**Yves Curtat**  
CEO & Founder  
RETAIL RELOAD



**Hubert Stech**  
Managing Director  
Germany & Benelux  
MULTI CORPORATION



**Raphaëlle Toledano**  
Partner  
FABERNOVEL



**Lassi Tolonen**  
Director, Product & Development  
CLEAR CHANNEL

**LEISURE**

14.00 > 16.00 | Leisure Zone, Level -1

**LEISURE TALKS: STORY-TELLING @WORK**

Co-organised with:



The speakers will share insights and discuss the transformation of retail experiences. Inspired by art, theatre, film and themed attractions, they will challenge the view on the role of storytelling and how it effectively applies to the retail industry. Storytelling@Work ends with a panel discussion and a Q&A session with all the speakers led by Klaus Sommer Paulsen.



**Moderator**  
**Klaus Sommer Paulsen**  
Founder & CEO / Board Member  
ADVENTURELAB / THEMED  
ENTERTAINMENT ASSOCIATION



**Michael Blau**  
Principal / President  
ADIRONDACK STUDIOS / THEMED  
ENTERTAINMENT ASSOCIATION



**Fri Forjindam**  
Chief Development Officer  
MYCOTOO



**Shawn McCoy**  
Vice President  
JRA



**Margreet Papamichael**  
Director  
CLEAR ASSOCIATES



## SHOPPING THE WORLD

14.45 > 15.30 | Verrière Grand Auditorium, Level 1

### SNAPSHOT NETHERLANDS

Co-organised with:



**Moderator**  
**Brigit Gerritse**  
Managing Director  
NRW - DUTCH COUNCIL OF  
SHOPPING CENTRES



**Paul Bremmer**  
Head of Commercial Real Estate  
KROONBERG GROEP



**Jan Eising**  
Director Real Estate & Expansion  
RITUALS COSMETICS



**Ilona Taillade**  
Managing partner  
SIX AND SONS



**Gerard Zandbergen**  
CEO  
LOCATUS INTERNATIONAL

## INNOVATION

15.00 > 16.00 | Innovation Forum, Level -1

### INNOVATION FLASH TALKS

Supporting Partner:



Discover the latest innovations to increase the performance of your shopping destinations!



**Presenter**  
**Dan Innes**  
Founder  
INNESCO



**Justin Cagwin**  
General Manager Middle East  
& EVP Strategic Growth  
CONIQ



**Eric Dache Corniquet**  
Managing Director  
ADS FLIGHT



**Russell Edwards**  
Founder & CEO  
REVEAL SYSTEMS



**Seb Ellson**  
Head of Retail  
HOXTON ANALYTICS



**Dan Gildoni**  
CEO & Co-Founder  
PLACENSE



**Gareth Jordan**  
Director  
ART SOFTWARE GROUP



**Feargal O'Neill**  
CEO  
GAMMA



**Mateusz Rolewski**  
President  
RIIG AI



**Michel Zalac**  
Head of Strategic Partnerships  
CHAINELS



SHOPPING THE WORLD

Co-organised with:



15.15 > 16.00 | Conference room, Level -1

**SNAPSHOT NORDICS**

**Blending uses for lifestyle destinations**

- Retail property projects are more diversified than ever, with mixed-use destinations now the norm.
- More than offering a new retail mix, projects are designed to be more all-encompassing, to include offices, residential, hotels and leisure activities.
- What are the new players to build new places and spaces? What are their new business models?
- How to imagine the shopping places of tomorrow where people live, play and shop!

|  |   |   |   |
|--|---|---|---|
| <p><b>Moderator</b><br/><b>Kajsa Hernell</b><br/>General Manager<br/>NORDIC COUNCIL OF SHOPPING CENTRES</p>        | <p><b>Anki Cedervall</b><br/>Director<br/>RAMBOLL</p>         | <p><b>Anna Koskenkorva</b><br/>Development Manager<br/>Customer &amp; Sales<br/>YIT FINLAND</p> | <p><b>Erik Lennhamm</b><br/>Chief Development Officer<br/>CITYCON</p> |
| <p><b>Carl Nicolai Lundergreen Vold</b><br/>Regional Director<br/>Shopping Center Division<br/>OLAV THON GROUP</p> | <p><b>Carl Strufve</b><br/>Director Nordics<br/>GROSVENOR</p> |   |   |

