

TUESDAY 13 NOVEMBER

14.30-19.00 - OUTLET SUMMIT\* [Majestic Hotel] - Sponsors: ART, eConiq, FASHION HOUSE GROUP, RESOLUTION PROPERTY, TORQ - Official partner: magdus

14.30-18.30 - LEISURE SUMMIT\* [Verrière Grand Auditorium - Palais 1] - Global summit sponsor: EUROPACITY - Sponsors: ARENA SPACE, Funtopia, IMAX, mycoloo, Media partner: Interfun

WEDNESDAY 14 NOVEMBER

CONFERENCE ROOM 1

MASTER OF CEREMONY: Chris IGWE, Co-founder, MORE OR LESS

RETAIL CONVERGENCE

09.00-10.00 RETAIL TRANSFORMATION: THE NEW DEAL WITH O2. Speakers: Sandrine GUICHARD, Quentin JOMAS, Mark ROBINSON, Lasi TOLONEN, Julie WILLET, Pamela WOLF, Gerardo VILLALBA BELLO.

10.00-11.00 OMNICHANNEL: REINVENTING PHYSICAL! Keynote followed by panel session. Speakers: Wilson TAN, Stéphane BROWN, Félix DE ITURRIAGA, Jérôme MONAGÉ, Philipp SEPEHR, Gerardo VILLALBA BELLO.

11.00-12.00 ECOMMERCE ENERGISING PHYSICAL. Keynote followed by panel session. Speakers: Philippe CHAINEUX, Ross BAILEY, Molly JEFFERY, Dimitri LALAGOS, François MBOISSSE, Mimosa SPENCER.

12.00-12.45 TRANSFORMING REALITY: PHYSICAL IN THE AGE OF DIGITAL. Opening keynote. Speaker: Christophe CUVILLIER.

14.30-15.30 ALL YOU NEED IS LOGISTICS! Keynote followed by panel session. Speakers: Romain BOLE, Étienne DUPUY, Xavier HUA, Raimund PAETZMANN, Alexandra SELENEVA, Matthew WHITTAKER.

INNOVATION & TRANSFORMATION

15.30-16.30 DATA, DIGITAL SIGNAGE, LOYALTY... THE CONNECTED CUSTOMER JOURNEY. Speakers: Thomas LACZY, Bastien LEAL, Stefan SJÖSTRAND, Dimitri THEMELIS, Pamela WOLF, Alessandro ZANOTTI.

16.30-18.00 NEW OPERATING MODELS: INNOVATIVE SOLUTIONS TO REINFORCE SHOPPING CENTRE EFFICIENCY. Part 1: panel session. Speakers: Michelle BUXTON, Jean COLLET, Juliette DELCOURT, Katarzyna DORSEY, Yohan HUBERT, Nicolas VOULAND, Karen KLESSINGER, Grigoriy PECHERSKIY, DAN PEARLMAN GROUP, Arthur GUELTON, Rudolf PISTORA, Marc-Christian RIEBE, Emilien ROSE, DRONOTEC.

CONFERENCE ROOM 2

SHOPPING THE WORLD

09.00-10.00 DESTINATION: RUSSIA. Speakers: Ignat BUSHUKHIN, Nikolay KAZANSKIY, Oxana MOSTVAEVA, Grigoriy PECHERSKIY, Radat SHAKIROV, Andrey PAVLOV.

10.00-11.00 DESTINATION: THE NETHERLANDS. Speakers: Françoise DECHESE, Brigitt GERRITSE, Bart VINK, Ron TENROOTENHUIZEN, Bart VAN TWILLERT, UNIBAIL-RODAMCO-WESTFIELD.

11.00-12.00 DESTINATION: BELGIUM. Speakers: Filip DE BOIS, Kasper DEFORCHE, Sam PERNEEL, Ron TENROOTENHUIZEN, Piet VAN POPPEL, Heidi VERBRUGGEN.

12.00-13.00 DESTINATION: POLAND. Speakers: Radosław KNAP, Wojciech NOWAKOWSKI, Rafał OSTROWSKI, Brandon O'NEILL, Ada WALIENK, Jolanta WAWRZYŃCZUK, Anna WYSOCKA.

