

2021 CONFERENCE YEAR-ROUND PROGRAMME

mapic[®]

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.



Sponsored by





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.

LeisureUp™

THE HAPPETITE™

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.*

MAY 2021

TUESDAY 5 — 10.00 - 11.15



FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT

Online session - French language

JUNE 2021

THURSDAY 3 — 15.00 - 16.00



MAPIC 2021 OFFICIAL LAUNCH EVENT

Online session

TUESDAY 8 — 15.00 - 16.15



ITALY: MAPIC & MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT

Online session - Italian language

TUESDAY 15 — 15.00 - 15.45



HOW TO ENHANCE THE OMNICHANNEL CUSTOMER EXPERIENCE IN OUTLET DESTINATIONS

Online session

TUESDAY 22 — 10.00 - 10.45



RETAIL REBOOT: KEY TAKEAWAYS FROM CHINA

Online session

TUESDAY 29 — 14.15 - 15.15



THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

Online session - French language

JULY 2021

THURSDAY 8 — 14.30 - 15.15



FROM PURE RETAIL TO MIXED-USE & ALTERNATIVE INVESTMENTS: HOW INVESTORS ARE DIVERSIFYING THEIR PORTFOLIO

Online session

AUGUST 2021

TUESDAY 31 — 11.00 - 12.00



THE MOST ATTRACTIVE START-UPS ENERGISING THE RETAIL INDUSTRY

Online session

TUESDAY 31 — 15.00 - 16.00



DNVBs, THE GAME CHANGERS

Online session

SEPTEMBER 2021

THURSDAY 2 — 15.00 - 16.00



RECASTING THE RETAIL STORE & THE NEW ROLE OF LOGISTICS

Online session

SEPTEMBER 2021

MONDAY 20 — ON DEMAND



MAPIC ITALY REPLAY

Relive the conference sessions that took place in Milan

TUESDAY 21 — 15.00 - 16.00



BRANDS, OPERATORS, LANDLORDS, INVESTORS: THE NEW BALANCE OF THE F&B VALUE CHAIN

Online session

THURSDAY 23 — 10.00 - 11.00



FRANCE FOCUS

Online session - French language

OCTOBER 2021

WEDNESDAY 13 — 15.00 - 16.00



MEET THE LEISURE OPERATORS

Premium networking event

THURSDAY 14 — 15.00 - 16.00



CULTURE, ART & ENTERTAINMENT AS MEANS OF REAWAKENING PLACES

Online session

TUESDAY 26 — 15.00 - 16.00



RESTARTING THE FRENCH FOOD & BEVERAGE INDUSTRY

Online session - French language

WEDNESDAY 27 — 11.00 - 12.00



MEET THE INVESTORS

Premium networking event

WEDNESDAY 27 — 15.30 - 16.30



MEET THE RESTAURANT MULTI-UNIT FRANCHISE PARTNERS

Premium networking event

NOVEMBER 2021

TUESDAY 9 — 15.00 - 16.00



MEET THE MULTI-UNIT FRANCHISE PARTNERS

Premium networking event

WEDNESDAY 10 — 15.00 - 16.00



FOOD TO BOOST OUTLET DESTINATIONS!

Online session

NOVEMBER-DECEMBER 2021

TUE. 30 - WED. 1 - THU. 2



CANNES ONSITE PROGRAMME

Conference sessions will be live-streamed on the platform. Full programme & information on the next pages.

* To attend these events, register to the platform & plan your schedule: <https://digital.mapic.com> All time slots are indicated in CEST.

OPENING KEYNOTE SPEAKER REVEALED!

TUESDAY 30 NOVEMBER - 09.30-10.00 - MAPIC TV STUDIO

Philippe HOUZÉ, CEO of Galeries Lafayette Group



"After the global crisis we have all been going through, time has come for a reset! This MAPIC's edition will be a unique opportunity for our industry to gather and share thoughts and ideas on the challenges that lie ahead, and address them together with both optimism and determination."

Philippe Houzé

Philippe Houzé is the Executive Chairman of the Galeries Lafayette group, a family-run company with 125 years of history in fashion, retail and commerce which owns the Galeries Lafayette, BHV/MARAIS, Galeries Lafayette Royal Quartz, Louis Pion, Mauboussin and BazarChic brands.

