

mapic[®]

LeisurUp[®]
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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Programme as of 25 November 2022, may be subject to change

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
ARENA				11.30-12.30 Leisure pitch contest - Live Vote <i>Winner revealed at</i>
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
ARENA	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>
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
ARENA	9.30-10.00 OPENING SESSION The restaurant industry: New challenges and opportunities	10.00-10.30 KEYNOTE FOOD We are what we eat	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!
ARENA	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>	
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)

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! <small>NEW</small>	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 <small>NEW</small>	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 <small>NEW</small>	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.	



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 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 Mourre 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 


- 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 Advisories JLL	Mengxing Zhang Caia Senior Analyst, Pan-European Retail Investment BNP PARIBAS REAL ESTATE
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10.00-10.30 | STUDIO | KEYNOTE

● The science of shopping in a post pandemic world


In partnership with 

Speaker(s)

Jonathan Doughty (mod.) Director - Leasing Special Projects ECE MARKETPLACES	 Paco Underhill Strategic Advisor ENVIROSELL GLOBAL
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10.30-11.30 | MAPIC INNOVATION STAGE

● Innovation pitch

Co-organised with 

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 Epaul 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 Grün Vice President Retail Expansion Europe ADIDAS
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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 

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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 MONTENAPOLONE DISTRICT
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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 

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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 

- 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
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12.00-12.30 | MAPIC INNOVATION STAGE

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

Sponsored by 

- 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
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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 **LDP**

Sponsored by **QUBICA AMF**



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)

Chris Igwe (mod.)
President
CHRIS IGWE INTERNATIONAL

Miquel Cardona
Chief Business Development Officer
PDPAOLA

Julia Desvignes
Founder
POOLDAY

Linda Johansen-James
Brand Representative
BPERFECT COSMETICS

Brian Kelley
CEO
PHENIX SALON SUITES

Jessica Parrish MBA
Founder & Chief Curl Officer
SHADID & PARRISH

Nicolas Pellegrini
Expansion Director
ADOPT PARFUMS FRANÇAIS

Patricia Sijlmassi
General Director
FERMES & CO

Co-organised with **Chris Igwe International**

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)

Edouard Dequeker (mod.)
Professor for the Chair of Urban Economics
ESSEC BUSINESS SCHOOL

Damian Hopkins
Founder/CEO,
RADIUS BRANDS GROUP, President, TWENTY CLUB

Clémentine Pacitti
Group Head CSR
KLEPIERRE

Monica Salvestrin Brogi
Co-Founder
NAU!

Pascal Steens
CEO
NHOOD HUNGARY

Co-organised with **ESSEC BUSINESS SCHOOL**

Sponsored by **nh0od**

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 **blooloop**

Sponsored by **QUBICA AMF**



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)

Gary Burrows (mod.)
Managing Partner/Founder
ACR-PARTNERS

Hayati Serdar Ersoy
General Manager
DEFACTO

Michael Ewald Hansen
Chief Digital Officer
LAKRIDS BY BÜLOW

Morten Grabowski Kjaer
CEO
LUKSUSBABY

Annette Lund
CEO
PROMENADEN MANAGEMENT

Sponsored by **vemco group**



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)

Paul Kent (mod.)
VP Global Business Development
MAD SYSTEMS

Fri Forjindam
Chief Development Officer
MYCOTOO

Nicole Srock.Stanley
CEO & Founder
DAN PEARLMAN GROUP

Co-organised with **TEA**

Sponsored by



15.30-16.30 | ARENA

● City talks (session in French)

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

Speaker(s)

Christophe Baraston (mod.)
Executive Officer / Délégué général
CMCV (Club des Managers de Ville et Territoire)

Patrick Bouzat
Chef du service commerce
GRAND BESANÇON MÉTROPOLE

Yves Hanania
Conseil au Maire
NEUILLY-SUR-SEINE

Pascale Lacour
Adjointe au Maire déléguée au Commerce et à l'Artisanat
VILLE DE SAINT-ETIENNE

