

# EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

**TUESDAY 17 NOVEMBER 2020**

## CONFERENCE ROOM Palais -1

09.00 - 09.45

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

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

SUSTAINABILITY IN RETAIL  
PROPERTY: GOOD  
FOR BUSINESS,  
GREAT FOR HUMANITY

17.15 - 18.00

ETHICAL PURCHASING:  
RETAILER DISCUSSION

## RETAILERS' AREA Palais -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 & dnvs!

14.30 - 15.15

RETAIL EXPERT INSIGHT:  
FOCUS ON ITALY

Followed by a panel session

Co-organised with



15.15 - 16.00

RETAIL TALKS:  
FOCUS ON ITALIAN BRANDS

Spot & connect with the best  
of the italian retail!

Co-organised with



## MAPIC INNOVATION FORUM Palais -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

**LeisurUp™**  
Riviera 8

09.45 - 10.45

INTRODUCING THE  
FUNDAMENTALS OF THE LEISURE  
BASED ENTERTAINMENT MARKET  
AND THE NEW LANDSCAPE  
IN THE POST-COVID WORLD

11.30 - 12.00

BUILDING EMOTIONS IN  
PHYSICAL PLACES IN THE  
NEW POST-CRISIS WORLD!

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

INDOOR SPORT ATTRACTIONS:  
DON'T WORRY ABOUT  
THE WEATHER...  
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  
Auditorium A, Level 3

FROM TRADITIONAL  
OUTLET RETAIL TO  
COLLABORATIVE MODELS

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

WEDNESDAY 18 NOVEMBER 2020

### CONFERENCE ROOM Palais -1

09.00 - 09.45

THINK PHYSICAL RETAIL,  
THINK DIFFERENT

10.30 - 11.15

RETHINKING BUSINESS:  
FROM RETAIL PROPERTIES  
TO HOSPITALITY &  
COMMUNITY HUBS

12.00 - 12.45

BEST TIME EVER TO INVEST  
IN MIXED-USE PROJECTS?

14.15 - 15.00

THE IMPACT OF LOGISTICS  
ON RETAILING & DISTRIBUTION

15.45 - 16.30

RESHAPING URBAN  
LANDSCAPES TO BE FIT  
FOR THE FUTURE

17.15 - 18.15

INTERNATIONAL TRENDS:  
MAPIC SUPPORTS  
THE INDUSTRY

### RETAILERS' AREA Palais -1

10.00 - 10.45

WHICH FORMAT BEST SUITS  
YOUR BRAND?  
Retail expert insight  
followed by a panel session  
Co-organised with  
**digital native**

10.45 - 11.30

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

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 Palais -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™**  
Riviera 8

09.45 - 10.30

LeisurUp  
THE POWER OF A GREAT  
STORY: HOW STORYTELLING  
COULD MAKE YOUR  
ATTRACTION UNIQUE!

11.15 - 12.00

LeisurUp  
E-SPORTS WORKSHOP:  
DISCOVERING THE  
FUNDAMENTALS OF E-SPORTS

12.30 - 13.30

LeisurUp  
CLOSED-DOOR BUSINESS LUNCH  
By invitation only, reserved to  
a selection of investors, developers &  
e-sport industry professionals

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 Palais -1

09.00 - 09.45

CEOs CLOSING REMARKS

10.30 - 11.15

ASIA FORUM

12.00 - 12.45

FRANCE FORUM

14.30 - 16.00

ITALY FORUM

## RETAILERS' AREA Palais -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 Palais -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

Verrière Grand Auditorium, Level 1

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

Part 1: Food : building a global  
restaurant chain

Part 2: Fashion industry



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

TUESDAY 17 NOVEMBER 2020

CONFERENCE ROOM  
Palais -1

RETAILERS'  
AREA

INNOVATION  
FORUM

OTHER  
EVENTS

09.00 - 09.45

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

- 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

- 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

### SUSTAINABILITY IN RETAIL PROPERTY: GOOD FOR BUSINESS, GREAT FOR HUMANITY

- Sustainability: a shifting priority for humanity
- Why sustainability is a key driver of innovation
- Circular economy, responsible consumption and biodiversity: discover the best initiatives
- New rules and innovative sustainable models for new ways of life

17.15 - 18.00

### ETHICAL PURCHASING: RETAILER DISCUSSION

- 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

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**TUESDAY 17 NOVEMBER 2020**

CONFERENCE  
ROOM

RETAILERS' AREA  
Palais -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 - 15.15

**RETAIL EXPERT INSIGHT:  
FOCUS ON ITALY**  
Followed by a panel session

Co-organised with



- Industry overview & analysis: what are the main challenges to face the crisis?
- Ecommerce: a long-term shift?
- Social link, emotions & experiences: why physical retail is crucial to re-engage your customers?
- Sustainability, local, authenticity...: the reinforced trends
- Collaborative circle: new relationships between tenants, landlords & financial partners

15.15 - 16.00

**RETAIL TALKS:  
FOCUS ON ITALIAN BRANDS**

Co-organised with



Spot & connect with the best of the Italian retail!

