

MAPIC 2022: A BRAND NEW EXPERIENCE



In partnership with **RICS**

Closed Door events (by invitation)

How to shape retail in cities?



What is it?

An exclusive, by invitation only, networking event bringing together decision-makers from cities, retail, property and leisure industry.

This summit will look at how cities can reinvent themselves to remain attractive for retailers, featuring successful business cases and networking opportunities with experts.



Who is attending?

Landlords, retailers, cities, investors, leisure operators, associations.



When and where?

Tuesday 29 November, from 11.00 to 13.00

In the Palais des Festivals (Verrière Grand Audi), Cannes



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What's in the agenda?



- **Welcome speech by RICS – 5 mn**
- **Panel of discussion – 40 mn**

How to shape retail in cities?

Consumer behaviour has undergone a profound transformation in recent years, reinforced by the Covid crisis. The rise of e-commerce has been matched by increased environmental awareness, with an aspiration for greater proximity, less dependence on the car and the rise of remote work, blurring the boundaries between work, shopping and leisure and a recomposition of the commercial offer in city centres.



- **Networking coffee break - 15 mn**
- **Round tables – 20 mn**



The idea is to choose 2 topics and to have for each table a moderator who is an expert on the subject and who will be able to provide content and lead the exchanges.



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Topics of discussion

1. **The 15-mn city: commerce and mixed-use development**
2. **Commerce and social innovation in cities**

Retailers integrate more into the community, shifting into the public space during with outdoor dining, integrating the “buy local” movements, and developing partnerships with local associations, artists and activities that create links.

Table leaders

- Christian Dubois, International Partner, Head of Retail Services France, Cushman & Wakefield
 - Ayda Chamcham, Chamsquared Advisory
 - Charles Ribak, SRC Conseil
 - Patrice Dugué, société Dugué
 - Robert Travers, International Partner, Head of EMEA Retail, Spain, Cushman&Wakefield – **topic 1**
 - Thierry Fourez, Managing Director France - Head of Asset Management, Vastned – **topic 1**
 - Monica Cannalire - **topic 2**
 - Charlotte Journo Baur, Wishibam – **topic 2**
 - Reinhard Winiwarter, Across
- **Round tables restitution – 15 mn**
 - **Closing remarks – 5 mn**