

# 2022 CONFERENCE PROGRAMME

mapic®

## People, Planet, Profit

Navigating retail towards  
a more “human” world



# CONFERENCE PROGRAMME

mapic®

Tuesday, 29 November

LeisurUp®  
by mapic

THE HAPPETITE  
FORUM  
by mapic

## MORNING

STUDIO	<b>09.30 - 10.00</b> <b>OPENING SESSION</b> <b>The retail roadmap for a sustainable future</b> <ul style="list-style-type: none"> <li>• A new vision: Focusing on people, planet and profit to drive sustainable change.</li> <li>• Delivering development for the customer and the local community.</li> <li>• Creating long term value for employees, clients, retailers, local authorities and investors.</li> </ul>	<b>10.30 - 11.00</b> <b>From responsible consumers to sustainable retail</b> <ul style="list-style-type: none"> <li>• Great expectations: The opportunity to build retail back better and why the industry must embrace change.</li> <li>• The ethical consumer: How retail can engage with new consumer priorities.</li> <li>• Telling an authentic story: The need to have a true narrative and why Gen Z will see through greenwashing.</li> </ul>	<b>11.30 - 12.00</b> <b>Landlords &amp; tenants partnerships: Go agile to evolve to new business models</b> <ul style="list-style-type: none"> <li>• Retail reimagined: Agility and adaptability, the key to a sustainable growth.</li> <li>• Rethinking your models: Test and learn, the new mantra for successful retail.</li> <li>• Constant evolution: Forget the new normal, this is the never normal.</li> </ul>
	<b>10.00 - 10.30</b> <b>New leisure trends spotlight</b> <ul style="list-style-type: none"> <li>• Think big, deliver small: Leisure concepts need to be imaginative but can be delivered in small spaces.</li> <li>• Socialisation: The concepts capturing and leading our need for shared experiences.</li> <li>• Leisure: How new formats can be a catalyst for great places and spaces.</li> </ul>	<b>11.00 - 12.30</b> <b>Leisure pitch contest</b> <p>Your chance to hear from new leisure concepts and formats.</p>	
		<b>10.30 - 11.30</b> <b>Innovation pitch</b> <p>An opportunity to hear from a mixture of retail and real estate innovation companies.</p>	

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## AFTERNOON

STUDIO

14.00 - 14.30

### LEISURE KEYNOTE Bringing emotion to physical spaces

- The experience economy: Getting beyond the buzzwords to make genuine emotional connections.
- True stories: Bringing the brand IP to physical locations and delivering coherent and consistent experiences.
- Even better than the real thing: How technology can elevate the leisure offer.

15.00 - 15.30

### The powerful impact of leisure to boost your business

- In the spotlight: Why leisure needs to take a central role within destinations.
- The halo effect of delivering great leisure concepts to retail and F&B.
- How to evaluate the right leisure offer for your destination.

16.00 - 16.30

### Energising retail with art & culture

- Counter culture: How arts and cultural activities can deliver people and profits.
- Education and enrichment: Why retail environments can help the arts reach new audiences.
- In the frame: From museums to brands and sport, partnerships can be a catalyst for retail evolution.

17.00 - 17.30

### Licensing & destinations: Leading brands into the real world

- On location: How to take concepts from the screen to physical places.
- Culture club: Understanding what works in different countries and cultures.
- Flexing the format: Delivering the experience in different spaces and places.

ARENA

14.00 - 15.00

### Retail pitch contest

Hear from new names and brands in retail, looking to expand their offer to new locations.

15.30 - 16.30

### City talks

Discover new locations for investment, retail, leisure and F&B outlets.

17.00 - 18.00

### Food talks

The food & beverage sector continues to constantly innovate and you can hear from some of the hottest new brands.

MAPIC INNOVATION FORUM

14.30 - 15.00

### Merging the digital and physical in malls and meeting places

- How the walls have come down between digital innovation and physical spaces.
- AR, VR, AI: Picking between the fads and the game-changers for destinations.
- Changing places: How digital can enable malls to constantly evolve and surprise visitors.

16.00 - 16.30

### Tech for good

- Digital delivery: Using technology to improve sustainability and services.
- Engagement: How innovation can create commercial and community connections.
- Thinking inside the box: Can technology create new services for visitors?

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## MORNING

### STUDIO

09.30-10.00

#### Green means go: Accelerating environmental transition for retail destinations

- The role of certification and regulation in delivering higher standards.
- The sustainability agenda: Understanding the opportunities and challenges facing retail destinations.
- Accelerating change: Delivering improvements now, planning for a sustainable future.

