



# PROGRAMME

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

Global Partners



From 2 November 2020

**WARM UP**

PRE-MAPIC



17-18 November 2020

**MAPIC**

LIVE YOUR MAPIC



Until 31 December 2020

**FOLLOW-UP**

FULL CONTENT & REPLAY









Programme as of 13 November 2020











Attend our 2-day live programme featuring the most influential international industry players!\*

## TUESDAY 17 NOVEMBER 2020

09.30 > 10.00	COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?	
10.30 > 11.00	THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!	
11.00 > 11.30	SPEED NETWORKING: INNOVATION FOR RETAIL	
11.30 > 12.30	FRANCE FORUM	
14.30 > 15.00	FOOD: BUILDING LIFEPLACES OF TOMORROW!	
15.30 > 16.00	REINVENTING RETAIL WITH ENTERTAINMENT	
16.30 > 17.00	BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?	
17.00 > 17.30	SPEED NETWORKING: INTEGRATING LEISURE IN RETAIL SITE	

## WEDNESDAY 18 NOVEMBER 2020

09.30 > 10.00	THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE	
10.30 > 11.10	(RE)BUILDING THE NEXT RETAIL GENERATION	
11.00 > 11.30	SPEED NETWORKING: REINVENTING RETAIL WITH FOOD CONCEPTS	
11.30 > 12.30	DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE	By invitation only 
14.30 > 15.00	THINK PHYSICAL RETAIL, THINK DIFFERENT	
15.30 > 16.15	RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE	
16.30 > 17.30	ITALY FORUM: NEVER STOP, WHAT'S NEXT...	
17.00 > 17.30	SPEED NETWORKING: RETAIL IN CITY CENTRES	

\* All the sessions will be available in replay from 19 November 2020 until 31 December 2020

# ON DEMAND



Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!

30'	REINVENTING CITIES WITH LEISURE & ENTERTAINMENT	LeisurUp
30'	SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!	LeisurUp
30'	CREATING IMMERSIVE EXPERIENCES	LeisurUp
30'	DISCOVERING THE FUNDAMENTALS OF ESPORTS	LeisurUp
30'	INNOVATION: HOW TO CHANGE THE RULES	mapic
30'	TRANSFORMING RETAIL SITES INTO LOGISTIC ASSETS	mapic
30'	SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY	mapic
30'	TURNING BRANDS INTO LIFE: THE RISE OF IP-BASED ATTRACTIONS	LeisurUp
45'	OUTLET RETAIL: READY TO CHANGE THE RULES?	mapic
30'	OUTLET INDUSTRY: WHAT'S NEW?	mapic
30'	WHAT'S NEW IN ITALY	mapic
30'	ASIA : HOW ARE THE MARKETS RECOVERING?	mapic
30'	BRIDGING THE LANDLORD-TENANT GAP: BUILDING A COLLABORATIVE & SUSTAINABLE RELATIONSHIP	mapic



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**TUESDAY 17 NOVEMBER 2020**

09.30 > 10.00

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

mapic

Sponsored by **ART**  
Software Group

- 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



Courtney Fingar  
Editor-in-Chief  
**INVESTMENT MONITOR**



Joanna Fisher  
MD Center Management &  
designated CEO Marketplaces,  
**ECE**



Anne-Sophie Sancerre  
MD Retail France  
**UNIBAIL-RODAMCO-WESTFIELD**



Cristina Santos  
MD Property Management  
Spain & Portugal  
**SONAE SIERRA**

10.30 > 11.00

### THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!

LeisurUp

Co-organised by **LDP** **RAVENSUN**  
CREATIVE

- How to create value in physical places in the "new normal" scenario
- How operators will build a profitable growth? What are the challenges? But also, what are the opportunities?



