

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

**TUESDAY 17 NOVEMBER 2020**

### CONFERENCE ROOM Level -1

09.00 - 09.45

**FROM TRADITIONAL RETAIL  
TO COLLABORATIVE RETAIL:  
READY TO CHANGE THE RULES?**

Opening session

10.30 - 11.15

**POST-COVID-19 SITUATION:  
(RE)BUILDING THE NEXT  
RETAIL GENERATION**

12.00 - 12.45

**THE OPTIMUM TIME  
TO REFURBISH  
SHOPPING CENTRES**

14.15 - 15.00

**REDUCING OPERATIONAL  
COSTS & EXPENSES TO  
SECURE YOUR BUSINESS  
AND OPTIMISE YOUR ROI**

15.45 - 16.30

**BEST TIME EVER TO INVEST  
IN MIXED-USE PROJECTS?**

17.15 - 18.00

**SUSTAINABILITY & ETHICS IN  
RETAIL: GOOD FOR BUSINESS,  
GREAT FOR HUMANITY**

### RETAILERS' AREA Level -1

10.00 - 10.45

**HOW TO DEVELOP AND  
(RE)STRUCTURE RETAIL CHAINS?**

Retail expert insight  
followed by a panel session

10.45 - 11.30

**RETAIL TALKS**

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

14.30 - 16.00

**WHAT'S NEW IN ITALY?**

Part 1 - Italian Retail Market:  
overview & trends

Part 2 - Retail Talks:  
Focus on Italian retail brands  
looking at international

### MAPIC INNOVATION FORUM Level -1

11.00 - 11.45

**INNOVATION LAB**

Innovation expert insight  
followed by a panel session

11.45 - 12.30

**INNOVATION TALKS**

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

15.30 - 16.15

**PAYMENT TO ENHANCE  
THE SEAMLESS EXPERIENCE**

Innovation expert insight  
followed by a panel session

16.15 - 17.00

**INNOVATION TALKS**

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

### OTHER EVENTS

**LeisureUp™**  
Auditorium A, Level 3

09.45 - 10.45

**THE LBE MARKET.  
THE EXPERTS AND  
THE OPERATORS VISION!**

11.30 - 12.00

**THE NEW INDUSTRY PARADIGM:  
PEOPLE, PROFIT, PLANET!**

12.30 - 14.00

**NETWORKING LUNCH:  
MEET THE OPERATORS**

By invitation only

14.30 - 15.15

**IMMERSIVE EXPERIENCES:  
FROM AUTHENTIC EXPERIENCES  
TO ART & CULTURE AND  
TECHNOLOGY LED-ATTRACTIONS**

15.30 - 16.30

**LEISURE TALKS**

A unique chance to discover innovative  
leisure concepts & solutions

16.00 - 16.45

**SPORT ATTRACTIONS:  
PLAY WITHOUT LIMITS!**

17.30 - 18.15

**THE FRENCH LEISURE  
AND ATTRACTION MARKET  
LANDSCAPE**

14.00 - 17.00

**MAPIC OUTLET SUMMIT**  
4<sup>th</sup> edition - By invitation only  
Esterel Room

**FROM TRADITIONAL  
OUTLET RETAIL TO  
COLLABORATIVE MODELS**

# EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

## CONFERENCE ROOM Level -1

09.00 - 09.45

THINK PHYSICAL RETAIL,  
THINK DIFFERENT

10.30 - 12.30

ITALY FORUM

14.15 - 15.00

THE IMPACT OF LOGISTICS  
ON RETAILING & DISTRIBUTION

15.45 - 16.30

RETHINKING BUSINESS:  
THE NEW ROLE OF  
RETAIL TO CREATE  
EXPERIENTIAL PLACES &  
PLACES OF SERVICES

17.15 - 18.00

RESHAPING URBAN  
LANDSCAPES TO BE FIT  
FOR THE FUTURE

## RETAILERS' AREA Level -1

10.00 - 10.45

WHICH FORMAT BEST SUITS  
YOUR BRAND?  
Retail expert insight  
followed by a panel session

10.45 - 11.30

RETAIL TALKS:  
FOCUS ON DNVBs  
A unique chance to discover new  
digital brands & build connection  
with them!

14.30 - 15.15

FOOD EXPERT INSIGHT  
Followed by a panel session

powered by  
**THE  
HAPPETITE**

15.15 - 16.00

RETAIL TALKS:  
FOCUS ON RESTAURANTS  
A unique chance to discover  
international in-vogue food concepts  
& build connections with them!

