

TUESDAY 30th NOVEMBER 2021

MAPIC TV STUDIO

MASTERS OF CEREMONY

Chris Igwe
CEO
CHRIS IGWE INTERNATIONAL

Yael Cuffman
Senior Partner, LEISURE DEVELOPMENT PARTNERS
President of the EME Board
TEAM ENTERTAINMENT ASSOCIATION

09.30 - 10.00 OPENING SESSION - PEOPLE & PLACES: A NEW CHAPTER

Moderator: Sylvain Mohandas du Menil
Managing Director
INTERNATIONAL ASSOCIATION OF DEPARTMENT STORES

Philippe Houzé
Executive Chairman
GALLERIES LAFAYETTE GROUP

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10.30 - 11.00 A DEEP DIVE INTO THE FRENCH RETAIL MARKET

Moderator: Emmanuel Le Roch
General Manager
PROCOS

Wilhelm Hubner
President
HERMÈNE PEOPLE AND BRANDS

Michel Ohayon
President
GROUPE FIB

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11.30 - 12.00 PLACEMAKING: THE PEOPLE-CENTRED APPROACH

Moderator: Reinhard Winzler
Managing Director & Publisher
ACROSS MAGAZINE

Cédric Gobillard
SVP Lifestyle
DIVISION ACCOR

Mathieu Herrero
Concepts & Standards Director
AREAS

Jeroen Holman
Marketing & Sales
DUTCH WHEELS

Jorge Moragadino
Managing Director
REPT (BY SOAIE SIERRA)

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12.30 - 13.00 FROM RESPONSIBLE CONSUMERS TO SUSTAINABLE PLACES

Moderator: Fabrizio Valente
Founder & CEO
H&M LAB

Cindy Anderson
Managing Director
INGKA CENTRES

Elisette Dupuy
CEO
NHOOO

Alberto Ribani
International Sales Manager
ENERBRAIN

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14.00 - 14.30 OPENING SESSION - LEISURE & RETAIL: A NEW CHAPTER

Moderator: Charles Read
Managing Director
BLOODOP

Nicolas De Villiers
President
PUY DU FOU

Pascal Ferracci
CEO
FAROUX REUNIDOS

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15.00 - 15.30 LEISURE INDUSTRY SNAPSHOT: RESTARTING YOUR BUSINESS

Yael Cuffman
Senior Partner
LEISURE DEVELOPMENT PARTNERS
President of the EME Board
TEAM ENTERTAINMENT ASSOCIATION

Fri Forjand
Chief Development Officer
MYCOTOOL

Reinhard Viane
Business Development Director
KCC ENTERTAINMENT DESIGN

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16.00 - 16.30 SOCIALISING IN THE NEXT GENERATION FAMILY ENTERTAINMENT CENTERS

Moderator: Massimiliano Freddi
Leisure Consultant
TRAE LAB

Guillaume Chêne
Country Manager France
QUISICAMP

Michael Harrison
Co-Founder & COO
GRAVITY

François Pain
Co-Founder & President, IPE & CEO, TFOU PARC

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17.00 - 17.30 SPORT ATTRACTIONS IN RETAIL SPACES

Moderator: Stéphane Pottier
Director
BLUESOCK SPORTS & ENTERTAINMENT

Zlatimira Bancheva
Commercial Director
WALLTOPIA

Baptiste Caslonque
Commercial Director
ENDLESS SURF BY WHITEWATER WEST

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MAPIC TALKS ARENA



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11.00 - 12.00 LEISURE TALKS

Moderator: Fanny Delaporte
Food & Leisure Sales Manager
MAPIC - I&A FRANCE

Nouridine Allouafi
Event & Sales Manager
UCPA

Giulia Barbero
Entertainment Representative
PROJECT SYNTROPY GMBH

Nicolas Chican
Co-Founder
OMA CINEMA

Boris Courte
CEO
NEO EXPERIENCE

Fabrice Deygas
Founding Partner
ALTIPLANO

Jérôme Giacomoni
President
AEROPHILE

Robin Van Der Want
Project Development Director
JORA VISION

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14.30 - 15.30 CITY TALKS

Moderator: Christophe Baraston
Executive Officer
CITY AND TERRITORY MANAGERS CLUB

Isabelle De Saint Léger
Retail Manager
GAMES

Joël Duquenois
President
SAINT-OMER

Babette Jandrain
Deputy Mayor
VILLE DE CHARLEVOIX

Franck Martin
Adj. Commerce et Urbanisme Commercial
METROPOLE DE NICE CÔTE D'AZUR

Nicolas Martin
Mayor
VILLE DE MONS

Cécile Mengarelli
Directrice Territoriale Aménagement et Environnement Mutualisée
COMMUNAUTÉ D'AGGLOMERATION SOPHIA ANTIPOLIS

Vanesa Sanchez
City Center Manager
CAGNES-SUR-MER

Guillaume Sorazin
City Center Manager
SAINT-NAZAIRE

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16.00 - 17.00 RETAIL TALKS: WHAT'S NEW IN ITALY?