SHOPPING THE WORLD

Organised by:



Sponsored by:



SPACEVISION

15.30 > 16.30  
Verrière Grand Auditorium, Level 1

**SNAPSHOT ITALY**

**The modern retail space industry in Italy:  
social role and relational value**

|  |  |   |  |
|--|--|---|--|
| <p><b>Moderator</b><br/><b>Armando Garosci</b><br/>Director of Publishing Innovation<br/>LARGO CONSUMO</p> | <p><b>Luca Dondi Dall'Orologio</b><br/>Managing Director<br/>NOMISMA</p>       | <p><b>Marianna De Luca</b><br/>Head of Advisory Department<br/>SVICOM</p> | <p><b>Massimo Moretti</b><br/>President / General Manager<br/>CNCC ITALY / CDS HOLDING</p> |
| <p><b>Maddalena Panu</b><br/>Head of Research &amp; Director, Italy<br/>SAVILLS</p>                        | <p><b>Francesco Soldi</b><br/>Head of Marketing and Sustainability<br/>IDG</p> |   |  |



RETAIL REMIXED: RETHINKING SPACES AND PLACES

16.00 > 16.45 | Conference room, Level -1

Sponsored by:  
**GUINOT**  
INSTITUT • PARIS

**COSMETICS & BEAUTY, WELLNESS...  
ADDING VALUE & BENEFICIAL SYNERGIES  
TO THE TENANT MIX**

- The rising importance of new services in the retail mix: creating synergies between cosmetics shops & beauty salons, wellness & fitness centers, retail & hospitality
- How can landlords, wellness and beauty institutions establish a winning business model and build a perfect relationship?
- Are shopping centers more appropriate than city centers as hosts for the new mix of players?
- Expand your cosmetics or wellness concept in collaboration with developers



**Moderator**  
**Tiziana TINI**  
Professor & Luxury Consultant  
POLIMODA FASHION INSTITUTE



**Edouard Falguieres**  
Franchise Director  
GUINOT



**Lara Marrero**  
Principal & Strategy Director  
GENSLER



**Jibrán Saleem-Sheikh**  
Brand Acquisition Manager  
LANDSEC

INNOVATION

16.00 > 17.00 | Innovation Forum, Level -1

Organised & sponsored by:

**VIAFONE**  
TECHNOLOGIES  
Part of  
**CELS**  
Group

**THE NEXT GENERATION OF COMMUNICATION  
CHANNELS: AI VIRTUAL CONCIERGE  
ON WHATSAPP**

- Reach out to your customers on their preferred communication channel: WhatsApp, Facebook Messenger, WeChat & Telegram
- Enhance customer experience via an Artificial Intelligence companion available 24/7 in multiple languages
- Reward customers who engage with retailers through short tactical campaign



**Alessandro Gaffuri**  
Managing Partner  
VIAFONE TECHNOLOGIES  
PART OF CELS GROUP



**Souffiane Houti**  
COO  
VIAFONE TECHNOLOGIES  
PART OF CELS GROUP



LEISURE

16.00 > 17.00 | Leisure Zone, Level -1

**DEVELOPING CINEMA & LEISURE IN EMERGING & MATURE MARKETS**

How UK business are supporting developers and operators in both mature and emerging markets in the development of not only cinema, but in repurposing towns and cities in mature markets and creating new shopping malls in emerging markets. 2 markets studies: Saudi Arabia & Germany.

Organised by:



In partnership with:



**Moderator**  
Mike Thomson  
Director  
THE BIG PICTURE



**Simon Jeffries**  
Director  
CONSULT PROJECT MANAGEMENT



**John Sullivan**  
Founding Director  
THE LIGHT CINEMAS



**David Wallace**  
Director  
CHAPMAN TAYLOR

SHOPPING THE WORLD

16.30 > 18.00 | Verrière Grand Auditorium, Level 1

Co-organised with:  
**RETAILINASIA**

**ASIA FORUM**

Gain insights into Asian retail & retail real estate markets!