Powered by  
**THE  
HAPPETITE**

## MAPIC INNOVATION FORUM Level -1

11.00 - 11.45

AI & VOICE RECOGNITION  
TO ENHANCE & PERSONALISE  
CUSTOMER RELATIONSHIPS  
Innovation expert insight  
followed by a panel session

11.45 - 12.30

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

15.30 - 16.15

IMPROVING THE SEAMLESS  
EXPERIENCE WITH  
CONNECTED STORES!  
Innovation expert insight  
followed by a panel session

16.15 - 17.00

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

## OTHER EVENTS

LeisurUp™

09.45 - 10.30

LeisurUp

CO-ORGANISED SESSION  
Details coming soon !

11.15 - 12.00

LeisurUp

ESPORTS WORKSHOP:  
DISCOVERING THE  
FUNDAMENTALS OF ESPORTS

13.00 - 14.30

MEETALY LUNCH

By invitation only  
Verrière Grand Auditorium, Level 1

14.00 - 14.30

LeisurUp

TURNING BRANDS INTO LIFE:  
THE RISE OF IP-BASED  
ATTRACTIONS

15.15 - 16.00

LeisurUp

REINVENTING RETAIL WITH  
ENTERTAINMENT: A DEEP DIVE  
INTO NEW STRATEGIES FOR  
INTEGRATING ENTERTAINMENT  
INTO RETAIL SITES!

16.00 - 17.00

LeisurUp

LEISURE TALKS

A unique chance to discover innovative  
leisure concepts & solutions

16.45 - 17.15

LeisurUp

REINVENTING CITIES WITH  
LEISURE AND ENTERTAINMENT

# EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

**CONFERENCE ROOM**  
Level -1

09.30 - 10.15

**ASIA FORUM**

11.00 - 11.45

**FRANCE FORUM**

14.30 - 16.00

**INTERNATIONAL TRENDS:  
MAPIC SUPPORTS  
THE INDUSTRY**

**RETAILERS' AREA**  
Level -1

10.00 - 10.45

**URBAN FORMATS & SHOPPING  
EXPERIENCES: SHAPING RETAIL  
TO KEEP UP WITH CONSUMERS**

Retail expert insight  
followed by a panel session

10.45 - 11.30

**RETAIL TALKS**

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

**MAPIC INNOVATION FORUM**  
Level -1

11.00 - 11.45

**BE CONNECTED!**

Innovation expert insight  
followed by a panel session

11.45 - 12.30

**INNOVATION TALKS**

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

14.30 - 15.15

**COLLABORATIVE RETAIL  
IN A DATA WORLD**

Innovation expert insight  
followed by a panel session

**OTHER EVENTS**

**FOOD FORUM**

Powered by  
**THE  
HAPPÉTITE**

By invitation only  
Auditorium A, Level 3

09.00 - 09.30  
**WELCOME**

09.30 - 10.00  
**RESTAURANT MARKET  
OVERVIEW**

10.00 - 10.30  
**KEYNOTE ADDRESS**

10.30 - 11.15  
**BUILDING LIFEPLACES  
OF TOMORROW: THE MAGIC  
OF FOOD!**

11.15 - 11.30  
**NETWORKING BREAK**

11.30 - 12.00  
**FOODTECH:  
GROWING WITH TECHNOLOGY**

12.00 - 12.30  
**PEOPLE, PLANET, PROFIT:  
HOW TO PURSUE SUSTAINABLE  
AND PROFITABLE GROWTH**

12.30 - 13.00  
**HOW TO FINANCE THE  
GROWTH OF YOUR  
RESTAURANT  
CHAIN WITH PRIVATE  
EQUITY PARTNERS**

13.00 - 14.30  
**MULTI-UNIT &  
MASTER-FRANCHISE LUNCH**  
By invitation only  
Foyer Debussy, Level 3

Live 1 - Own your success  
with the 'best lifestyle  
franchisor of the year'  
by *BoConcept*

Live 2 - How to become the  
international cafe-bakery  
leader thanks to franchising  
by *Groupe Le Duff*



## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

TUESDAY 17 NOVEMBER 2020

CONFERENCE ROOM  
Level -1

RETAILERS'  
AREA

INNOVATION  
FORUM

OTHER  
EVENTS

09.00 - 09.45

### FROM TRADITIONAL RETAIL TO COLLABORATIVE RETAIL: READY TO CHANGE THE RULES? Opening session

- The evolution of retail business model after covid-19
- Future challenges and new opportunities for retailers
- Bringing new players, retailers, investors and developers together in unity and solidarity
- Fresh approaches & collaborative attitudes to creating new business models

10.30 - 11.15

### POST-COVID-19 SITUATION: (RE)BUILDING THE NEXT RETAIL GENERATION



- A future destined for disruption and acceleration
- Empowering consumers & supporting locally-made products
- What are the best levers for a sustainable future?
- The impact on retailing & commerce

12.00 - 12.45

### THE OPTIMUM TIME TO REFURBISH SHOPPING CENTRES

Co-organised with



- A time for extension, refurbishment and densification
- Transforming existing shopping centres into lifestyle destinations
- Leisure, hospitality, services and mixed-use projects
- Shopping as a service, part of the new mixed-use schemes

14.15 - 15.00

### REDUCING OPERATIONAL COSTS & EXPENSES TO SECURE YOUR BUSINESS AND OPTIMISE YOUR ROI

- (Re)developing and (re)structuring retail chains
- (Re)defining stores functions to recover its costs
- Staff, opening schedules, marketing... time to reduce operational costs
- Digitalisation to optimise your roi and better serve customers

15.45 - 16.30

### BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?

Co-organised with



- Outlook, key data and trends for investors
- Which areas in retail will outperform? Food Retail? Community-led retail? Leisure?
- The importance of financial partners to re-build the industry
- How to effectively create, deliver and manage new mixed-use spaces
- What are the key components driving your investment choices?
- Where are the best opportunities to invest in retail real estate?

17.15 - 18.00

### SUSTAINABILITY & ETHICS IN RETAIL: GOOD FOR BUSINESS, GREAT FOR HUMANITY

- Ethical purchasing: do consumers and companies really care?
- How is ethical sourcing shaping the way products are produced and sold today?
- How to become more sustainable and engage in ethical sourcing practices
- Environmental and social impacts to take into consideration

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

**TUESDAY 17 NOVEMBER 2020**

CONFERENCE  
ROOM

RETAILERS' AREA  
Level -1

INNOVATION  
FORUM

OTHER  
EVENTS

10.00 - 10.45

**HOW TO DEVELOP AND  
(RE)STRUCTURE RETAIL CHAINS?**  
Retail expert insight  
followed by a panel session

- (Re)structuring retail chains to improve efficiency and increase your revenues
- Developing, remodeling and upgrading spaces to (re)position your brand
- Working with franchise partners to (re)develop profitable networks & embrace local environments
- Landlords & tenants cooperation: gaining agility with a profit-sharing partnership

10.45 - 11.30

RETAIL TALKS

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

14.30 - 16.00

**WHAT'S NEW IN ITALY**

Co-organised with



Part 1 - Italian Retail Market: overview & trends

Part 2 - Retail Talks: Focus on Italian retail brands looking at international  
Meet some of the best players!

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

**TUESDAY 17 NOVEMBER 2020**

CONFERENCE  
ROOM

RETAILERS'  
AREA

**MAPIC INNOVATION FORUM**  
Level -1

OTHER  
EVENTS

11.00 - 11.45

**INNOVATION LAB**  
Innovation expert insight  
followed by a panel session

- Innovation as a key to rebooting the retail industry
- The next generation's role in rethinking the retail property industry for the next decade
- New uses and innovative tools to transform existing models
- Inspiring jobs for tomorrow in the retail real estate industry

11.45 - 12.30

**INNOVATION TALKS**

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

15.30 - 16.15

**PAYMENT TO ENHANCE THE  
SEAMLESS EXPERIENCE**  
Innovation expert insight  
followed by a panel session

- Focus on the latest innovative payment solutions
- Is payment part of the seamless experience?
- Contactless payment, mobile application, facial recognition... what else?
- Payment to enhance the customer journey

16.15 - 17.00

**INNOVATION TALKS**

Discover the latest innovations to increase the performance  
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# EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

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RETAILERS'  
AREA

INNOVATION  
FORUM

OTHER EVENTS

**LeisurUp™**

Auditorium A, Level 3

In partnership with



LeisurUp™

09.45 - 10.45

## THE LBE MARKET. THE EXPERTS AND THE OPERATORS VISION!

- How to create value in physical places in the “new normal” scenario
- How operators will build a profitable growth? What are the challenges? But also, what are the opportunities?

