

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

TUESDAY 17 NOVEMBER 2020

CONFERENCE ROOM Level -1

RETAILERS' AREA Level -1

MAPIC INNOVATION FORUM Level -1

OTHER EVENTS

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

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!

LeisureUp™
Auditorium A, Level 3

09.45 - 10.45

THE LBE MARKET IN THE
NEW POST COVID WORLD.
THE EXPERTS AND
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
4th 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

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

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

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
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

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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

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OTHER EVENTS

LeisurUp™

Auditorium A, Level 3

LeisurUp™

09.45 - 10.45

THE LBE MARKET IN THE NEW POST COVID WORLD. THE EXPERTS AND OPERATORS VISION!

- How to create value in physical places in the "new normal" scenario
- Magnify the experience of guests dealing with safety and health requirements
- How operators will build a profitable growth?

LeisurUp™

11.30 - 12.00

THE NEW INDUSTRY PARADIGM: PEOPLE, PROFIT, PLANET!

- What must the industry learn from the coronavirus crisis?
- Imagining a new environmentally and socially inclusive LBE industry
- New industry perspectives post health crisis, 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

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 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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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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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

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RETAILERS'
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LeisurUp™
Auditorium A, Level 3

09.45 - 10.30

CO-ORGANISED SESSION

Details coming soon!

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

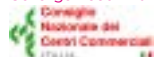
**CLOSED-DOOR
BUSINESS LUNCH**

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

LeisurUp™

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



- 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**

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

LeisurUp™

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 & connect with them!

11.00 - 11.45**FRANCE FORUM**

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

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RETAILERS' AREA
Level -1

INNOVATION
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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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RETAILERS'
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MAPIC INNOVATION FORUM
Level -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

THURSDAY 19 NOVEMBER 2020

CONFERENCE
ROOM

RETAILERS'
AREA

INNOVATION
FORUM

OTHER EVENTS

FOOD FORUM

By invitation only



Content partners

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PARTNERS

Supporting partner



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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

A talk with a leading CEO of the food industry!

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

Develop and expand your business with the right partner!
Part 1: Food : building a global restaurant chain
Part 2: Fashion industry

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