Louis Alfieri  
Principal & Chief Creative Officer  
**RAVEN SUN CREATIVE**



Paul Barham  
Founder & Director  
**FLIGHT CLUB DARTS - RED ENGINE**



Yael Colfman  
Senior Partner,  
**LEISURE DEVELOPMENT PARTNERS (LDP)**  
EMEA Board Member,  
**THEMED ENTERTAINMENT  
ASSOCIATION (TEA)**



Pablo Moragrega  
General Manager  
**PARQUE WARNER MADRID**

11.00 > 10.30

### SPEED NETWORKING: INNOVATION FOR RETAIL

mapic



Limited places, upon pre-registration!

11.30 > 12.30

### FRANCE FORUM

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Co-organised by **cncc**  
Centre National de Commerce  
et de Consommation

Sponsored by **TERRANAE**  
Immobilier



Gaël Thomas - Moderator  
Managing Editor, **BUSINESS IMMO**

1<sup>ère</sup> partie - La requalification des zones commerciales péri-urbaines



Fabrice Bansay  
Managing Director  
**APSYS**



Antoine Frey  
Chairman  
**FREY**



Gérard Gazay  
VP, **Metropole**  
Aix-Marseille Provence  
Mayor, **AUBAGNE**



Thierry Cahier  
Managing Director France  
**REDEVCO**



Stéphane Klein  
Managing Director Europe  
**PRET A MANGER**



Anne-Sophie Maisonrouge  
President  
**TERRANAE**



Sébastien Vanhoove  
Deputy CEO  
**CARMILA**

14.30 > 15.00

### FOOD: BUILDING LIFEPLACES OF TOMORROW!

mapic

Content partners **WHITE SPACE** Supporting partner **ECE**

- Restaurant market overview: international trends and figures
- How will food enhance the customer experience in new lifestyle destinations?
- New formats, new destinations: how will food revitalize new urban landscape?
- Focus on innovative urban and iconic projects to create vibrant experiences for customers



François Blouin  
Founder & CEO  
**FOOD SERVICE VISION**



Jonathan Doughty  
Global Head of Foodservice,  
Leisure & Placemaking  
**ECE**



Reoewein Niesten  
Founder & CEO  
**CONCEPTIONAL**



Jochen Pinsker  
SVP Foodservice Europe  
**THE NPd GROUP**



Ian Sandford  
President  
**EUROFUND GROUP**






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**TUESDAY 17 NOVEMBER 2020**

15.30 > 16.00

### REINVENTING RETAIL WITH ENTERTAINMENT

LeisurUp™

Sponsored by 

- How to integrate leisure and dining experiences to create successful 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!



**Jonathan Doughty**  
Global Head of Foodservice,  
Leisure & Placemaking  
ECE



**Massimiliano Freddi**  
Leisure Consultant  
TRADELAB



**Michael Lopez**  
SVP  
AMERICAN WAVE MACHINES



**Howard Samuels**  
President & CEO  
SAMUELS & COMPANY



**Reinhart Viane**  
Business Dev. Director  
KCC ENTERTAINMENT DESIGN

16.30 > 17.00

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

mapic

Co-organised by 

- Transforming existing shopping centres into lifestyle destinations
- The optimum time for extension, refurbishment and densification
- Leisure, hospitality, services and mixed-use projects : rethinking business to create experiential places & places of services



**Richard Betts**  
Group Publisher & Founding  
Partner  
REAL ASSET MEDIA



**Winston Fisher**  
CEO  
AREA15



**Philippe Journo**  
CEO  
COMPAGNIE DE PHALSBURG



**Matthijs Storm**  
CEO  
WERELDHAVE

17.00 > 17.30

### SPEED NETWORKING: INTEGRATING LEISURE IN RETAIL SITE

LeisurUp™



Limited places, upon pre-registration!



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## WEDNESDAY 18 NOVEMBER 2020

09.30 > 10.00

### THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

LeisureUp

Co-organised by



- The new French leisure and attraction market in the Covid world
- Vision of the evolution of the market : how the industry will change?
- What business model and what attraction will dominate the scene in the middle/long term?



