Based in Cannes, GeenBee Event Upcycling is a not-for-profit association that is championing local employment, carefully choosing sustainable materials, and promoting the reduction of waste. How we’re making our show more sustainable:

- Championing local employment
- Carefully choosing materials
- Promoting the reduction of waste

Inclusion & Diversity:

- MAPIC Innovation Forum
- Sustainability Lab
- Retail Tech Lab
- MAPIC Zone

Palais des Festivals:

- Retail Village
- MAPIC Conference Arena
- MAPIC Conference Studio
- Verrière Grand Auditorium

Other locations:

- Riviera 7 & Exit
- Riviera 8
- Riviera 9
- Riviera 10
- Riviera 11
- Palais 1
- Palais -1

Entertainment:

- Train Entrance/exit
- Entrance/exit

Thank you to all our conference sponsors and partners!