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

**TUESDAY 17 NOVEMBER 2020**

CONFERENCE  
ROOM

RETAILERS'  
AREA

**MAPIC INNOVATION FORUM**  
Palais -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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TUESDAY 17 NOVEMBER 2020

CONFERENCE  
ROOM

RETAILERS'  
AREA

INNOVATION  
FORUM

OTHER EVENTS

**LeisurUp™**

Riviera 8

LeisurUp™

09.45 - 10.45

**INTRODUCING THE  
FUNDAMENTALS OF THE LEISURE  
BASED ENTERTAINMENT MARKET  
AND THE NEW LANDSCAPE  
IN THE POST-COVID WORLD**

- A sneak peek of the sector by renowned experts and operators
- Creating emotion in physical sites
- The key role of Leisure and Entertainment solutions in creating value for visitors in physical places
- Selecting the right solutions for the right sites
- Industry growing trends in the new post-Covid crisis landscape

LeisurUp™

11.30 - 12.00

**BUILDING EMOTIONS IN  
PHYSICAL PLACES IN THE  
NEW POST-CRISIS WORLD!**

- What must the industry learn from the coronavirus crisis?
- Imagining a new environmentally-friendly LBE industry
- How are consumer behaviors changing and what will the LBE sector look like in the near future?

LeisurUp™

12.30 - 14.00

**NETWORKING LUNCH:  
MEET THE OPERATORS**  
By invitation only

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

**INDOOR SPORT ATTRACTIONS:  
DON'T WORRY ABOUT  
THE WEATHER...  
PLAY WITHOUT LIMITS!**

- Climbing walls, trampoline parks, indoor surfing... 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

14.00 - 17.00

**MAPIC OUTLET SUMMIT**  
Salon des Ambassadeurs, Level 4

By invitation only

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



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

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE ROOM  
Palais -1

RETAILERS'  
AREA

INNOVATION  
FORUM

OTHER  
EVENTS

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 - 11.15

### RETHINKING BUSINESS: FROM RETAIL PROPERTIES TO HOSPITALITY & COMMUNITY HUBS

- How are cultural changes reshaping shopping destinations?
- Retail shops, restaurants, residential units, hotel rooms, entertainment, office space... what are the components of new mixed-use property development projects?
- What is the role of retail in this new mix?
- Simplicity & authenticity to improve efficiency

12.00 - 12.45

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

- Post-covid situation: overview, key figures and trends for investors
- Is retail property still a good investment?
- The importance of financial partners to re-build the industry
- How to effectively deliver and manage new mixed-use spaces
- What are the key components driving your investment choices?

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

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

- 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

17.15 - 18.15

### INTERNATIONAL TRENDS: MAPIC SUPPORTS THE INDUSTRY

More information soon, stay tuned!



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

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ROOM

RETAILERS' AREA  
Palais -1

INNOVATION  
FORUM

OTHER  
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

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RETAILERS'  
AREA

MAPIC INNOVATION FORUM  
Palais -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  
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INNOVATION  
FORUM

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**LeisurUp™**

Riviera 8

09.45 - 10.30

**THE POWER OF A GREAT  
STORY: HOW STORYTELLING  
COULD MAKE YOUR  
ATTRACTION UNIQUE!**

- Imagining and creating a compelling experience within physical sites
- Focus on some existing success stories

LeisurUp™

11.15 - 12.00

**E-SPORTS WORKSHOP:  
DISCOVERING THE  
FUNDAMENTALS OF E-SPORTS**

- E-sports 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 e-sport experiences into physical places

LeisurUp™

12.30 - 13.30

**CLOSED-DOOR  
BUSINESS LUNCH**

By invitation only, reserved to a selection of investors,  
developers & e-sport industry professionals

LeisurUp™

14.00 - 14.30

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

- 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 economics 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!**

- The quick win between operators and landlords to integrate leisure with 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**

- 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

LeisurUp™

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

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RETAILERS'  
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INNOVATION  
FORUM

OTHER  
EVENTS

09.00 - 09.45

### CEOs CLOSING REMARKS

- A future destined for disruption and acceleration
- Future challenges and new opportunities for developers
- What are the best levers for a sustainable future?
- Strategies & ambitions for the next decade

10.30 - 11.15

### ASIA FORUM

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

12.00 - 12.45

### FRANCE FORUM

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

14.30 - 16.00

### ITALY FORUM

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

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

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FORUM

OTHER  
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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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AREA

MAPIC INNOVATION FORUM  
Palais -1

OTHER  
EVENTS

11.15 - 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

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### FOOD FORUM

By invitation only

Powered by **THE HAPPETITE**

Verrière Grand Auditorium, Level 1

09.00 - 09.30

WELCOME

FOOD FORUM

09.30 - 10.00

**RESTAURANT MARKET  
OVERVIEW**  
International trends and figures

- Growing your business around the world
- Where and how to develop post-Covid period?
- What are the most promising new markets?

FOOD FORUM

10.00 - 10.30

KEYNOTE ADDRESS

A talk with Joao Cepeda to discover how this visionary journalist succeeded in creating unique places and experiences all around 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: Cherrywood Dublin and Intu Costa del Sol

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

Part 1: Food : building a global restaurant chain  
Part 2: Fashion industry