LeisurUp™

11.30 - 12.00

## THE NEW INDUSTRY PARADIGM: PEOPLE, PROFIT, PLANET!

- Imagining a new environmentally and socially inclusive LBE industry
- New industry perspectives: how leading players will rethink industry fundamentals?

LeisurUp™

12.30 - 14.00

## NETWORKING LUNCH: MEET THE OPERATORS BY INVITATION ONLY

By invitation only, reserved to a selection of operators

LeisurUp™

14.30 - 15.15

## IMMERSIVE EXPERIENCES: FROM AUTHENTIC EXPERIENCES TO ART & CULTURE AND TECHNOLOGY LED-ATTRACTIONS

- How to create compelling experiences and attract visitors in physical places
- How Technology (VR/AR) is enhancing experiences in location-based attractions?
- Creating unique places and compelling experiences in art, culture and lifestyle destinations
- Discovering what's behind the curtains: business models, economics, operations

LeisurUp™

15.30 - 16.30

## LEISURE TALKS

A unique chance to discover innovative leisure concepts & solutions.  
Come and build business connections with them!

LeisurUp™

16.00 - 16.45

## SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!

- Climbing walls, trampoline parks, indoor surfing or snow... living active sports experiences in a protected and pleasant environment!
- Indoor sport attractions: the new magic potion for retail and urban sites?
- Business models and efficient strategic partnerships between operators and landlords

LeisurUp™

17.30 - 18.15

## THE FRENCH LEISURE AND ATTRACTION MARKET LANDSCAPE

- Focus on one of the most dynamic markets in Europe
- Overview of the everything the market has to offer
- Insights from some operators on emerging trends

14.00 - 17.00

## MAPIC OUTLET SUMMIT Esterel Room

By invitation only

The international leading event gathering the outlet community.  
2020 theme: from traditional outlet retail to collaborative models!

In partnership with

**magdus**

European Factory Outlet Centres Observatory

Sponsored by



**TORG**  
The Outlet Resource Group

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE ROOM  
Level -1

RETAILERS'  
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INNOVATION  
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09.00 - 09.45

### THINK PHYSICAL RETAIL, THINK DIFFERENT

- The emergence of pure players in the physical world is creating new dynamics and new formats
- Physical stores: a booster for pure players, marketplace enlargement while e-commerce platforms contribute to increase in-store traffic
- Physical expansion: added-value to create new customer experiences and services
- From (e)-shopping places to lifestyle destinations
- Experience, service, physical point of contact, new media... why dnbv want to invest in traditional physical retail

10.30 - 12.30

### ITALY FORUM

Co-organised with



Attend a first-class forum featuring the most influential decision-makers in the Italian market!

14.15 - 15.00

### THE IMPACT OF LOGISTICS ON RETAILING & DISTRIBUTION

- New dynamics & new formats to meet new customer expectations
- Last-mile retail and delivery: challenges for retailers & brands to serve customers
- Warehouses, platforms, hubs, stores... what is the best format?
- What are the best city logistics centers for sustainability?

15.45 - 16.30

### RETHINKING BUSINESS: THE NEW ROLE OF RETAIL TO CREATE EXPERIENTIAL PLACES & PLACES OF SERVICES

Co-organised with



- How are cultural & social changes reshaping shopping destinations?
- What is the role of retail in the new mix?
- Brick & mortar shopping and e-commerce: the new deal post-Covid-19
- Assistance, shipping, shopping, picking and more... shopping places and retailers now offer a full range of services to energise visitors & customers

17.15 - 18.00

### RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE

Co-organised with



- Sustainability changed the rules
- Integrating & maintaining commerce in urban landscapes to reinforce the role of the city
- Diversified territories, from spaces to places: residential areas, shopping destinations or places of consumption?
- The new foundations of city peripheries



## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE  
ROOM

RETAILERS' AREA  
Level -1


INNOVATION  
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EVENTS

10.00 - 10.45

### WHICH FORMAT BEST SUITS YOUR BRAND?

Retail expert insight  
followed by a panel session

Co-organised with  


- Using data to define the right format
- Flagship stores to boost your brand awareness & serve your o2o strategy
- Experiential stores: using technology to better interact with your consumers and enhance the personalised customer journey
- Is flexible retail the best post-covid answer? The opportunities of pop-up retail

10.45 - 11.30

### RETAIL TALKS: FOCUS ON DNVBs

Co-organised with  


A unique chance to discover new digital brands & build connection with them!

