

**mapic**<sup>®</sup>

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



**ENTER A NEW GENERATION OF RETAIL PROPERTY  
ASSET RESPONDING TO A NEW WAY OF LIVING!**

Built by  
**RX** In the business of  
building businesses

**LIVE PLAY SHOP**

The logo for MAPIC, featuring the word "mapic" in a white, lowercase, sans-serif font on a magenta background.

**MAPIC is the International retail real estate event to build the ultimate lifestyle and shopping destinations.**

For three days in November, MAPIC is showcasing the widest and most comprehensive offer of retail and lifestyle locations worldwide for retailers, leisure and restaurants operators.

MAPIC is highlighting the best extension and mixed-use projects and is taking the pulse of retail cross-border development.

It is a major opportunity to learn about the changing face of retail and to meet the players at the centre of the retail property industry's transformation. All potential new partners are gathered in one place to build the best places to live, play and shop.



**5,000**  
PARTICIPANTS



**1,600**  
RETAILERS & DNVBS,  
RESTAURANT CHAINS AND  
300 LEISURE PLAYERS



**75**  
COUNTRIES



**250**  
SPEAKERS AND  
50+ CONFERENCES

## Why participate?

### Property developers, cities, travel retail

Showcase your retail sites to global retailers, leisure and food operators searching for new sites and locations. Meet the partners who will help you grow responsibly by reducing your carbon footprint while building or refurbishing your retail destinations.

### Retailers, leisure & food operators

Discover the best locations and the partners who will help you develop your business and better meet your consumers' needs.

### Tech & ESG players, service providers and suppliers

Showcase your solutions to the whole retail property community.

### Investors/brokers

Network with leading professionals and explore local investment opportunities.

**SINCE  
1995**



## Focus retail: fast growing brands on the market!



### A new gallery for cross border retail Palais-1, Puit de Lumière



To maximize synergies and connections with property players.

- Established brands set for major expansion in european markets
- Hot global brands arriving from outside Europe



### An observatory & guide with a selection of brands



### Retail pitching sessions

### 2<sup>nd</sup> Edition of MAPIC Academy



MAPIC is committed to shaping the next generation of retailers.

- A competition to reward the best young retail concept and support its development strategy

## MAPIC Format: 3 action-packed days to meet your business goals

### Networking events

Our numerous tailored networking and matchmaking events will allow you to build your relevant network.

Attend one of our 6 Closed-door events to meet C-level profiles and co-create new business models.



### Exhibition area

The exhibition floor of 12000m<sup>2</sup> is the place to connect with all types of retail property players (cities, shopping centres, travel retail zones...). MAPIC is the showcase for the best international extension and mixed-use projects.



### Conference sessions & talks

Take part in our world-class Conference programme to explore the retail and real estate industries like never before. Hear real-life case studies and learn more during the thematic talks. 50+ conference sessions.



### Awards Competition

Since 1996, the MAPIC Awards have recognised excellence, innovation, and creativity in the retail and real estate industries.



## Our thematic areas and content

Discover the new face of retail, create vibrant experiences, and develop your business responsibly.

### LeisurUp hosted by MAPIC

LeisurUp is dedicated to accelerating the integration of location-based attractions into lifestyle destinations including retail sites, urban areas, transport hubs, and travel destinations. Network with Leisure operators and IP owners.



### The Sustainability Lab

An exhibition area of 100m<sup>2</sup> bringing together ESG players and service suppliers with dedicated energy efficiency solutions for retail property. Find the right partners to help you build a more sustainable business by reducing your carbon footprint.



### MAPIC Innovation Forum

Join the innovation platform of the global retail property Industry! Learn more about the AI revolution and key topics such as the digital innovations enhancing consumer experience and data collection.



### The Happetite Forum

The international forum for restaurant chains looking to expand their business, find new locations & meet new business partners. The opportunity for retail players to discover the most dynamic international restaurant concepts.





**mapic**

## 2024 KEY TOPIC

# 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.



SUSTAINABILITY



THE EVOLUTION OF  
RETAIL PROPERTY ASSETS



NEW RETAIL



LEISURE



FOOD



INNOVATION & AI

### Key experts who already spoke at MAPIC

Alison Rehill-Erguven, CEO, **Cenomi Centers**  
 Joanna Fisher, CEO, **ECE Marketplaces GmbH & Co. KG**  
 Cindy Andersen, Managing Director, **Ingka Centres**  
 Marie Cheval, Chair & Chief Executive Officer, **Carmila**  
 Antoine Frey, Chairman and CEO, **Frey**  
 Clément Jeannin, Group Director of Sustainability,  
**Unibail Rodamco Westfield**

Raymond Cloosterman, Founder & CEO, **Rituals Cosmetics**  
 Tigrane Seydoux, Co-founder & CEO, **Big Mamma**  
 Christine Wacker, Director, Business Development - Consumer  
 Products Experiences, **Netflix**  
 Marie Marks, Senior Vice President, Themed Entertainment,  
**Paramount**  
 François Agache, Managing Director Development and  
 Operations, **APSYS**

View the full MAPIC & LeisurUp lineup speakers for 2024 on the website.