

mapic®

LeisureUp®  
by mapic

29 Nov - 1st Dec 2022  
Palais des Festivals  
Cannes, France

# 2022 CONFERENCE PROGRAMME

## PEOPLE, PLANET, PROFIT

Navigating retail towards  
a more "human" world



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# AT A GLANCE CONFERENCE PROGRAMME



## WELCOME RECEPTION 28 NOVEMBER | MAJESTIC HOTEL | 19.30-23.00 (open to all delegates, badge required)

### TUESDAY 29 NOVEMBER - MORNING

STUDIO	09.30-10.00 EXPERT INSIGHTS The retail roadmap for a sustainable future	10.00-10.30 KEYNOTE The science of shopping in a post pandemic world	11.00-11.30 From responsible consumers to sustainable retail	12.00-12.30 Landlords & tenants partnerships: go agile to evolve to new business models
	11.30-12.30 Leisure pitch contest - Live Vote <i>Winner revealed at</i>			
ARENA				
MAPIC INNOVATION STAGE	10.30-11.30 Innovation pitch		12.00-12.30 Location intelligence: helping retailers build resilience and make the right decisions in a complex environment	
VERRIÈRE GRAND AUDI	11.00-13.00 PREMIUM NETWORKING EVENT How to shape retail in cities! <i>By invitation only</i>			

### TUESDAY 29 NOVEMBER - AFTERNOON

STUDIO	14.00-14.20 OPENING SESSION New leisure trends spotlight	14.20-14.40 KEYNOTE Bringing emotion in physical spaces	15.00-15.30 TEA PRESENTS Attracting new audiences: Events and touring attractions at retail destinations	16.00-16.30 TEA PRESENTS Success factors for integrating Culture and Arts in visitors attractions. Best cases in leisure and entertainment	17.00-17.30 Licensing & destinations: Leading brands into the real world
	14.00-15.00 Retail pitch contest - Live Vote <i>Winner revealed at</i>		15.30-16.30 City talks		17.00-18.00 Food pitch contest - Live Vote <i>Winner revealed at</i>
ARENA					
MAPIC INNOVATION STAGE	14.30-15.00 Taking the Customer Experience to the Next Level	15.30-16.00 Tech for good	16.30-17.00 Robotics for stationary retail! Convenience for customers, opportunities for retailers	17.30-18.00 Don't hesitate to innovate: Harness retail tech	
VERRIÈRE GRAND AUDI	14.00-15.30 PREMIUM NETWORKING EVENT Sustainability workshop <i>By invitation only</i>		16.00-18.00 PREMIUM NETWORKING EVENT Mapic outlet summit <i>By invitation only</i>		

# AT A GLANCE CONFERENCE PROGRAMME



### WEDNESDAY 30 NOVEMBER - MORNING

STUDIO	09.30-10.00 Green means go: Accelerating environmental transition for retail destinations	10.30-11.00 Urban logistics and retail: the great shift	11.30-12.30 FRANCE FORUM 11.30-12.00 Shaping a sustainable future	FRANCE FORUM 12.00-12.30 A deep dive into the french leisure market
	9.30-10.00 OPENING SESSION The restaurant industry: New challenges and opportunities		10.00-10.30 KEYNOTE FOOD We are what we eat	
ARENA	11.00-11.30 New F&B business models: Get inspired!		12.00-12.30 Eating with your eyes: Why design and the food experience go hand in hand	
MAPIC INNOVATION STAGE	09.30-10.00 Energy Efficient Stores with Risk-Free Investment Model	10.30-11.00 Metaverse: The driving force in a new immersive experience	11.30-12.30 Innovation pitch	
VERRIÈRE GRAND AUDI	09.00-10.30 PRIVATE EVENT ECSP Retail & leasing group		11.30-13.00 PREMIUM NETWORKING EVENT Green leases, flexible agreements, new models: How legal can support the transformation of the retail property industry - <i>By invitation only</i>	

### WEDNESDAY 30 NOVEMBER - AFTERNOON

STUDIO	15.00-15.30 Sustainability & mixed-use: The key growth drivers for retail property	16.00-16.30 Why everyone loves retail parks	17.00-18.30 Italy Forum - Places, people and the planet: Shopping centres, full speed ahead!
	15.00-16.00 Italian Retail pitch contest Live Vote <i>Winner revealed at</i>		16.30-17.30 Leisure pitch contest - Live Vote <i>Winner revealed at</i>
ARENA			
MAPIC INNOVATION STAGE	14.30-15.30 Innovation pitch	16.00-16.30 Winter is coming - Should we save all our energy from marketing?	
VERRIÈRE GRAND AUDI	14.00-15.30 PREMIUM NETWORKING EVENT Meet the leisure operators! <i>By invitation only</i>		16.00-17.30 PREMIUM NETWORKING EVENT Multi-unit & Master franchise summit <i>By invitation only</i>

**MAPIC AWARDS CEREMONY AND GALA DINNER**  
19.30-22.00 | Salon des Ambassadeurs (by registration only)

**MAPIC PARTY**  
23.00 | Salon des Ambassadeurs (open to all delegates)

# PREMIUM NETWORKING EVENTS PROGRAMME



Palais des festivals,  
Verrière Grand Audi

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

## 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 to get accurate information about what makes a project sustainable, to discover projects which stand out in this matter and to network with experts and decision makers who make things happen. 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

**Green leases, flexible agreements, new models:  
How legal can support the transformation of the retail property industry** 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 landlords, retailers & asset managers.