Moderator: Maria Maccacal
Executive Board Member
CONFIMPRESA

Fabrizio Brogi
Chairman
NAU!

Armando Garosci
Editor in Chief
Editorial
LARGO CONSUMO

Andrea Prange
CEO
REHABILITARY FRANCHISING

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INNOVATION FORUM



In partnership with

MASTER OF CEREMONY

Dan Innes
Founder
INNESCO

10.00 - 11.00 INNOVATION TALKS

Moderator: Dan Innes
Founder
INNESCO

Matteo Accardi
Sales Manager
MICROLOG

Thibaud Brossard
Regional Manager
France
VIADRECT

Harry Horn
VP Marketing Global & GM EMEA
SCALA COMPUTER TELEVISION BV

Eduardo Miccolis
Head of Gifty Business
Development and Client Success
GIFTIFY

Michaela Middleton
Growth Manager
EMEA
MALLCOMM

14.30 - 15.00 CREATING A SEAMLESS PHYGITAL EXPERIENCE

Pete Champion
Founder Partner & Creative Strategy Director
I-AM

Gulcin Alici Gokce
Digital Channels Director
TURKCELL

Co-organised with: **I-AM**

15.30 - 16.15 HOW PHYGITAL EXPERIENCE IS TRANSFORMING THE CUSTOMER JOURNEY IN SHOPPING CENTERS

Moderator: Klaus Striebl
Managing Director
MARK ADVISE

Joost Koomen
Secretary General
ECSP

Markus Porvari
President & CEO
HYPERIN

Jari Vyyryläinen
Vice President Leasing
CITYCON

Joko Xavier
Director General Retail
WOODPROPERTY

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18.30 - 20.30 RAISING "LE VERRE DE L'AMITIÉ" TO TOAST MAPIC'S RETURN!

WEDNESDAY 1 DECEMBER 2021

MAPIC TV STUDIO

09.00 - 09.30 TEA PRESENTS

Jeroen Vermeas
Experiential Marketing and Technology Consultant
LEISURE/RETAIL PLACEMAKERS

Bart Dohmen
CEO
UNLIMITED SNOW

Nicole Brock-Stanley
CEO & Founder
DAN PEARLMAN GROUP

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10.00 - 10.30 ACTIVATING BRANDS & SPACES: THE POWER OF STORYTELLING

Moderator: Laurent Talib
President of the Board France
LICENSING INTERNATIONAL

Sacha Bansay
Commercial Director
APSTS

David Harari
Co-Founder
DAMA DREAMS

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11.00 - 11.30 PEOPLE & DIGITAL: A NEW CHAPTER

Moderator: Jennifer Weil
European Beauty Editor
WWD

Soumia Hadjil
Chief Digital Officer
EMEA
SEPHORA

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11.00 - 11.30 FAST-CHANGING CONSUMER BEHAVIOURS

Moderator: Monica Cananire
Founder & Managing Director
YOUNICORN

Tal Zvi Nathanel
CEO
SHOWFIELDS

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12.30 - 13.00 THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

Moderator: Fabrice Deygas
Founding Partner
ALTIPLANO GROUP

Solenne Blanc
CEO
BEAUX ARTS & CIE

Jérôme Giacomoni
Administrator
SHELAC

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14.00 - 14.30 WHAT THE COVID PANDEMIC HAS CHANGED IN TERMS OF SECURITY OPERATING MODELS AND NEW INITIATIVES?

Moderator: Bertrand Courbis-Guffit
Chairman Security Committee
ECSP

Séverine Bouteil
Group Director of Security,
Risk & Crisis Management
UNIBAIL-RODAMCO-WESTFIELD

Yves Carlat
Founder & CEO
RETAIL RELIANT

Ludovic Flaudin
Head of RSE
GROUPE LOUIS DELHAIZE

Christophe Gornat
Group Director of Security,
Risk & Crisis Management
UNIBAIL-RODAMCO-WESTFIELD

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15.00 - 15.30 IMPACT OF NEW RETAIL ON LOGISTICS

