



LeisurUp  
by mapic

26 - 28 November 2024  
Palais des Festivals, Cannes

# CONFERENCE PROGRAMME 2024

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

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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 1
<p><b>10.00 - 10.30</b>  <b>Expert Insights: 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>• Transformation of retail: How to make the most of it</li> </ul>	<p><b>10.30 - 11.00</b>  <b>How to transform 600 sq m into a footfall magnet?</b></p> <ul style="list-style-type: none"> <li>• Turn your space into a profitable and popular destination</li> <li>• SpaceKart: revolutionized leisure concept for a wide target audience</li> <li>• Creating differentiation while others are losing appeal</li> </ul> <p>Organised by </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>Winner revealed at </p>	<p><b>11.30 - 12.00</b>  <b>Innovation Pitch</b></p> <p>Discover the latest innovations to increase the performance of your stores and retail destinations.</p>	
<p><b>11.00 - 11.30</b>  <b>Investor sentiment: Retail back in the spotlight in Europe?</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>11.30 - 12.00</b>  <b>Transform faster, convert better, sell more with Ingka Centres Futures: the launchpad for retail innovation</b></p> <ul style="list-style-type: none"> <li>• Recognizing tomorrow's customer needs</li> <li>• Forging partnerships for retail innovation</li> <li>• Calling all future-driven companies to collaborate</li> </ul> <p>Organised by </p>	<p><b>14.00 - 14.30</b>  <b>Discover why the experiential leisure and competitive socialising market is growing rapidly and how to tap into its potential</b></p> <ul style="list-style-type: none"> <li>• Who is visiting and what draws them back?</li> <li>• Bringing value to varied real estate spaces</li> <li>• Opportunities for growth</li> </ul> <p>Organised by </p>	<p><b>14.30 - 15.00</b>  <b>Innovation Pitch</b></p> <p>Discover the latest innovations to increase the performance of your stores and retail destinations.</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 networking lunch brings together outlet developers, retailers and investors.</p> <p style="text-align: right;">By invitation only</p>
<p><b>12.00 - 12.30</b>  <b>Property Keynote</b></p> <p>Is emotion the ultimate element of the new retail equation? What brings people out of their homes?</p>  <p><b>Eric Costa</b>      President      Citynove Asset Management</p>	<p><b>14.30 - 15.00</b>  <b>Opportunities and challenges when expanding in emerging markets</b></p> <p>Gain valuable insights into expanding in emerging markets through a discussion between Ingka Centres and a retailer.</p> <p>Organised by </p>	<p><b>15.00 - 15.45</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>Winner revealed at </p>	<p><b>15.30 - 16.00</b>  <b>Unlocking the Digital Dream: How to Make it a Reality</b></p> <ul style="list-style-type: none"> <li>• Drive sales and deepen customer engagement with a powerful digital strategy.</li> <li>• Cultivate loyalty through connections between brands, partners, and consumers.</li> <li>• Create digital experiences that captivate and deliver real impact.</li> </ul> <p>Organisée par </p>	
<p><b>14.00 - 14.30</b> <b>OPENING LEISURE SESSION</b>  <b>Leisure beyond frontiers: cross border expansion</b></p> <p>Presentation of a research giving an overview of cross border leisure concepts and formats</p>	<p><b>15.30 - 16.00</b>  <b>Shaping the future of retail and commercial real estate in Morocco: a strategic partnership offering 360° solutions</b></p> <ul style="list-style-type: none"> <li>• Morocco: the go-to market</li> <li>• Bringing solutions to the whole ecosystem</li> <li>• Long term vision at country scale</li> </ul> <p>Organised by </p>	<p><b>16.15 - 16.45</b>  <b>Retail without border: international expansion pitching &amp; networking session</b></p> <p>Mapic special retailers' selection for landlords: come and listen to retail and leisure brands set for international expansion in France, UK, Germany, Italy and Spain.</p> <p>Winner revealed at </p>	<p><b>16.30 - 17.00</b>  <b>The secrets to success: How towns can support new retailer entrants</b></p> <ul style="list-style-type: none"> <li>• Set up and integration: Working with the town centre manager</li> <li>• How the town can be a source of information on local grants and subsidies for setting up a business</li> <li>• Long-term vision: How to fit in with future major urban projects</li> </ul> <p>Organised by  This session is in French</p>	
<p><b>14.30 - 15.00</b>  <b>Leisure Keynote</b></p> <p>Success story of a leisure brand on the rise</p>  <p><b>Gaëtan Le Jariel</b>      President      Gulli Parcs</p>	<p><b>16.30 - 17.30</b>  <b>Limassol Calling: A New Hub for Global Retail and Business in the Heart of the Mediterranean</b>          Followed by a cocktail at 17.00</p> <ul style="list-style-type: none"> <li>• Why Cyprus is the ideal location for commercial success, with its strategic position connecting Europe, Asia, and Africa</li> <li>• Insights into Cyprus's booming commercial landscape, from retail demand to opportunities in business centers</li> <li>• A cutting-edge new mixed-use project designed to attract leading global retailers and businesses</li> </ul> <p>Organised by </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 style="text-align: right;">By invitation only</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>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 style="text-align: right;">By invitation only</p>			
<p><b>16.30 - 17.00</b>  <b>TEA presents: New Entertainment concepts that can differentiate your destination</b></p> <ul style="list-style-type: none"> <li>• Emerging Trends and Concepts</li> <li>• Maximize the revenue potential and expand your catchments</li> <li>• Create awareness and social media engagement</li> </ul>	<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 style="text-align: right;">By invitation only</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>				