**Meet the leisure operators!** 14.00 - 15.30

An exclusive networking event to get insights on the latest trends in leisure, discover some key projects integrating leisure in lifestyle destinations and network with a targeted audience to discuss about the best model to integrate leisure into retail and urban 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 networking event bringing together international franchise partners and a selection of retail and restaurant leading brands willing to boost their business around the world.



# People, Planet, Profit

## Navigating retail towards a more “human” world

### 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 omnichannel 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 Happetite, 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.

# CONFERENCE PROGRAMME



## WELCOME RECEPTION 28 NOVEMBER | MAJESTIC HOTEL | 19.30-23.00 (open to all delegates, badge required)

### MASTERS OF CEREMONY

**Chris Igwe**  
President  
CHRIS IGWE INTERNATIONAL

**Michael Collins**  
senior partner  
LEISURE DEVELOPMENT PARTNERS (LDP)

**Paul Kent**  
VP Global Business Development  
MAD SYSTEMS

**Jonathan Doughty**  
Director - Leasing Special Projects  
ECE MARKETPLACES

**Vincent Murre**  
CEO & Co-Founder  
WHITESPACE PARTNERS

## Tuesday 29 November

### 09.30-10.00 | STUDIO | EXPERT INSIGHTS

#### ● The retail roadmap for a sustainable future

Co-organised with Chris Igwe International

- Retail property market overview : Investment volumes & sentiment
- Short term & long term trends: which impact on retail property market (inflation, sustainability, new way of living)
- Impact of e-commerce and new way of managing last miles (quick commerce; using store to implement supply chain solutions, etc...)

#### Speaker(s)

**Chris Igwe (mod.)**  
President  
CHRIS IGWE INTERNATIONAL

**Chris Gardener**  
Managing Director, Head of European Retail and Retail Investment Properties EMEA Capital Market  
CBRE

**Christian Luft**  
EMEA Head of Retail, Valuation Advisorys  
JLL

**Mengxing Zhang Caia**  
Senior Analyst, Pan-European Retail Investment  
BNP PARIBAS REAL ESTATE

### 10.00-10.30 | STUDIO | KEYNOTE

#### ● The science of shopping in a post pandemic world

In partnership with ECE

#### Speaker(s)

**Jonathan Doughty (mod.)**  
Director - Leasing Special Projects  
ECE MARKETPLACES

**Paco Underhill**  
Strategic Advisor  
ENVIROSELL GLOBAL

### 10.30-11.30 | MAPIC INNOVATION STAGE

#### ● Innovation pitch

Co-organised with MYGLOBAL VILLAGE

Your chance to hear from new leisure concepts and formats

#### Speaker(s)

**Marc-Lionel Gatto (mod.)**  
Founder  
MYGLOBALVILLAGE

**Lilian Birocheau**  
Managing Director France  
CHARGEUR

**Erwin Buckers**  
CEO & Founder  
CHAINELS

**Edouard Epau**  
Head of UK  
MYTRAFFIC

**Cesare Fogola**  
Sales Director  
VISIONAREA

**Helena Gonzalez**  
Special Projects & digital Art Manager  
TRISON NECSUM

**Thibaut Gueant**  
Co-Founder & CEO  
LANDQUIRE

**Gareth Jordan**  
Director  
ART SOFTWARE GROUP

**Gregory Kolesnikoff**  
Sales Director  
EXPLORE GROUP

**Marielle Romeijn**  
Co-founder, Chief Brand Officer  
ONE HUNDRED RESTROOMS

**Adrien Sanchez**  
Business Development  
GIFTIFY

**Cef Tovil**  
CEO  
CLOUD 4 FEED

# CONFERENCE PROGRAMME



## Tuesday 29 November

### 11.00-11.30 | STUDIO

#### ● From responsible consumer to sustainable retail

- Great expectations: The opportunity to build retail back better and why the industry must embrace change.
- The ethical consumer: How retail can engage with new consumer priorities.
- Telling an authentic story: The need to have a true narrative and why Gen Z will see through greenwashing.

