# 2021 CONFERENCE YEAR-ROUND PROGRAMME



MAPIC reinvents itself to stay connected to the industry & provide you with a series of digital events all year long in addition to the onsite flagship conference programme.





## PEOPLE & PLACES: A NEW CHAPTER

The launch of this year's MAPIC comes at a time of unparalleled turmoil across the globe, with the retail, F&B and leisure sectors at the frontline of the devastating impact of the Covid-19 pandemic.

And so the challenge for 2021 is to have a theme that empathises with the pain of this moment. We want now to provide you with positivity and optimism for the end of the year and MAPIC, the leading global event to build urban and retail lifestyle destinations will give you rebound tools.

As a result, our intention for 2021 is to focus on "People and Places" and "A New Chapter", because the whole industry has to encompass human, face-to-face interaction, emotions, new business models, innovation and the increasing role of social media networks and virtual communications, while also providing the best physical experiences locally, in cities and regions.





Special focuses on these new leisure & F&B events, launching physically alongside MAPIC after last year's digital debut.

### **KEY MAPIC THEMES**



People & Socialisation: New priorities around friends & family, with expectations of experience, sustainability & humanity to be expressed in the brands they buy & the destinations they visit.



The new consumer: How people will shop, interact, socialise and spend their time, with a focus on the synergy between retail, leisure and food & beverage.



Place making: Mixed use, lifestyle destinations designed to appeal to our fresh desire to come together but also recognising that for many people their lives will also be more centred around the home, including for leisure and work. What can destinations learn from at-home entertainment?



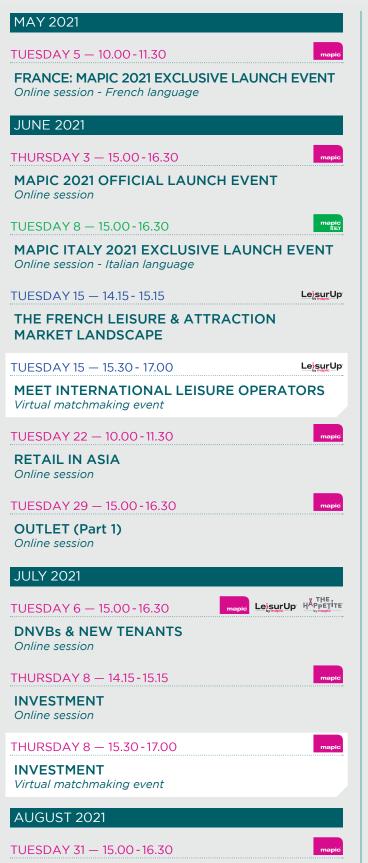
Innovation winners: Despite the challenges, many companies and sectors thrived during the pandemic. What can retail, leisure and food learn from them and who are the innovators poised to lead and benefit from the need for experience & socialisation?

# YEAR LONG EVENT PROGRAMME



Get connected to the industry & gain insights all year long through MAPIC Digital, the digital platform for the retail property, leisure & F&B communities.

Register & attend our online conferences & events.



INNOVATION
Online session



### **CONFERENCE PROGRAMME**



Discover the onsite programme of our flagship event held in Cannes. All conference sessions will be live-streamed on the digital platform.







HAPPETITE

# IMPACT OF NEW RETAIL ON LOGISTICS 15.30 - 16.30 HOW CITIES REORGANISE TO RECONNECT PEOPLE 16.30 - 17.30 ITALY FORUM



### THURSDAY 2<sup>nd</sup> DECEMBER 2021

FOOD & TECH: THE NEW STANDARDS

TO DRIVE YOUR BUSINESS

12.00 - 12.30



IN LIFESTYLE DESTINATIONS: NEW MODELS, NEW NEEDS

10.30 - 11.00

12.30 - 13.30

PEOPLE, PLANET, PROFIT
How to pursue sustainable & profitable growth

14.30 - 15.30

CLOSING REMARKS

12.00 - 13.00 HAPPETITE

HOW TO FINANCE THE

GROWTH OF YOUR CHAIN WITH

PRIVATE EQUITY PARTNERS

SPECIAL EVENTS