10.30-11.00

#### Quick commerce: From partnerships to growth levers

- The rise of super-fast delivery: What it means for retailers and landlords.
- I want it now: Understanding immediate gratification culture and how to deliver it.
- Retail and logistics: The store as micro-fulfilment centre.

11.30-12.30

#### FRANCE FORUM

##### 11.30-12.00 Shaping a sustainable future

- French connection: Rethinking malls and high streets to create sustainable commerce and communities.
- Planning: Why private and public bodies must collaborate to create a better future.
- The role of innovation: How digital can help physical spaces evolve.

12.00-12.30

##### A deep dive into the french leisure market

- Family first: The rise of leisure concepts aimed at the whole family.
- IP on the up: Translating entertainment and brands into exciting destinations.
- Urban versus destination: Is the future about proximity or all-day destination attractions?

### ARENA

9.30-10.30

#### INTRODUCTION

##### 9.30-10.00 The restaurant industry in 2022: landing in a post-Covid world?

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#### KEYNOTE FOOD

##### 10.00-10.30 Food, but not as we know it

- Rethinking F&B: Why everything you know already might be wrong.
- The new consumer: How health, ethics and veganism went global.
- Positive thinking: Can F&B tackle food waste and become more sustainable?

11.00-11.30

#### New F&B business models: Get inspired!

- F&B formats: How the industry continues to innovate and reinvent.
- Eat in, eat out: How will F&B balance the needs of in-store with the growth of delivery?
- Local produce, global flavours: The growing desire for local product and lower food miles.

12.00-12.30

#### Eating with your eyes: Why design and the food experience go hand in hand

- Great environments: What will restaurants and food chains look like in the future?
- The role of design in differentiation: Standing out in a crowded marketplace.
- Rules of engagement: As society becomes less formal, what makes a great space?

### MAPIC INNOVATION FORUM

10.15-10.45

#### Metaverse: The driving force in a new immersive experience

- The metaverse: A guide to what it is and why it matters.
- Second life: Digital and reality are already blending, so is the metaverse here already?
- Immersion theory: Beyond the hype, can the metaverse deliver a positive experience?

11.15-12.15

#### Innovation pitch

An opportunity to hear from a mixture of retail and real estate innovation companies.

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## AFTERNOON

STUDIO	<b>14.00 - 14.30</b> <b>KEYNOTE</b> <b>Transforming into a digital retail company</b> <ul style="list-style-type: none"> <li>Understanding the new skills required to become a digital-first business.</li> <li>Stars of the small screen: Bringing destinations to life across digital channels.</li> <li>Thinking like Gen Z: Reimagining places for digital native consumers and staff.</li> </ul>	<b>15.00 - 15.30</b> <b>Sustainability &amp; mixed-use: The key growth drivers for retail property</b> <ul style="list-style-type: none"> <li>Creating vibrant destinations with a sense of place, community &amp; sustainability.</li> <li>Living, working, shopping: transforming places in multi-purpose locations for people.</li> <li>Finding the right experiential offering and the optimal mix between retail, food and leisure.</li> </ul>	<b>16.00 - 16.30</b> <b>Why everyone loves retail parks</b> <ul style="list-style-type: none"> <li>In from the cold: How retail parks have reclaimed their mantle in the new retail world.</li> <li>Feeling the flex: Learn why retail parks are becoming adaptive spaces for retail, F&amp;B, leisure and logistics.</li> <li>What next: Can retail parks build on their appeal to investors and operators?</li> </ul>	<b>17.00 - 18.30</b> <b>ITALY FORUM</b> <ul style="list-style-type: none"> <li>Urban regeneration: Retail remains at the heart of ambitious plans for Italy's cities.</li> <li>Development: Mixed-use development and how it is transforming retail.</li> <li>Investment: Can Italy attract more international investors through innovation and new formats?</li> </ul>
	<b>14.30 - 15.00</b> <b>Sustainability in food</b> <ul style="list-style-type: none"> <li>How digital can help food companies to respond to sustainability trends.</li> <li>Reducing food waste : good for the planet, good for the people.</li> <li>New food habits: better for health, better for the planet.</li> </ul>	<b>15.30 - 16.30</b> <b>Italy Retail pitch contest</b> <p>Hear from new names and brands in retail, looking to expand their offer to new locations.</p>	<b>17.00 - 18.00</b> <b>Leisure pitch contest</b> <p>Your chance to hear from new leisure concepts and formats.</p>	
	<b>14.30 - 15.30</b> <b>Innovation pitch</b> <p>An opportunity to hear from a mixture of retail and real estate innovation companies.</p>			

# PREMIUM NETWORKING EVENTS PROGRAMME

mapic®



6 premium networking events to connect and discuss with c-level targeted professionals. **All these events are by invitation only.**

Palais des festivals,  
Verrière Grand Audi

## Tuesday, 29 November

### How to shape retail in cities! NEW

11.00 - 13.00

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

This event will bring together landlords, retailers, international cities, political leaders and investors.