#### Speaker(s)

**Mark Faithfull (mod.)**  
Editor  
MAPIC

**Isabelle Cornu**  
Associate General Manager  
CETI

**Hugues Laurençon**  
General Manager France & Benelux  
THE BODY SHOP

**Alexandra von der Grön**  
Vice President Retail Expansion Europe  
ADIDAS

### 11.00-13.00 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

by invitation only

#### ● How to shape retail in cities!

How cities can reinvent themselves to remain attractive for retailers, featuring successful business cases and networking opportunities with experts.

Co-organised with RICS

Sponsored by THE CROWN ESTATE

#### Speaker(s)

**Monica Cannalire (mod.)**  
Founder & Managing Director  
YOUNICORN

**Leanne Catterall**  
Customer Partnership Director - Retail & Leisure  
THE CROWN ESTATE

**Eric Costa**  
President, CITYNOVE  
Real Estate Director,  
GROUPE GALERIES LAFAYETTE

**Christian Dubois**  
Head of Retail Services France  
RICS - CUSHMAN & WAKEFIELD FRANCE

**Guglielmo Miani**  
President  
MONTENAPOLEONE DISTRICT

### 11.30-12.30 | ARENA

#### ● Leisure pitch contest

Your chance to hear from new leisure concepts and formats. Live Vote - winner revealed at



Co-organised with TDAC

Sponsored by QUBICA AMF

#### Speaker(s)

**Bart Dohmen (mod.)**  
Managing Partner  
TDAC

**Benjamin Celaudoux**  
Consultant  
SPEED PARK (GDL)

**Philippe Glorieux**  
Business Director  
THE SMURFS

**Jeroen Holman**  
Director Marketing & Sales  
DUTCH WHEELS

**Janne Miikkulainen**  
CEO  
SURF HOUSE CONCEPT

**Jonathan Nowak Delgado**  
Co-Founder & CEO  
SPREE INTERACTIVE

**Mathieu Renier**  
CEO  
SPARKX SPORTAINMENT GROUP

**Jean-Marc Tille**  
Country Manager France & Belgique  
SMEETZ

**Reinhart Viane**  
Business Development Director  
KCC

### 12.00-12.30 | STUDIO

#### ● Landlords & tenants partnerships: go agile to evolve to new business models

Co-organised with P-THREE

- Retail reimaged: Agility and adaptability, the key to a sustainable growth.
- Rethinking your models: Test and learn, the new mantra for successful retail.
- Constant evolution: Forget the new normal, this is the never normal.

#### Speaker(s)

**Thomas Rose (mod.)**  
Co-Founder  
P-THREE

**Ruth McFetridge**  
Brand Account Director  
LANDSEC

**Tom Price**  
Head of Site Acquisition  
SOOK

**Ariel Wizman**  
CMO  
MINISO

### 12.00-12.30 | MAPIC INNOVATION STAGE

#### ● Location intelligence: helping retailers build resilience and make the right decisions in a complex environment

Sponsored by mytraffic

- Identifying changes in customers' behaviors and putting numbers on observable trends
- Building a data-driven expansion strategy with location insights
- Mytraffic x Douglas: how to stay profitable and manage your portfolio's performance?

#### Speaker(s)

**Stefan Albert**  
Senior Principal Corporate Real Estate  
DOUGLAS

**Anne-Laure Hoarau**  
Head of Account Management  
MYTRAFFIC

# CONFERENCE PROGRAMME



Tuesday 29 November



## 14.00-14.20 | STUDIO | OPENING SESSION

### ● New leisure trends spotlight

- Think big, deliver small: Leisure concepts need to be imaginative but can be delivered in small spaces.
- Socialisation: The concepts capturing and leading our need for shared experiences.
- Leisure: How new formats can be a catalyst for great places and spaces.

Speaker(s)

**Michael Collins**  
Senior Partner  
LEISURE DEVELOPMENT PARTNERS (LDP)

Co-organised with

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## 14.00-15.00 | ARENA

### ● Retail pitch contest

Hear from new names and brands in retail, looking to expand their offer to new locations.  
Live Vote - winner revealed at

Speaker(s)

<b>Chris Igwe (mod.)</b> President CHRIS IGWE INTERNATIONAL	<b>Miquel Cardona</b> Chief Business Development Officer PDPAOLA	<b>Julia Desvignes</b> Founder POOLDAY	<b>Linda Johansen-James</b> Brand Representative BPERFECT COSMETICS
<b>Brian Kelley</b> CEO PHENIX SALON SUITES	<b>Jessica Parrish MBA</b> Founder & Chief Curl Officer SHADID & PARRISH	<b>Nicolas Pellegrini</b> Expansion Director ADOPT PARFUMS FRANÇAIS	<b>Patricia Sijlmassi</b> General Director FERMES & CO

Co-organised with

## 14.00-15.30 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

### ● Sustainability workshop

To get accurate information about what makes a project sustainable, discover projects which stand out in this matter and network with experts and decision makers who make things happen.