14.30-15.30 DESTINATION: MIDDLE EAST. Speakers: Rughatha BHOWMICK, Kumar HARISHINGANI, Fahad KAZIM, Marcella LARIZZA, Camille MAGUIN, Mark TESSEMAN.

15.30-16.30 DESTINATION: ITALY (PART 1). Speakers: Marianna DE LUCA, Fabio FRAULINO, Cristina LAZZATI, Massimo MORETTI, Maddalena PANU, Francesco SOLDI.

16.30-17.30 DESTINATION: SPAIN. Speakers: Dolores BAÑÓN, Israel CASANOVA, Laetitia FERRACCI, Javier HORTERLANDO, Gonzalo SENRA CHOVER, JESUS URBANA.

17.30-18.30 DESTINATION: LATIN AMERICA. Speakers: Jimmy ARAKANJI, Jacques BRAULT, Catia CANDIDO, Jose GOMEZ, Jérôme LIZAN, Gustavo SCHIFFINO.

MAPIC INNOVATION FORUM, PALAIS -1

MASTER OF CEREMONY: Edouard DETAILLE, President, FCE

NEW IN 2018 PRIVATE GUIDED TOUR\*\* By registration only. Speakers: Edouard DETAILLE, Tatiana ROMAO, Olivier MEGE, Karen HARRIS, REAL QUALITY RATING, INTUDIGITAL.

INNOVATION & TRANSFORMATION

10.00-11.00 FROM DATA TO BUSINESS VALUE. Masterclass. Speaker: Edouard DETAILLE.

14.30-16.00 INNOVATION TALKS. Discover the latest innovations in shopping centres 3.0. Speakers: Matteo AICARDI, Timothee ALSPEKTOR, Maxence BATAILLE, Stéphane CASIMIR, Ben CHESSEY, Frédéric DELOFFRE, Gégéne DUPONT, Thomas FEHN, Laura GIANNINI, Gareth JORDAN, Michael KRIEF, Robert MASSE, Jean-Marc MORLET.

18.00 INNOVATION HAPPY HOUR

LEISURE ZONE, PALAIS -1

NEW IN 2018 PRIVATE GUIDED TOUR\*\* By registration only.

11.00-12.00 LEISURE TALKS. Find the best technologies & solutions to entertain your customers. Speakers: Gian Charardo APRILE, Paul COLLINGS, Tania KISHKIN, Christophe CHAUVARD, Veneta YANYOVA.

CUSTOMER EXPERIENCE

11.00-12.00 LEISURE TALKS. Find the best technologies & solutions to entertain your customers. Speakers: Gian Charardo APRILE, Paul COLLINGS, Tania KISHKIN, Christophe CHAUVARD, Veneta YANYOVA.

14.00-16.00 THE IMPACT OF NEW RETAIL & LEISURE EXPERIENCES. Speakers: Louis ALFREDI, Fri FOR JINDAM, Klaus Sommer PAULSEN, Nicole SROCK STANLEY, Veneta YANYOVA.

16.00-17.00 IS THERE A FUTURE FOR A EUROPEAN ART OF RETAILMENT? Speakers: Vincent BRIE, Gilles DEVAENDEVILLE, Robert MASSE, Jean-Marc MORLET.

18.00-20.00 FOOD PREMIERE\* MAPIC wine & cheese. Speakers: Florence BERGER, Clement GINESTET, Devi KOLLI, Fatima OUALI.

OTHER LOCATIONS & NETWORKING EVENTS

08.30-10.00 RETAIL IN THE CAPITAL OF SCANDINAVIA FOLLOWED BY BREAKFAST. Stockholm.

08.30-11.00 A NEW BLUEPRINT FOR RETAIL IN BELGIAN CITIES. Brussels.

11.00-13.00 DESTINATION: USA FOLLOWED BY COCKTAIL. JLL, brownrudnick.

12.00-12.45 THE UK OUTLOOK: WHAT'S DRIVING THE EVOLUTION OF UK TOWNS & CITIES. Revvo.

