



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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● MAPIC ● MAPIC INNOVATION FORUM ● LEISURUP ● THE HAPPETITE

STUDIO Palais -1	ARENA Palais -1	PITCHING STAGE Palais -1	INNOVATION STAGE Riviera 7	PREMIUM NETWORKING EVENTS Verrière Grand Audi - Palais 1
<p>10.00 - 10.30 Expert Insights: the path to growth</p> <ul style="list-style-type: none"> • 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 	<p>10.30 - 11.00 How to transform 600 sq m into a footfall magnet?</p> <ul style="list-style-type: none"> • 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 <p>Organised by </p>	<p>11.30 - 12.00 Leisure Pitch</p> <p>Your chance to hear from new leisure concepts and formats.</p> <p>Winner revealed at </p>	<p>11.30 - 12.00 Innovation Pitch</p> <p>Discover the latest innovations to increase the performance of your stores and retail destinations.</p>	
<p>11.00 - 11.30 Investor sentiment: Retail back in the spotlight in Europe?</p> <ul style="list-style-type: none"> • 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 	<p>11.30 - 12.00 Transform faster, convert better, sell more with Ingka Centres Futures: the launchpad for retail innovation</p> <ul style="list-style-type: none"> • Recognizing tomorrow's customer needs • Forging partnerships for retail innovation • Calling all future-driven companies to collaborate <p>Organised by </p>	<p>14.00 - 14.30 Discover why the experiential leisure and competitive socialising market is growing rapidly and how to tap into its potential</p> <ul style="list-style-type: none"> • Who is visiting and what draws them back? • Bringing value to varied real estate spaces • Opportunities for growth <p>Organised by </p>	<p>14.30 - 15.00 Innovation Pitch</p> <p>Discover the latest innovations to increase the performance of your stores and retail destinations.</p>	<p>12.00 - 13.30 Outlet Summit</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>12.00 - 12.30 Property Keynote</p> <p>Is emotion the ultimate element of the new retail equation? What brings people out of their homes?</p>  <p>Eric Costa President Citynove Asset Management</p>	<p>14.30 - 15.00 Opportunities and challenges when expanding in emerging markets</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>15.00 - 15.45 Italian retail Pitch</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>15.30 - 16.00 Unlocking the Digital Dream: How to Make it a Reality</p> <ul style="list-style-type: none"> • Drive sales and deepen customer engagement with a powerful digital strategy. • Cultivate loyalty through connections between brands, partners, and consumers. • Create digital experiences that captivate and deliver real impact. <p>Organised by </p>	<p>14.30 - 16.00 Retail & Urban Regeneration Summit</p> <p>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.</p> <p style="text-align: right;">By invitation only</p>
<p>14.00 - 14.30 OPENING LEISURE SESSION Leisure beyond frontiers: cross border expansion</p> <p>Presentation of a research giving an overview of cross border leisure concepts and formats</p>	<p>15.30 - 16.00 Shaping the future of retail and commercial real estate in Morocco: a strategic partnership offering 360° solutions</p> <ul style="list-style-type: none"> • Morocco: the go-to market • Bringing solutions to the whole ecosystem • Long term vision at country scale <p>Organised by </p>	<p>16.15 - 16.45 Retail without border: International expansion pitching & networking session</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>16.30 - 17.00 The secrets to success: How towns can support new retailer entrants</p> <ul style="list-style-type: none"> • 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 <p>Organised by  This session is in French</p>	<p>17.00 - 18.30 Multi-Unit, Master Franchise & Travel Operators Summit</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>14.30 - 15.00 Leisure Keynote</p> <p>Success story of a leisure brand on the rise</p>  <p>Gaëtan Le Jariel President Gulli Parcs</p>	<p>16.30 - 17.30 Limassol Calling: A New Hub for Global Retail and Business in the Heart of the Mediterranean Followed by a cocktail at 17.00</p> <ul style="list-style-type: none"> • 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 <p>Organised by </p>	<p>16.30 - 17.00 Multi-Unit, Master Franchise & Travel Operators Summit</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>15.30 - 16.00 The shopping centre as a stage</p> <ul style="list-style-type: none"> • Bringing entertainment, education and culture to malls • Driving traffic: Attractions, activations and pop-ups • Measuring impact: Using data to optimise value 	<p>16.30 - 17.00 TEA presents: New Entertainment concepts that can differentiate your destination</p> <ul style="list-style-type: none"> • Emerging Trends and Concepts • Maximize the revenue potential and expand your catchments • Create awareness and social media engagement 			
<p>16.30 - 17.00 Leisure & highstreets: the perfect mix</p> <ul style="list-style-type: none"> • 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 				

