



# CONFERENCE PROGRAMME 2023

**mapic**<sup>®</sup>

**LeisurUp**<sup>®</sup>  
by mapic

28-30 November 2023  
Palais des Festivals, Cannes

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# CONFERENCE PROGRAMME



Tuesday 28 November

● MAPIC ● MAPIC INNOVATION FORUM ● LEISURUP ● THE HAPPETITE

## MORNING

**STUDIO**

**10.00 - 10.30**  
**Expert insights: overview and prospects**

- Transaction volumes: Activity in Europe, the hotspots and investment volumes
- Mixed use: Asset management trends for destinations
- Occupiers: The changing tenant mix and the new business models

**10.30 - 11.00**  
**The road ahead: responsible growth**

- The role of landlords in driving an agenda for change
- Delivering development and asset management for the local community
- Reimagining destinations for a new consumer and retailers

**ARENA**

**11.30 - 12.30**  
**Leisure pitch contest - Live vote**

Your chance to hear from new leisure concepts and formats.

Winner revealed at

**INNOVATION STAGE**

**10.00 - 10.30**  
**Digital Twins**

Organised by:

Nhood as service real estate company accelerate the transformation of the property industry thanks to the Digital Twins innovation.

By adopting a data-driven approach, it leads to significant improvements in your asset decision-making.

Indeed, data plays a crucial role in this evolution, providing in-depth insights for more informed property management.

In this way, Digital Twins are demonstrating their ability to revolutionize the perception and optimization of our physical assets.

**11.00 - 12.00**  
**Innovation pitch**

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

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## AFTERNOON

**STUDIO**

**14.00 - 14.30**  
**LEISURE OPENING SESSION**  
**Spotlight: New leisure trends**

An overview of the major trends in leisure concepts and formats.

**14.30 - 15.00**  
**LEISURE KEYNOTE**

**Christine Wacker**  
 Director, Business Development - Consumer Products Experiences / Consumer Products - Live Experiences  
**NETFLIX**

When brand stories and imaginary worlds bring their audience experience to destinations and retail centres.

**15.30 - 16.00**  
**TEA Presents: Make Leisure the STAR of your destination**

- Making Leisure shine goes way beyond direct measurable kpis.
- What truly makes Leisure an Anchor that increases loyalty, footfall, and repeatability?
- Does clustering several attractions help? do international IPs add value? how important is the location and integration into the broader setting?

**16.30 - 17.00**  
**Immersive experiences: The last frontier for retail property**

- The rise of immersive experiences and why they are here to stay
- Choosing the right format: Understanding the right leisure offer for a destination
- Understanding the offer and how technology initiatives are shaping the market

**17.30 - 18.00**  
**Stronger together: the power of clustering**

- Why leisure concepts draw more visitors when operators come together
- Is big better? Multi-use concepts and mixed use, or destination leisure?
- Packaged offers and how leisure can provide off-the-shelf solutions

**ARENA**

**14.00 - 15.00**  
**Retail pitch contest - Live vote**

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

Winner revealed at

**15.30 - 16.30**  
**Food pitch contest - Live vote**

Your chance to hear from new F&B concepts and formats.

Winner revealed at

**17.00 - 18.00**  
**City pitch**

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

**INNOVATION STAGE**

**14.00 - 14.30**  
**Elevating Customer Engagement through Retail Innovation: An Apsys story**

Organised by:

- Beaugrenelle grew their loyalty program using Coniq's technology - to drive member acquisition, retention, and brand re-engagement
- Apsys utilized omnichannel marketing strategies to enhance their customer experience and increase social media engagement
- Apsys incentivized a 4.7 x uplift in total spending alongside a 94% increase in new program members through their loyalty campaign with Coniq

**15.00 - 15.30**  
**Why everyone is talking about AI**

- AI & Retail media: how AI can unlock the potential of shopping centres by enhancing the value of their audience
- Reimagining the supply chain, logistics, and merchandising
- Bringing technology and people together: The customer-facing opportunities

**16.00 - 16.30**  
**Sustainability pitch**

An opportunity to hear from a mixture of sustainability-led innovation companies.

**17.00 - 17.30**  
**Experience sharing session "Partnership Beyond Retail For The Future Of Retail"**

Organised by:

- How to co-create with partners to provide meeting places spaces for local communities to live, work and play?
- How retail-led destinations look beyond shopping?
- What will the customers of tomorrow want?