Speaker(s)

<b>Edouard Dequeker (mod.)</b> Professor for the Chair of Urban Economics ESSEC BUSINESS SCHOOL	<b>Damian Hopkins</b> Founder/CEO, RADIUS BRANDS GROUP, President, TWENTY CLUB	<b>Clémentine Pacitti</b> Group Head CSR KLEPIERRE	<b>Monica Salvestrin Brogi</b> Co-Founder NAU!	<b>Pascal Steens</b> CEO NHOOD HUNGARY
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by invitation only

## 14.20-14.40 | STUDIO | KEYNOTE

### ● Bringing emotion in 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.

Speaker(s)

**Charles Read (mod.)**  
Managing Director  
BLOOLOOP

**Marie Marks**  
Senior Vice President Themed Entertainment  
PARAMOUNT GLOBAL

Co-organised with

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## 14.30-15.00 | MAPIC INNOVATION STAGE

### ● Taking the customer experience to the next level

- What is the most important question store owners must ask themselves - in physical as well as online stores?
- How can data help us predict customer behavior for improved customer experiences and boosted sales?
- What are the key elements in creating above and beyond customer experiences?
- What is the most successful tool/thing to maintain the customer's devotion to the brand?

Speaker(s)

<b>Gary Burrows (mod.)</b> Managing Partner/Founder ACR-PARTNERS	<b>Hayati Serdar Ersoy</b> General Manager DEFACTO	<b>Michael Ewald Hansen</b> Chief Digital Officer LAKRIDS BY BÜLOW	<b>Morten Grabowski Kjaer</b> CEO LUKSUSBABY	<b>Annette Lund</b> CEO PROMENADEN MANAGEMENT
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# CONFERENCE PROGRAMME



Tuesday 29 November



## 15.00-15.30 | STUDIO

### ● TEA Presents - Attracting new audiences: Events and touring attractions at retail destinations

- The importance of planning good flexible spaces to diversify offering and stay relevant.
- Create the right setting to attract fresh content and new audiences to your destination.
- Successful projects work in good locations.

Speaker(s)

<b>Paul Kent (mod.)</b> VP Global Business Development MAD SYSTEMS	<b>Fri Forjindam</b> Chief Development Officer MYCOTOO	<b>Nicole Srock.Stanley</b> CEO & Founder DAN PEARLMAN GROUP
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## 15.30-16.30 | ARENA

### ● City talks (session in French)

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

Speaker(s)

<b>Christophe Baraston (mod.)</b> Executive Officer / Délégué général CMCV (Club des Managers de Ville et Territoire)	<b>Patrick Bouzat</b> Chef du service commerce GRAND BESANÇON MÉTROPOLE	<b>Yves Hanania</b> Conseil au Maire NEUILLY-SUR-SEINE
<b>Pascale Lacour</b> Adjointe au Maire déléguée au Commerce et à l'Artisanat VILLE DE SAINT-ETIENNE	<b>Fabien Maingain</b> Alderman of Economic Affairs CITY OF BRUSSELS	<b>Frédéric Marquet</b> Manager du Commerce VILLE DE MULHOUSE
<b>Franck Martin</b> Adjoint au maire, délégué au Territoire Hauts de Nice, aux Commerces, aux Marchés, à l'Artisanat VILLE DE NICE	<b>Myriam Trabelsi</b> Directrice du Développement économique, Communauté d'agglomération Grand Paris Grand Est VILLE DE MONTFERMEIL	

Co-organised with

## 15.30-16.00 | MAPIC INNOVATION STAGE

### ● 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?

Speaker(s)

<b>Thomas Vial (mod.)</b> Project Director BUSINESS FRANCE	<b>Lilian Birocheau</b> Managing Director France CHARGEURU	<b>Lancelot Boiteux</b> Sales manager occupiers DEEPI	<b>Ricardo Rosa</b> Head of innovation SONAE SIERRA
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## 16.00-16.30 | STUDIO

### ● TEA Presents - Success factors for integrating Culture and Arts in visitors attractions. Best cases in leisure and entertainment

- How culture and arts can load experiences for diverse audiences
- Best cases of arts and culture integrated into visitor experiences
- Aspects of theme park design that can be applied including placemaking and experiential design

Speaker(s)

<b>Jeroen Verrezen (mod.)</b> Managing Partner LEISUREMORE / ELECTROSONIC	<b>Travis Kline</b> Regional Director of Operations WHITEWATER	<b>Shawn McCoy</b> Executive Vice President JRA- PART OF RWS ENTERTAINMENT GROUP
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# CONFERENCE PROGRAMME



Tuesday 29 November



16.00-18.00 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

by invitation only

## ● Mopic outlet summit

Our annual focus on the dynamic and expanding designer outlet sector.

