PROGRAMME

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

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

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<th><strong>TUESDAY 17 NOVEMBER 2020</strong></th>
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* All the sessions will be available in replay from 19 November 2020 until 31 December 2020
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<th>Duration</th>
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<tr>
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<td>REINVENTING CITIES WITH LEISURE &amp; ENTERTAINMENT</td>
<td>LeisurUp</td>
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<td>SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!</td>
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<td>OUTLET RETAIL: READY TO CHANGE THE RULES?</td>
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<td>OUTLET INDUSTRY: WHAT’S NEW?</td>
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Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!
**Attend our 2-day live programme featuring the most influential international industry players!**

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**TUESDAY 17 NOVEMBER 2020**

**09.30 > 10.00**
**COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?**
**Sponsored by ART ECE PROJEKTMANAGEMENT**

- 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 > 11.00**
**THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!**
**Co-organised by LDP**

- 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?

**11.00 > 10.30**
**SPEED NETWORKING: INNOVATION FOR RETAIL**

Limited places, upon pre-registration!

**11.30 > 12.30**
**FRANCE FORUM: PERI-URBAN REGENERATION**
**Co-organised by CNCC**

- La requalification des zones commerciales péri-urbaines (en partenariat avec CNCC)

**14.30 > 15.00**
**FOOD: BUILDING LIFEPLACES OF TOMORROW!**

**Content partners ECE PROJECTMANAGEMENT**

- 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

**15.30 > 16.00**
**REINVENTING RETAIL WITH ENTERTAINMENT**

- 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!

**16.30 > 17.00**
**BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?**
**Co-organised by REAL ASSET MEDIA**

- 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

**17.00 > 17.30**
**SPEED NETWORKING: INTEGRATING LEISURE IN RETAIL SITE**

Limited places, upon pre-registration!

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THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

- Focus on one of the most dynamic markets in Europe
- Overview of the everything the market has to offer
- Insights from some operators on emerging trends

10.30 > 11.00
(REF)BUILDING THE NEXT RETAIL GENERATION

- 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?

SPEED NETWORKING: REINVENTING RETAIL WITH FOOD CONCEPTS

Limited places, upon pre-registration!

DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE

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

ITALY FORUM

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

SPEED NETWORKING: RETAIL IN CITY CENTRES

Limited places, upon pre-registration!

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30’ INNOVATION: HOW TO CHANGE THE RULES
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

Vianney Dumas
Innovation Leader
CEETRUS

Angela Maurer
Head of Innovation
LANDSEC

Matthew Thompson
Head of Retail Strategy
COLLIERS INTERNATIONAL

30’ TRANSFORMING RETAIL SITES INTO LOGISTIC ASSETS
Co-organised by

• Logistics conversion, a response to the obsolescence of certain real estate assets: change in consumption patterns, advantage of locations near urban centers, link with the zero net artificialization policy
• Formats: size, divisibility in connection with customer requests
• What financial arrangements suit these operations?
• The best examples in France and abroad

Christophe Chauvard
Managing Director France
P3 LOGISTICS

Kevin Mofid
Director, Industrial & Logistics Research
SAVILLS

30’ SPORTS ATTRACTIONS: PLAY WITHOUT LIMITS!
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 Cobbhaert
International Business Dev. Director
WAVESURFER - APP TECHNOLOGY

Gilles Devendevillle
CEO & Founder
REAL CONSULTING

Kevin Mofid
Director, Industrial & Logistics Research
SAVILLS

30’ CREATING IMMERSE EXPERIENCES
Co-organised 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

Charles Read
Managing Director
BLOOLOOP

Arnaud Verlhac
Esport BAR Director
REEDMIDEM

Mathieu Lacrouts
CEO
HURRAH GROUP

30’ REINVENTING CITIES WITH LEISURE & ENTERTAINMENT
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
MAGNICTY

Vincent Philippe
Founder
FUNFAIRCITY

Sébastien Veilleudent
Sport Access Deputy Director
UCPA

Antonio Jr. Zamperla
Chief Innovation Officer
ZAMPERLA

Muriel Lemesre
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Vincent Philippe
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FUNFAIRCITY

Sébastien Veilleudent
Sport Access Deputy Director
UCPA

Antonio Jr. Zamperla
Chief Innovation Officer
ZAMPERLA
30’ SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

- 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

Diego Valazza
Senior Dev. Manager Retail
LENDLEASE

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

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
Co-founder & CEO HARVES

Laurent Taieb
President of the Board France
LICENSING INTERNATIONAL

Roubina Tchoboian
VP of International Licensing
CLOUDCO ENTERTAINMENT - CARE BEARS

30’ OUTLET RETAIL: READY TO CHANGE THE RULES?

Co-organised by

- 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

Lisa Wagner
Principal
TORG

30’ WHAT’S NEW IN ITALY

Co-organised by

- Italian Retail Market: overview & trends

Armando Garosci
Director of Publishing Innovation
LARGO CONSUMO

Mario Malocchi
Executive Board Member
CONFIMPRESE

30’ ASIA SESSION

Co-organised by

- Italian Retail Market: overview & trends

Esterina Nervino
Retail in Asia Director
BLUEBELL GROUP

30’ OUTLET INDUSTRY: WHAT’S NEW?

Co-organised by

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

Brendon O’Reilly
Managing Director
FASHION HOUSE GROUP

Lisa Wagner
Principal
TORG