

mapic®

FOOD FORUM

powered by

THE
HAPPETITE™

Thursday 19 November 2020
Palais des Festivals, Cannes, France





NEW MODELS, NEW RULES...

The Restaurant industry is facing an increasingly turbulent and complex business environment. The **COVID-19** outbreak has seriously challenged existing business and operational models, acting as an accelerator for deep, systemic industry-wide shifts that pre-date the crisis by years, even decades.

The New era is opening up new challenges and opportunities for hospitality industry players. Technological innovation together with the new drivers of consumer behaviors and long-term effects of the Covid crisis, have completely changed the rules of the games!

Thanks to the contributions of some of the most renowned industry experts, this special Conference Program, powered by THE HAPPETITE, will try to outline the future of the restaurant sector, highlighting the new opportunities for growth and the threats to be aware of in the post Covid era.

What are the most promising markets for growth?
How are new digital solutions impacting traditional business models and improving customer experience?

Technological disruption: robots, delivery... what is the place for the human touch and authenticity in the near future?

People, Planet, Profit: How to pursue sustainable and profitable growth?

Healthy, Organic, Vegan, Paleo.... What kind of concepts will emerge stronger from the crisis and lead the way in the future?

How are Private Equity investors looking at the Restaurant market after the Covid crisis that affected the profitability of classical operational models so deeply?

And above all, how will restaurants and hospitality players play a central role in enriching the experience of consumers in the retail and lifestyle destinations of the future?

Content partners



WHITE SPACE
PARTNERS

Supporting partner



PROGRAMME

09.00  09.30

WELCOME

09.30  10.00

RESTAURANT MARKET OVERVIEW: INTERNATIONAL TRENDS & 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?



Florence Berger
Associate Manager
FOOD SERVICE VISION



François Blouin
Founder & CEO
FOOD SERVICE VISION



Jochen Pinsker
SVP Foodservice Europe
THE NPD GROUP

10.00  10.30

KEYNOTE SESSION: TIME OUT MARKET - FROM LISBON TO THE WORLD!



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



João Cepeda
President & Creative Director
TIME OUT MARKET

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



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



More speakers to be
announced soon....

11.15  11.30

NETWORKING BREAK

PROGRAMME

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



Benjamin Calleja
CEO & Founder

LIVIT

12.00  12.30

PEOPLE, PLANET, PROFIT: HOW TO PURSUE SUSTAINABLE & 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



MODERATOR

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



Mette Lykke
CEO

TOO GOOD TO GO

12.30  13.00

HOW TO FINANCE THE GROWTH OF YOUR 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



MODERATOR

Vincent Mourre
CEO & CO-founder

WHITESPACE PARTNERS



More speakers to be announced soon....

13.00  14.30

MULTI-UNIT & MASTER FRANCHISE LUNCH: DEVELOP AND EXPAND YOUR BUSINESS WITH THE RIGHT PARTNER – closed door event

- Part 1 - Own your success with the 'best lifestyle franchisor of the year'
- Part 2 - How to become the international cafe-bakery leader thanks to franchising



MODERATOR

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



PART 1

Michael Linander
Chief Retail Officer
BOCONCEPT



PART 2

Eric Wauthier-Wurmser
International Director
GRUPE LE DUFF

Sponsored by



In partnership with



Media partner

