



mapic®

International Retail Leasing Hub

LeisureUp®

by mapic

LEISURE MEETS REAL ESTATE

3-4
NOV.
2026

PALAIS DES FESTIVALS
CANNES
FRANCE

MAPIC is the European platform that allows leisure operators to find profitable locations and real estate companies to increase the value of their assets through leisure.

LEARN MORE



Built by
RX In the business of
building businesses

mapic.com

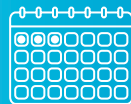
WHAT IS MAPIC?

MAPIC is the International Retail Leasing Hub, gathering over 4,000 business professionals, including 1,800 retailers, restaurant chains and leisure operators. The event offers the opportunity to conduct business deals, connect with new players and explore industry trends and solutions through 200 exhibitors and +50 conferences.

WHAT IS LEISURUP?

The LeisureUp forum, integrated within MAPIC, is the only event in Europe where a leisure operator can secure its pipeline of locations by meeting directly with the owners of the best sites. We connect operators, designers and other leisure players with owners, investors and developers who are creating new commercial and entertainment destinations in Europe & internationally.

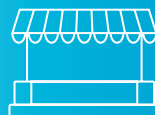
For Leisure Players, it is the perfect opportunity to meet with decision makers, present their concept, develop their network, turn their concepts into real locations or find the best emplacement and partners for their expansion plans.



**2
DAYS**



**4,000
PARTICIPANTS**



**1,800
RETAILERS**



**300
LEISURE OPERATORS**



**75
COUNTRIES**

OUR LEISURE PARTNERS

MAIN PARTNERS



HOW TO ATTEND

- As a Visitor, at preferential rate or by invitation
- As an Exhibitor
- As a Sponsor

To identify the participation option that best matches your goals,

Contact Sandy, MAPIC Head of Leisure:
sandy.guegain@rxglobal.com

YOUR PROFILE

You are a LEISURE OPERATOR

- Find usable sites for your next opening
- Meet decision-makers
- Discover viable business models

You are a LEISURE DESTINATION

- Discover attractive brands and concepts
- Draw inspiration from hybrid models
- Develop your commercial appeal

You are DESIGNERS OR CONCEPTORS

- Meet with operators in the development phase
- Pitch to Real Estate companies
- Discover concrete projects

You are an IP BRAND

- Find locations to develop physical stores
- Build partnership with retailers
- Secure reliable operators

SEE WHO'S COMING

KEY RETAIL PROPERTY PLAYERS



KEY LEISURE PLAYERS



AN ACCELERATOR FOR YOUR GROWTH

DEALMAKER
BY **mapic**

Connect quickly with key real estate decision-makers and partners to support your expansion in Europe and globally.

Opening in September, this digital platform uses smart filters and personalized recommendations to help you find the right matches and arrange in-person meetings in Cannes.

A DEDICATED LEISURE PROGRAMME

DEDICATED LEISURE AREA



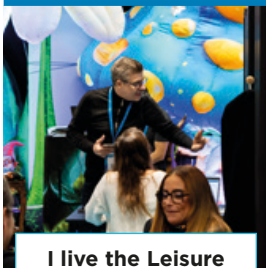
**I make myself
visible**

KEYNOTES & PITCH SESSION



**I understand
the market**

BRAND ACTIVATION



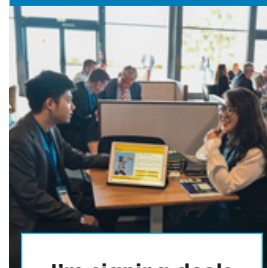
**I live the Leisure
Experience**

LEISURE BUSINESS LUNCH



**I meet the right
decision-makers**

LEISURE NETWORKING TABLES



I'm signing deals

3RD EDITION OF THE LICENSING VILLAGE



The Licensing Village, bringing together the leading holders of intellectual property (IP) rights, is back for the third time! Now located at the heart of the show, in Riviera 7, this dynamic space offers IP professionals a unique opportunity to discuss innovative pop-up stores, partnerships and activations to bring life to retail destinations. In previous editions, we welcomed **Netflix, The Smurfs, Asterix, Mattel, Universal, Hasbro...**

As an IP brand, you can apply for a free pod in the IP Village!

Please confirm your participation as soon as possible, as only a limited number of pods are available.

Contact Sandy!



Are you Looking for more information?

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LEARN MORE