Speaker(s)

<b>Chris Igwe (mod.)</b> President CHRIS IGWE INTERNATIONAL	<b>Ken Gunn</b> Managing Director KEN GUNN CONSULTING	<b>Giles Membrey</b> Managing Director RIOJA ESTATES LTD
<b>Luca Nasi</b> General Manager ARCUS REAL ESTATE	<b>Brendon O'Reilly</b> Founder, Equity Partner & Managing Director FASHION HOUSE GROUP	<b>Lisa Wagner</b> Principal TORG

Co-organised with **Chris Igwe International**



16.30-17.00 | MAPIC INNOVATION STAGE

## ● Robotics for stationary retail!

### Convenience for customers, opportunities for retailers

- The stationary retail sector is undergoing radical change: Customers demand convenience and omnichannel
- Quick commerce, labor shortage and urban development are challenging traditional business models
- Automation and robotics enable customer convenience and business competitiveness

Speaker(s)

**Matthias Erwin Kurz**  
Business Development Manager  
KNAPP SMART SOLUTIONS

Sponsored by **KNAPP**

17.00-17.30 | STUDIO

## ● 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.

Speaker(s)

<b>Laurent Taïeb (mod.)</b> Co-President of the Board LICENSING INTERNATIONAL FRANCE	<b>Carmen Costa</b> Head of the Entertainment Development Department MADHOUSE BRANDS & MALLS	<b>Robert Goodchild</b> Commercial Director AARDMAN ANIMATIONS
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Co-organised with **LICENSING INTERNATIONAL FRANCE**



# CONFERENCE PROGRAMME



Tuesday 29 November



17.00-18.00 | ARENA

## ● Food pitch contest

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

Live Vote - winner revealed at

Speaker(s)

<b>Sameer Sethi (mod.)</b> Director and Principal INSITE FOOD	<b>Omar Ilyas</b> Strategic Partnership Manager CREAMS CAFÉ	<b>Antoine Ingrassia</b> Fondateur PDG TOASUSHI	<b>Marta Marrucco</b> Project Manager SOONEAT
<b>Emilio Re Rebaudengo</b> Founder ROBERTO RINALDINI GELATO / MACARON	<b>Fred Vibert</b> CEO SLIMFREDDY'S	<b>Judd Williams</b> Head of Franchising MARUGAME UDON	



Co-organised with **INSITE FOOD**

Sponsored by **Carl's Jr.**

17.30-18.00 | MAPIC INNOVATION STAGE

## ● Don't hesitate to innovate: Harness retail tech

- Prop-tech trends from both sides of the Atlantic
- A global perspective on how malls are diversifying
- How malls are serving the omnichannel customer

Speaker(s)

<b>Ben Chesser</b> CEO CONIQ	<b>Lee Jackson</b> Senior Vice President, Digital Solutions Advisory JLL	<b>Tim Mayer</b> Head of Asset Management Retail CBRE GERMANY AND AUSTRIA
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Sponsored by **coniq**

# CONFERENCE PROGRAMME



Wednesday 30 November



**09.00-10.30 | VERRIÈRE GRAND AUDI | PRIVATE EVENT**

● **ECSP Retail & leasing group** Co-organised with ECSP

Speaker(s)

**Klaus Striebich (mod.)**  
MD  
RARE ADVISE

**09.30-10.00 | STUDIO**

● **Green means go: Accelerating environmental transition for retail destinations** Co-organised with McKinsey & Company

- People, planet, profit: How to ensure that all three needs are met through asset management.
- The sustainability agenda: Understanding the opportunities and challenges facing retail destinations.
- Accelerating change: Delivering improvements now, planning for a sustainable future.

Speaker(s)

<b>François Videlaine (mod.)</b> Partner MCKINSEY & COMPANY	<b>Antoine Frey</b> Chairman and CEO FREY	<b>Elisabeth Laville</b> Founder UTOPIES
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**09.30-10.00 | ARENA | OPENING SESSION**

● **The restaurant industry: New challenges and opportunities** Co-organised with WHITE SPACE  
Sponsored by Carl's Jr.

Speaker(s)

**Vincent Mourre**  
CEO & Co-founder  
WHITESPACE PARTNERS

**09.30-10.00 | MAPIC INNOVATION STAGE**

● **Energy Efficient Stores with Risk-Free Investment Model** Sponsored by florawise

- Increasing energy efficiency in stores to drive sustainable change.
- Reducing carbon footprint with IoT and state of art automation technologies for stores.
- Developing long term value with financing energy efficiency with risk free investment methods.

Speaker(s)

<b>Melih Ballikaya</b> CEO FLORAWISE	<b>Bulut Batum</b> Executive Board Member CARREFOURSA
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**10.00-10.30 | ARENA | KEYNOTE**

● **We are what we eat** In partnership with ECE  
Sponsored by Carl's Jr.

Speaker(s)

<b>Jonathan Doughty (mod.)</b> Director - Leasing Special Projects ECE MARKETPLACES	<b>Paco Underhill</b> Strategic Advisor ENVIROSELL GLOBAL
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**10.30-11.00 | STUDIO**

● **Urban logistics and retail: the great shift** Co-organised with JLL

- From traditional distribution centres to new urban logistics models: what options are there to cope with the scarcity of city centre space for last mile delivery?
- Innovative strategies to reconcile quick and cost-efficient last-mile delivery with a liveable urban environment
- Robots, drones, autonomous vehicles: the future of urban deliveries?