**Part 1: CEOs panel session - Asia: Home to retail ecosystems and next growth**

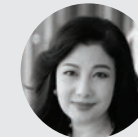
- How Asia market is facing the new economic, demographic, geopolitical, climate changes?
- Mixed-use, design & architecture... how to create lifestyle destinations
- Online-offline as a unique channel conveying brand identity
- Tech solutions, operating models, new collaborations & services: how to use innovations to stand out



**Moderator**  
Esterina Nervino  
Retail in Asia Director  
BLUEBELL GROUP



**Pushpa Bector**  
Executive Director  
DLF SHOPPING MALLS



**Chadatip Chutrakul**  
CEO  
SIAM PIWAT



**Wilson Tan**  
Chief Retail Innovation Officer  
CAPITALAND GROUP

**Part 2: Entering Asian markets: learn best practices & success stories**



**Moderator**  
Esterina Nervino  
Retail in Asia Director  
BLUEBELL GROUP



**Jean Révis**  
Co-founder  
MAD



**Emmanuel Tisseyre**  
Senior Advisor  
GALERIES LAFAYETTE



**Arnold Van De Water**  
Director of Experiential Content  
VAN GOGH MUSEUM



**Quentin Vicas**  
Development Director  
DUCASSE PARIS





SHOPPING THE WORLD

16.45 > 17.30 | Conference room, Level -1

SNAPSHOT SPAIN

Retail in Spain: thumbs up!

Co-organised with:



**Moderator**  
**Eduardo Ceballos**  
President / Asset management  
Director Souther Europe  
AECC / NEINVER



**Daniel Agromayor**  
Head of Spain & Portugal  
FIVE GUYS



**Daniel Galvez-Villacis**  
Head of Real Estate Iberia  
DWS



**Rafael Mateu**  
Head of Asset Services Spain  
CUSHMAN & WAKEFIELD



**Pablo Párraga**  
Managing Director Retail  
KRONOS INVESTMENT GROUP

RETAIL REMIXED: RETHINKING SPACES AND PLACES

17.30 > 18.15 | Conference room, Level -1

HOW CO-WORKING, CO-LIVING AND CULTURAL CHANGES REDESIGN SHOPPING DESTINATIONS?

Co-organised with:



- Millennials, seniors, working population... due to economics, demographics and cultural changes, people-focused services are emerging in shopping places
- Co-working is one of the hottest movements to emerge from the collaborative economy. It's time to share spaces for people to work and socialize in, and for property owners to increase revenues
- Assistance, shipping, shopping, picking and more... shopping places and retailers now offer a full range of services to energise visitors & customers



**Moderator**  
**Stéphane Keulian**  
Director  
PLACES



**Jamie Hodari**  
CEO & Co-founder  
INDUSTRIOUS



**Danielle Larsen**  
VP, International Acquisitions  
EQUINOX



**Guillaume Sadoux**  
Partner & Head of Development  
ADG GROUP



**Julie Villet**  
Director of UR Lab & CSR  
UNIBAIL-RODAMCO-WESTFIELD



## OTHER LOCATIONS & EVENTS

17.30 > 19.00 | Salon Croisette, Level 3

### THE MEDELAN, THE NEW HEART OF MILAN

The Medelan, is the new heart of Milan, located in Piazza Cordusio, the most strategic square of the city. When there, residents and visitors are as little as 5 minutes walk from Duomo Square, Castello Sforzesco, La Scala theatre, Via Montenapoleone and the Fashion Quadrangle or Galleria Vittorio Emanuele II. Cordusio Square is experiencing a sensational uplift and by 2021 it will be completely transformed into the most vibrant retail and office destination of the city: business, lifestyle, shopping, tourism, entertainment... The Medelan and its occupiers will be at the heart of this urban renaissance.