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## MORNING

**STUDIO**

**09.30 - 10.00**

**URW's project to drive sustainability in retail and retail property**

Speaker:  
**Clément Jeannin**  
Group Director of Sustainability  
**UNIBAIL-RODAMCO-WESTFIELD**

**10.30 - 11.00**

**Repurpose with purpose**

- The redevelopment of retail space and how mixed use is evolving
- The integration generation: Creating synergy between uses and activities
- Beyond asset management: Flexibility, adaptability and community

**11.30 - 12.45**

**FRANCE FORUM**

**11.30-12.15**  
**Challenges & opportunities of the French market**

- French connection: Rethinking malls and high streets to create sustainable commerce and communities
- New opportunities: How developers are looking to locations beyond their malls.
- The role of refurbishment: Asset management and the switch to sustainability and repurposing

**12.15-12.45**  
**A deep dive into the French leisure market**

- Finding the right formats and concepts for retail lifestyle destinations
- The evolving relationship between landlords and leisure operators
- How leisure can add value to retail locations

**ARENA**

**09.30 - 10.00**

**FOOD OPENING SESSION**

- How the rise in out of home eating is impacting the online delivery giants
- The globalisation of food culture and how it is reshaping F&B
- Lessons from those delivering change across markets

**10.00 - 10.30**

**FOOD KEYNOTE**



**Tigrane Seydoux**  
Co-founder and co-CEO  
**BIG MAMMA**

Hear from a key decision maker on the drivers for success in the restaurant industry.

**11.00 - 11.30**

**Good brands, great brands, what's the difference?**

- How dining has evolved and diners too
- A flavour of change: The right formats and the right food
- How food destinations are changing and the casualisation of dining

**12.00 - 12.30**

**Sustainability in F&B**

- The rise of the sustainable and ethical consumer in F&B
- Reducing food waste through operational changes
- Energy and efficiency and how they are reshaping F&B

**INNOVATION STAGE**

**09.30 - 10.00**

**Retail security: are we doing enough?**

Organised by:  
**mallcomm**

- Leading experts in retail real estate discuss the security and safety issues faced by the industry.
- Understand how to strike the right balance between experience and safety.
- Delve into the role that technology plays in addressing the trends and challenges in today's modern retail landscape

**10.30 - 11.00**

**Making an impact with sustainable innovation**

- The digital innovators focusing on practical, positive change
- Technology as a service: Connecting with consumers through sustainability-driven innovation
- Clean energy technology innovation: consuming less and smarter for the planet

**11.30 - 12.30**

**Innovation pitch**

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

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## AFTERNOON

**STUDIO**

**14.00 - 14.30**

**RETAIL KEYNOTE**



**Raymond Cloosterman**  
Founder & CEO  
**RITUALS COSMETICS**

Hear from a leading retailer on what it means to be both responsible and successful.

**15.00 - 15.30**

**Growth concepts: fit for the future**

- How a new generation of brands are growing amid changing lifestyles
- Differentiation in an increasingly crowded market and the niche expansion formats
- Powering ahead in-store as In Real Life overtakes online buying

**16.00 - 16.30**

**ESG: from cost to opportunity**

- Enhancing the value of real estate through sustainability measures
- Energy efficiency: linking decarbonisation and cost reduction
- Engaging local communities and all the stakeholders for more powerful impact

**17.00 - 18.30**

**ITALY FORUM**

**The commitment of the Shopping Centers Industry to ensure a sustainable future**

- Sustainability and ESG and how they will form the heart of Italy's regenerating cities
- Development: Mixed use development and the sustainability agenda
- Consumers: Meeting the needs of the new consumer and attracting customers

**ARENA**

**14.00 - 15.00**

**Leisure pitch contest - Live vote**

Your chance to hear from new leisure concepts and formats.

Winner revealed at 

**15.30 - 16.30**

**Italian Retail pitch contest - Live vote**

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

Winner revealed at 

**17.00 - 17.30**

**Mapic Academy finalists pitch**

The final step to select the winner of the MAPIC Academy Challenge.

**INNOVATION STAGE**

**14.00 - 14.30**

**Artificial intelligence (AI) - we have more data than ever available and connected...**

Organised by:  
**hyper[in]**

- What are the opportunities and threats for retail real estate?
- Chat GPT made AI more concrete but what other technologies we should be aware of?
- In what areas landlords and tenants should cooperate to benefit of AI?