As CEO of Monoprix from 1982, Philippe Houzé led the transformation of Monoprix through innovation, making it a leading city-centre retailer. As Executive Chairman of the Galeries Lafayette group, he contributed in making Galeries Lafayette the leading European department store with the ambition to act as a multi-channel and innovative retail player and to promote the French "Art of Living".

Philippe Houzé was named in 2015 "International retailer of the year" by the National Retail Federation.



Interviewed by Selvane Mohandas Du Menil,
Managing Director at IADS
International Association of Department Stores.

IADS

The IADS is the most exclusive and oldest professional department store think tank in the world. Its uniqueness lies in the close relationship between its member CEOs, making it a very powerful asset for decision-making at the highest level.

Today, the Association gathers a group of 12 members across the world, all leaders or key players on their respective markets, and represents more than €31bn cumulated annual turnover, achieved through more than 490 stores with 233,000 associates in 19 countries. Members are: Centro Beco (Venezuela), Beijing Hualian Group (PRC), Breuninger (Germany), El Corte Inglés (Spain), El Palacio de Hierro (Mexico), Falabella (Chile), Galeries Lafayette (France), Lifestyle International Holding (Hong Kong), Magasin du Nord (Denmark), Manor (Switzerland), The Mall (Thailand), SM (Philippines).

CONFERENCE PROGRAMME

Discover the onsite programme of our flagship event held in Cannes.

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TUESDAY 30th NOVEMBER 2021

MAPIC TV STUDIO

All conference sessions held in the MAPIC studio will be live-streamed on the digital platform.

09.30 - 10.00

OPENING SESSION PEOPLE & PLACES: A NEW CHAPTER

- Retail & people: vision & ambitions for the future
- Art & culture: how retail spaces are becoming places for uplifting experiences
- Bringing together retail and innovation to stay one step ahead
- Environmental and social challenges to building a sustainable retail strategy

10.30 - 11.00

FAST-CHANGING CONSUMER BEHAVIORS

- Home, shopping, work, learning...: how consumer behaviours have changed across every aspect of our lives
- Spotlight on emerging trends: meet the new consumer!
- Retailers, brands & property players: rethinking how and where to connect with consumers
- Expectations of experience, sustainability and humanity: the new synergies between retail, food & leisure

11.30 - 12.00

PLACEMAKING: THE HUMAN-CENTRED APPROACH

- Socializing, interacting: the crucial role of commerce
- (Re)creating vibrant meeting places & multi-purpose locations for people to come together
- Shopping, working & living, moving closer together: which mix between retail, leisure and food & beverage?
- How has the new tenant mix impacted the configuration of space?
- The latest mixed-use and lifestyle destinations projects

12.30 - 13.00

FROM RESPONSIBLE CONSUMERS TO SUSTAINABLE PLACES

- The rise of 2nd hand, local consumption, values-based brands, CSR, sustainability ...: how to better serve the new ethically-aware consumer
- Will secondhand shopping change the fashion industry? Which impact on prices & retail business models?
- Sustainability: the new standard & a key driver of growth

14.00 - 14.30

OPENING SESSION LEISURE & RETAIL: A NEW CHAPTER

- Emotion, interaction, socialisation: leisure, time to reconnect!
- Focus on synergies between leisure & retail to (re)create true destinations & enhance visitors experiences
- Location, social habits, catchment area... how to better adapt your offer
- The next challenges & opportunities for leisure operators
- Impact on the local economy

15.00 - 15.30

LEISURE INDUSTRY SNAPSHOT: RESTARTING YOUR BUSINESS

- Industry key figures & major trends all over the world
- Entertainment: latest customer insights & new expectations
- Discover innovative leisure projects from around the world
- Upcoming trends for the next decade

16.00 - 16.30

SOCIALISING IN THE NEXT GENERATION FECs

- The importance & the key role of social interactions in everyday life
- FECs : invest in places where people & families can meet, make new experiences & spend their free time
- Gaming, competition, educational programs, flagship shops... : find the perfect mix of activities, food & retail
- Explore the boom of FECs & the most profitable business models

17.00 - 17.30

ACTIVATING BRANDS & SPACES: THE POWER OF STORY TELLING

- (Re)creating unique emotional experiences & activating spaces with brands
- How to increase traffic & revenues through brand communities
- Explore the benefits that IP based attractions can bring
- A win-win model between IP owners, operators & landlords: what is the right approach?