Bertrand Delgrange  
CEO  
KOEZIO



Anthony Goret  
Head of Communication  
SNELAC



Vincent Philippe  
Founder  
FUNFAIRCITY



Evelyne Villame  
President  
SPACE ASSOCIATION

11.30 > 12.30

### DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE

mapic

By invitation only

In partnership with



Media partner



Sponsored by



Discover industry challenges & opportunities, get more insights from international business case studies and meet industry players to expand your business.



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



Michael Linander  
Chief Retail Officer  
BOCONCEPT



Eric Wauthier-Wurmser  
International Director  
GROUPE LE DUFF

10.30 > 11.10

### (RE)BUILDING THE NEXT RETAIL GENERATION

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Co-organised by



Content partner RETAILINASIA

- A future destined for disruption and acceleration
- The impact on retailing & commerce
- Empowering consumers & supporting locally-made products
- What are the best levers for a sustainable future?

Part 1



Lorraine Dieulot - Moderator  
Real Estate & Lifestyle Director  
SAGUEZ & PARTNERS



Enrique Martinez  
CEO  
FNAC DARTY

Part 2



CK Chan  
Head of Tmall & Taobao,  
Hong Kong & Macau  
ALIBABA



Delphine Lefay  
CEO & Co-founder  
ONTHELIST

14.30 > 15.00

### THINK PHYSICAL RETAIL, THINK DIFFERENT

mapic

Co-organised by



Sponsored by



- How are cultural & social changes reshaping shopping destinations?
- New shopping places & physical expansion: added-value to create new customer experiences and a full range of services
- The emergence of digital native brands in the physical world is creating new dynamics and new formats
- Bricks & mortar shopping and e-commerce: the new deal in the new «normal»



Mike Bellhouse  
Director  
European Retail Capital Markets  
JLL



Benjamin Calleja  
CEO & Founder  
LIVIT DESIGN



Carsten Keller  
VP Direct to Consumer  
ZALANDO SE



Michele Molon  
EVP Global Sales  
SWAROVSKI

11.00 > 11.30

### SPEED NETWORKING: REINVENTING RETAIL WITH FOOD CONCEPTS

mapic



Limited places, upon pre-registration!



Attend our 2-day live programme featuring the most influential international industry players!\*

WEDNESDAY 18 NOVEMBER 2020

15.30 > 16.15

## RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE

mapic

Co-organised by ESSEC  
BUSINESS SCHOOL

- 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



Joan Busquets  
Professor at the GSD -  
Harvard University  
BAU BARCELONA



João Cepeda  
President & Creative Director  
TIME OUT MARKET



Edouard Dequeker  
Research engineer for the Chair of  
Urban Economics / PhD in urban studies  
ESSEC BUSINESS SCHOOL



Ekaterina Kirichenko  
Concept & Customer  
Experience Developer  
INGKA CENTRES



Synnøve Lyssand Sandberg  
CEO  
OSLO S UTVIKLING



Ricardo Veludo  
Councilor, Urban Planning  
LISBON CITY HALL

16.30 > 17.30

## ITALY FORUM: NEVER STOP, WHAT'S NEXT...

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Co-organised by Consiglio Nazionale dei Centri Commerciali  
ITALIA

Sponsored by ITA®

Media partner IQI

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

CNCC will be focusing on new, refurbished and extended retail real estate projects in Italy. The projects obtained a building permit and the construction has recently started or will start in the very near future.