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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 1
<p><b>10.30 - 11.00</b>  <b>Better than new: Bringing locations back to life</b></p> <ul style="list-style-type: none"> <li>Learn from the latest transformations about extensions and repurposing</li> <li>Understanding the economics of redevelopment and achieving ROI</li> <li>The social, commercial and long term regeneration benefits of improving and refocusing destinations</li> </ul>	<p><b>09.00 - 10.00</b>  <b>Networking Breakfast</b>  <b>Women in retail property sharing experience</b></p> <p>An opportunity to network with leading female retail and real estate professionals.</p> <p><b>10.15 - 10.45</b> <b>OPENING FOOD SESSION</b>  <b>Cross-border development in the restaurant industry</b></p> <p><b>10.45 - 11.15</b>  <b>Food Keynote</b>  They are doing it: brands expanding beyond borders</p> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p>Alan Francis Honan VP Head of International Development Wingstop</p> </div> <div style="text-align: center;">  <p>Arnaud Van Coppenolle Senior Director, International Development Krispy Kreme</p> </div> </div>	<p><b>11.00 - 11.30</b>  <b>Leisure Pitch</b></p> <p>Your chance to hear from new leisure concepts and formats.</p> <p>Winner revealed at </p>	<p><b>10.00 - 10.30</b>  <b>Retail and property AI: Optimise, personalise, communicate</b></p> <ul style="list-style-type: none"> <li>A new tool to engage with tenants and consumers</li> <li>Making AI add up: Optimising physical retail efficiency with AI</li> <li>Tailor-made futures: Communication and personalisation</li> </ul> <p><b>11.00 - 12.00</b>  <b>Digital Transformation in Retail: Redefining the Shopping Experience</b>  Followed by a cocktail at 11.30</p> <ul style="list-style-type: none"> <li>Building an integrated digital ecosystem for shopping centres</li> <li>Future-proofing the portfolio with a relevant and sustainable digital approach</li> <li>Generating valuable consumer insights, increasing tenant visibility, and ensuring maximum returns for both tenants and investors</li> </ul> <p>Organised by </p>	<p><b>08.30 - 10.00</b>  <b>ECSP Retail &amp; Leasing Group Annual Meeting</b></p> <p>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.</p> <p>This event is organised by ECSP and supported by MAPIC</p> <p style="text-align: right;">By invitation only</p> <p><b>10.30 - 12.30</b>  <b>French Summit</b></p> <p>This special summit focuses on the French retail and real estate market and provides a unique opportunity to learn from and network with the leading players.</p> <p style="text-align: right;">This session is in French By invitation only</p>
<p><b>11.30 - 12.00</b>  <b>Retail without frontiers</b></p> <ul style="list-style-type: none"> <li>How to make international retail expansion work across multiple regions</li> <li>Adjusting to global consumers while maintaining the brand DNA</li> <li>Finding the right location, format and footprint in each market</li> </ul>	<p><b>11.30 - 12.00</b>  <b>Investors powering restaurant growth</b></p> <ul style="list-style-type: none"> <li>Maximising opportunities: Working with investors to capture their skills</li> <li>How cross border F&amp;B operators should attract investors</li> <li>Differentiation in a crowded market</li> </ul>			
<p><b>14.00 - 14.30</b>  <b>Retail Keynote</b></p> <p>Dans le noir ?  A unique retail brand that breaks down barriers</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Didier Roche Co-founder Dans le Noir ?</p> </div> </div>	<p><b>12.15 - 12.45</b>  <b>The development of immersive dining experiences</b></p> <ul style="list-style-type: none"> <li>How to adapt and evolve an F&amp;B offer to provide truly immersive experiences</li> <li>Financing immersive experiences: Finding the ROI in creative formats</li> <li>Setting trends, influencing the next wave of F&amp;B operators</li> </ul>	<p><b>14.30 - 15.00</b>  <b>Retail without border: international expansion pitching &amp; networking session</b></p> <p>Mapic special retailers' selection for landlords: come and listen to retail and leisure brands set for international expansion in France, UK, Germany, Italy and Spain.</p> <p>Winner revealed at </p>	<p><b>14.00 - 14.30</b>  <b>Retail property and low-carbon: Low-Carbon Buildings Association standards unveiled for new-build, renovation and operational buildings</b></p> <p>Organised by </p> <p style="text-align: right;">This session is in French</p>	<p><b>14.00 - 15.30</b>  <b>Workshop: AI, new business challenges</b></p> <p>Join an interactive workshop which offers insights into how AI will influence the legal and contractual elements of retail real estate.</p> <p style="text-align: right;">By invitation only</p>
<p><b>15.00 - 15.30</b>  <b>Putting the community at the heart of a project's success</b></p> <ul style="list-style-type: none"> <li>How developers and landlords are reframing regeneration for the community</li> <li>Embracing local input to create relevant and long-term destinations</li> <li>Building relationships to give communities a sense of ownership and place</li> </ul>	<p><b>14.30 - 15.00</b>  <b>Evolution or Innovation: How to keep your leisure offer fresh</b></p> <ul style="list-style-type: none"> <li>Five years on: How has the development of leisure facilities in shopping centres and town centres fared?</li> <li>How to select adapted locations for leisure?</li> <li>What are the prospects for future development?</li> </ul> <p style="text-align: right;">This session is in French</p>	<p><b>15.45 - 16.15</b>  <b>Retail without border: international expansion pitching &amp; networking session - Food &amp; Beverage</b></p> <p>Mapic special F&amp;B retailers' selection for landlords: come and listen to retail and leisure brands set for international expansion in France, UK, Germany, Italy and Spain.</p> <p>Winner revealed at </p>	<p><b>15.00 - 15.30</b>  <b>Turning stores into media platforms</b></p> <ul style="list-style-type: none"> <li>What the new generation of retail media networks mean for stores and malls</li> <li>Data capture and technology mark a step-change for retail media</li> <li>Blended earnings: As stores become media platforms, what it means for performance</li> </ul>	
<p><b>16.00 - 16.30</b>  <b>A new road for high-street and city centre retail</b></p> <ul style="list-style-type: none"> <li>How retail is helping transform Europe's high streets and urban centres</li> <li>Why town centres are a vital part of the new retail equation</li> <li>The right high street mix: Leisure, retail, services and innovation</li> </ul>	<p><b>15.30 - 16.00</b>  <b>Talking about my generation</b></p> <ul style="list-style-type: none"> <li>Gen Z: Hear from these influential consumers on their top priorities</li> <li>Discuss the future of destinations and stores with next gen shoppers</li> <li>Great expectations: How to appeal to youthful consumers</li> </ul>	<p><b>17.00 - 17.30</b>  <b>Mapic Academy Finalists Pitch</b></p> <p>Tomorrow brands are born at MAPIC!  MAPIC has selected 5 young retail brands and will support their development through a mentorship programme. The selected brands will pitch their concept to a Jury of real estate companies taking part in the initiative.</p>	<p><b>16.00 - 16.30</b>  <b>Innovation Pitch</b></p> <p>Discover the latest innovations to increase the performance of your stores and retail destinations.</p>	
<p><b>17.00 - 18.30</b>  <b>Italy Forum</b>  <b>Retail Real Estate in Italy, challenges and strategies</b></p> <ul style="list-style-type: none"> <li>Shopping Centers: a new lease of life</li> <li>Shopping Centers and Retailers: an essential partnership</li> <li>New management model for Shopping Centers: a winning partnership between Landlords and Tenants driving benefits for visitors and communities</li> </ul>				<p><b>16.30 - 18.30</b>  <b>Leisure Summit</b></p> <p>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.</p> <p>This event brings together leisure operators, landlords, cities and retailers.</p> <p style="text-align: right;">By invitation only</p>

