



**mapic**<sup>®</sup>

**LeisureUp**<sup>®</sup>  
by mapic

**26 - 28 November 2024**  
Palais des Festivals, Cannes

# CONFERENCE PROGRAMME 2024

**THE NEW RETAIL EQUATION:  
GROWING IN A FAST-CHANGING WORLD**

# PROGRAMME AT A GLANCE

## Tuesday 26 November

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STUDIO Palais -1	ARENA Palais -1	PITCHING STAGE Palais -1	INNOVATION STAGE Riviera 7	PREMIUM NETWORKING EVENTS Verrière Grand Audi - Palais 0
<p><b>10.00 - 10.30</b> <b>The stage is set: the path to growth</b></p> <ul style="list-style-type: none"> <li>Deals, debt and delivery: How the retail real estate market is shaping up for 2025.</li> <li>Effective asset management for the new retail mix.</li> <li>Capitalising on the reemergence of physical retail.</li> </ul>				
<p><b>11.00 - 11.30</b> <b>Investor sentiment: Retail back in the spotlight</b></p> <ul style="list-style-type: none"> <li>Will investor sentiment towards retail property catch-up with operational performance?</li> <li>The right assets for investment</li> <li>Pricing: More movement as vendor and buyer expectations get closer</li> </ul>	<p><b>10.30 - 11.00</b> <b>Partner session</b></p>		<p><b>10.30 - 11.00</b> <b>Partner session</b></p>	
<p><b>12.00 - 12.30</b> <b>View from the Top: The CEO session</b></p> <ul style="list-style-type: none"> <li>The new retail equation: Growing in a changing world</li> <li>The big vision: Retail destinations reshaped for 2025 and beyond</li> <li>Reasons for optimism: After the retail apocalypse that never happened</li> </ul>	<p><b>11.30 - 12.00</b> <b>Partner session</b></p>	<p><b>11.30 - 12.00</b> <b>Leisure Pitch</b></p> <p>Your chance to hear from new leisure concepts and formats.</p>	<p><b>11.30 - 12.30</b> <b>Innovation Pitch</b></p> <p>An opportunity to hear from a mixture of retail and real estate innovation companies</p>	<p><b>12.00 - 13.30</b> <b>Outlet Summit</b></p> <p>Our annual focus on the dynamic and expanding designer outlet sector. This event brings together outlet developers, retailers and investors.</p>
<p><b>14.00 - 14.30</b> <b>OPENING LEISURE SESSION</b> <b>Leisure beyond frontiers: cross border expansion</b></p> <ul style="list-style-type: none"> <li>The rise of the leisure and the experience economy</li> <li>Why retail is the perfect stage for engagement</li> <li>Immersive experiences and the rise of digital for in-person entertainment</li> </ul>		<p><b>14.00 - 14.30</b> <b>Italian retail Pitch</b></p> <p>Hear from new Italian names and brands in retail, looking to expand their offer to new locations.</p>	<p><b>14.00 - 14.30</b> <b>Innovation Pitch</b></p> <p>An opportunity to hear from a mixture of retail and real estate innovation companies</p>	
<p><b>14.30 - 15.00</b> <b>Leisure Keynote</b></p> <p>Hear from a leading player in the F&amp;B market about how the sector is developing amid a host of new challenges.</p>	<p><b>14.30 - 15.00</b> <b>Partner session</b></p>		<p><b>15.00 - 15.30</b> <b>Sustainability Pitch</b></p> <p>An opportunity to hear from a mixture of retail and real estate innovation companies</p>	<p><b>14.30 - 16.00</b> <b>Urban Regeneration Summit</b></p> <p>The must-attend event on mixed-use and retail urban regeneration projects. 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.</p>
<p><b>15.30 - 16.00</b> <b>The shopping centre as a stage</b></p> <ul style="list-style-type: none"> <li>Bringing entertainment, education and culture to malls</li> <li>Driving traffic: Attractions, activations and pop-ups</li> <li>Measuring impact: Using data to optimise value</li> </ul>	<p><b>15.30 - 16.00</b> <b>Partner session</b></p>		<p><b>16.00 - 16.30</b> <b>Retail AI: Optimise, personalise, communicate</b></p> <ul style="list-style-type: none"> <li>AI overview: The opportunities for retailers</li> <li>Making AI add up: Optimising physical retail efficiency with AI</li> <li>Tailor made futures: Communication and personalisation</li> </ul>	
<p><b>16.30 - 17.00</b> <b>TEA presents</b></p>	<p><b>16.30 - 17.00</b> <b>Partner session</b></p>	<p><b>16.15 - 16.45</b> <b>Retail without borders: International expansion Pitching session</b></p>	<p><b>17.00 - 17.30</b> <b>Partner session</b></p>	<p><b>17.00 - 18.30</b> <b>Multi Unit, Master Franchise &amp; Travel Operators Summit</b></p> <p>An exclusive networking event bringing together international franchise partners and a selection of leading retail and restaurant brands who are expanding globally</p>
<p><b>17.30 - 18.00</b> <b>Leisure &amp; highstreets: the perfect mix</b></p> <ul style="list-style-type: none"> <li>How leisure can be a catalyst for urban regeneration and town regeneration</li> <li>Repurposing units to add to the destination mix</li> <li>Data, metrics and measuring the positive impact of change</li> </ul>	<p><b>17.30 - 18.00</b> <b>Partner session</b></p>	<p><b>17.15 - 17.45</b> <b>City Pitch</b></p> <p>Discover new locations for investment, retail, leisure and F&amp;B outlets. Pitching</p>		