Moderator: Elisette Seboux
Partner
KEARNEY

Vincent Gufflet
Chief Operations & Services Officer
FNAC DARTY

David Ives
CEO
DELIVEROO

Ian Sandford
President
EUROFUND GROUP

Berker Yagci
Chief Expansion Officer and General Manager, France
GETR

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16.00 - 16.30 HOW CITIES CAN REORGANISE TO RECONNECT PEOPLE

Moderator: Andy Watson
Partner & Fund Manager
EUROPA CAPITAL

Amr Elhamy
CEO
TSE'S TOURISM, REAL-ESTATE & ANTIQUITIES DEVELOPMENT SUB-FUND

Jonathan Timms
President
DIRIYAH DEVELOPMENT COMPANY (DEVC)

Guy Lallamne
General Manager Europe and Middle East
MOMENT FACTORY

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17.00 - 18.30 ITALY FORUM: BACK TO THE FUTURE

Moderator: Eugenio Pollicioni
Journalist
QUOTIDIANO LAVORAZZARE

Roberto Fralocelli
CEO and Head of Italy
EUROCOMMERCIAL PARTNERS

Raffaella Piro
President Financial Communication Committee
CNCC - Partner, Head of Business Development, CUSHMAN & WAKEFIELD

Davide Ardaini
President Marketing Committee, CNCC
Founder and Chairman
DIFFERENT

Roberto Linetti
Managing Director
PRADERA

Fabrizio Perreca
Chairman
SIVCOM

Stefano Negro
Department Director
ITALIAN TRADE AGENCY

Francesco Pupillo
Director MAPIC Italy
LeisureUp/The Happiste
I&A FRANCE

Roberto Zala
Chairman, CNCC
Direttore Patrimonio, Sviluppo e Gestione Rete, I&A SHQ

Paolo Facchini
Chairman
LOMBARDINI 22

Matilde Panu
Head of Research
SAVILLS

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MAPIC TALKS ARENA

10.00 - 11.30 RETAIL TALKS

Moderator: Rita Mancheva
Head of Retail
MAPIC - I&A FRANCE

Laurent Bonnet
Group Head of Real Estate and Expansion
FNAC DARTY

Jean-Bernard Della Chiesa
Founder
NOSTRESS.ID

Edouard Fagueres
Managing Director
GUINOT

Alejandro Gomez
International Store Development Leader
KIABI

Yannick Hontarred
Co-Founder
CUL & CHEMISES

Julien Zaai
Co-Founder
THE AVOCADO SHOW

Massimo Barbieri
Business Development Director
LOWENGUÈRE

Carlo De Paolis
Sales Manager & Project Supervisor
LAURENT

Lars Eckart
Managing Director
PAULANER

Pierre Perolier
Real Estate Manager / Directeur Immobilier & Développement
ACTION FRANCE

Anne-Claire Guichard
CEO
LE BEAU THE

Marc Mushkin
Vice President, International Franchise Sales & Development
CARL'S JR.

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14.30 - 15.30 LEISURE TALKS

Moderator: Laila Marsal
Food & Leisure Sales Manager
MAPIC - I&A FRANCE

Johan Hugues
CEO
BLANCHERE ILLUMINATION

Catherine Karam
CEO
ROUGE COBALT

Isabelle Portais
Key Account Manager
PRO URBA

Phil Clereux
Head of Marketing and Family Entertainment
THE SMURFS

Raphael Jamgotchian
CEO
XTREM ADVENTURES

Inna Legrain
Commercial Director
CONCEPT 1800

Reinhard Viane
Business Development Director
KCC ENTERTAINMENT DESIGN

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MAPIC INNOVATION FORUM

11.30 - 12.30 MERGING THE DIGITAL AND PHYSICAL IN HALLS AND MEETING PLACES

Moderator: Gary Burrows
CEO
FITFORCOMMERCE

Cindy Andersen
Managing Director
INGKA CENTRES

Ian Sandford
President
EUROFUND

Mathijs Storm
CEO
WERELDHAVE

Anel Turkanovic
Founder & CEO
VEMCO GROUP

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15.30 - 16.30 INNOVATION TALKS

Moderator: Dan Innes
Founder
INNESCO

Edouard Epaul
Head of Sales - UK
MYTRAFFIC

Cesare Fogola
Sales Director
VISIONARCA

Georgios Pipelidis
CEO
ARIADNE MAPS

Markus Porvari
President and CEO
HYPERIN

Stuart Rollins
Account Executive
NHOOO

PREMIUM NETWORKING EVENTS

SAALON DES AMBASSADEURS

By invitation only

09.00 - 10.30 MEET THE INVESTORS

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10.30 - 12.30 LEISURE WORKSHOP: A NEW CHAPTER FOR PEOPLE & PLACES

Yael Cuffman
Senior Partner
LEISURE DEVELOPMENT PARTNERS
President of the EME Board
TEAM ENTERTAINMENT ASSOCIATION