**WELCOME RECEPTION** 25 NOVEMBER | 19.30-23.00 MAJESTIC HOTEL (open to all delegates, badge required)



MASTERS OF CEREMONY

<p><b>Chris Igwe</b> President CHRIS IGWE INTERNATIONAL</p>	<p><b>Yael Coifman</b> Senior Partner / LEISURE DEVELOPMENT PARTNERS International Board / THEMED ENTERTAINMENT ASSOCIATION</p>
<p><b>Mario Bauer</b> Founder WHITESPACE PARTNERS LTD</p>	

10.00-10.30 | STUDIO

● Expert Insights: the path to growth

- Deals, debt and delivery: How the retail real estate market is shaping up for 2025.
- Effective asset management for the new retail mix.
- Transformation of retail: How to make the most of it



Speakers:

<b>Chris Igwe (moderator)</b> President CHRIS IGWE INTERNATIONAL	<b>Sally Bruer</b> Head of EMEA Logistics & Industrial and Retail CUSHMAN & WAKEFIELD	<b>Chris Gardener</b> Managing Director, Capital Markets - Head of European Retail CBRE	<b>Niccoló Suardi</b> Head of High Street Retail   Italy, Co head Retail practice group/EMEA COLLIERS
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10.30-11.00 | ARENA

● How to transform 600 sqm into a footfall magnet?

- Turn your space into a profitable and popular destination
- SpaceKart: revolutionized leisure concept for a wide target audience
- Creating differentiation while others are losing appeal



Speakers:

<b>Amber Jones (moderator)</b> Presenter 360 KARTING	<b>Claude Rety</b> General Director RH1	<b>Fabien Philipperon</b> Sales Director SODIKART
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11.00-11.30 | STUDIO

● Investor sentiment: Retail back in the spotlight in Europe?

- Will investor sentiment towards retail property catch-up with operational performance?
- The right assets for investment
- Pricing: More movement as vendor and buyer expectations get closer



Speakers:

<b>Béatrice de Quinsonas Drouas (moderator)</b> Directrice de recherche BPCE SOLUTIONS IMMOBILIÈRES	<b>Matthieu de Mallmann</b> Global Head of Retail & Healthcare AXA IM ALTS	<b>Eric Decouvelaere</b> Head of EMEA Urban Destinations CBRE INVESTMENT MANAGEMENT	<b>Roman Müller</b> Head of Investment Management Retail UNION INVESTMENT
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11.30-12.00 | ARENA

● Transform faster, convert better, sell more with Ingka Centres Futures: the launchpad for retail innovation

- Recognizing tomorrow's customer needs
- Forging partnerships for retail innovation
- Calling all future-driven companies to collaborate

Speakers:

<b>Gertjan Dieleman</b> Innovation & Development Manager INGKA CENTRES	<b>Daisy Van Gend</b> Innovation & Development Leader INGKA CENTRES
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Organised by



11.30-12.00 | PITCHING STAGE

● Leisure Pitch

Your chance to hear from new leisure concepts and formats.

Winner revealed at

Speakers:

<b>Thomas Rose (moderator)</b> Co-founder P-THREE	<b>Ivars Beitans</b> CEO AERODIUM TECHNOLOGIES LLC	<b>Eldad Givon</b> Head of Business Development VALOMOTION
<b>Alex Harman</b> President TOCA SOCIAL	<b>Reinhart Viane</b> Business Development Director KCC	<b>Alex Zavyalov</b> CEO HELLO PARK LLC

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11.30-12.00 | INNOVATION STAGE

● Innovation Pitch

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

Speakers:

<b>Lee Jackson (moderator)</b> SVP Digital Solutions Advisory JLL	<b>Prince Competente</b> Account Manager DIGEIZ	<b>Helena González Ung</b> Special Projects & Digital Art Director TRISON NECSUM	<b>Corentin Jegou</b> Head of Network Expansion France DRIVECO
<b>Mickaël Mas</b> CEO SYMAPS	<b>Jonathan Solís Fernández</b> CEO FLAME ANALYTICS S.L.	<b>Jurij Triller</b> CEO SMARTGIFTY	<b>Rick van der Slikke</b> Customer Growth Manager CHAINELS

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PREMIUM NETWORKING EVENT

12.00-13.30 | VERRIÈRE GRAND AUDI

● Outlet Summit

Our annual focus on the dynamic and expanding designer outlet sector. This networking lunch brings together outlet developers, retailers and investors.

Speakers:

<b>Mayte Legeay (moderator)</b> Senior Asset Manager Europe RESOLUTION PROPERTY	<b>Ken Gunn</b> Managing Director KEN GUNN CONSULTING
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RESOLUTION PROPERTY

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PROPERTY KEYNOTE

12.00-12.30 | STUDIO

● **Is emotion the ultimate element of the new retail equation?**

What brings people out of their homes?  
Presentation of an innovative approach to answer this fundamental question for shopping centres and retailers.