Fabien Maingain
Alderman of Economic Affairs
CITY OF BRUSSELS

Frédéric Marquet
Manager du Commerce
VILLE DE MULHOUSE

Franck Martin
Adjoint au maire, délégué au Territoire Hauts de Nice, aux Commerces, aux Marchés, à l'Artisanat
VILLE DE NICE

Myriam Trabelsi
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)

Thomas Vial (mod.)
Project Director
BUSINESS FRANCE

Lilian Birocheau
Managing Director France
CHARGE GURU

Lancelot Boiteux
Sales manager occupiers
DEEPI

Ricardo Rosa
Head of innovation
SONAE SIERRA

Co-organised with **BUSINESS FRANCE**

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)

Jeroen Verrezen (mod.)
Managing Partner
LEISUREMORE / ELECTROSONIC

Travis Kline
Regional Director of Operations
WHITEWATER

Shawn McCoy
Executive Vice President
JRA- PART OF RWS ENTERTAINMENT GROUP

Co-organised with **TEA**

Sponsored by



CONFERENCE PROGRAMME



Tuesday 29 November

16.00-18.00 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

by invitation only

Mapic outlet summit

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

Speaker(s)

Chris Igwe (mod.)

President

CHRIS IGWE INTERNATIONAL

Ken Gunn

Managing Director

KEN GUNN CONSULTING

Giles Membrey

Managing Director

RIOJA ESTATES LTD

Luca Nasi

General Manager

ARCUS REAL ESTATE

Brendon O'Reilly

Founder, Equity Partner & Managing Director

FASHION HOUSE GROUP

Lisa Wagner

Principal

TORG

Co-organised with

Chris Igwe International

Sponsored by

Rioja Estates & TORG & FASHION HOUSE GROUP

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)

Laurent Taïeb (mod.)

Co-President of the Board

LICENSING INTERNATIONAL FRANCE

Carmen Costa

Head of the Entertainment Development Department

MADHOUSE BRANDS & MALLS

Robert Goodchild

Commercial Director

AARDMAN ANIMATIONS

Co-organised with

LICENSING INTERNATIONAL FRANCE

Sponsored by

QUBICA AMF & KCC JRA

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

mapic AWARDS

Speaker(s)

Sameer Sethi (mod.)

Director and Principal

INSITE FOOD

Omar Ilyas

Strategic Partnership Manager

CREAMS CAFÉ

Antoine Ingrassia

Fondateur PDG

TOASUSHI

Marta Marrucco

Project Manager

SOONEAT

Emilio Re Rebaudengo

Founder

ROBERTO RINALDINI GELATO / MACARON

Fred Vibert

CEO

SLIMFREDDY'S

Judd Williams

Head of Franchising

MARUGAME UDON

Co-organised with

IN SITE FOOD

Sponsored by

Cart'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)

Ben Chesser

CEO

CONIQ

Lee Jackson

Senior Vice President, Digital Solutions Advisory

JLL

Tim Mayer

Head of Asset Management Retail

CBRE GERMANY AND AUSTRIA

Sponsored by

coniq

CONFERENCE PROGRAMME



Wednesday 30 November

09.00-10.30 | VERRIÈRE GRAND AUDI | PRIVATE EVENT

● ECSP Retail & leasing group

Speaker(s)

Klaus Striebich (mod.)
MD
RARE ADVISE

Co-organised with ECSP | European Council of Shopping Places

09.30-10.00 | STUDIO

● Green means go: Accelerating environmental transition for retail destinations

- 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)

François Videlaine (mod.)
Partner
MCKINSEY & COMPANY

Antoine Frey
Chairman and CEO
FREY

Elisabeth Laville
Founder
UTOPIES

Co-organised with McKinsey & Company

09.30-10.00 | ARENA | OPENING SESSION

● The restaurant industry: New challenges and opportunities

Speaker(s)

Vincent Mourre
CEO & Co-founder
WHITESPACE PARTNERS

Co-organised with WHITE SPACE PARTNERS

Sponsored by Carl's Jr.