● MAPIC ● MAPIC INNOVATION FORUM ● LEISURUP ● THE HAPPETITE

STUDIO Palais -1	ARENA Palais -1	PITCHING STAGE Palais -1	INNOVATION STAGE Riviera 7	PREMIUM NETWORKING EVENTS Verrière Grand Audi - Palais 1
<p>10.30 - 11.00 Better than new: Bringing locations back to life</p> <ul style="list-style-type: none"> 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 	<p>09.00 - 10.00 Networking Breakfast Women in retail property sharing experience</p> <p>An opportunity to network with leading female retail and real estate professionals.</p> <p>10.15 - 10.45 OPENING FOOD SESSION Cross-border development in the restaurant industry</p> <p>10.45 - 11.15 Food Keynote They are doing it: brands expanding beyond borders</p> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  Alan Francis Honan VP Head of International Development Wingstop </div> <div style="text-align: center;">  Arnaud Van Coppenolle Senior Director, International Development Krispy Kreme </div> </div>	<p>11.00 - 11.30 Leisure Pitch</p> <p>Your chance to hear from new leisure concepts and formats.</p> <p>Winner revealed at </p>	<p>10.00 - 10.30 Retail and property AI: Optimise, personalise, communicate</p> <ul style="list-style-type: none"> 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 <p>11.00 - 12.00 Digital Transformation in Retail: Redefining the Shopping Experience Followed by a cocktail at 11.30</p> <ul style="list-style-type: none"> 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 <p>Organised by </p>	<p>08.30 - 10.00 ECSP Retail & Leasing Group Annual Meeting</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>10.30 - 12.30 French Summit</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>11.30 - 12.00 Retail without frontiers</p> <ul style="list-style-type: none"> 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 	<p>11.30 - 12.00 Investors powering restaurant growth</p> <ul style="list-style-type: none"> Maximising opportunities: Working with investors to capture their skills How cross border F&B operators should attract investors Differentiation in a crowded market 			
<p>14.00 - 14.30 Retail Keynote</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;"> Didier Roche Co-founder Dans le Noir ? </div> </div>	<p>12.15 - 12.45 The development of immersive dining experiences</p> <ul style="list-style-type: none"> 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 	<p>14.30 - 15.00 Retail without border: international expansion pitching & networking session</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>14.00 - 14.30 Retail property and low-carbon: Low-Carbon Buildings Association standards unveiled for new-build, renovation and operational buildings</p> <p>Organised by </p> <p style="text-align: right;">This session is in French</p>	<p>14.00 - 15.30 Workshop: AI, new business challenges</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>15.00 - 15.30 Putting the community at the heart of a project's success</p> <ul style="list-style-type: none"> 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 	<p>14.30 - 15.00 Evolution or Innovation: How to keep your leisure offer fresh</p> <ul style="list-style-type: none"> 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? <p style="text-align: right;">This session is in French</p>	<p>15.45 - 16.15 Retail without border: international expansion pitching & networking session - Food & Beverage</p> <p>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.</p> <p>Winner revealed at </p>	<p>15.00 - 15.30 Turning stores into media platforms</p> <ul style="list-style-type: none"> 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>16.00 - 16.30 A new road for high-street and city centre retail</p> <ul style="list-style-type: none"> 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 	<p>15.30 - 16.00 Talking about my generation</p> <ul style="list-style-type: none"> 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>17.00 - 17.30 Mapic Academy Finalists Pitch</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>16.00 - 16.30 Innovation Pitch</p> <p>Discover the latest innovations to increase the performance of your stores and retail destinations.</p>	
<p>17.00 - 18.30 Italy Forum Retail Real Estate in Italy, challenges and strategies</p> <ul style="list-style-type: none"> Shopping Centers: a new lease of life Shopping Centers and Retailers: an essential partnership New management model for Shopping Centers: a winning partnership between Landlords and Tenants driving benefits for visitors and communities 				<p>16.30 - 18.30 Leisure Summit</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>Chris Igwe
President
CHRIS IGWE INTERNATIONAL</p> | <p>Yael Coifman
Senior Partner / LEISURE DEVELOPMENT PARTNERS
International Board / THEMED ENTERTAINMENT ASSOCIATION</p> |
| <p>Mario Bauer
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:
- | | | | |
|--|---|--|--|
| Chris Igwe (moderator)
President
CHRIS IGWE INTERNATIONAL | Sally Bruer
Head of EMEA Logistics & Industrial and Retail
CUSHMAN & WAKEFIELD | Chris Gardener
Managing Director, Capital Markets
- Head of European Retail
CBRE | Niccolò Suardi
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:
- | | | |
|--|---|---|
| Amber Jones (moderator)
Presenter
360 KARTING | Claude Rety
General Director
RH1 | Fabien Philipperon
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:
- | | | | |
|---|--|---|--|
| Béatrice de Quinsonas Drouas (moderator)
Directrice de recherche
BPCE SOLUTIONS IMMOBILIERES | Matthieu de Mallmann
Global Head of Retail & Healthcare
AXA IM ALTS | Eric Decouvelaere
Head of EMEA Urban Destinations
CBRE INVESTMENT MANAGEMENT | Roman Müller
Head of Investment Management
Retail
UNION INVESTMENT |
|---|--|---|--|