14.30 - 15.15

### FOOD EXPERT INSIGHT Followed by a panel session

powered by  


More information soon, stay tuned!

15.15 - 16.00

### RETAIL TALKS: FOCUS ON RESTAURANTS

powered by  


A unique chance to discover international in-vogue food concepts  
& build connections with them!

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE  
ROOM

RETAILERS'  
AREA

MAPIC INNOVATION FORUM  
Level -1

OTHER  
EVENTS

11.00 - 11.45

**AI & VOICE RECOGNITION  
TO ENHANCE & PERSONALISE  
CUSTOMER RELATIONSHIPS**  
Innovation expert insight  
followed by a panel session

- AI & voice recognition to personalise the customer journey
- Data : the importance of robust cloud architecture in smart retail
- How RFID solutions can improve store operations and serve customer experiences
- When artificial intelligence becomes intelligence

11.45 - 12.30

INNOVATION TALKS

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

15.30 - 16.15

**IMPROVING THE SEAMLESS  
EXPERIENCE WITH  
CONNECTED STORES!**  
Innovation expert insight  
followed by a panel session

- Focus on connected stores, overcoming the challenges in implementation
- Digitalisation to boost physical retail : a new platform of services to add value to your clients
- Automatisation : AI & voice recognition to personalise the customer journey
- Payment to enhance the seamless experience
- When digital platforms need physical!

16.15 - 17.00

INNOVATION TALKS

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

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE  
ROOM

RETAILERS'  
AREA

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OTHER EVENTS

**LeisurUp™**  
Auditorium A, Level 3

In partnership with



LeisurUp™

09.45 - 10.30

CO-ORGANISED SESSION

Details coming soon!

LeisurUp™

11.15 - 12.00

**ESPORTS WORKSHOP:  
DISCOVERING THE  
FUNDAMENTALS OF ESPTS**

Powered by



- Esports challenges: explore the main trends of this fastest-growing industry
- New opportunities for brands, sponsors, investors and media to increase traffic and revenues
- The best business models to integrate esport experiences into physical places

LeisurUp™

13.00 - 14.30

**MEETALY LUNCH**  
By invitation only  
Verrière Grand Auditorium, Level 1  
Co-organised with



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.

LeisurUp™

14.00 - 14.30

**TURNING BRANDS INTO LIFE:  
THE RISE OF IP-BASED  
ATTRACTIONS**

Silver sponsor



- Explore the benefits that IP based attractions can bring
- What is the right approach for a win-win model between IP owners, operators and landlords?
- Unique attractions vs scalable concepts, indoors parks vs pop-up live animations: a deeper look into the workings of IP-based leisure concepts

LeisurUp™

15.15 - 16.00

**REINVENTING RETAIL WITH  
ENTERTAINMENT: A DEEP DIVE  
INTO NEW STRATEGIES FOR  
INTEGRATING ENTERTAINMENT  
INTO RETAIL SITES!**

- How to integrate leisure and dining experiences to create successful lifestyle destinations
- New rules and innovative sustainable models to develop leisure within retail spaces
- Financial impact for assets
- Choosing a concept, economic viability, integration strategy...: the right approach to succeed!

LeisurUp™

16.00 - 17.00

LEISURE TALKS

A unique chance to discover innovative leisure concepts & solutions. Come and build business connections with them!

LeisurUp™

16.45 - 17.15

**REINVENTING CITIES WITH  
LEISURE AND ENTERTAINMENT**

Silver sponsor



- How Leisure and Entertainment are catalysts to transform cities and urban areas into lifestyle destinations?
- The best models to follow to regenerate urban areas with leisure
- Efficient strategic partnerships between private and public players to transform cities

# EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

**CONFERENCE ROOM**  
Level -1**RETAILERS'  
AREA****INNOVATION  
FORUM****OTHER  
EVENTS**

09.30 - 10.15

**ASIA FORUM**  
Co-organised with  
**RETAILINASIA**

Gain insights from Asian leading market players &amp; connect with them!

11.00 - 11.45

**FRANCE FORUM**

Learn more about the French retail &amp; retail property market &amp; network with your peers &amp; with inspirational leaders!

