2020 AT-A-GLANCE PROGRAMME

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?

10.00 - 10.45
HOW TO DEVELOP AND (RE)STRUCTURE RETAIL CHAINS?
Retail expert insight followed by a panel 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 - 13.00
REDUCING OPERATIONAL COSTS & EXPENSES TO SECURE YOUR BUSINESS AND OPTIMISE YOUR ROI

14.30 - 15.15
RETAIL EXPERT INSIGHT: FOCUS ON ITALY
Followed by a panel session
Co-organised with Confimpresse

15.45 - 16.30
SUSTAINABILITY IN RETAIL PROPERTY: GOOD FOR BUSINESS, GREAT FOR HUMANITY

16.15 - 18.00
ETHICAL PURCHASING: RETAILER DISCUSSION

RETAILERS’ AREA
Palais -1
10.45 - 11.30
RETAIL TALKS
Spot & connect with international in-vogue retailers, new brands & dnvbs!

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!

12.00 - 12.45
REDUCING OPERATIONAL COSTS & EXPENSES TO SECURE YOUR BUSINESS AND OPTIMISE YOUR ROI

MAPIC INNOVATION FORUM
Palais -1
10.00 - 10.45
HOW TO DEVELOP AND (RE)STRUCTURE RETAIL CHAINS?
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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
MAPIC OUTLET SUMMIT
4th edition - By invitation only
Auditorium A, Level 3
FROM TRADITIONAL OUTLET RETAIL TO COLLABORATIVE MODELS
THURSDAY 19 NOVEMBER 2020

CONFERENCE ROOM
Palais -1
09.00 - 09.45
CEOs CLOSING REMARKS

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!

12.00 - 12.45
FRANCE FORUM

14.30 - 16.00
ITALY FORUM

MAPIC INNOVATION FORUM
Palais -1
11.00 - 11.45
BE CONNECTED!
Innovation expert insight followed by a panel session

11.45 - 12.30
COLLABORATIVE RETAIL IN A DATA WORLD
Innovation expert insight followed by a panel session

14.30 - 15.15
INNOVATION TALKS
Discover the latest innovations to increase the performance of your shopping destinations!

15.15 - 15.45
NETWORKING BREAK

15.45 - 16.30
INNOVATION TALKS

16.30 - 17.15
INNOVATION TALKS

17.15 - 18.00
INNOVATION TALKS

RETAILERS’ AREA
Palais -1
09.00 - 09.45

ASIA FORUM
10.30 - 11.15

OTHER EVENTS

FOOD FORUM
Powered by
The Happy Little Foodie
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

09.30 - 10.00
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2020 AT-A-GLANCE PROGRAMME

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?
• 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
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

- 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!
2020 AT-A-GLANCE PROGRAMME
EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

TUESDAY 17 NOVEMBER 2020

MAPIC INNOVATION FORUM
Palais -1

INNOVATION LAB
Innovation expert insight followed by a panel session

11.00 - 11.45
• 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

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

11.45 - 12.30

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

15.30 - 16.15
• 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

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

16.15 - 17.00
2020 AT-A-GLANCE PROGRAMME

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

TUESDAY 17 NOVEMBER 2020

CONFERENCES ROOM

RETAILERS’ AREA

INNOVATION FORUM

OTHER EVENTS

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

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?

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-ATTR ACTIONS

• 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

15.30 - 16.30

LEISURE TALKS

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

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

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!
2020 AT-A-GLANCE PROGRAMME

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

• 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 dbv 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!
WEDNESDAY 18 NOVEMBER 2020

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

10.00 - 10.45

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

10.45 - 11.30

**FOOD EXPERT INSIGHT**
Followed by a panel session
powered by HAPPETITE
More information soon, stay tuned!

14.30 - 15.15

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

15.15 - 16.00

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

17-19 November 2020 Palais des Festivals, Cannes, France
As of 10 July 2020, subject to change
2020 AT-A-GLANCE PROGRAMME

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE ROOM

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 of your shopping destinations!
2020 AT-A-GLANCE PROGRAMME
EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

THE POWER OF A GREAT STORY: HOW STORYTELLING COULD MAKE YOUR ATTRACTION UNIQUE!
09.45 - 10.30
• Imagining and creating a compelling experience within physical sites
• Focus on some existing success stories

E-SPORTS WORKSHOP: DISCOVERING THE FUNDAMENTALS OF E-SPORTS
11.15 - 12.00
• 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

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

TURNING BRANDS INTO LIFE: THE RISE OF IP-BASED ATTRACTIONS
14.00 - 14.30
• 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

REINVENTING RETAIL WITH ENTERTAINMENT: A DEEP DIVE INTO NEW STRATEGIES FOR INTEGRATING ENTERTAINMENT INTO RETAIL SITES!
15.15 - 16.00
• 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!

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

LEISURE TALKS
16.00 - 17.00

REINVENTING CITIES WITH LEISURE AND ENTERTAINMENT
16.45 - 17.15
• 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
THURSDAY 19 NOVEMBER 2020

CONFERENCE ROOM
Palais -1

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!
2020 AT-A-GLANCE PROGRAMME
EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

RETAILERS’ AREA
Palais -1

CONFERENCE ROOM

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!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>11:15 - 11:45</td>
<td><strong>BE CONNECTED!</strong>&lt;br&gt; Innovation expert insight followed by a panel session</td>
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<tr>
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<td>• Selecting the best technologies &amp; overcoming the challenges in implementation</td>
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<td>• Digital signage, augmented reality &amp; retail innovations to create the best experiences</td>
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<td>• Physical emotions in a digital world</td>
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<td>• New tech and digital solutions to enhance the customer journey</td>
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<td>14:45 - 15:30</td>
<td><strong>COLLABORATIVE RETAIL IN A DATA WORLD</strong>&lt;br&gt; Innovation expert insight followed by a panel session</td>
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<td>• The customer journey is a priority and it takes experiential data to improve it</td>
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<td>• How to collect data, what to collect, how to use it, who to share it with</td>
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<td>• The importance of robust cloud architecture in smart retail</td>
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<td>• How RFID solutions can improve store operations and serve customer experiences</td>
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<td>• How to proceed to develop the right partnership to share data between landlords and retailers</td>
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EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

CONFERENCE ROOM  RETAILERS’ AREA  INNOVATION FORUM  OTHER EVENTS

FOOD FORUM
By invitation only

Verrière Grand Auditorium, Level 1

09.00 - 09.30
WELCOME

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?

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

10.30 - 11.15
BUILDING LIFEPACES 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

11.15 - 11.30
NETWORKING BREAK

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

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

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

13.00 - 14.30
MULTI-UNIT & MASTER-FRANCHISE LUNCH
By invitation only

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

As of 10 July 2020, subject to change