Speakers:

**Chris Igwe (moderator)**  
President  
CHRIS IGWE INTERNATIONAL



**Eric Costa**  
Président  
CITYNOVE ASSET MANAGEMENT

Co-organised with  
**Chris Igwe**  
International

OPENING LEISURE SESSION

14.00-14.30 | STUDIO

● **Leisure beyond frontiers: cross border expansion**

Presentation of a research giving an overview of cross border leisure concepts and formats

Speakers:

**Yael Coifman (moderator)**  
Senior Partner, LEISURE DEVELOPMENT PARTNERS,  
International Board, THEMED ENTERTAINMENT ASSOCIATION

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**LDP**  
Sponsored by  
**360 KARTING**  
QUBICAVAMF

14.00-14.30 | PITCHING STAGE

● **Discover why the experiential leisure and competitive socialising market is growing rapidly and how to tap into its potential**

- Who is visiting and what draws them back?
- Bringing value to varied real estate spaces
- Opportunities for growth

Speakers:

**Matteo Frigeri (moderator)**  
Founder  
SEEDS

**Nicola Blackford**  
Chief Commercial Officer  
STATE OF PLAY HOSPITALITY

**Nick Jones**  
Development Director  
LUCKY VOICE GROUP UNLIMITED

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**BOUNCE HIJINGO lucky voice**

14.30-15.00 | INNOVATION STAGE

● **Innovation Pitch**

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

Speakers:

**Lee Jackson (moderator)**  
SVP Digital Solutions Advisory  
JLL

**Florian Bersch**  
COO  
TARGOMO

**Chalid El Ashker**  
CEO  
SPACEWISE

**Anne-Laure Hoarau**  
Head of Velocity  
MYTRAFFIC

**Hana Kabourková**  
COO & Global Business  
Development Director  
SHOPINGY

**Jakub Kušpít**  
International Development  
- Board Member  
DIGITALL CONCEPT

**Leon Van der Blom**  
Business Development Manager,  
Cloud Technology  
TKH SECURITY

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**JLL**  
Sponsored by  
**Sierra**  
Sonae

LEISURE KEYNOTE

14.30-15.00 | STUDIO

● **Success story of a leisure brand on the rise**

Speakers:

**Yael Coifman (moderator)**  
Senior Partner, LEISURE DEVELOPMENT PARTNERS,  
International Board, THEMED ENTERTAINMENT ASSOCIATION



**Gaëtan Le Jariel**  
President  
M6 (GULLI PARCS)

Co-organised with  
**LDP**  
Sponsored by  
**360 KARTING**  
QUBICAVAMF  
**SEVEN**

14.30-15.00 | ARENA

● **Opportunities and challenges when expanding in emerging markets**

Gain valuable insights into expanding in emerging markets through a discussion between Ingka Centres and a retailer.

Speakers:

**Sebastian Hylving**  
Expansion & Development Manager  
INGKA CENTRES

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14.30-16.00 | VERRIÈRE GRAND AUDI

● **Retail & Urban Regeneration Summit**

The must-attend event on mixed-use and retail urban regeneration projects.

This summit looks at how these new projects are reinventing urban landscapes to make cities attractive for retailers and meet the needs of communities. This event brings together landlords, retailers, international cities and investors.

Speakers:

**Monica Cannalire (moderator)**  
Founder & MD  
YOUNICORN

**Sofia Ferreira de Almeida**  
Head of Property and  
Asset Services Iberia  
NHOOD

**Alfie Gibbs**  
Chief Business Development Officer  
DIRIYAH COMPANY

**Roberta Maiolino**  
High Street Retail  
COLLIERS

**Donato Olimpio**  
Head of Fund & Asset Management  
Commercial Real Estate, Hotel and  
resi dept  
PRAEMIA REIM ITALY SGR S.P.A.

**Michael Purefoy**  
Head of Asset Management  
ENTRECAMPOS

**James Rayner**  
Head of Retail  
RELATED ARGENT

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**Ceetrus**



PREMIUM NETWORKING EVENT

15.00-15.45 | PITCHING STAGE

● **Italian retail Pitch**

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

Winner revealed at **mapic AWARDS**

Speakers:

**Francesco Montuolo (moderator)**  
Executive Vice President  
CONFIMPRESE

**Marco Basile**  
Business Developer  
TOSCA

**Giampiero Di Maio**  
Sales Direction  
YOYOGURT

**Gianandrea Gropplero di Troppenburg**  
Corporate Real Estate Director  
CIGIERRE

**Alessandro Malinconico**  
International Business Development  
Coordinator  
YAMAMAY

**Fabio Ottolina**  
Board Member  
LA BOTTEGA DEL CAFFÈ /  
CIBIAMOGROUP

**Francesco Ponte**  
Business Analyst  
BEFED FRANCHISING

**Matteo Wagner**  
Head of Real Estate  
MISCUSI

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15.30-16.00 | STUDIO

● **The shopping centre as a stage**

- Bringing entertainment, education and culture to malls
- Driving traffic: Attractions, activations and pop-ups
- Measuring impact: Using data to optimise value

Speakers:

**Simon Carson (moderator)**  
Director Head of Leisure,  
Food & Beverage  
NEWMARK

**Roxana Baias**  
Group Head of Marketing  
NEPI ROCKCASTLE

**Alex Hill**  
Leasing Manager  
- Restaurants & Leisure  
HAMMERSON PLC

**Ganna Koryagina**  
International Tenant  
Representation Director  
NHOOD HOLDING

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**NEWMARK**

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15.30-16.00 | ARENA

● **Shaping the future of retail and commercial real estate in Morocco: a strategic partnership offering 360° solutions for investors, retailers and authorities**

Arte Charpentier, Mall & Market, and Atlas Capital Investment introduce Urban & Retail Strategies-Morocco

- Why this partnership and Morocco make sense now more than ever
- The solutions bringing by Urban & Retail Strategies to the different actors in Morocco and those with the willingness to enter the Kingdom
- Long term vision at country scale

Speakers:

**Pierre Boullé**  
Director of Business Development  
MALL & MARKET

**Nahla Jajo Legrand**  
Architect - Regional Director  
ARTE CHARPENTIER ARCHITECTES

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15.30-16.00 | INNOVATION STAGE

● **Unlocking the Digital Dream: How to Make it a Reality**

Discover how a powerful digital strategy can drive sales, deepen customer engagement, and build lasting loyalty. This session goes beyond technology to emphasize the importance of human connections—focusing on brands, partners, and consumers to create a meaningful digital experience that resonates and delivers real results.