09.30-10.00 | MAPIC INNOVATION STAGE

● Energy Efficient Stores with Risk-Free Investment Model

- 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)

Melih Ballikaya
CEO
FLORAWISE

Bulut Batum
Executive Board Member
CARREFOURSA

Sponsored by florawise

10.00-10.30 | ARENA | KEYNOTE

● We are what we eat

Speaker(s)

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



Paco Underhill
Strategic Advisor
ENVIROSELL GLOBAL

In partnership with ECE

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10.30-11.00 | STUDIO

● Urban logistics and retail: the great shift

- 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)

Naveen Jaggi (mod.)
President, Retail
JLL

Matthias Erwin Kurz
Business Development Manager
KNAPP SMART SOLUTIONS

Justine Soulet
Product Manager
WOOP

Co-organised with JLL

CONFERENCE PROGRAMME



Wednesday 30 November

10.30-11.00 | MAPIC INNOVATION STAGE

● 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?

Speaker(s)

Lesley Morisetti (mod.)
Director
MORISSETTI ASSOCIATES

Giorgio d'Aprile
Vice President Marketing
Timberland EMEA
VF CORPORATION

Bertrand Levy
VP Global Partnerships
THE SANDBOX

Stéphanie Zolesio Roux
Directrice Générale Executive
CASINO IMMOBILIER

Co-organised with Morisetti

11.00-11.30 | ARENA

● 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.

Speaker(s)

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

Martin Barry
Founder & CEO
MANIFESTO MARKET

Stéphane Keulian
F&B concept development leader
INGKA CENTRES

In partnership with ECE

Sponsored by Carl's Jr.

11.30-12.00 | STUDIO | FRANCE FORUM

● Shaping a sustainable future

- 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)

Alain Boutigny (mod.)
Directeur de publication
LA CORRESPONDANCE DE L'ENSEIGNE

Marie Cheval
Chair & Chief Executive Officer
CARMILA

Emmanuel Le Roch
General Manager
PROCOS

Co-organised with SITES

11.30-12.30 | MAPIC INNOVATION STAGE

● Innovation pitch

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

Speaker(s)

Marc-Lionel Gatto (mod.)
Founder
MYGLOBALVILLAGE

Maxime Boutot
Sales Manager Europe
CROSSCAN

Ben Chesser
CEO
CONIQ

David Douay
Development Director
SMEG

Co-organised with MYGLOBAL VILLAGE

Benjamin Gardner
Director, EMEA
NUVOLO

Didier Gasté
CEO
SPACYIAL

Charlotte Journo
CEO
WISHIBAM

Lola Millet-Bourgogne
VP Sales & Business
Development
NEAR

Dean Nixon
CTO & Product Architect
HYDRA
(TOPUP CONSULTANTS)

Bart Schmitz
CEO
PFM-INTELLIGENCE

Francesco Veleno
Sales Manager
FEEDBACKNOW

Diane Wehrle
Marketing and Insights Director
SPRINGBOARD

CONFERENCE PROGRAMME



Wednesday 30 November



11.30 - 13.00 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

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

by invitation only

Co-organised with ECSP | European Council of Shopping Places

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.

Speaker(s)

Joaquim Pereira Mendes (mod.)
Chief Legal, Tax & Compliance Officer, **SONAE SIERRA**
Chairman, **ECSP'S LEGAL WORKING GROUP**

Dominique Cohen-Trumer
Avocat
CABINET COHEN-TRUMER

Claudio Cocuzza
Senior Partner
COCUZZA & ASSOCIATI, MILAN

Bertrand Courtois-Suffit
Founder / Managing partner
ECSP LEGAL GROUP / MALL & PARTNERS