RETAIL HUB

11.00 - 12.00

LEISURE TALKS

A unique chance to discover innovative leisure concepts & operators. Come & build business connections with them!

14.30 - 15.30

CITY TALKS

Spot in exclusivity available spaces & new development opportunities in city centres & peripheries!

16.00 - 17.00

RETAIL TALKS: FOCUS ON ITALIAN BRANDS

Spot & connect with Italian renowned retailers, new brands & DNVBs!

MAPIC INNOVATION FORUM

10.30 - 11.00

INNOVATION TALKS

Discover the latest innovations to increase the performance of your stores & retail destinations!

14.30 - 15.00

HOW PHYGITAL EXPERIENCE IS TRANSFORMING THE RETAIL STORE

Panel session - more information coming soon...

CONFERENCE PROGRAMME

Discover the onsite programme of our flagship event held in Cannes.

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WEDNESDAY 1 DECEMBER 2021

MAPIC TV STUDIO

All conference sessions held in the MAPIC studio will be live-streamed on the digital platform.

09.00 - 09.30

LeisureUp

SPORT ATTRACTIONS IN RETAIL SPACES

- Overview & challenges of the sports attractions industry
- Focus on innovative projects & solutions
- How to incorporate indoor & outdoor sports attractions into retail destinations: formats, specifications, requirements...
- Optimise partnerships between operators, landlords & suppliers

10.00 - 10.30

LeisureUp

LEISURE & DIGITAL TO EMPOWER THE GUEST EXPERIENCE

- The appeal of immersive experiences to transport people into another world
- Art, culture, history, gaming...: creating unique places to attract visitors
- VR, AR, lighting effects... enhancing guests experiences through technology
- Discover the most innovative experiences all over the world

11.00 - 11.30

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PEOPLE & DIGITAL: A NEW CHAPTER

- Experience & humanity: how to combine physical & digital
- The acceleration of digital in physical spaces through new services & new formats
- Pureplay brands, marketplaces, DNVBs... Physical places to enrich the digital journey

12.00 - 12.45

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FRANCE FORUM

- What's the outlook for the French retail market?
- Will France look beyond the pandemic to a bright future?
- Will the French retail market still attract investment?

14.00 - 14.30

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BUSINESS TRANSFORMATION: OPERATING MODELS, INITIATIVES & CASES

- How do companies need to evolve to win & remain relevant?
- Digital transformation, reshape the physical network, inject innovation, sustainable shift...: what impact on organisation & management?
- Transforming traditional organisations into innovative mixed teams
- Discover the best initiatives to drive performance and profitability

15.00 - 15.30

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IMPACT OF NEW RETAIL ON LOGISTICS

- Recasting the retail store & the new role of logistics
- Warehouses, platforms, hubs,... : what is the best solution?
- Challenges for last mile delivery with the boom of ecommerce to serve customers
- How to build a more sustainable city logistics

16.00 - 16.30

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HOW CITIES CAN REORGANISE TO RECONNECT PEOPLE

- Time to reconnect: the major role of cities
- Interaction, sustainability, new working habits...: how cities are being transformed at their core
- Impact on the tenant mix: (re)integrating retail, leisure & food in the new urban landscapes
- Which sectors are outperforming?

17.00 - 18.30

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ITALY FORUM: BACK TO THE FUTURE

- Welcome & opening speech
- Research & Reopenings 2021: the state of the art
- Retail Real Estate: the projects in the pipeline
- Closing remarks

RETAIL HUB

11.00 - 12.00

THE
HAPPETITE
by mapic

FOOD TALKS

A unique chance to discover international restaurant & food concepts. Come & build business connections with them!

15.00 - 16.00

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RETAIL TALKS: FOCUS ON FRENCH BRANDS

Spot & connect with French renowned retailers, new brands & DNVBs!