Fri Forjand
Chief Development Officer
MYCOTOOL

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12.30 - 14.30 MULTI-UNIT & MASTER FRANCHISE SUMMIT

Rita Mancheva
Head of Retail
MAPIC - I&A FRANCE

Rebecca Viani
Senior Consultant
WHITESPACE PARTNERS

Cécile Peskine
Liaison
LINK&AVOCATS

Jayne Rafter
Owner & Joint MD
RLI - RETAIL & LEISURE INTERNATIONAL
CO PARMOUNT PUBLICATIONS LTD

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14.30 - 15.30 DESTINATION FRANCE

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16.00 - 18.00 MAPIC OUTLET SUMMIT

Nathalie Depetro
MAPIC markets Director
I&A FRANCE

Susie McCabe
Co-CEO
MCARTHURGLEN GROUP

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22.00 - 2.00 OPEN TO ALL DELEGATES

MAPIC PARTY: LET'S CELEBRATE MAPIC RE-START TOGETHER!

THURSDAY 2 DECEMBER 2021

MAPIC TV STUDIO

MASTERS OF CEREMONY

Jonathan Doughty
Project Director, Leasing Services
ECE MARKETPLACES

Vincent Mourre
CEO & Co-founder
WHITESPACE PARTNERS

09.00 - 09.20 THE NEW CHAPTER FOR RESTAURANT PLAYERS

Moderator: Vincent Mourre
CEO & Co-founder
WHITESPACE PARTNERS

Moderator: Jonathan Doughty
Project Director,
Leasing Services
ECE MARKETPLACES

Jelo Cepeda
President & Creative Director
THE OUT MARKET

Co-organised with: **WHITE SPACE** | **ECE**

09.50 - 10.10 REBOOT THE RESTAURANT INDUSTRY: KEY FIGURES & TRENDS

Jochen Pissker
SVP Foodservice Europe
THE NPD GROUP

Co-organised with: **npd**

10.40 - 11.30 INTEGRATING RESTAURANTS INTO LIFESTYLE DESTINATIONS: NEW MODELS, NEW NEEDS

Moderator: Jonathan Doughty
Project Director, Leasing Services
ECE MARKETPLACES

Senior Director Leasing and Retail
BROOKFIELD PROPERTIES

Andrea Rasca
CEO & Founder
MERCATO METROPOLITANO

Co-organised with: **ECE**

11.40 - 12.00 THE NEW STANDARDS TO DRIVE YOUR FOOD BUSINESS

Moderator: Katrina Wiseman
Executive Editor
FOOD SERVICE EUROPE & MIDDLE EAST

Jack De Wet
Chief Development Officer
BIG MAMMA GROUP

Co-organised with: **foodservice**

12.30 - 12.50 PEOPLE, PLANET, PROFIT

Moderator: Jonathan Doughty
Project Director, Leasing Services
ECE MARKETPLACES

Stéphane Jitoux
CEO
COJEAN

Co-organised with: **ECE**

MAPIC TALKS ARENA

10.00 - 11.00 LEISURE TALKS

Moderator: Caroleen Nederlof
Co-Owner
IMAGINE LEISURE

Benoit Cornet
Managing Partner
BOLDMOVE

Jeroen Holman
Director Marketing & Sales
DUTCH WHEELS

Peter Van Bilsen
Executive Vice President
Sales & Marketing
VEKOMIA RIDES MANUFACTURING

Zlatimira Bancheva
Commercial Director
WALLTOPIA

Karel Dubois
CEO
WAVESURFER

Vincent Philippe
CEO
FUNFAIRITY

Aaron Wilson
Vp Business Development
Europe & Latin America
PROSLIDE TECHNOLOGY

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Programme as of 5 November
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MAPIC INNOVATION FORUM

11.00 - 12.00 INNOVATION TALKS

Moderator: Dan Innes
Founder
INNESCO

Ben Cheser
Founder & CEO
CONIQ

Jean-Bernard Della Chiesa
Founder
NOSTRESS.ID

Stefan Eichblatt
Business Development Manager
FEMCO GROUP

Didier Gasté
CEO
SPYGLAL

David Le Bellu
Regional Sales Manager
France
EAGLE EYE NETWORKS

Milan Novota
CEO
PYGMALIOS

Michel Zalac
Head Of Marketing
CHABLES

PREMIUM NETWORKING EVENTS

HOTEL MAJESTIC

13.00 - 14.00 HOW TO FINANCE THE GROWTH OF YOUR CHAIN WITH PRIVATE EQUITY PARTNERS

Moderator: Vincent Mourre
CEO & Co-founder
WHITESPACE PARTNERS

Edward Duckett
Managing Director
ROTHSCHILD & CO

Co-organised with: **WHITE SPACE**