mapic®
International Retail Leasing Hub

3-4 NOV. 2026

PALAIS DES FESTIVALS
CANNES
FRANCE



CONFERENCE PROGRAMME 2026

DEVELOPING WITH INTENT, GROWING THROUGH INFLUENCE

The new narrative: Selectivity, differentiation and influence strategies

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PROGRAMME AT A GLANCE

Tuesday 3 November

mapic®
International Retail Leasing Hub

● RETAIL & PROPERTY ● LEISURE ● INNOVATION ● FOOD & BEVERAGE ● RETAIL IN THE CITY

TRENDS STAGE
Riviera 7

10.00 - 10.30
Expert Insights: Overview of the retail property market
- Understanding retailer priorities in an AI-influenced world
- Looking at whether markets can bounce back
- The year ahead and the sectors primed for growth

10.30 - 11.00
The world in 2026: An economist's view
- The big picture: politics, risk and volatility
- How global economics is influencing consumer behaviour
- Can real estate shake off the high-interest rate hangover?

11.30 - 12.00
Leader's vision: Retail property Keynote

Vincent Rouget
CEO
Unibail-Rodamco-Westfield

12.15 - 12.45
Sustainable Retail Index: from commitments to business opportunities
- Retailers, consumers and investors are reshaping expectations for the retail industry.
- Why collaboration between retailers and landlords is key to accelerating sustainable transformation.
- Key takeaways from the Sustainable Retail Index Association

Organised by
INGKA CENTRES · UNIBAIL-RODAMCO-WESTFIELD

14.00 - 14.30
Leader's vision: Retail brand Keynote

Laure Kruithof
Retail Director
Aroma Zone

15.00 - 16.30
F&B PROGRAMME

15.00 - 15.30
Dark Roast, Bright Future: Scaling Coffee Brands in an Evolving Market

15.30 - 16.00
Choosing the Right Route to International Growth

16.00 - 16.30
The Art of scaling flavour: a discussion with Riccardo Giraudi

Riccardo Giraudi
CEO
Giraudi Group

Co-organiser
WHITE SPACE PARTNERS

17.00 - 17.45
Geo focus: opportunity LATAM
Your chance to network with retail property companies from across the continent and to learn about strategies for successful expansion across the region.

Co-organiser
LRA

INDUSTRY INSIGHTS STAGE
Riviera 7

10.30 - 11.00
From Awareness to Spend: The shopper engagement playbook for retail destinations
- Insights from 7,500 European consumers on what drives shopper behaviour
- What turns awareness into engagement, and engagement into spend
- Practical perspectives from VIA Outlets, Giftify, and Mappedin across European markets

Organised by
giftify

11.30 - 12.30
When Malls Become Media: From AI-Powered Brand Platforms to AI-Driven Media Networks
Session followed by a cocktail at 12.00
- How AI is reshaping the role of Shopping Centres
- From visitor data to deeper audience intelligence
- The evolution of Shopping Centres within Retail Media

Organised by
Sierra Sonae

12.30 - 13.30
Networking Cocktail Reims, next stop for your business ?
With its strong appeal, excellent connectivity and high quality of life, the Reims area offers the perfect setting for innovation and new business ventures. Meet our team!

Organised by
Reims

14.00 - 14.30
The next decade of retail real estate: Where next for global capital, occupiers and consumers?
- Explore how retail real estate is evolving into vibrant mixed-use destinations.
- Examine the outlook for global capital and occupier strategies, international expansion and investment priorities.
- Discuss the trends shaping tomorrow's retail destinations

Organised by
Colliers

15.00 - 15.30
Capitalising on retail's resurgence: what landlords and brands need to do next
- Hear from landlords and Savills experts on how owners are unlocking value from their assets
- How this is generating real estate opportunities for brands and retailers
- Explore how brands can position themselves for success

Organised by savills

16.00 - 16.30
Geo focus: opportunity South Africa
Your chance to network with retail property companies from across the continent the country and to learn about strategies for successful expansion across the region.

17.00 - 17.30
Innovation Pitch
Discover the latest innovations to increase the performance of your stores and retail destinations.

Sponsored by
Sierra Sonae

HIGHSTREET RETAIL STAGE
Riviera 8

11.00 - 11.30
Meet the brands: Europe
Your chance to hear from expansionist European retailers and brands, and to network with entrepreneurial companies from across the continent.

Co-organiser
ACROSS

12.00 - 12.30
High Street Opportunities
BRUSSELS - PARIS - LYON
Our data driven focus on retail cities and urban destinations, outlining the opportunities, locations and consumer trends driving markets.