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10.30 - 11.00

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INNOVATION TALKS

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15.30 - 16.00

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HUMANISE THE CUSTOMER JOURNEY

Panel session - more information coming soon...

PREMIUM NETWORKING EVENTS PROGRAMME

mapic®

6 on-site premium networking events held in Palais des Festivals to connect & discuss with c-level targeted professionals. All these events are by invitation only.

WEDNESDAY 1 DECEMBER - SALON DES AMBASSADEURS

09.00 - 10.30

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MEET THE INVESTORS

Looking to finance your upcoming retail real estate project?

Connect and set deals with key international investment companies looking to complete their portfolio with new assets.

10.30 - 12.30

LeisureUp

LEISURE WORKSHOP: A NEW CHAPTER FOR PEOPLE & PLACES

Looking to build vibrant experiences for places and spaces?

Join a high-level networking event, gathering the best leisure operators and the most important international real estate players to do business, find the right partners, think about new business models, network and discover the latest LBE trends & projects.

12.30 - 14.00

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MULTI-UNIT & MASTER FRANCHISE SUMMIT

Looking to boost the development of your business around the world?

Join retailers, restaurant chains & leisure operators looking to connect with leading international multi unit franchise partners.

14.30 - 15.30

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MEET THE FRENCH CITIES REPRESENTATIVES

Connect with French cities representatives looking to meet and set deals with retailers, leisure operators, restaurant chains, landlords & other property players in order to dynamise their city centres.

16.30 - 18.00

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MAPIC OUTLET SUMMIT

People & outlet destinations: a new chapter

Discuss the new face of the outlet industry with outlet experts. The outlet summit will start with a keynote, followed by workshops and a networking cocktail.

CONFERENCE PROGRAMME

Discover the onsite programme of our flagship event held in Cannes.

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THURSDAY 2 DECEMBER 2021

MAPIC TV STUDIO



All conference sessions held in the MAPIC studio will be live-streamed on the digital platform.

09.00 - 09.30

THE HAPPETITE

THE NEW CHAPTER FOR RESTAURANT PLAYERS

- Experience & interaction: how will customer needs transform the industry?
- The restart: challenges & opportunities for hospitality industry players

09.50 - 10.10

THE HAPPETITE

REBOOT THE RESTAURANT INDUSTRY: KEY FIGURES & TRENDS

- Post-restart first learnings & the future shape of the out-of-home market
- Impact of the new working habits on the restaurant industry
- How loyalty has changed in the pandemic
- Discover the changing needs for F&B in cities, shopping centres & travel retail

10.40 - 11.10

THE HAPPETITE

INTEGRATING RESTAURANTS INTO LIFESTYLE DESTINATIONS: NEW MODELS, NEW NEEDS

- How can food create vibrant experiences for customers in lifestyle destinations?
- How to mix food with retail & leisure to build unique places
- Innovative solutions from property players to meet new food players needs
- Focus on innovative urban & iconic projects models

11.40 - 12.00

THE HAPPETITE

FOOD & TECH: THE NEW STANDARDS TO DRIVE YOUR BUSINESS

- Recasting food places: snapshot & trends
- Delivery, digital solutions, seamless experience,...: overview of the latest technologies that are becoming industry standards
- The emerging food-to-go trend: how digital ordering can enhance restaurant grab-and-go sales
- What impact on restaurant locations & organisation?

12.30 - 12.50

THE HAPPETITE

PEOPLE, PLANET, PROFIT

- Local consumption & CSR: how the increasingly conscious consumer changes the restaurant market
- Sustainability as a real key driver for the hospitality & food industry
- The best cases for growing profits with the right values

13.00 - 14.00

THE HAPPETITE

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

Networking lunch - By invitation only

14.30 - 15.30

MAPIC 2021 CLOSING REMARKS

PEOPLE & PLACES: THE NEXT CHAPTER

RETAIL HUB

11.00 - 12.00

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RETAIL TALKS: FOCUS ON INTERNATIONAL BRANDS

Spot & connect with international renowned retailers, new brands & DNVBs!

MAPIC INNOVATION FORUM

10.30 - 11.00

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INNOVATION TALKS

Discover the latest innovations to increase the performance of your stores & retail destinations!