Dawn Hilton
Partner and Head
of Corporate Real Estate
EVERSHEDS SUTHERLAND

Cristina Mihaila
Head of Legal, property Management
SONAE SIERRA

Marek Noetzel
Chief Operating Officer
NEPI ROCKCASTLE BV

Lieven Peeters
Partner
ALTIUS

Peter Vocke
Lawyer/Partner
HEUKING KÜHN LÜER WOJTEK

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



Speaker(s)

Vincent Philippe (mod.)
Founder
FUNFAIRCITY

Raphaël Campos
Head of Retail and Valuation
France / Belgium
**SOCIETE DES CENTRES
COMMERCIAUX (SCC)**

Fabrice Deygas
Founding Partner
GROUPE ALTIPLANO

Philippe Sauze
Head
LA TÊTE DANS LES NUAGES

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

Sponsored by

Speaker(s)

Jonathan Doughty (mod.)
Project Director, Leasing Services
ECE MARKETPLACES

Lorraine Dieulot
Lifestyle Business unit director
- Real estate, Retail, Hospitality
SAGUEZ & PARTNERS

Holly Hallam
Managing Director
DESIGNLSM

Nicole Srock.Stanley
Co-founder and CEO
DAN PEARLMAN GROUP

CONFERENCE PROGRAMME



Wednesday 30 November



14.00 - 15.30 | VERRIÈRE GRAND AUDI | PREMIUM NETWORKING EVENT

● Meet the leisure operators!

by invitation only

Sponsored by



Content partner

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.

Speaker(s)

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

Bart Dohmen (mod.)
Managing Partner
TDAC

Guillaume Chêne
Country Manager France
QUBICAAMF

Vincent Garcin
President
SEVEN SQUARES

Shawn McCoy
Executive Vice President
**JRA - PART OF RWS
ENTERTAINMENT GROUP**

Reinhart Viane
Business Development Director
KCC

14.30 - 15.30 | MAPIC INNOVATION STAGE

● Innovation pitch

Co-organised with

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

Speaker(s)

Marc-Lionel Gatto (mod.)
Founder
MYGLOBALVILLAGE

Jacob Burrows
Account Manager
VEMCO GROUP

Rory Duffield
Head of Business
Development EMEA
MALLCOMM - TOOLBOX GROUP

Peter Endress
Managing Partner
EVALARM

Serge Gale
CEO & Co-Founder
DISPLAY FORCE

Edward Hubbard
Global Sales Director
FARADAI

Claudia Iadarola
Business Development
Manager
MICROLOG

Sebastian Krause
Head of Business Development
TARGOMO

Riccardo Negri
Chief operating officer
PTA GROUP - ARETAIL

Georgios Pipelidis
Managing Director &
Co-Founder
ARIADNE MAPS

Markus Porvari
President and CEO
HYPERIN

Simon Staack
Co-founder and
Managing Director
EMPLATE

Hervé Vervoort
Country Leader, Retail,
North West Europe
SENSORMATIC SOLUTIONS

15.00 - 15.30 | STUDIO

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

Co-organised with

- 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.

Speaker(s)

Andy Watson (mod.)
Partner & Fund Manager, **EUROPA CAPITAL**
Co-Chair Product Council, **ULI EUROPE RETAIL & ENTERTAINMENT**

Etienne Dupuy
CEO
CEETRUS PROPERTIES

Sara Lucas
CEO
GROSVENOR PROPERTY EUROPE

Guy Thomas
Head of Place Assets
LENDLEASE

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



Co-organised with CONFIMPRESE
LE IMPRESSE DEL COMMERCIO MODERNO

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 retails 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

Co-organised with savills

Sponsored by 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

Sponsored by hyper[in]

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

Co-organised with progressium WHITE SPACE PARTNERS
franchise expo PARIS

Sponsored by GUINOT INSTITUT • PARIS

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
PEOPLE - PLACES - PROPERTIES

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
CONSIGLIO NAZIONALE CENTRI COMMERCIALI

- 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