Speakers:

**Phillippe Journo**  
CEO  
COMPAGNIE DE PHALSBOURG

**Charlotte Journo-Baur**  
CEO  
WISHIBAM

Organised by



16.15-16.45 | PITCHING STAGE

● **Retail without border: international expansion pitching & networking session**

Mapic special retailers' selection for landlords: come and listen to retail and leisure brands set for international expansion in France, UK, Germany, Italy and Spain.

Winner revealed at



Speakers:

**Chris Igwe (moderator)**  
President  
CHRIS IGWE INTERNATIONAL

**Ignacio Abadias**  
Senior Real Estate Manager EU & ME  
LUCID MOTORS

**Duncan Crewe**  
Head of New Business  
SOSANDAR

**David Green**  
Vice President of Real Estate  
GUESS JEANS

**Sebastien Krupski**  
Business developer  
CBD.FR

**Dounia Ougazzaden**  
International Business  
Development Manager  
PALAIS DES THES

Co-organised with



16.30-17.30 | ARENA

● **Limassol Calling: A New Hub for Global Retail and Business in the Heart of the Mediterranean**

Session followed by a cocktail at 17.00

- Why Cyprus is the ideal location for commercial success, with its strategic position connecting Europe, Asia, and Africa
- Insights into Cyprus's booming commercial landscape, from retail demand to opportunities in business centers
- A cutting-edge new mixed-use project designed to attract leading global retailers and businesses

Speakers:

**Olivia Semenova-Tian-Shanskaia (moderator)**  
Marketing Director  
BBF

Organised by



16.30-17.00 | STUDIO

● **TEA presents: New Entertainment concepts that can differentiate your destination**

- Emerging Trends and Concepts
- Maximize the revenue potential and expand your catchments
- Create awareness and social media engagement

Speakers:

**David Debouverie (moderator)**  
Head of Design  
PARK AND ASSOCIATES

**Marc Cohen**  
Director General France,  
Belgium and Switzerland  
FEVER

**Florent Penavere**  
Head of International Leisure  
Development  
NHOD

Organised by



Sponsored by



16.30-17.00 | INNOVATION STAGE

● **The secrets to success: How towns can support new retailer entrants**

*This session is in French*

- Set up and integration: Working with the town centre manager
- How the town can be a source of information on local grants and subsidies for setting up a business
- Long-term vision: How to fit in with future major urban projects

Speakers:

**Christophe Baraston (moderator)**  
General Delegate  
CITY AND TERRITORY  
MANAGERS CLUB

**Antoine Chevalier**  
Chef de projet Commercialisation  
et Attractivité  
REIMS COMMERCE - VILLE DE REIMS

**Morganne Derbez**  
Responsable Pôle Économie  
de Proximité  
VILLE DE POITIERS

**Myriam Trabelsi**  
Responsable Promotion  
Economique et Commerciale  
EPT GRAND PARIS GRAND EST

Organised by



PREMIUM NETWORKING EVENT

17.00-18.30 | VERRIÈRE GRAND AUDI

● **Multi-Unit, Master Franchise & Travel Operators Summit**

An exclusive networking event bringing together international franchise partners and a selection of leading retail and restaurant brands who are expanding globally

Speakers:

**Rebecca Viani (moderator)**  
Partner / Head of International  
Expansion & Franchising Advisory  
WHITESPACE PARTNERS LTD.

**Andrea Maria Meschia**  
CEO  
AFFILYA

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Co-organised with



Sponsored by



17.30-18.00 | STUDIO

● **Leisure & highstreets: the perfect mix**

- How leisure can be a catalyst for urban regeneration and town regeneration
- Repurposing units to add to the destination mix
- Data, metrics and measuring the positive impact of change

Speakers:

**Bart Dohmen (Moderator)**  
Partner  
LEISURE LINK

**Filip De Bois**  
Portfolio Director  
REDEVCO

**Tom Lionetti-Maguire**  
Founder and CEO  
LITTLE LION ENTERTAINMENT

**Tim Wilks**  
CEO  
LANE 7

Co-organised with



Sponsored by



PREMIUM NETWORKING EVENT

08.30-10.00 | VERRIÈRE GRAND AUDI

● ECSP Retail & Leasing Group Annual Meeting

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.

Speakers:

**Klaus Striebich**  
Managing Director  
RARE ADVISE

Organised by  
ECSP European Council of Shopping Plac

09.00-10.00 | ARENA

● Networking Breakfast

Women in retail property sharing experience

An opportunity to network with leading female retail and real estate professionals.

- Networking breakfast and welcome from Francesco Pupillo, director of Mapic
- Fireside chat with Alison Rehill Erguven, CEO of Cenomi
- Gain insights from three members of women's associations in France, the UK, and Italy as they share the current landscape for women in the retail property sector

Speakers:

**Monica Cannalire (moderator)**  
Founder & MD  
YOUNICORN

**Cristina Lazzati**  
Editor in Chief  
MARK UP  
Member of Le Donne del Retail

**Alison Rehill-Erguven**  
CEO  
CENOMI

**Neda Tassoubi**  
Lawyer  
JEANTET  
Member of LIRE

**Vanessa Zouzowsky**  
Head of CMG Retail France  
CUSHMAN & WAKEFIELD  
Member of L'Observatoire de la Parité

Co-organised with  
YOUNICORN

In partnership with



10.00-10.30 | INNOVATION STAGE

● Retail and property AI: Optimise, personalise, communicate

- A new tool to engage with tenants and consumers
- Making AI add up: Optimising physical retail efficiency with AI
- Tailor-made futures: Communication and personalisation