15.00-16.30 VERVIERS: THE BEST OPPORTUNITY FOR A DOWNTOWN SHOPPING CENTER IN WALLONIA! CTV ALL.

15.30-16.30 COMPLETE RETAIL MARKETPLACE PRESENTS SOAPBOX. marketplace.

16.30-17.30 US HAPPY HOUR. AERIAL, CW, GRAVITY, MATALAN, PINTSTRIPES, FINEJEWEL, YOURS, zabardast.

16.30-18.00 MAPIC GLOBAL RETAIL PARTNER SUMMIT\*. RLI.

18.30-20.00 FOOD PREMIERE\* MAPIC wine & cheese. ECE, food & wine.

19.00-22.30 MAPIC AWARDS GALA DINNER\*. AEON MALL.

THURSDAY 15 NOVEMBER

CONFERENCE ROOM 1

MASTER OF CEREMONY: Chris IGWE, Co-founder, MORE OR LESS

CUSTOMER EXPERIENCE

09.00-10.00 F&B PLAYERS RECIPES: SUCCESSFULLY DEVELOP YOUR CONCEPT WITH A PRIVATE EQUITY PARTNER. Speakers: Marie C. BAUER, Andrea BERTONCELLO, Jonathan DOUGHTY, Vincent MOURRE.

10.00-11.00 ARE CULTURE & EDUCATION THE FUTURE OF SHOPPING CENTRES? Speakers: Gian Charardo APRILE, Massimiliano FREDDI, Emmanuel POIRMEUR, Margane SCORNEC, Gloria GIU, Arnold VAN DE WATER.

11.00-12.00 CREATING PHYSICAL EXPERIENCES & EMOTIONS IN A DIGITAL WORLD. Speakers: Polly BARNFIELD OBE, Martin BREEDEN, Milan GENTCHEV, Dan INNES, Philippe JOURNO, Silvio KIRCHHAIR.

12.00-13.00 BEST INNOVATIVE BEAUTY & WELLNESS SERVICES TO CREATE CUSTOMER VALUE. Speakers: Sean BRIGGS, Edouard FAGUIERES, Charlotte JOURNO-BAUR, Danielle LARSEN, Pierre-Matthieu LOUIS, Jamie TAYLOR.

RETAIL PROPERTY OUTLOOK

14.30-15.30 TRANSIT ZONES: STRATEGIC PHYSICAL LOCATIONS TO SERVE CONNECTED USERS. Speakers: Andrea AIELLO, Vivian BRAUN, Enrico DESTRO, Sander DIMAS, Mélanie GUILLOU, Aude LANDY BERKOWITZ.

15.30-16.30 RE-INVESTING IN HIGH STREETS - INTERNATIONAL VIBES! Speakers: Mark BURLTON, Christian DUBOIS, Richard FLINT, Damian HOPKINS, Simone POZZATO, Jace TYRRELL.

16.30-17.30 RETAIL, A BOOSTER FOR TOURISM! Speakers: Sam COTTON, Aja GRUDEN, Vincent MOREAU, Stéphane KEULIAN, Erdem TAVAS.

17.30-18.30 SPECIALTY LEASING: WILL POP-UP RETAIL LAST FOREVER? Speakers: Caroline CROSSWELL, Jean-Baptiste JAUSSAUD, Trin RANDLOP, Anne SHIELDS, Hona TAILLARD.

CONFERENCE ROOM 2

SHOPPING THE WORLD

09.00-10.00 DESTINATION: THE NORDICS. Speakers: Nina AKARI, Lina APPELOVIST, Kim HEINIG, Kajsa HERNELL, Julie HELWEG, Marik JENSEN, Peter SCHERR, Lars-Ake TOLLEMARK.

10.00-11.00 DESTINATION: UNITED KINGDOM. Speakers: Edward COOKE, Julian BURNETT, John SCOTT, Mark WILLIAMS.

11.00-12.00 DESTINATION: FRANCE (PART 1). Speakers: Christian DUBOIS, Antoine FREY, Stephane GOENAGA, Robert HERRMANN, Emmanuel LE ROCH, Jérôme PARIGI, David TERBEN.