Programme as of 4 July 2024, may be subject to change

# PROGRAMME AT A GLANCE

## Wednesday 27 November

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STUDIO Palais -1	ARENA Palais -1	PITCHING STAGE Palais -1	INNOVATION STAGE Riviera 7	PREMIUM NETWORKING EVENTS Verrière Grand Audi - Palais 0
<p><b>09.00 - 10.00</b></p> <p><b>Networking Breakfast</b> <b>Women in retail property sharing experience</b> An opportunity to network with leading female retail and real estate professionals.</p>	<p><b>10.00 - 10.30</b> <b>OPENING FOOD SESSION</b> Our annual focus on the dynamic F&amp;B industry</p>		<p><b>10.00 - 10.30</b> <b>Real estate AI: Engagement, innovation, relationships</b> • AI overview: The opportunities for real estate • A new tool to engage with tenants and consumers • Why the next wave of innovation is about relationships for physical locations personalisation</p>	<p><b>08.30 - 10.00</b> <b>ECSP Retail &amp; Leasing Group Annual Meeting</b> 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.  This event is organised by ECSP and supported by MAPIC</p>
<p><b>10.30 - 11.00</b> <b>Better than new: Bringing locations back to life</b> • Learn from the latest transformations and extensions and repurposing • Understanding the economics of redevelopment and achieving ROI • The social, commercial and long term regeneration benefits of improving and refocusing destinations</p>	<p><b>10.30 - 11.00</b> <b>Keynote Food</b> Hear from a leading player in the F&amp;B market about how the sector is developing amid a host of new challenges.</p>			<p><b>10.30 - 12.30</b> <b>French Summit</b> This special summit will focus on the French retail and real estate market and provides a unique opportunity to learn from and network with the leading players.</p>
<p><b>11.30 - 12.00</b> <b>Delivering experience, driving performance</b> • Beyond shopping: Experience plus purpose equals success for retail • What experiential retail really needs to deliver for consumers • How the transformation of stores means good business for landlords</p>	<p><b>11.15 - 11.45</b> <b>Attracting and optimising investment for F&amp;B growth</b> • Maximising opportunities: Working with investors to capture their skills • How cross border F&amp;B operators should attract investors • Differentiation in a crowded market</p>	<p><b>11.00 - 11.30</b> <b>Leisure Pitch</b> Your chance to hear from new leisure concepts and formats.</p>	<p><b>11.00 - 11.30</b> <b>Partner session</b></p>	
<p><b>14.00 - 14.30</b> <b>Keynote Retail</b> Hear from a major retail CEO on how they view the opportunities and challenges in 2025.</p>	<p><b>12.00 - 12.30</b> <b>Food for thought: Immersive dining experiences</b> • How to adapt and evolve an F&amp;B offer to provide truly immersive experiences • Financing immersive experiences: Finding the ROI in creative formats • Setting trends, influencing the next wave of F&amp;B operators</p>		<p><b>12.00 - 12.30</b> <b>Sustainability Pitch</b> An opportunity to hear from a mixture of retail and real estate innovation companies</p>	
<p><b>15.00 - 15.30</b> <b>At the heart of the community: Create, curate and sustain</b> • How developers and landlords are reframing regeneration for the community • The growth of localisation and why it offers a model for the future of mixed-use • Sustainability and innovation, the twin pillars of real estate's future</p>	<p><b>14.30 - 15.00</b> <b>Leisure France</b> Learn more about the evolution of leisure in France and how the next wave of operators can boost the retail mix.</p>	<p><b>14.30 - 15.00</b> <b>Retail without borders: International expansion Pitching session</b></p>	<p><b>14.00 - 14.30</b> <b>Partner session</b></p>	<p><b>14.00 - 15.30</b> <b>Workshop: AI, new business challenges</b> This detailed session will offer insights into how AI will influence the legal and contractual elements of retail real estate.</p>
<p><b>16.00 - 16.30</b> <b>A new road ahead for high-street retail</b> • A new vision for Europe's high streets and urban centres • Why town centres are a vital part of the new retail equation • The right high street mix: Leisure, retail, services and innovation</p>	<p><b>15.30 - 16.00</b> <b>Talking about my generation</b> • Gen Z: Hear from these influential consumers on their top priorities • Discuss the future of destinations and stores with next gen shoppers • Great expectations: How to appeal to youthful consumers</p>	<p><b>15.45 - 16.15</b> <b>Retail without borders: International expansion Pitching session</b></p>	<p><b>15.00 - 15.30</b> <b>Turning stores into media platforms</b> • What the new generation of retail media networks mean for stores and malls • Data capture and technology mark a step-change for retail media • Blended earnings: As stores become media platforms, what it means for performance</p>	
<p><b>17.00 - 18.30</b> <b>Italy Forum</b> Hear more on one of Europe's most dynamic retail and real estate markets in our annual multi-panel session</p>	<p><b>16.30 - 17.00</b> <b>Retail Store Design</b></p>	<p><b>17.00 - 17.30</b> <b>Mapic Academy Finalists Pitch</b> Your chance to hear from the finalists amid our many MAPIC pitch sessions.</p>	<p><b>16.00 - 17.00</b> <b>Innovation Pitch</b> An opportunity to hear from a mixture of retail and real estate innovation companies</p>	<p><b>16.30 - 18.30</b> <b>Leisure Summit</b> 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.</p>
			<p><b>17.30 - 18.00</b> <b>Partner session</b></p>	