Speakers:

**Alessandro Zanotti (moderator)**  
Managing director  
ACCENTURE SONG

**Charlotte Journo-Baur**  
CEO  
WISHIBAM

**Giulia Staffieri**  
Chief Digital Officer  
LEROY MERLIN ITALY

Co-organised with  
Accenture Song

Sponsored by  
Sierra Sonae

OPENING FOOD SESSION

10.15-10.45 | ARENA

● Cross-border development in the restaurant industry

- A new tool to engage with tenants and consumers
- Making AI add up: Optimising physical retail efficiency with AI
- Tailor-made futures: Communication and personalisation

Speakers:

**Rebecca Viani**  
Partner / Head of International  
Expansion & Franchising Advisory  
WHITESPACE PARTNERS LTD.

Co-organised with  
WHITE SPACE PARTNERS

10.30-11.00 | STUDIO

● Better than new: Bringing locations back to life

- Learn from the latest transformations about extensions and repurposing
- Understanding the economics of redevelopment and achieving ROI
- The social, commercial and long term regeneration benefits of improving and refocusing destinations

Speakers:

**Thomas Rose (moderator)**  
Co-founder  
P-THREE

**Jane Macdiarmid**  
Retail Director  
GROSVENOR

**Marek Noetzel**  
Chief Operating Officer  
NEPI ROCKCASTLE

**Anita Stampfl**  
Head of Special Projects  
HBB CENTERMANAGEMENT  
GMBH & CO. KG

Co-organised with



Sponsored by



10.30-12.30 | VERRIÈRE GRAND AUDI

● French Summit

This special summit focuses on the French retail and real estate market and provides a unique opportunity to learn from and network with the leading players.

*This session is in French*

Speakers:

Introduction

**Marie Cheval**  
CEO  
CARMILA

**Gaël Thomas (moderator)**  
Editorial & Content Director  
BUSINESS IMMO

1<sup>ère</sup> partie : Analyse et perspectives de l'investissement en immobilier de commerce

**Christian de Kerangal (moderator)**  
Directeur Général  
IEIF

**Ana Vuckovic**  
Associate Director | Investments  
AEW

**Angélique Houbre**  
Head of Retail Asset Management  
LASALLE INVESTMENT MANAGEMENT FRANCE

2<sup>ème</sup> partie : Les enjeux de l'immobilier commercial : Transformation, repositionnement, mixité des usages

**Gaël Thomas (moderator)**  
Editorial & Content Director  
BUSINESS IMMO

**Philippe Journo**  
Président-Fondateur  
COMPAGNIE DE PHALSBURG

**Antoine Frey**  
Chairman and Chief Executive Officer  
FREY

**Céline Poix**  
Managing Director (Leasing, Innovation, CSR)  
APSYS

3<sup>ème</sup> partie : Le nouveau visage du commerce : s'adapter au changement

**Simon Boutigny (Moderator)**  
Chief Editor  
LA CORRESPONDANCE DE L'ENSEIGNE

**Emmanuel Le Roch**  
Délégué Général  
PROCOS

**Julien Porte**  
Sales Director  
PDPAOLA

**Didier Souillat**  
Senior Global Development Advisor  
FI ARCADE

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PREMIUM NETWORKING EVENT


10.45-11.15 | ARENA


● Food Keynote

They are doing it: brands expanding beyond borders.

Speakers:

**Mario Bauer (moderator)**  
Founder  
WHITESPACE PARTNERS LTD

 **Alan Francis Honan**  
VP Head of International  
Development  
WINGSTOP

 **Arnaud van Coppennolle**  
Sr Director,  
International Development  
KRISPY KREME


Co-organised with  
WHITE SPACE PARTNERS

FOOD KEYNOTE

11.00 - 11.30 | PITCHING STAGE

● Leisure Pitch

Your chance to hear from new leisure concepts and formats.

Winner revealed at 

Speakers:

**Bart Dohmen (moderator)**  
Managing Partner  
TDAC BV

**Amr Abu Rasheed**  
CEO and Co-Founder  
PAUSA

**Vytenis Benetis**  
Co-Founder  
ADVENTICA

**Fabio Leoncini**  
CEO & Creative Director  
GREEN SPIRIT SRL

**Mathieu Renier**  
CEO / Co-Founder  
SPARKX

**Jean Vergès**  
CEO  
CITÉS IMMERSIVES

**Adam Wicher**  
CEO  
FUNZEUM SP. Z O. O.

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11.00 - 12.00 | INNOVATION STAGE

● Digital Transformation in Retail: Redefining the Shopping Experience

Session followed by a cocktail at 11.30

- Building an integrated digital ecosystem for shopping centres
- Future-proofing the portfolio with a relevant and sustainable digital approach
- Generating valuable consumer insights, increasing tenant visibility, and ensuring maximum returns for both tenants and investors

Speakers:

**Diana Pinto**  
Director Digital Mall Marketing  
SONAE SIERRA

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11.30 - 12.00 | STUDIO

● Retail without frontiers

- How to make international retail expansion work across multiple regions
- Adjusting to global consumers while maintaining the brand DNA
- Finding the right location, format and footprint in each market

Speakers:

**Niamh Stone (moderator)**  
Programme Director  
WORLD RETAIL CONGRESS

**Pascal Clause**  
Senior Vice President Global Retail  
SALOMON

**Nigel Keen**  
Chief Property Development Officer  
JD SPORTS FASHION PLC

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WORLD RETAIL CONGRESS

11.30 - 12.00 | ARENA

● Investors powering restaurant growth

- Maximising opportunities: Working with investors to capture their skills
- How cross border F&B operators should attract investors
- Differentiation in a crowded market

Speakers:

**Vincent Mourre (moderator)**  
CEO  
WHITESPACE PARTNERS LTD.

**Frédéric Levacher**  
CEO  
QUICK

**Annick Van Overstraeten**  
CEO  
LE PAIN QUOTIDIEN

Co-organised with  
WHITE SPACE PARTNERS

12.15 - 12.45 | ARENA

● The development of immersive dining experiences

- How to adapt and evolve an F&B offer to provide truly immersive experiences
- Financing immersive experiences: Finding the ROI in creative formats
- Setting trends, influencing the next wave of F&B operators

Speakers:

**Annaïg Ferrand**  
Co-founder & COO  
EPHEMERA GROUP

**Jade Frommer**  
CEO  
EPHEMERA GROUP

Co-organised with  
WHITE SPACE PARTNERS

14.00 - 14.30 | STUDIO

● Dans le noir ?