In partnership with
CUSHMAN & WAKEFIELD

12.30 - 12.40
LUXEMBOURG
Presented by City of Luxembourg
VILLE DE LUXEMBOURG

12.45 - 13.45
Invest in Italy Where retail meets opportunity
Session followed by a networking event at 13.30

Organised by
ITA

14.00 - 14.30
High Street Opportunities
MADRID - BARCELONA - LISBON
Our data driven focus on retail cities and urban destinations, outlining the opportunities, locations and consumer trends driving markets.

In partnership with
CUSHMAN & WAKEFIELD

15.00 - 15.30
Leisure: IP brands pitch
Meet the IP brands driving the future of retail destinations.

Co-organiser
LICENSING INTERNATIONAL

Sponsored by
APPLE INDUSTRIES · THG

In partnership with
INGKA CENTRES

16.00 - 16.30
Meet the brands: Asia
Your chance to hear from expansionist Asian retailers and brands, and to network with entrepreneurial companies from across the continent.

Co-organiser
P-THREE

17.00 - 17.30
Networking Cocktail: Destination Portugal

Organised by
Câmara de Lisboa · Turismo de Portugal

DEEP DIVE STAGE
Verrière Grand Audi - Palais 1

10.30 - 11.30
Retail & Urban Regeneration Summit
Our must-attend event for urban, retail-led destinations. This summit looks at how towns and cities can use retail and leisure as the catalyst for regeneration and to create vibrant economies.

Co-organiser
P-THREE

By invitation only

12.30 - 14.00
Outlet networking lunch
Our annual focus on the dynamic and expanding designer outlet sector.

Sponsored by
chainels · Landsec

By invitation only

14.30 - 16.00 NEW THIS YEAR
Retail Parks Summit
An event exploring the success of European retail parks, where destinations are broadening their offer, enhancing leisure and F&B experiences, and attracting new retail categories.

Sponsored by
accessite

By invitation only

17.00 - 18.30
International Retailers Networking event
A unique opportunity for leading landlords and multi-unit master franchises to come together and meet expanding brands looking for growth platforms.

Sponsored by
balabala · nhood

Co-organiser
YOUNICORN

By invitation only

MORNING

AFTERNOON

19h00 MAPIC Awards Ceremony - Grand Auditorium (Open to all)

20h00 Mapic Awards Party - Majestic Hotel

Programme as of 26 October 2026, may be subject to change

PROGRAMME AT A GLANCE

Wednesday 4 November

mapic®
International Retail Leasing Hub

● RETAIL & PROPERTY ● LEISURE ● INNOVATION ● FOOD & BEVERAGE ● RETAIL IN THE CITY

MORNING

AFTERNOON

TRENDS STAGE
Riviera 7

9.30 - 10.30

Talking generations: Gen Z and retail real estate dialogue
Session followed by a cocktail at 12.00

- From screens to shopping centres, what young consumers are looking for
- How to position destinations to attract new generations
- Understanding a digital-first consumer and how to respond

Partner University: London Business School
Featuring ESSEC students

11.00 - 11.30

Geo focus: opportunity Middle East

Your chance to network with retail property companies from across the continent area and to learn about strategies for successful expansion across the region.

Co-organiser: RLI
Sponsored by: Azad Properties

12.00 - 12.30

Geo Focus: opportunity India

Your chance to network with retail property companies from across the continent the country and to learn about strategies for successful expansion across the region.

15.00 - 16.00

Italy Forum Shopping Centers in Italy: an Industry in motion

The sector is showing renewed dynamism, with a growing focus on asset enhancement and an increasingly prominent role on the international stage

Co-organiser: CNCC
Session in Italian

INDUSTRY INSIGHTS STAGE
Riviera 7

10.00 - 12.00

LEISURE PROGRAMME

10.00 - 10.30

Serious about PLAY. Building the future of retail

In partnership with: Ingka Centres

10.30 - 11.00

From Retail Spaces to Experience Places: How Immersive Concepts Are Reshaping Retail and Urban Destination

- How immersive and interactive concepts can transform retail spaces and urban destinations into engaging, memorable places.
- The differences and similarities between permanent and temporary experiences, including their goals, design needs and operational challenges.
- What makes immersive brand activations genuinely valuable for visitors, operators, brands and destinations.

Co-organiser: LDP

11.00 - 11.30

From Pop-Up to Permanent: How Entertainment Experiences Can Impact Retail Destinations

- Explore how temporary pop-up experiences and permanent attractions can bring entertainment into retail destinations.
- Compare their different business models, investment requirements, and operational needs to help retail owners choose the right approach.
- Examine how each format affects visitor flow, dwell time, guest demographics, and the overall performance of a retail destination.

Co-organiser: TEA

11.30 - 12.00

Leisure Pitch

Your chance to hear from new leisure concepts.

Co-organiser: TDAC

Co-organiser: LDP
Sponsored by: Apple Industries, THG
In partnership with: Ingka Centres

12.15 - 12.45

Meet the brands: Italy

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

Co-organiser: Confimprese

14.00 - 14.30

Innovation Pitch

Discover the latest innovations to increase the performance of your stores and retail destinations.