### Sustainability workshop NEW

14.00 - 15.30

A new format providing participants with accurate information about the key elements that make a project sustainable, featuring successful business cases and networking with experts and specialists.

This event is dedicated to landlords, retailers, investors & cities.

### Mapic outlet summit

16.00 - 18.00

Our annual focus on the dynamic and expanding designer outlet sector, will bring together outlet developers, retailers & investors.

## Wednesday, 30 November

### Legal forum NEW

11.30 - 13.00

A new format to support the industry facing current challenges such as innovative use of technology and data, new forms of leasing, licensing and franchising, doing business both through ecommerce platforms and stores.

This forum will bring together lawyers, landlords, retailers & asset managers.

### Meet the leisure operators!

14.00 - 15.30

An exclusive networking event focusing on new business models and the latest location-based entertainment trends / projects to shape lifestyle destinations.

This event will bring together leisure operators, landlords representatives, cities representatives and retailers.

### Multi-unit & Master franchise summit

16.00 - 17.30

An exclusive closed-door networking event bringing together international franchise partners and a selection of retail and restaurant leading brands willing to boost their business around the world.



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## THE NEW RETAIL LANDSCAPE

This year's MAPIC comes at a time of unprecedented opportunity. After two of perhaps the most challenging years in the history of retail, leisure and food and beverage (F&B), a picture of the new consumer landscape is emerging.

The new consumer requires consumption to have meaning, wants businesses to have purpose and to understand that their role goes beyond profit: it must have a role in community, the environment and in society. And at the same time, he also wants super-fast delivery, cheaper prices, and immediate availability from fast fashion and ecommerce giants.

To thrive, the industry must understand and reflect these new priorities. The status quo is no longer good enough. Such fundamental changes and differing influences provide a world of opportunity for a genuine retail revolution.

MAPIC 2022 will be stressing the importance of new business models and fresh ways of thinking, for a customer base motivated by different fundamentals, from ethical buying to the sharing economy, experience to socialisation.

At the heart of all these inter-connected themes, which reflect the fundamental changes happening across retail and leisure, will be sustainability. The consumer and the planet demand it. This is not an option.

## KEY MAPIC THEMES

### SUSTAINABILITY



Next generation retail is about putting people and the planet first. From the huge rise in second-hand fashion and a focus on waste reduction, energy efficiency to ethical sourcing and greater community engagement, retailers, developers, investors and new comers, all have a responsibility to have a positive impact.

### THE RISE OF MIXED USE AND THE EVOLUTION OF TRADITIONAL PROPERTY ASSETS



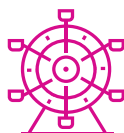
Mixed use has become the dominant development platform, with projects – new or existing – where destinations create a sense of place and community. This might be with offices, co-working, leisure, F&B, health and well-being and, of course, retail. This is a very important area for cities to create more sustainable places to live, play, shop and work.

### NEW RETAIL



A new generation of retailers, many of whom started life online, are redefining the retail landscape and appealing to an increasingly ethical consumer. The optimisation of social media to fresh approaches to in-store and omni-channel retailing, digital native vertical brands (DNVBs), fast-delivery specialists, marketplaces will be discussed. In this context, how are retailers planning to generate sales revenue? What are the new and more flexible business models emerging?

### LEISURE



People are social and love to interact. The programme will reflect the growing popularity and diversification of the leisure sector, from VR and AR to competitive socialising, amusement parks, themed attractions, sports and wellbeing, arts and culture. It will show how leisure is adding to the brand experience with store and brand licencing.

### FOOD



The huge expansion in choice of food and beverage operators, reflecting global tastes and different lifestyles, has seen the food and beverage industry boom in recent years. MAPIC's food forum, The Happtite, will showcase the best F&B has to offer, examine new business models, the rise of dark kitchens and delivery, and highlight innovation in areas such as reducing food waste.

### INNOVATION



MAPIC has increasingly reflected the introduction of digital innovation into retail and destinations with innovations that help the industry to better understand and serve customers. Digital innovation enhances the consumer experience, represents the intersection of physical and online and helps retailers and landlords capture important data on their visitors and shoppers.