



mapic®

17 – 19 November 2020
Palais des Festivals, Cannes France

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#MAPIC

FOOD FOCUS

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HAPPETITE

LIVE
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SHOP

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?

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 players**, this **special Food focus, 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's on the menu?

- ▶ **A dedicated Food Area** with International restaurant chains exhibiting in the zone and looking to meet new strategic contact.
- ▶ **A Food day in the [conference programme](#)** : Market overview, foodtech, sustainability, food in the travel retail mix ...
Discover the magic of food in building life places of tomorrow!
- ▶ **Pitching Sessions in the Food Area** : a unique chance to discover international in-vogue food concepts & build business connections with them thanks to a dynamic format.
- ▶ **Multi-Unit & Master Franchise Lunch** : a closed-door networking event for master franchise and restaurant chains only.



Discover the Food Area, Palais -1

A new dedicated zone featuring:

Retail talks – Focus on Food

'All eyes on retailers' is our motto. To do so, MAPIC is creating for the first time a retail stage where new food concepts will showcase their brand while well-established restaurant chains will present their latest & hottest projects.



Brand showcase

In addition, MAPIC 2020 will present a special exhibiting area highlighting restaurant chains and gathering the biggest and the most innovative brands of the food industry.





How to participate?

Have a look on our full range of offers and benefit from the lowest rates in MAPIC history!

As a visitor

- ▶ Restaurant chain pass
€590
- ▶ Regular pass
from €1,290
- ▶ Start-up pass
€260

[See our full offer](#)

As a restaurant chain exhibitor

- ▶ Booth
from € 4,010 with 4
badges
all included package
- ▶ Desk
€2,000 with 4 badges
*1 standing table + 4
chairs*
- ▶ Brand activation
& tailor-made
sponsoring solutions

[See the full retailers
sales presentation](#)

As a regular exhibitor

- ▶ Tailored booth
on demand
- ▶ Start-up booth
from €500

[See our full offer](#)



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