Sponsored by: Sierra Sonae

15.00 - 15.30

What makes retail premises successful?

- Survey Retail Premises 2026: 1% improvement in quality can drive 1% more footfall
- 2026 insights on location, experience and operational performance
- How retailer, citizen and owner priorities have evolved over 8 years

HIGHSTREET RETAIL STAGE
Riviera 8

10.00 - 10.30

Meet the Food brands: Asia & America

Your chance to hear from expansionist American retailers and Asian Food brands.

Co-organiser: LRA

11.00 - 11.30

High Street Opportunities
AMSTERDAM - LONDON - PRAGUE

Our data driven focus on retail cities and urban destinations, outlining the opportunities, locations and consumer trends driving markets.

In partnership with: Cushman & Wakefield

11.30 - 12.00

High Street Opportunities
MILAN - ROME - MUNICH

Our data driven focus on retail cities and urban destinations, outlining the opportunities, locations and consumer trends driving markets.

In partnership with: Cushman & Wakefield

12.15 - 12.45

From Global Brand to Local Relevance: Scaling International Retail Through Partnerships

The session would explore how international retail operators successfully develop global brands across different markets, focusing on the role of physical stores, location and format strategies, collaboration with landlords and brand partners, global brand consistency and local execution.

Co-organiser: FOX GROUP

DEEP DIVE STAGE
Verrière Grand Audi - Palais 1

9.30 - 10.00

Beyond the Hype: What Ground Data Really Says About Where to Open Next

- Data-enhanced network management: what ground data reveals that headlines miss.
- The retailer's strategy: specialist brand leaders share how they actually weigh cost, catchment and brand fit today, in an age of fewer, smarter openings.
- From insight to intent: lessons from the field on turning independent market intelligence into location choices that deliver influence and lasting value.

In partnership with: PROCOS

10.30 - 12.00

French Summit

An exclusive event focusing on the French retail and real estate market, bringing together major players to discuss the trends shaping the industry

Sponsored by: nhood

Session in French
By invitation only

12.30 - 14.00

Leisure Networking Lunch

Connect with decision-makers shaping tomorrow's retail and leisure destinations. Join a networking lunch with leisure operators, landlords and retailers.

Sponsored by: Apple Industries, THG
In partnership with: Ingka Centres
Co-organiser: LDP
Content partner: IAAPA

By invitation only

Programme as of 26 October 2026, may be subject to change



DEVELOPING WITH INTENT, GROWING THROUGH INFLUENCE

The new narrative: Selectivity, differentiation and influence strategies

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In an age of great uncertainty, increasingly shaped by AI, technology and social media's influence on highly connected consumers, retail development success is defined not only by scale but by selectivity, with strategies focused more on highly targeted and precise choices rather than on volume and size.

The next generation of retail destinations must align with their target audiences, connect with Gen Z and reflect local dynamics, meeting the needs of highly versatile consumers who are both choosy and flexible, value-oriented yet brand sensitive.
Influence strategies are now intrinsically embedded in the growth prospects of a retail destination.

CUSTOMER CONNECTION

For retail destinations and mixed-use centres to resonate with both customers and tenants, they must be designed with intent, communicate authentically, with clarity of vision and clarity of message. This comes from creating a strong sense of place, a differentiated and relevant retail and leisure offer, and a carefully considered balance between convenience and experience. Now, place-making also means building a community that sees the location as a reflection of their own values, their own needs and speaking the new language of their consumers.

INVESTMENT STRATEGIES

In a context of geo-political uncertainty, capital has returned to the retail real estate sector, reaffirming its position as a credible and attractive asset class. However, investment decisions are increasingly selective. Shopping centres, retail parks and high streets will continue to secure long-term backing if they demonstrate clear differentiation, strong fundamentals and the ability to create value for all stakeholders through smart positioning and insight-led asset management.

TECH INNOVATION

Today, retail and real estate are operating in an environment where AI-driven tools are improving productivity and enabling them to become closer to customers through personalised, data-led insights as well as communicating and interacting live with them.

Despite the disruption and volatility of the past two decades, physical space is becoming more influential. New business models continue to emerge, retail points are transforming into ever-evolving stages for building unique identities, enhanced by influence strategies. This pushes brands to become more flexible and inventive, forming partnerships and collaborations that blur traditional boundaries, and develop intentional strategies that deliver relevance, influence and value.

MAPIC 2026 will address these shifts head-on, highlighting how they impact different asset classes such as retail parks, outlets, high street retail, and supporting all market players in navigating change, forming meaningful connections, closing deals and driving sustainable growth.

MAPIC: Developing with Intent, Growing through Influence.