Speaker(s)

<b>Naveen Jaggi (mod.)</b> President, Retail JLL	<b>Matthias Erwin Kurz</b> Business Development Manager KNAPP SMART SOLUTIONS	<b>Justine Soulet</b> Product Manager WOOP
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# CONFERENCE PROGRAMME



Wednesday 30 November



**10.30-11.00 | MAPIC INNOVATION STAGE**

● **Metaverse: The driving force in a new immersive experience** Co-organised with Morisetti

- 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?

Speaker(s)

<b>Lesley Morisetti (mod.)</b> Director MORISSETTI ASSOCIATES	<b>Giorgio d'Aprile</b> Vice President Marketing Timberland EMEA VF CORPORATION	<b>Bertrand Levy</b> VP Global Partnerships THE SANDBOX	<b>Stéphanie Zolesio Roux</b> Directrice Générale Executive CASINO IMMOBILIER
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**11.00-11.30 | ARENA**

● **New F&B business models: Get inspired!** In partnership with ECE  
Sponsored by Carl's Jr.

- 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.

Speaker(s)

<b>Jonathan Doughty (mod.)</b> Director - Leasing Special Projects ECE MARKETPLACES	<b>Martin Barry</b> Founder & CEO MANIFESTO MARKET	<b>Stéphane Keulian</b> F&B concept development leader INGKA CENTRES
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**11.30-12.00 | STUDIO | FRANCE FORUM**

● **Shaping a sustainable future** Co-organised with SITES

- French connection: adapting shopping destinations to new consumer behaviors.
- Retail in the city: new vision, new challenges.
- The role of innovation: How digital can help physical spaces evolve.

Speaker(s)

<b>Alain Boutigny (mod.)</b> Directeur de publication LA CORRESPONDANCE DE L'ENSEIGNE	<b>Marie Cheval</b> Chair & Chief Executive Officer CARMILA	<b>Emmanuel Le Roch</b> General Manager PROCOS
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**11.30-12.30 | MAPIC INNOVATION STAGE**

● **Innovation pitch** Co-organised with MYGLOBALVILLAGE

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

Speaker(s)

<b>Marc-Lionel Gatto (mod.)</b> Founder MYGLOBALVILLAGE	<b>Maxime Boutot</b> Sales Manager Europe CROSSCAN	<b>Ben Chesser</b> CEO CONIQ	<b>David Douay</b> Development Director SMEG
<b>Benjamin Gardner</b> Director, EMEA NUVOLO	<b>Didier Gasté</b> CEO SPACYAL	<b>Charlotte Journou</b> CEO WISHIBAM	<b>Lola Millet-Bourgogne</b> VP Sales & Business Development NEAR
<b>Dean Nixon</b> CTO & Product Architect HYDRA (TOPUP CONSULTANTS)	<b>Bart Schmitz</b> CEO PFM-INTELLIGENCE	<b>Francesco Veleno</b> Sales Manager FEEDBACKNOW	<b>Diane Wehrle</b> Marketing and Insights Director SPRINGBOARD

# CONFERENCE PROGRAMME



Wednesday 30 November



**11.30-13.00 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT** by invitation only

● **Green leases, flexible agreements, new models: How legal can support the transformation of the retail property industry**

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.

Co-organised with ECSP | European Council of Shopping Places

**Speaker(s)**

<b>Joaquim Pereira Mendes (mod.)</b> Chief Legal, Tax & Compliance Officer, <b>SONAE SIERRA</b> Chairman, <b>ECSP'S LEGAL WORKING GROUP</b>	<b>Dominique Cohen-Trumer</b> Avocat <b>CABINET COHEN-TRUMER</b>	<b>Claudio Cocuzza</b> Senior Partner <b>COCUZZA &amp; ASSOCIATI, MILAN</b>
<b>Bertrand Courtois-Suffit</b> Founder / Managing partner <b>ECSP LEGAL GROUP / MALL &amp; PARTNERS</b>	<b>Dawn Hilton</b> Partner and Head of Corporate Real Estate <b>EVERSHEDS SUTHERLAND</b>	<b>Cristina Mihaila</b> Head of Legal, property Management <b>SONAE SIERRA</b>
<b>Marek Noetzel</b> Chief Operating Officer <b>NEPI ROCKCASTLE BV</b>	<b>Lieven Peeters</b> Partner <b>ALTIUS</b>	<b>Peter Vocke</b> Lawyer/Partner <b>HEUKING KÜHN LÜER WOJTEK</b>

**12.00-12.30 | STUDIO | FRANCE FORUM**

● **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?