*Private session followed by a cocktail*

Organised by





OTHER LOCATIONS & EVENTS

07.00 > 08.00 | Cannes beach, next to the Palais

YOGA CLASS

Organised by:



OTHER LOCATIONS & EVENTS

08.00 > 11.30 | Majestic Hotel Cannes

RUSSIAN BREAKFAST -  
COPY PASTE WORLD EXPERIENCE

Shopping centers: vectors of movements, formats of renovation, strategies of profitability

- Express diagnostics of Russian retail real estate market
- What strategies of updating shopping centers Russian redevelopment uses today and at what extend they are effective?
- Ground Breaking Cases: international practice of modernization of the obsolete shopping centers
- The vectors of restarting of “old” projects based on foreign experience: solutions applicable to Russia
- Re-conception, renovation or redevelopment? How to understand what transformation is needed and what financial benefit could be expected?

Private event

Organised by:



SHOPPING THE WORLD

09.45 > 10.30 | Verrière Grand Auditorium, Level 1

SNAPSHOT SWITZERLAND

Co-organised with:



Co-moderator  
**Marcel Stoffel**  
Founder & CEO  
SWISS COUNCIL COMMUNITY



Co-moderator  
**Jan Tanner**  
CEO  
TANNER REAL ESTATE CONSULTING



**Massimiliano Baroni**  
Managing Director  
STUDIO BARONI FOR HUNKEMOLLER



**Michael Dressen**  
Head of Retail Agency Switzerland  
CBRE



**Stefan Gross**  
Chief Commercial Officer  
ZURICH AIRPORT



RETAIL REMIXED: RETHINKING SPACES AND PLACES

Co-organised with:



10.00 > 11.00 | Conference room, Level -1

RETHINKING CITY CENTRES:  
THE NEW TENANT MIX

- Green spaces, transport, communication networks, connectivity... how to rethink urban landscapes to be fit for the future
- How do (local) retail and innovative services play a crucial role for connected urban populations?
- Transforming reclassified projects & transport stations into vibrant spaces...
- How can leisure develop & re-boost the city centre's attractiveness with a strong offer?
- Reimagining the city of tomorrow with entertainment projects



**Moderator**  
**Edouard Dequeker**  
Research Engineer for the  
Chair of Urban Economics  
ESSEC BUSINESS SCHOOL



**Yasmine Bekkari**  
Managing Director  
AMS AFRICA



**Antoine De Oliveira E Castro**  
CEO  
PAREF GROUP



**Mathis Güller**  
Director  
GULLER GULLER  
ARCHITECTURE URBANISM



**Emile Roux**  
Executive Director  
DESTINATION CENTRE-VILLE

INNOVATION

Organised & sponsored by:



10.00 > 11.00 | Innovation Forum, Level 1

UNLOCKING RETAIL VALUE  
WITH RFID SOLUTIONS

- Inventory automation: why it matters for 4.0 retailers
- Beyond barcodes: how RFID solutions can improve store operations and customer experience, while reducing costs
- Inventory data: the importance of robust cloud architecture in smart retail



**Camilla Bonanni**  
Retail IoT Industry Lead EMEA  
TECH DATA



**Faris Haddad**  
Senior Cloud Solution Architect  
MICROSOFT

SHOPPING THE WORLD

Co-organised with:



10.30 > 11.15 | Verrière Grand Auditorium, Level 1

SNAPSHOT AFRICA



**Moderator**  
**Vicus Bower**  
Division Director  
BROLL PROPERTY GROUP



**Selma Belkhat**  
Deputy Managing Director  
AMS AFRICA



**Raymond Healy**  
Director  
RETAIL SIX SOLUTIONS



**Gaby Sithole**  
Asset Management Director  
GROWTHPOINT INVESTEC  
AFRICAN PROPERTIES



**Kevin Teeroovengadam**  
Founder  
PROPTECHAFRICA



LEISURE

10.45 > 12.00 | Leisure Zone, Level -1

LEISURE FLASH TALKS

Find the best technologies & solutions to entertain your customers!