14.30 - 16.00

**INTERNATIONAL TRENDS:  
MAPIC SUPPORTS  
THE INDUSTRY**

More information soon, stay tuned!

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

CONFERENCE  
ROOM

RETAILERS' AREA  
Level -1

INNOVATION  
FORUM

OTHER  
EVENTS

10.00 - 10.45

### URBAN FORMATS & SHOPPING EXPERIENCES: SHAPING RETAIL TO KEEP UP WITH CONSUMERS

Retail expert insight  
followed by a panel session

- Convenience retail: locating closer to your customers
- Spotting the best urban locations & best formats
- Innovation as a key driver for urban formats
- Sustainability & social responsibility: using local suppliers to meet the local demand

10.45 - 11.30

### RETAIL TALKS

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

## EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

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ROOM

RETAILERS'  
AREA

MAPIC INNOVATION FORUM  
Level -1

OTHER  
EVENTS

11.00 - 11.45

**BE CONNECTED!**  
Innovation expert insight  
followed by a panel session

- Selecting the best technologies & overcoming the challenges in implementation
- Digital signage, augmented reality & retail innovations to create the best experiences
- Physical emotions in a digital world
- New tech and digital solutions to enhance the customer journey

11.45 - 12.30

**INNOVATION TALKS**

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

14.45 - 15.30

**COLLABORATIVE RETAIL  
IN A DATA WORLD**  
Innovation expert insight  
followed by a panel session

- The customer journey is a priority and it takes experiential data to improve it
- How to collect data, what to collect, how to use it, who to share it with
- The importance of robust cloud architecture in smart retail
- How RFID solutions can improve store operations and serve customer experiences
- How to proceed to develop the right partnership to share data between landlords and retailers

THURSDAY 19 NOVEMBER 2020

CONFERENCE  
ROOM

RETAILERS'  
AREA

INNOVATION  
FORUM

OTHER EVENTS

## FOOD FORUM

By invitation only



Content partners

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Auditorium A, Level 3

09.00 - 09.30

WELCOME

FOOD FORUM

09.30 - 10.00

**RESTAURANT MARKET  
OVERVIEW  
INTERNATIONAL TRENDS  
AND FIGURES**

- Reassess global restaurant market post-Covid outbreak
- What will be the key trends to come in the restaurant industry?
- How major local market will recover?

FOOD FORUM

10.00 - 10.30

**KEYNOTE ADDRESS**

Time Out Market : from Lisbon to the world!

FOOD FORUM

10.30 - 11.15

**BUILDING LIFEPLACES  
OF TOMORROW:  
THE MAGIC OF FOOD!**

- How food will magnify customer experience in new lifestyle destinations?
- New formats, new destinations: how food will revitalize new urban landscape?
- Focus on innovative urban and iconic projects to create vibrant experiences for customers

FOOD FORUM

11.15 - 11.30

**NETWORKING BREAK**

FOOD FORUM

11.30 - 12.00

**FOODTECH:  
GROWING WITH TECHNOLOGY**

- Foodtech and innovation as a key driver post-Covid
- Enhancing consumer experiences: the new tech solutions
- How to increase profitability without losing the soul of the brand?
- Showcase of some cutting edge technology and solutions that will reshape the restaurant business

FOOD FORUM

12.00 - 12.30

**PEOPLE, PLANET, PROFIT:  
HOW TO PURSUE SUSTAINABLE  
AND PROFITABLE GROWTH**

- Could sustainability become a real growth driver for hospitality industry players?
- Producing, culturing, farming, shipping, cooking, delivering, reducing waste...: how sustainability creates new growth perspectives?
- Initiatives showcasing to improve responsible consumption

FOOD FORUM

12.30 - 13.00

**HOW TO FINANCE THE GROWTH  
OF YOUR RESTAURANT  
CHAIN WITH PRIVATE  
EQUITY PARTNERS**

- Understand & define the best approach to develop your concept with a private equity partner
- Focus on the latest acquisitions and strategic partnerships in foodservice sector
- Selecting the right partner matching the size of your business
- International business cases

FOOD FORUM

13.00 - 14.30

**MULTI-UNIT &  
MASTER-FRANCHISE LUNCH**  
By invitation only  
Foyer Debussy, Level 3

Live 1 - Own your success  
with the 'best lifestyle  
franchisor of the year'  
by BoConcept

Live 2 - How to become  
the international cafe-bakery  
leader thanks to franchising  
by Groupe Le Duff