Co-organised with FUNFAIRCITY

Sponsored by QUBICAAMF

**Speaker(s)**

<b>Vincent Philippe (mod.)</b> Founder <b>FUNFAIRCITY</b>	<b>Raphaël Campos</b> Head of Retail and Valuation France / Belgium <b>SOCIETE DES CENTRES COMMERCIAUX (SCC)</b>	<b>Fabrice Deygas</b> Founding Partner <b>GROUPE ALTIPLANO</b>	<b>Philippe Sauze</b> Head <b>LA TÊTE DANS LES NUAGES</b>
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**12.00-12.30 | ARENA**

● **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?

In partnership with ECE

Sponsored by Carl's Jr.

**Speaker(s)**

<b>Jonathan Doughty (mod.)</b> Project Director, Leasing Services <b>ECE MARKETPLACES</b>	<b>Lorraine Dieulot</b> Lifestyle Business unit director - Real estate, Retail, Hospitality <b>SAGUEZ &amp; PARTNERS</b>	<b>Holly Hallam</b> Managing Director <b>DESIGNLSM</b>	<b>Nicole Srock.Stanley</b> Co-founder and CEO <b>DAN PEARLMAN GROUP</b>
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# CONFERENCE PROGRAMME



Wednesday 30 November



**14.00-15.30 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT** by invitation only

● **Meet the leisure operators!**

Get insights on the latest trends in leisure, discover some key projects integrating leisure in lifestyle destinations and network with a targeted audience to discuss about the best model to integrate leisure into retail and urban destinations.

Sponsored by QUBICAAMF

Content partner KCC JRA LDP

**Speaker(s)**

<b>Michael Collins (mod.)</b> senior partner <b>LEISURE DEVELOPMENT PARTNERS (LDP)</b>	<b>Bart Dohmen (mod.)</b> Managing Partner <b>TDAC</b>	<b>Guillaume Chêne</b> Country Manager France <b>QUBICAAMF</b>
<b>Vincent Garcin</b> President <b>SEVEN SQUARES</b>	<b>Shawn McCoy</b> Executive Vice President <b>JRA - PART OF RWS ENTERTAINMENT GROUP</b>	<b>Reinhart Viane</b> Business Development Director <b>KCC</b>

**14.30-15.30 | MAPIC INNOVATION STAGE**

● **Innovation pitch**

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

Co-organised with THE REAL VILLAGE

**Speaker(s)**

<b>Marc-Lionel Gatto (mod.)</b> Founder <b>MYGLOBALVILLAGE</b>	<b>Jacob Burrows</b> Account Manager <b>VEMCO GROUP</b>	<b>Rory Duffield</b> Head of Business Development EMEA <b>MALLCOMM - TOOLBOX GROUP</b>	<b>Peter Endress</b> Managing Partner <b>EVALARM</b>	<b>Serge Gale</b> CEO & Co-Founder <b>DISPLAY FORCE</b>
<b>Edward Hubbard</b> Global Sales Director <b>FARADAI</b>	<b>Claudia Iadarola</b> Business Development Manager <b>MICROLOG</b>	<b>Sebastian Krause</b> Head of Business Development <b>TARGOMO</b>	<b>Riccardo Negri</b> Chief operating officer <b>PTA GROUP - ARETAIL</b>	<b>Georgios Pipelidis</b> Managing Director & Co-Founder <b>ARIADNE MAPS</b>
<b>Markus Porvari</b> President and CEO <b>HYPERIN</b>	<b>Simon Staack</b> Co-founder and Managing Director <b>EMPLATE</b>	<b>Hervé Vervoort</b> Country Leader, Retail, North West Europe <b>SENSORMATIC SOLUTIONS</b>		

**15.00-15.30 | STUDIO**

● **Sustainability & mixed-use: The key growth drivers for retail property**

- Creating vibrant destinations with a sense of place, community & sustainability.
- Living, working, shopping: transforming places in multi-purpose locations for people.
- Finding the right experiential offering and the optimal mix between retail, food and leisure.

Co-organised with Urban Land Institute

**Speaker(s)**

<b>Andy Watson (mod.)</b> Partner & Fund Manager, <b>EUROPA CAPITAL</b> Co-Chair Product Council, <b>ULI EUROPE RETAIL &amp; ENTERTAINMENT</b>	<b>Etienne Dupuy</b> CEO <b>CEETRUS PROPERTIES</b>	<b>Sara Lucas</b> CEO <b>GROSVENOR PROPERTY EUROPE</b>	<b>Guy Thomas</b> Head of Place Assets <b>LENLEASE</b>
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# CONFERENCE PROGRAMME



Wednesday 30 November

15.00-16.00 | ARENA

## Italian Retail pitch contest

Hear from new names and brands in retail, looking to expand their offer to new locations.  
Live Vote - winner revealed at



Speaker(s)