**Presenter**  
Charles Read  
Managing Director  
BLOOLOOP



Alexandra Augé  
Partner  
BLOSSOM ESTATE & LEISURE



Zlatimira Bancheva  
Head of Sales,  
Active Entertainment  
WALLTOPIA



Bakit Baydaliev  
CEO  
DOF ROBOTICS



Ivars Beitans  
Chairmen of Board  
AERODIUM TECHNOLOGIES



Johan Hugues  
CEO  
BLACHERE ILLUMINATION



Sergio Ferrari  
Sales Area Manager  
INDUSTRIAL FRIGO



Paul Kent  
Senior Experience Consultant  
ELECTROSONIC



Tania Kishkin  
CEO  
FUNTOPIA



Isabelle Pertuis  
Agency Director  
PRO URBA



Jo Saunders  
Marketing & European Sales  
FLOWRIDER

SHOPPING THE WORLD

11.00 > 13.00 | Conference room, Level -1

FRANCE FORUM

Gain insights into the French retail & retail real estate market!

Part 1: CEOs panel - Fashion & Retail: What models to stay ahead of the race



**Moderator**  
Jean Bernard Della Chiesa  
CEO  
TO-INFINITY.COM



Hubert Aubry  
CEO  
GEMO



Fabrice Bansay  
CEO  
APSYS



Sébastien Bismuth  
CEO  
JENNYFER



Nadine Caux  
CEO  
PROMOD



Antoine Frey  
Chairman  
FREY



Sébastien Vanhoove  
Deputy CEO  
CARMILA

Part 2: Retailtainment or the new art of retailing

Co-organised with:



**Moderator**  
Delphine Beer-Gabel  
Founder  
THE RETAILTAINMENT COMPANY



Julien Goubault  
Chief Communications Officer  
KLEPIERRE



SHOPPING THE WORLD

11.00 > 13.00 | Conference room, Level -1

FRANCE FORUM

Part 3: Retail sites & new usages

Co-organised with:



**Moderator**  
Philippe Le Trung  
Managing Director  
VIEWS+S CONSULTING



Hugues Borgia  
General Director  
UGC CINE CITE



Christophe Burckart  
Country Manager  
France & Monaco  
IWG



Jacques Ehrmann  
President / Executive Director  
CNCC FRANCE /  
ALTAREA COGEDIM



Ian Morling  
Senior Advisor  
IFPIMM



Charles Ragons  
Director of Asset Management  
PRIMONIAL REIM

INNOVATION

11.00 > 12.00 | Innovation Forum, Level -1

INNOVATION FLASH TALKS

Discover the latest innovations to increase the performance of your shopping destinations!

Supporting Partner:



**Presenter**  
Dan Innes  
Founder  
INNESCO



Matteo Aicardi  
Sales Manager  
MICROLOG



Riccardo Badalone  
CEO  
C2RO



Nicolas Blicq  
President  
FOLLOW THE MARKET



Camilla Bonanni  
Retail IoT Industry Lead EMEA  
TECH DATA



Frédéric Deloffre  
Sales Manager  
MYTRAFFIC



Steve Ligeti  
EVP, Sales  
PRODCO ANALYTICS



Eric Martin  
Sales Manager Southern Europe  
SCALA



Peter McCaul  
CEO  
PEARLAI



Zoran Slamkov  
Growth Director  
MAPPEDIN



Spencer Wood  
Business Development Manager  
GIFTIFY BY LOYALTEK

OTHER LOCATIONS & EVENTS

11.00 > 12.00 | Salon Croisette, Level 3

CHOOSE YOUR RETAIL SPACE  
IN FULLY RENOVATED CENTER OF BRUSSELS

Private session

Organised by:







SHOPPING THE WORLD

11.15 > 12.00 | Verrière Grand Auditorium, Level 1

Co-organised with:



SNAPSHOT UK



**Moderator**  
Edward Cooke  
CEO  
REVO



**Ailish Christian-West**  
Head of Property &  
Retail Portfolio  
LANDSEC



**Mark Disney**  
Executive Director  
CBRE GLOBAL INVESTORS



**Hugh Knowles**  
Chief Development Officer,  
UK & Europe  
PUTTSACK



**Lara Marrero**  
Principal & Strategy Director  
GENSLER

SHOPPING THE WORLD

13.00 > 14.30 | Verrière Grand Auditorium, Level 1

MEETALY LUNCH

By invitation only

MEETALY will be the unique occasion for Italian and International Investors & Retailers to get in touch with the Italian property Key players and discover the best opportunities in Italy.