Edoardo Favro  
Managing Director  
RES



Roberto Fraticelli  
Director Italy  
EUROCOMMERCIAL PROPERTIES



Roberto Limetti  
Managing Director  
PRADERA LIMITED



Luca Lucaroni  
Vice-President, CNCC ITALY  
CFO, EUROCOMMERCIAL PROPERTIES



Luca Maganuco  
MD Italy  
MULTI CORPORATION



Stefano Nigro  
Foreign Investment Department Dir.  
ITALIAN TRADE AGENCY



Cristina Ottaiano  
Real Estate Specialist  
INVITALIA



Guglielmo Pelliccioli  
Founder  
IL QUOTIDIANO IMMOBILIARE



Anand Remtolla  
Head of New Projects, Italy  
CEETRUS



Diego Valazza  
Senior Dev. Manager  
Retail LENDLEASE



Fabrizio Zichichi  
Project Lead MSG & Head of Retail  
LENDLEASE



Roberto Zoia  
President, CNCC ITALY  
Director of Asset Management, Dev. &  
Network, IGD SIQ

17.00 > 17.30

## SPEED NETWORKING: RETAIL IN CITY CENTRES

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Sponsored by citynove



Limited places, upon pre-registration!



# ON DEMAND

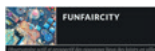
Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!

30'

## REINVENTING CITIES WITH LEISURE & ENTERTAINMENT

LeisurUp

Co-organised by



- 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



Muriel Lemesre  
CMO  
MAGNICITY



Vincent Philippe  
Founder  
FUNFAIRCITY



Sébastien Vieilledent  
Sport Access Deputy Director  
UCPA



Antonio Jr. Zamperla  
Chief Innovation Officer  
ZAMPERLA

30'

## SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!

LeisurUp

Co-organised by



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



Miriam Cobbaert  
International Business Dev. Director  
WAVESURFER - AFP TECHNOLOGY



Gilles Devendeville  
CEO & Founder  
REAL CONSULTING



Bart Dohmen  
CEO  
UNLIMITED SNOW



Alistair Gosling  
CEO & Founder  
EXTREME INTERNATIONAL

30'

## CREATING IMMERSIVE EXPERIENCES

LeisurUp

Co-organised by



Sponsored by



- 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



Marc-André Baril  
Director of  
Business Dev., Europe  
MOMENT FACTORY



Boris Bieleert  
Chief Commercial Officer  
ZERO LATENCY



Fri Forjindam  
Chief Development Officer  
MYCOTOO



Mehdi Mejri  
Immersive Exhibitions Director  
ATLAS V



Charles Read  
Managing Director  
BLOOLOOP

30'

## DISCOVERING THE FUNDAMENTALS OF ESPORTS

LeisurUp

Powered by



- Esports 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 esports experiences into physical places



Alban Dechelotte  
Head of Partnerships  
& Business Dev. EMEA  
RIOT GAMES



Michael Heina  
Head of Esports,  
International  
NIELSEN SPORTS



Mathieu Lacroux  
CEO  
HURRAH GROUP



Arnaud Verlhac  
Esports BAR Director  
REEDMIDEM



Nicky Wightman  
Director, Emerging Trends  
SAVILLS

30'

## THE IMPACT OF LOGISTICS ON RETAILING & DISTRIBUTION

mapic

- 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?



Christophe Chauvard  
Managing Director France  
P3 LOGISTIC PARKS



Guy Douetil  
Managing Director EMEA  
HICKEY & ASSOCIATES



Kevin Mofid  
Director, Industrial & Logistics Research  
SAVILLS

30'

## WHAT'S NEW IN ITALY

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Sponsored by



- Italian Retail Market: overview & trends



Laura Galli  
Communication Manager  
GRUPPO LA PIADINERIA



Armando Garosci  
Director of Publishing Innovation  
LARGO CONSUMO



Mario Maiocchi  
Executive Board Member  
CONFIMPRESSE




# ON DEMAND

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30'

## INNOVATION: HOW TO CHANGE THE RULES

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Co-organised by 

- 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



Gereth Jordan  
Director  
ART SOFTWARE GROUP



Maxim Karbasnikoff  
Head of Retail & Property Management  
ADG GROUP



Angela Maurer  
Head of Innovation  
LANDSEC



Matthew Thompson  
Head of Retail Strategy  
COLLIERS INTERNATIONAL

30'

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

LeisurUp

Co-organised by  Sponsored by 

- Explore the benefits that IP based attractions can bring
- 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 workings of IP-based leisure concepts