A unique retail brand that breaks down barriers

Speakers:

**Chris Igwe (moderator)**  
President  
CHRIS IGWE INTERNATIONAL



**Didier Roche**  
Co-founder  
DANS LE NOIR ?

Co-organised with  
Chris Igwe International

RETAIL KEYNOTE

14.00 - 14.30 | INNOVATION STAGE

● Retail property and low-carbon: Association Bâtiment Bas Carbone (Low-Carbon Building Association) standards unveiled for new-build, renovation and operational buildings

*This session is in French*

Speakers:

**Hélène Genin (moderator)**  
General Delegate  
BBCA

**Pascal Barboni**  
Deputy General Director Development  
FREY

**Clément Jeannin**  
Group Director of Sustainability  
UNIBAIL-RODAMCO-WESTFIELD

**Clémentine Pacitti**  
Chief Sustainability Officer  
KLÉPIERRE

Organised by



14.00 - 15.30 | VERRIÈRE GRAND AUDI

● Workshop: AI, new business challenges

Join an interactive workshop which offers insights into how AI will influence the legal and contractual elements of retail real estate.

Speakers:

**Bertrand Courtois-Suffit**  
CEO  
MALL & PARTNERS

**Joanna Fisher**  
CEO  
ECE MARKETPLACES

**Claudio Cocuzza**  
Senior Partner  
COCUZZA

AI: An easiest way to a Pan European Lease

AI impact on retail sector

AI support to Lease Contracts and the interlink with Asset Management

**Dominique Cohen-Trumer**  
Avocat  
CABINET COHEN-TRUMER

**Cristina Mihaila**  
Head of Legal Property Management  
SONAE SIERRA

**Peter Vocke**  
Partner  
HEUKING KÜHN LÜER WOJTEK

AI and Lease Agreements: Making Real Estate Deals Smarter

AI Act and GDPR: two faces of the same coin

AI: a blessing or a curse? Landlord vs Tenant

**Sebastian Woschch**  
Lawyer / Partner  
EVERSHEDS SUTHERLAND (GERMANY)

**João Marques**  
Head of Digital Law and Data Protection  
SONAE SIERRA

**Lieven Peeters**  
Partner - Avocat  
ALTIUS

The support of AI to lease contracts

Closing remarks

**Robert Ionita**  
General Counsel  
NEPI ROCKCASTLE

**Joaquim Pereira Mendes**  
Chief Legal Tax & Compliance Officer  
SONAE SIERRA

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ECSP European Council of Shopping Places

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Sierra Sonae

PREMIUM NETWORKING EVENT



14.30-15.00 | ARENA

● **Evolution or Innovation:  
How to keep your leisure offer fresh**

*This session is in French*

- Five years on: How has the development of leisure facilities in shopping centres and town centres fared?
- How to select adapted locations for leisure?
- What are the prospects for future development?

Speakers:

<b>Vincent Philippe (moderator)</b> Founder VOLTERE BY EGIS	<b>Guillaume Chêne</b> Country Manager France QUBICAAMF GROUP	<b>David Musset</b> Entrepreneur MIRACLE CAPITAL	<b>Jean Vergès</b> CEO CITÉS IMMERSIVES
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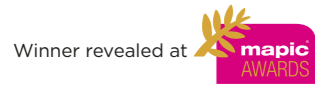
Co-organised with



14.30-15.00 | PITCHING STAGE

● **Retail without border: international expansion pitching & networking session**

Mapic special retailers' selection for landlords: come and listen to retail and leisure brands set for international expansion in France, UK, Germany, Italy and Spain.



Speakers:

<b>Dan Innes (moderator)</b> Founder INNESCO	<b>Régis Clédelin</b> Co-founder YOUR PERSONAL LAB	<b>David Green</b> Vice President of Real Estate RAG & BONE
<b>Luis Hartmann</b> Head of Expansion PDPAOLA	<b>Mathilde Rouvel</b> Retail Expansion Manager EMEA NEW BALANCE	

Co-organised with



15.00-15.30 | STUDIO

● **Putting the community at the heart of a project's success**

- How developers and landlords are reframing regeneration for the community
- Embracing local input to create relevant and long-term destinations
- Building relationships to give communities a sense of ownership and place

Speakers:

<b>Patricia Cortijo (moderator)</b> Director UTOPIES	<b>Filomena Conceição</b> Global Head of business Development NHOOD	<b>Jenni Nylander</b> Human Rights & Social Impact Leader INGKA CENTRES	<b>Nawaf Rajeh</b> Development & Innovation Marketing Senior Director DIRIYAH COMPANY
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Co-organised with



15.00-15.30 | INNOVATION STAGE

● **Turning stores into media platforms**

- 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

Speakers:

<b>Lee Jackson (moderator)</b> SVP Digital Solutions Advisory JLL	<b>Mylène Marchat</b> Communication & CSR Director IMEDIACENTER	<b>Ricardo Rosa</b> Director, Digital Mall Business Development SONAE SIERRA
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Co-organised with



15.30-16.00 | ARENA

● **Talking about my generation**

This session will welcome students from French schools ESPI (Ecole Supérieure des Professions Immobilières) and Université Paris 1 Sorbonne (master GESIIC: Gestion et Stratégie de l'Investissement immobilier et de la Construction). Both specialise in property.

Both groups will work on 2 topics:

- What is the best retail experience across various sectors, such as fashion, restaurant, electronics, books etc?
- What drives you to visit physical stores? What are the important brand values to you?