Co-organised with:



Sponsored by:



Promoted by:



RETAIL REMIXED: RETHINKING SPACES AND PLACES

14.00 > 14.45 | Conference room, Level -1

Co-organised with:



HOW TO ENHANCE CUSTOMERS' HOSPITALITY EXPERIENCE WHILE MAINTAINING STANDARDS

- How to turn old towns & historical heritage into lifestyle destinations?
- What are the key components to re-enchant shopping life places?
- Hotels, residential, co-working, F&B... why does hospitality play a key role in redevelopment projects?
- International transformative urban & tourist projects - International showcases



**Moderator**  
Vangelis Panayotis  
CEO  
MKG CONSULTING



**David Davies**  
VP Property & Facilities, Europe  
LIVE NATION



**Frédéric Fontaine**  
SVP Innovation Lab  
ACCOR



**Maxime Karbasnikoff**  
Head of Retail & Property  
Management  
ADG GROUP



**Pablo Nakhlé Cerruti**  
CEO  
VIPARIS



INNOVATION

14.00 > 15.00 | Innovation Forum, Level -1

**SUSTAINABILITY: A SHIFTING PRIORITY!**

- Reducing carbon footprint by looking at transport, waste management and recycling...: how sustainability can mean a new deal for shopping destinations
- Circular economy, responsible consumption and biodiversity: ‘discover the best new initiatives emerging from the start-up sector’
- 2025: imagining a world where fashion and sustainability go hand in hand
- From textile sourcing and production to manufacturing and retail: the new rules with a textile-scoring app



**Moderator**  
**Raphaëlle Toledano**  
 Partner  
 FABERNOVEL



**Nicolas Cabanes**  
 Project Analyst  
 FABERNOVEL



**Julie Villet**  
 Director of UR Lab & CSR  
 UNIBAIL-RODAMCO-  
 WESTFIELD

LEISURE

14.00 > 16.00 | Leisure Zone, Level -1

**LEISURE TALKS: TECHNOLOGY @PLAY**



Co-organised with:

The speakers, experts within experience design, business development, media and technology, will talk about how creative use of technology can enhance and elevate the experience of retail and play. They will present the combination of play and technology as one of the key factors that play an essential part in the design of engaging retail leisure spaces.

Technology@Play ends with a panel discussion and a Q&A session with all the speakers led by Klaus Sommer Paulsen.



**Moderator**  
**Klaus Sommer Paulsen**  
 Founder & CEO / Board Member  
 ADVENTURELAB / THEMED  
 ENTERTAINMENT ASSOCIATION



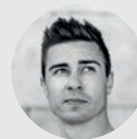
**Louis Alfieri**  
 Principal & Chief Creative Officer  
 RAVEN SUN CREATIVE



**Jason Bruges**  
 Founder  
 JASON BRUGES STUDIO



**Guillaume Chêne**  
 Head of Marketing & Sales  
 QUBICAAMF



**Anders Eggert Jørgensen**  
 Founder  
 ARUSIO



**Ulrik Hunskaer**  
 Founder  
 ARUSIO



## SHOPPING THE WORLD

14.45 > 15.30 | Conference room, Level -1

Co-organised with:



### SNAPSHOT MIDDLE EAST

- Retail market overview: key facts & figures and hot retail property projects
- Residential units, office spaces, hotels & hospitality facilities, entertainment... why mixed-use is the new norm?
- Is the middle-eastern mall model the “shopping place of tomorrow”?
- The importance of design & architecture in creating lifestyle destinations
- Focus on established international brands & leisure concepts



**Moderator**  
**David Macadam**  
CEO  
THE MIDDLE EAST COUNCIL OF SHOPPING CENTRES



**Mohammad Alawi**  
Chairman of the Board  
SAHAT PROPERTY MANAGEMENT COMPANY



**Mike Wilson MacCormack**  
Head of Studio  
BENOY



**Avijit Yadav**  
CEO  
TAMDEEN MALL MANAGEMENT

## INNOVATION

15.00 > 16.00 | Innovation Forum, Level -1

Supporting Partner:



### INNOVATION FLASH TALKS

Discover the latest innovations to increase the performance of your shopping destinations!