12.00-13.00 DESTINATION: FRANCE (PART 2). Speakers: Julien BONNEL, Cécile HELLE, Jérôme LE GRELLE, Philippe MANDONNET, Nathalie MOTTE.

14.30-15.30 DESTINATION: INDIA. Speakers: Neerav DALAL, Bimal SHARMA, Sanjeev RAO, Raghunathan SRINIVASAN.

15.30-16.30 DESTINATION: ASIA. Speakers: James ASSERSON, Alessandra CARUSO, Aryna CHOI, Jan KRISTENSON, Alison REHILL-ERUVEN, Pradara Retail Asia.

16.30-17.30 DESTINATION: AFRICA. Speakers: Vicus BOUWER, Giovanni DOLCI, Joseph LEFTWICH, David LAMARCHE.

17.30-19.00 DESTINATION: ITALY (Part 2). Speakers: Enrico BIFFI, Roberto FRATICELLI, Roberto LIMETTI, Antonio MIANI, Massimo MORETTI, Stefano NIGRO, Roberto PELICANI, Guglielmo PELLICIODI, Massimo TEPPA.

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INNOVATION & TRANSFORMATION

10.00-11.00 ARTIFICIAL INTELLIGENCE: THE FUTURE OF RETAIL. Masterclass. Speaker: Edouard DETAILLE.

11.00-12.00 REWRITE THE RULES OF LOCATION DECISIONS WITH ANALYTICS AND HYPER-LOCAL DATA. Speakers: Vivian BRAUN, Simon BLENKIRON, Patrick BRENNAN, Michelle BUXTON, Karin CABILL, Matt COOPER, Didier GASTEL, Arthur GUELTON, Rudolf PISTORA, Marc-Christian RIEBE, Emilien ROSE, DRONOTEC.

14.30-16.00 INNOVATION TALKS. Discover the latest innovations in shopping centres 3.0. Speakers: Simon BLENKIRON, Patrick BRENNAN, Michelle BUXTON, Karin CABILL, Matt COOPER, Didier GASTEL, Arthur GUELTON, Rudolf PISTORA, Marc-Christian RIEBE, Emilien ROSE, DRONOTEC.

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14.00-16.00 THE IMMEDIATE FUTURE OF NEW RETAIL & LEISURE EXPERIENCES. Speakers: Reinhard VIANE, Albert BOSWIJK, Alexis BRISOUX, Thibaut DE LESTRE, Manuel FARIA, Roerwin NIESTEN, Klaus Sommer PAULSEN, Clifford WARNER.

16.00-17.00 LIVING RETAIL - CONSUMER AND RETAIL TRENDS DRIVING THE MARKET. Speakers: Frank EMMERICH, Heiko GENTNER, Christine HAGER, Henrik WALBURG, Dirk WICHTNER.

19.00-22.30 MAPIC AWARDS GALA DINNER\*. AEON MALL.

OTHER LOCATIONS & NETWORKING EVENTS

08.30-12.00 RUSSIAN BREAKFAST\*. IMPRESS ITALIA.

09.00-10.00 EAT, SHOP & PLAY: NAVIGATING AND THRIVING IN THE U.S. goldstons&SOOTS.

10.30-12.00 LA MATINALE DE L'ECO. METROPOLIS.

11.00-12.30 WHY SHOULD YOU OPEN YOUR FLAGSHIP STORE IN BRUSSELS? EXL.

13.00-14.30 MEETALY LUNCH\*. AEDS SIQ, igd, RINALDINI.

14.00-15.00 EUROPEAN RETAIL INVESTMENT: OUTLOOK 2019. PROPERTYEU.

15.30-17.30 SHOPPING THE WORLD. HEUER DIALOG, GERMAN COUNCIL OF SHOPPING CENTRES.

16.00-17.00 LIVING RETAIL - CONSUMER AND RETAIL TRENDS DRIVING THE MARKET. PROPERTYEU.

19.00-22.30 MAPIC AWARDS GALA DINNER\*. AEON MALL.

23.00 MAPIC PARTY. Open to all MAPIC delegates.

\* By invitation only.