Fabienne Gilles  
Head of Consumer Products  
THE SMURFS



Teri Schindler  
CMO  
HARVES



Laurent Taieb  
President of the Board France  
LICENSING INTERNATIONAL



Roubina Tchoboian  
VP of International Licensing  
CLOUDCO ENTERTAINMENT - CARE BEARS

30'

## SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

mapic

- Environmental, social impacts: do consumers and companies really care?
- How is ethical sourcing shaping the way products are produced and sold today?
- Why sustainability is a key driver of innovation
- Circular economy, responsible consumption and biodiversity: discover the best initiatives



Valeria Marshalova  
Sustainability Business Dev. Partner  
INGKA CENTRES



Elsa Monteiro  
Head of Sustainability  
& Corporate Communication  
SONAE SIERRA



David Parry  
Global Real Estate Director  
THE BODY SHOP



Carl Strufve  
Director, Nordics  
GROSVENOR EUROPE



Diego Valazza  
Senior Dev. Manager Retail  
LENLEASE

45'

## OUTLET RETAIL: READY TO CHANGE THE RULES?

mapic

Co-organised by  In partnership with 

Sponsored by  LAND OF FASHION

- Restructuring your retail chains: outlets, the not-to-be-missed format
- Sustainability, local focus, authenticity, mass market: what is the best mix to meet customers' needs?
- How must retailers & owners rethink their collaborative models to succeed?
- Turning outlet destinations into lifestyle destinations to survive into the future



Alexander Beneke  
EMEA Real Estate Manager  
SALOMON



Nick Brady  
Group MD, Leasing  
MCARTHURGLEN



Massimiliano Carello  
Head of Strategy  
& Asset Management  
VIA OUTLETS



Stefan Fickl  
Leasing Director Europe  
NEINVER



Volker Stinnes  
CEO  
LAND OF FASHION



Lisa Wagner  
Principal  
TORC

# ON DEMAND

Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!

30'

## ASIA : HOW ARE THE MARKETS RECOVERING?

mapic

Co-organised by RETAILINASIA

- Main challenges & opportunities arisen from the pandemic crisis
- E-commerce, omnichannel, livestreaming, logistics... the short-term & long-term impacts on customers' behaviors
- How are retail players responding to these reinforced trends & adapting their strategies?
- What's their vision for the near future?



**Filippo Gori**  
General Manager APAC  
GEOX



**Anders Heikenfeldt**  
Chief Retail Officer  
POMELO



**Esterina Nervino**  
Retail in Asia Director  
BLUEBELL GROUP



**Ada Yang**  
Head of Social Community  
PINDUODUO

30'

## OUTLET INDUSTRY: WHAT'S NEW?

mapic

Co-organised by **TORG** In partnership with **magdus**

Sponsored by



- Discover the latest projects & plans and the most innovative initiatives launched in the industry!



**Barbara Horatz**  
Partner, Marketing & Management  
TORG EUROPE - TBILISI OUTLET VILLAGE



**Brendon O'Reilly**  
Managing Director  
FASHION HOUSE GROUP



**Lisa Wagner**  
Principal  
TORG

30'

## BRIDGING THE LANDLORD-TENANT GAP: BUILDING A COLLABORATIVE & SUSTAINABLE RELATIONSHIP

mapic

Sponsored by **chainels**

- The challenges our industry is facing have never been greater but so too are the opportunities.
- How do we regain the trust of our customers and help them by facilitating the best possible collaboration between landlords and their tenants?
- What role does having talented and skilled people with the right 'DNA' play in making this journey successful?



**William Kistler**  
Managing Partner  
URBAN OVATION



**Marrit Laning**  
MD Fund Management  
REDEVCO



**Herculano Rodrigues**  
Associate Director  
ACCENTURE - JAVELIN GROUP



**Michel Zalac**  
Head of Strategic Partnerships  
CHAINELS