One student per group will present the results of their work, which will then lead to a discussion with the professionals. All those in attendance will also be able to ask questions.

Speakers:

<b>Jonathan Doughty (moderator)</b> Managing director VIKLARI CONSULTING LTD	<b>Valeria Di Nisio</b> Group Leasing Director EUROCOMMERCIAL PROPERTIES	<b>Tobias Karlsson</b> Global Real Estate Senior Director KIKO COSMETICS
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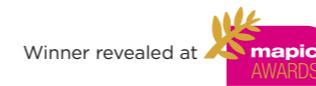
Co-organised with



15.45-16.15 | PITCHING STAGE

● **Retail without border: international expansion pitching & networking session - Food & Beverage**

Mapic special F&B retailers' selection for landlords: come and listen to retail and leisure brands set for international expansion in France, UK, Germany, Italy and Spain.



Speakers:

<b>James Hacon (moderator)</b> Managing Partner THINK HOSPITALITY	<b>Rocco Ballester</b> Operational Manager %ARABICA	<b>Nieves Conde</b> Chief International Expansion GOIKO	<b>Serkan Karataş</b> Head of Global Expansion and Franchise LEVENT BÖREKÇILIK
<b>Fabio Ottolina</b> Board member LA BOTTEGA DEL CAFFÈ / CIBIAMO GROUP	<b>Armin Vahabian</b> Founder & CEO FAT PHILL'S		

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16.00-16.30 | STUDIO

● **A new road for high-street and city centre retail**

- How retail is helping transform 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

Speakers:

<b>Robert Travers (moderator)</b> International Partner, Head EMEA Retail CUSHMAN & WAKEFIELD	<b>Pablo Sueiras</b> Head of Brand Account Management LANDSEC	<b>Laura Thursfield</b> Leasing Director THE CROWN ESTATE
<b>Luca Turco</b> CEO PRAEMIA REIM ITALY SGR S.P.A		

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16.00-16.30 | INNOVATION STAGE

● Innovation Pitch

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

Speakers:

**Lee Jackson (moderator)**  
SVP Digital Solutions Advisory  
JLL

**Peter Endress**  
CEO / Managing Partner  
SWISS PLATINUM CONSULTING AG  
/ EVALARM

**Charlotte Journo-Baur**  
CEO  
WISHIBAM

**Otto Linna**  
Business Director  
TONECO GROUP

**Laia Marsal**  
Business &  
Strategy Development Manager  
IMEDIACENTER

**Paweł Malon**  
CEO  
SINGU (VELIS RET SP.Z O. O.)

**Markus Porvari**  
President and CEO  
HYPERIN

**Bart Schmitz**  
CEO  
PFM INTELLIGENCE

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17.00-17.30 | PITCHING STAGE

● Mapic Academy Finalists Pitch

Tomorrow brands are born at MAPIC!

MAPIC has selected 5 young retail brands and will support their development through a mentorship programme. The selected brands will pitch their concept to a Jury of real estate companies taking part in the initiative.

Speakers:

**Chris Igwe (moderator)**  
President  
CHRIS IGWE INTERNATIONAL

**Violet Amaobeng**  
Founder & CEO  
SKIN GOURMET

**Carolina Asensio**  
Co-Founder  
FREE FORM STYLE, S.L.

**Laurent Christen**  
Founder  
ACTIVE ROCK

**Stella Mpoy**  
CEO  
KODAMER

**Kobe Stienaers**  
Co-Founder  
ÇA VA SAVON

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16.30-18.30 | VERRIÈRE GRAND AUDI

● Leisure Summit

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.

Programme:

- Overview of the latest trends in the leisure industry
- Focus on Seven, a major player creating entertainment destinations
- Round tables discussions

This format allows participants to network and to get insights on a trend of the market. Each table has a moderator who is an expert in leisure and leads the exchanges.

Two questions will be asked to each participant in a round table:

1. Lifecycle of concepts : how to adapt a concept / is it needed to adapt a concept to keep it attractive
2. How to select the right operator to place in a shopping mall

- Networking cocktail

Speakers:

**Yaël Coifman (moderator)**  
Senior Partner, LEISURE DEVELOPMENT PARTNERS,  
International Board, THEMED ENTERTAINMENT ASSOCIATION

**Matthew Dadd**  
Executive Director, Commercial & Leasing  
SAUDI ENTERTAINMENT VENTURES, SEVEN.

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17.00-18.30 | STUDIO | ITALY FORUM

● Retail Real Estate in Italy, challenges and strategies

- How developers and landlords are reframing regeneration for the community
- Embracing local input to create relevant and long-term destinations
- Building relationships to give communities a sense of ownership and place

Speakers:

**Guglielmo Pelliccioli (moderator)**  
Founder  
IL QUOTIDIANO IMMOBILIARE

**Antonello Delle Noci**  
Head of Asset Services Retail Italy  
CUSHMAN & WAKEFIELD ASSET  
SERVICES ITALY

**Fabio Filadelli**  
Business Development Director  
- Southern Europe & New Markets  
NHOOD

**Francesco Ioppi**  
Head of Leasing Italy  
EUROCOMMERCIAL PROPERTIES

**Luca Nasi**  
General Manager  
ARCUS REAL ESTATE

**Pier Luigi Paolettoni**  
Head of Retail Out of Town  
CBRE

**Anna Paltrinieri**  
Head of Leasing Full Price  
ARCUS REAL ESTATE

**Maddalena Panu**  
Head of Retail & special Projects  
- Vice President CNCC  
SAVILLS ITALIA SRL

**Fabio Porreca**  
Chairman, Founder, Partner  
SVICOM SPA SOCIETÀ BENEFIT

**Laura Poggi**  
Leasing, Digital & Innovation Director  
IGD SIIQ SPA

**Francesco Pupillo**  
Portfolio Director  
MAPIC

**Roberto Zoia**  
Chairman  
CONSIGLIO NAZIONALE DEI  
CENTRI COMMERCIALI

Co-organised with





# 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 KEY TOPICS



### 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.



### 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.



### 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?



### 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.



### 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

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.