**Presenter**  
**Dan Innes**  
Founder  
INNESCO



**Demirhan Büyükközcü**  
CEO  
V-COUNT



**Peter Cardena**  
Sales Consultant  
PLANRADAR



**Laurent Dubernais**  
CEO  
SYNERGEE

## INNOVATION

15.00 > 16.00 | Innovation Forum, Level -1

Supporting Partner:



### INNOVATION FLASH TALKS

Discover the latest innovations to increase the performance of your shopping destinations!



**Patrick Gasior**  
Senior Channel Sales Manager  
VELIS REAL ESTATE TECH



**Didier Gatsé**  
Founder & CEO  
TRANSACTION CONNECT



**Laura Giannini**  
COO  
PTA GROUP



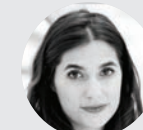
**Marcin Guziński**  
Operations Director  
TOP-KEY



**Souffiane Houti**  
COO  
VIAFONE TECHNOLOGIES



**David Huguet**  
Managing Director Europe  
ABUZZ



**Charlotte Journo-Baur**  
CEO & Founder  
WISHIBAM



**Aaron Markowitz-Shulman**  
Chief Business Development Officer  
DROPIST SHOPPING



**Daniel Martinho-Corbishley**  
CEO  
AURA VISION



**Mickael Mas**  
CEO & Co-founder  
SYMAPS.IO



**Michaela Middleton**  
Growth Manager EMEA  
MALLCOM BY TOOLBOX GROUP



**Markus Porvari**  
President & CEO  
HYPERIN INC.



**Nora Urquiza**  
Business Development  
SALTO SYSTEMS



**Francesco Veleno**  
Country Director Italy  
FEEDBACKNOW BY FORRESTER



**RETAIL REMIXED: RETHINKING SPACES AND PLACES**

Co-organised with:



15.30 > 16.15 | Conference room, Level -1

**ICONIC PLACES & “LOVE BRAND” STRATEGIES:  
HOW TO CREATE EMOTIONS & PASSION  
BETWEEN CUSTOMERS, BRANDS & PLACES**

- The importance of design & architecture in creating lifestyle destinations
- How to put together retail, real estate and entertainment to build one-of-a-kind places that truly resonate with customers
- Iconic buildings to shape iconic places
- When brands combine retail, hospitality and communications to create emotional experiences



**Moderator**  
**Cécile Poujade**  
Associate Director  
Retail & International  
**SAGUEZ & PARTNERS**



**João Cepeda**  
President & Creative Director  
**TIME OUT MARKET**



**Myf Ryan**  
Strategic Marketing  
**UNIBAIL-RODAMCO-WESTFIELD**



**Ian Sandford**  
President  
**EUROFUND &  
INTU COSTA DEL SOL**

**SHOPPING THE WORLD**



Co-organised with:

15.30 > 16.15 | Verrière Grand Auditorium, Level 1

**SNAPSHOT GERMANY**  
**Investment opportunities with great potential:  
shopping center refurbishment**



**Moderator**  
**Steffen Hofmann**  
Managing Partner  
**IMALLINVEST EUROPE**



**Johan C. Bergenthal**  
CEO & Head of Germany  
**KLEPIERRE MANAGEMENT**



**Christine Hager**  
Managing Director  
**REDOS GROUP**



**Jens Horeis**  
General Manager,  
Property Management  
**SONAE SIERRA GERMANY**



**Paul-Eric Perchaud**  
Director of Operations Germany  
**UNIBAIL-RODAMCO-WESTFIELD**



**Alexandra Von Der Grün**  
Sr. Director Retail Expansion  
& Planning Europe  
**ADIDAS**



LEISURE

16.00 > 17.00 | Leisure Zone, Level -1

Co-organised with:  
 VR/AR ASSOCIATION

VR EXPERIENCES IN THE CULTURAL SECTOR



**Moderator**  
**Craig Vezina**  
 Co-founder / President France  
 REALCAST / VR/AR ASSOCIATION



**Fabien Barati**  
 CEO  
 EMISSIVE



**Jean-Baptiste De Beauregard**  
 Manager, VC and Strategic Projects  
 BEAUX ARTS & CIE



**Andrea Guanci**  
 Head of Marketing  
 MSC CROCIERE



**Lynn Rosenthal**  
 CEO & Founder  
 PERISCAPE VR

RETAIL REMIXED: RETHINKING SPACES AND PLACES

16.15 > 17.00 | Conference room, Level -1

Co-organised with:



THE NEW MIX IN MODERN DEVELOPMENTS & REGENERATION PROJECTS

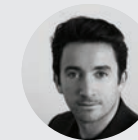
- Retail shops, restaurants, residential units, hotel rooms, entertainment, office space... what are the components of new mixed-use property development projects?
- How has the concept evolved over the last few years?
- What is the part of retail in this new mix?
- Focus on logistics: because of the lack of sites, how to integrate warehousing into mixed-use projects



**Moderator**  
**Reinhard Winiwarter**  
 Managing Director / Publisher  
 ACROSS MAGAZINE



**Olivier Bossard**  
 Group Chief Development Officer  
 UNIBAIL-RODAMCO-WESTFIELD



**Martin Duplantier**  
 CEO  
 MARTIN DUPLANTIER ARCHITECTES



**Milen Gentchev**  
 Global Operations Director  
 INGKA CENTRES



**Klaus Striebich**  
 CEO  
 RARE ADVISE





RETAIL REMIXED: RETHINKING SPACES AND PLACES

16.15 > 17.15 | Verrière Grand Auditorium, Level 1

RETAIL FLASH TALKS

Spot & connect with international in-vogue retailers & new brands!

Sponsored by:



**Presenter**  
**Sam SETHI**  
Principal & Director  
INSITE FOOD



**Danielle Ahajot**  
Founder  
CALIFORNIA BLISS



**Adam Blaker**  
Property & Development Director  
LEON



**François Château**  
Business Development Director  
SUSHI SHOP - AMREST GROUP



**Edouard Falguières**  
Franchise Director  
GUINOT



**Hugh Knowles**  
Chief Development Officer,  
UK & Europe  
PUTTSHACK



**Thierry Marc**  
CEO Europe  
TOMMY'S EXPRESS



**Julie Raimondo**  
Real Estate Development Director  
ARKOSE&CO



**Fabian Rieden**  
Director Business Development  
PAULANER FRANCHISE  
& CONSULTING

RETAIL REMIXED: RETHINKING SPACES AND PLACES

17.00 > 17.45 | Conference room, Level -1

Co-organised with:



WHAT ARE THE NEW OPPORTUNITIES FOR (RETAIL) REAL ESTATE INVESTMENT?

- How to effectively deliver and manage new mixed-use spaces
- How much do you need to invest in existing assets to get the right mix used projects?
- What are the key components to drive your investment choices?
- Why investing in logistics platforms?



**Moderator**  
**Richard Betts**  
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SHOPPING THE WORLD

17.45 > 19.15 | Conference room, Level -1

ITALY: NEW DEVELOPMENT PROJECTS

Co-organised with:



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SPACEVISION



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 ITALIAN TRADE AGENCY



**Fabio Porreca**  
 Chairman & Partner  
 SVICOM



**Anand Remtolla**  
 Leader Site Vision Italy  
 CEETRUS

OTHER LOCATIONS & EVENTS

19.00-22.00 | Martinez Hotel Cannes

MAPIC AWARDS GALA DINNER

By registration only



OTHER LOCATIONS & EVENTS

23.00 | Martinez Hotel Cannes

MAPIC PARTY

Open to all delegates