**Francesco Montuolo (mod.)**  
Vice President  
CONFIMPRESE

**Diego Babbo**  
Global Retail Development Director  
NATUZZI

**Massimo Barbieri**  
Business Development Consultant  
LOWENGRUBE

**Nicola Conti**  
Real Estate Director  
ORIGINAL MARINES

**Salvatore Grizzanti**  
Head of Business Development & Innovation  
DOPPIO MALTO

**Giovanni Roberto**  
Deputy-CEO & Founder  
WINELIVERY

**Jukka Rovamaa**  
International Development Manager  
KASANOVA

**Monica Salvestrin Brogi**  
Co-Founder  
NAU!

16.00-16.30 | STUDIO

## Why everyone loves retail parks

- In from the cold: How retail parks have reclaimed their mantle in the new retail world.
- Feeling the flex: Learn why retail parks are becoming adaptive spaces for retail, F&B, leisure and logistics.
- What next: Can retail parks build on their appeal to investors and operators?

Speaker(s)

**Christian Nehme (mod.)**  
Head of Retail Services France  
Capital Markets & Lettings  
SAVILLS FRANCE

**Angus Booth**  
Real Estate Director  
ACTION

**Philippe Journo**  
President & Founder  
COMPAGNIE DE PHALSBURG

**Bram Thomas**  
Managing Director BE, NL & FR  
MITISKA REIM



16.00-16.30 | MAPIC INNOVATION STAGE

## Winter is coming - Should we save all our energy from marketing?

- How to plan consumer journey?
- How to activate shoppers?
- How sustainability sells?

Speaker(s)

**Klaus Striebich (mod.)**  
MD  
RARE ADVISE

**Tim Mayer**  
Head of Asset Management Retail  
CBRE GERMANY AND AUSTRIA

**Markus Porvari**  
CEO & President  
HYPERIN

**Sanna Yliniemi**  
Vice President Center Management  
CITYCON



16.00-17.30 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

## Multi-unit & Master franchise summit

Bringing together international franchise partners and a selection of retail and restaurant leading brands willing to boost their business around the world

Speaker(s)

**Rebecca Viani (mod.)**  
Partner/ Head of Intl Expansion & Franchising  
WHITESPACE PARTNERS

**Edouard Falguières**  
International Franchise Director  
GUINOT / MARY COHR / MASTERS COLORS



by invitation only

# CONFERENCE PROGRAMME



Wednesday 30 November

16.30-17.30 | ARENA

## Leisure pitch contest

Your chance to hear from new leisure concepts and formats.  
Live Vote - winner revealed at



Co-organised with P-THREE

Sponsored by QUBICA AMF



Speaker(s)

**Thomas Rose (mod.)**  
Co-Founder  
P-THREE

**Carmen Costa**  
Head of the Entertainment  
Development Department  
MADHOUSE BRANDS & MALLS

**Gastón Gaitan**  
Founder  
THELEISUREWAY

**Petar Kalinov**  
Business Development Manager  
WALLTOPIA

**Catherine Karam**  
CEO  
ROUGE COBALT

**Gregory Mota**  
CEO  
MY DREAMLAND

**Jack Tunstall**  
Project Sales Engineer  
SEVERN LAMB

17.00-18.30 | STUDIO

## Italy Forum - Places, People and the Planet: Shopping centres, full speed ahead!

Co-organised with CNCC

- All-round E.S.G.
- Market: challenges and future perspectives of Retail Real Estate.
- Investment: Can Italy attract more international investors through innovation and new formats?

Speaker(s)

**Guglielmo Pelliccioli (mod.)**  
Founder ilQI  
IL QUOTIDIANO IMMOBILIARE

**Antonello Delle Noci**  
Head of Asset Services Retail Italy  
CUSHMAN & WAKEFIELD

**Silvia Gandellini**  
Executive Director - Head of Capital Markets  
& A&T High Street Italy  
CBRE

**Renato Isetti**  
General Manager  
GALLERIE COMMERCIALI BENNET

**Luca Lucaroni**  
Executive Vice President  
CNCC ITALY

**Massimo Maria Lucidi**  
Journalist - Editorial Director  
MEDIA TRADE COMPANY - THE MAP REPORT

**Maddalena Panu**  
Head of Retail & Special Projects  
SAVILLS ITALIA

**Paola Paolocci**  
Director Foreign Investment  
Attraction Department  
ITALIAN TRADE AGENCY

**Fabio Porreca**  
Chairman  
SVICOM

**Francesco Pupillo**  
MAPIC Director  
RX FRANCE

**Francesco Soldi**  
Head of Marketing and CSR  
IGD SIIG

**Roberto Zoia**  
Chairman  
CNCC ITALY

## MAPIC AWARDS CEREMONY AND GALA DINNER

19.30-22.00 | BY REGISTRATION ONLY  
Salon des Ambassadeurs

## MAPIC PARTY

23.00 | OPEN TO ALL DELEGATES  
Salon des Ambassadeurs