Sponsored by



In partnership with



Media partner



# THEY WILL SPEAK



Matteo Aicardi  
Sales Director

**MICROLOG**



Louis Alfieri  
Principal &  
Chief Creative Officer

**RAVEN SUN CREATIVE**



Massimo Barbieri  
Business Developer

**LOWENGRÜBE**



Ben Barker  
Managing Director

**EXTREME DESTINATIONS**



Mario C. Bauer  
CEO & Shareholder, **VAPIANO**  
Co-founder, **CURTICE BROTHERS**  
**ORGANIC KETCHUP**  
Co-founder, **WHITESPACE**  
**PARTNERS**



Florence Berger  
Associate Manager

**FOOD SERVICE VISION**



Richard Betts  
Group Publisher &  
Founding Partner

**REAL ASSET MEDIA**



François Blouin  
Founder & CEO

**FOOD SERVICE VISION**



Benjamin Calleja  
CEO & Founder

**LIVIT**



João Cepeda  
President & Creative Director

**TIME OUT MARKET**



Ben Chesser  
CEO

**CONIQ**



Miriam Cobbaert  
International Business  
Dev. Director

**WAVESURFER -  
AFP TECHNOLOGY**



Yael Coifman  
Senior Partner,  
EMEA Board Member

**LEISURE DEVELOPMENT  
PARTNERS (LDP) /  
THEMED ENTERTAINMENT  
ASSOCIATION (TEA)**



Andrea Contino  
CMO

**SCALO MILANO OUTLET  
& MORE**



Andrea Costa  
Co-founder &  
Managing Partner

**R2M SOLUTION**



Edouard Dequeker  
Research engineer for the  
Chair of Urban Economics /  
PhD in urban studies

**ESSEC BUSINESS SCHOOL**



# THEY WILL SPEAK



**Gilles Devendeville**  
CEO & Founder  
**REAL CONSULTING**



**Lorraine Dieulot**  
Real Estate &  
Lifestyle Director  
**SAGUEZ & PARTNERS**



**Bart Dohmen**  
CEO  
**UNLIMITED SNOW**



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



**Lars Eckart**  
Managing Director  
**PAULANER FRANCHISE  
& CONSULTING**



**Armando Garosci**  
Director of Publishing  
Innovation  
**LARGO CONSUMO**



**Fabienne Gilles**  
Head of Consumer Products  
**THE SMURFS**



**Gareth Jordan**  
Director  
**ART SOFTWARE GROUP**



**David Juhel**  
Sales Manager  
**XTRAICE**



**Carsten Keller**  
VP Direct to Consumer  
**ZALANDO SE**



**Muriel Lemesre**  
CMO  
**MAGNICITY**



**Michael Linander**  
Chief Retail Officer  
**BOCONCEPT**



**Mette Lykke**  
CEO  
**TOO GOOD TO GO**



**Mario Maiocchi**  
Executive Board Member  
**CONFIMPRESE**



**Eduardo Miccolis**  
Head of Gift Card Business  
Development  
**GIFTIFY BY LOYALTEK**



**Michele Molon**  
EVP Omnichannel &  
Commercial Operations  
**SWAROVSKI**

# THEY WILL SPEAK



Vincent Mourre  
CEO & CO-founder

WHITESPACE PARTNERS



Stefan Otte  
VP Global Real Estate  
& Partner Retail

LEVI STRAUSS & CO EUROPE



Vincent Philippe  
Founder

FUNFAIRCITY



Jochen Pinsker  
SVP Foodservice Europe

THE NPD GROUP



Charles Read  
Managing Director

BLOOOP



Vincent Redrado  
CEO

DIGITAL NATIVE GROUP



Ron Simpson  
Founder

THE AVOCADO SHOW



Laurent Taieb  
President of the Board France

LICENSING INTERNATIONAL



Valérie Thomas  
President

NARVAL



Louis-Philippe Vallès  
CEO

VAGUE D'AMOUR



Reinhart Viane  
Business Dev. Director

KCC ENTERTAINMENT  
DESIGN



Sébastien Vieilledent  
Sport Access Deputy Director

UCPA



Lisa Wagner  
Principal

THE OUTLET RESOURCE  
GROUP



Eric Wauthier-Wurmser  
International Director

GROUPE LE DUFF



Reinhard Winiwarter  
Managing Director &  
Publisher

ACROSS MAGAZINE