

# MAPIC 2022: A BRAND NEW EXPERIENCE

## 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

*In partnership with*



*Sponsored by*



Closed Door events (by invitation)



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## How to shape retail in cities?



In partnership with **RICS**

Sponsored by **THE CROWN ESTATE**

Closed Door events (by invitation)

### What's in the agenda?



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

### How to shape retail in cities?

Speakers:

- Monica Cannalire, Founder & Managing Director, Younicorn (Moderator)
- Eric Costa, Président, Citynove - Groupe Galeries Lafayette
- Leanne Catterall, Customer Partnership Director – Retail & leisure, Crown Estate
- Guglielmo Miani, President, Montenapoleone District - Milan

- **Networking coffee break - 20 mn**
- **Round tables – 25 mn**

Each participant of the round tables will be able to choose between 2 topics. Each table will have a moderator who is an expert on the subject and will be able to provide content and lead the exchanges.



### • Topics of discussion:

- The 15-mn city: commerce and mixed-use development
- Commerce and social innovation in cities  
Retailers integrate more into the community, shifting into the public space with outdoor dining, integrating the “buy local” movements, and developing partnerships with local associations, artists and activities that create links

- **Round tables restitution – 25 mn**
- **Closing remarks – 5 mn**