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## The new retail equation: Growing in a fast-changing world

Retail, real estate, leisure and hospitality are at a crossroads, with the need for constant evolution in a rapidly changing world, learning how to fast-track adaptation and agility as the industry's players work out 'The new retail equation'.

At the centre of this are customer expectations, a key element of the equation. People need a sense of place, social interaction and experience. As a result, not only are new projects by necessity mixed and blended, so too are the store themselves, which have become multipurpose and versatile (test, sale, repair, second hand, immersive), building loyalty in new ways.

This new mixed use will also support the growth and regeneration of towns and cities and meet the needs of communities, contributing to the local economy, while leisure is another crucial part of the equation, adding to a blend that must become more than the sum of its parts. Through these next generation schemes, retail is building new links between customers and citizens, strengthening bonds and creating deeper connections for destinations and brands.

Technology now plays a crucial role in the equation. There is absolutely no doubt that a profound and far-reaching revolution has already begun with the breakthrough in artificial intelligence (AI) advances and the race to rapidly adopt this game-changing technology. It is up to us to decide how to harness and use this opportunity to drive efficiencies in every aspect of business.

Finally, sustainability is no longer an option. Companies are facing both tough new legislation and expectant customers, while also looking at how they can embrace the opportunities to attract future-proofed capital investment. The objectives and timeframe are clear and many companies have pledged to measurable ESG targets.

MAPIC 2024 will embrace these important topics to support all the market players in finding the right equation to grow.

**MAPIC: Your formula for success.**

## MAPIC TOPICS



### RETAIL PROPERTY ASSETS

The retail property sector has played a crucial role in making cities better places to live and the new wave of mixed-use projects are putting convenience, sustainability and community at their heart, while regenerating neighbourhoods and city areas.



### LEISURE

Leisure is all about authentic experiences and interaction. The programme will reflect the growing popularity and diversification of the leisure sector. It will show how leisure is bringing human connection to the brand experience.



### SUSTAINABILITY

Retailers, developers, investors and new players must all embed sustainability in their business growth plans. Next generation retail is about putting people and the planet first, employing innovation and technology to change the world.



### NEW RETAIL

A new generation of retailers has emerged, clear about their differentiation, value and values to appeal to an increasingly ethical consumer. With the borders between physical and digital retail, leisure and hospitality blurring, how will new concepts shape the consumer experience?



### FOOD

The rapidly expanding restaurant industry plays a key role in customer experience, creating spaces and places where people can connect and both an industry which has embraced technology yet embodies the human touch.



### INNOVATION AND AI

MAPIC is focused on innovations that help the industry better understand and serve customers. Key to this is the integration of AI, which is impacting every aspect of retail, from supply chains to the in-store experience.