

mapic®

MULTI-UNIT & MASTER-FRANCHISE LUNCH

2nd edition - By invitation only

Thursday 19 November 2020 – 13.00-14.30
Palais des Festivals, Cannes

An exclusive closed-door
gathering a selection of
50+ international franchise
partners and retail &
restaurant brands.

In partnership with



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PROGRAMME

Developing franchise business for the next decade! Discover industry challenges & opportunities get more insights from international business cases and meet industry players to expand your business.

MASTER OF CEREMONY

MARIO C. BAUER

CEO & Shareholder, VAPIANO

Co-founder, CURTICE BROTHERS ORGANIC KETCHUP

Co-founder, WHITESPACE PARTNERS



13.00 **WELCOME**

13.15 **INTRODUCTION**

13.30 **BUFFET OPENING**

13.45 **LIVE 1!**



OWN YOUR SUCCESS WITH THE "BEST LIFESTYLE FRANCHISOR OF THE YEAR"

- Find out what makes BoConcept's model so unique
- The best collaborative models to secure and increase your profitability
- How we are driving global expansion and growth in an uncertain environment



MICHAEL LINANDER
Chief Retail Officer
BOCONCEPT

14.15 **LIVE 2!**



HOW TO BECOME THE INTERNATIONAL CAFE-BAKERY LEADER THANKS TO FRANCHISING

- Best expansion strategies to succeed internationally in the food industry
- The importance of franchise partners to structure your restaurant chain
- Focus on upcoming projects & future openings all over the world



ERIC WAUTHIER-WURMSER
International Director
GROUPE LE DUFF

14.30 **NETWORKING COFFEE**

Ask your invitation!

Rita Manzhieva, Head of Retail
rita.manzhieva@reedmidem.com