**15.00 - 15.30**

**New designs on innovation: whole life thinking**

- Whole life design: Thinking about formats with sustainability built-in
- Sustainability as theatre: Putting repair and reuse at the heart of the store
- Design: Transforming customer service into a unique experience

**16.00 - 17.00**

**Innovation pitch**

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

**17.30 - 18.00**

**Revealing innovation and deploying it at scale to transform retail and commercial real estate**

Organised by:  
**ogorize**

- Current state of the art
- Innovate or die : Why do retail players put themselves at risk if they don't innovate?
- Concrete examples to inspire retail professionals

# PREMIUM NETWORKING EVENTS PROGRAMME



7 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 28 November

11.00-12.30

**Workshop:  
green leases,  
flexible agreements,  
new business models,  
what's new?**

Discover the art of simplifying deals and partnerships to create long term value. Join a unique networking event bringing together legal experts and decision-makers in retail and real estate. Attend an insightful workshop tackling industry challenges such as new business models, innovative technology, sustainability, leasing and more. This forum brings together landlords, retailers, leisure operators & asset managers.

14.00-15.30

**Sustainability  
Summit**

Join our exclusive event to learn from experts about practical sustainability measures; to discover projects which stand out in this area and to engage with decision makers, representatives from Gen Z, and impactful project leaders. This workshop is dedicated to landlords, retailers, investors & cities.

16.30-18.30

**Multi-unit Master  
Franchise Summit**

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

## Wednesday 29 November

**NEW** 08.00-10.00

**ECSP Retail &  
Leasing Group  
Annual Meeting**

This meeting and work-group of pan-European retailers and leasing organisations will discuss current market topics, creating recommendations and proposals for common solutions and networking. The requirement for participation is to operate in a minimum of two different countries as a retailer or a leasing representative. This event is organised by ECSP and supported by MAPIC.

11.00-13.00

**Mapic Outlet  
Summit**

Our annual focus on the dynamic and expanding designer outlet sector. This event brings together outlet developers, retailers & investors.

14.00-16.00

**Retail in the City  
Summit**

The must-attend event for high street retail. This summit looks at how cities can reinvent themselves to remain attractive for retailers and how both town centres and the suburbs can be revived sustainably. This event brings together landlords, retailers, international cities and investors.

16.30-18.30

**Leisure Summit**

Get insights on the latest trends in leisure, discover new leisure concepts and key projects integrating leisure in lifestyle destinations and network with a targeted audience. This event brings together leisure operators, landlords, cities and retailers.



**mapic**

## The Age of Responsible Growth: Committing to a better future

Retail, leisure, hospitality and property players have shown remarkable resolve in facing the challenges and opportunities during and post-Covid and now, for the longer-term future of the industry, we are entering an 'age of responsible growth'.

This individual and collective responsibility reflects our awareness of the challenges we all have to face: climate change and our knowledge that the age of plenty is over. Our resources are finite and we must take care of them. The decisions we make today will be crucial for future generations.

That means reducing, reusing or recycling products and waste, having more efficient energy and water consumption, considering sustainability and ethics in everything we do and embedding an attitude of responsibility within our businesses and within everyone that works for and with them. Examples of this can be

seen everywhere in retail, leisure and food, as manufacturing, supply chains, circularity, rent-over-ownership and waste are all targeted.

And because consumers are increasingly demanding these elements from the companies they buy from, this is not just good for the planet but good for business. This is not simply about doing less, for the industry's innovators it is about seeing the link between responsibility and business growth and placing people at the heart of business.

MAPIC 2023 will embrace these topics and open a new area dedicated to energy efficiency and innovation in the exhibition zone. It will continue to play its role as a window to the industry, supporting all the market players and helping them to navigate our continuously changing world.

Make 2023 a moment to take responsibility for your part in a bright future for all of us!

### MAPIC KEY TOPICS



#### SUSTAINABILITY

- How to make a property asset carbon neutral?
- How to develop a project with a real social impact on local community?
- How to make retailers more sustainable?



#### THE EVOLUTION OF RETAIL PROPERTY ASSETS

- What are the most resilient asset classes?
- Urban regeneration and the rise of mixed-use projects: how retail will play an active role in changing the face of our cities
- Repurpose: a second life for property assets



#### NEW RETAIL

- Discover the new generation of retailers
- Second hand, Recycle, Upcycle, Re-use: the growth of responsible retail
- Discounters, luxury brands: what are the most resilient retail concepts?



#### LEISURE

- How to integrate leisure concepts in retail destinations?
- The social role of leisure
- The new leisure formats which can boost retail properties



#### FOOD

- What are the growing F&B concepts?
- The right business models to integrate F&B in retail sites
- Sustainability in the F&B industry



#### INNOVATION

- Artificial Intelligence: the next revolution in the retail industry?
- How innovation is changing the face of retail and real estate
- Sustainable design for innovative retailers