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:

- | | |
|--|---|
| Gertjan Dieleman
Innovation & Development Manager
INGKA CENTRES | Daisy Van Gend
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:

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

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P-THREE®

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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:

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

- | | |
|---|---|
| Mayte Legeay (moderator)
Senior Asset Manager Europe
RESOLUTION PROPERTY | Ken Gunn
Managing Director
KEN GUNN CONSULTING |
|---|---|

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RESOLUTION PROPERTY

Sponsored by



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



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



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



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

Serge Bakker
Regional Account Manager
TKH SECURITY

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



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)



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

Organised by



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

Nawaf Rajeh
Development & Innovation
Marketing Senior Director
DIRIYAH COMPANY

James Rayner
Head of Retail
RELATED ARGENT

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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

Speakers:

Francesco Montuolo (moderator)
Executive Vice President
CONFIMPRESE

Marco Basile
Business Developer
TOSCA

Giampiero Di Maio
Sales Direction
YOYOGURT

Gianandrea Groppiero 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

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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:

Ben Chesser (moderator)
CEO
CONIQ

Philippe Journo
CEO
COMPAGNIE DE PHALSBOURG

David Fuller-Watts
CEO
MALLCOMM

Charlotte Journo-Baur
CEO
WISHIBAM

Jorge Loconsole
Head of Marketing and Tourism
VIA OUTLETS

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

Aleksei Mikhailov
Director of Real Estate
CYBER FUND

Jonas Upton-Hansen
Founder & Director
UHA

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
NHOOD

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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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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
TDAC

Filip De Bois
Portfolio Director
REDEVCO

Tom Lionetti-Maguire
Founder and CEO
LITTLE LION ENTERTAINMENT

Tim Wilks
CEO
LANE 7

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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

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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 Marketing Sales Omnichannel Officer
LEROY MERLIN ITALY

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Accenture Song

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Sierra Sonae

OPENING FOOD SESSION

10.15-10.45 | ARENA

● Cross-border development in the restaurant industry

Speakers:

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

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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

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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^{ère} 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^{ème} 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 PHALSBOURG

Antoine Frey
Chairman and Chief Executive Officer
FREY

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

3^{ème} 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 Coppenolle**
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

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

Organised by



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

Co-organised with



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



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

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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



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

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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

Dominique Cohen-Trumer
Avocat
CABINET COHEN-TRUMER

Cristina Mihaila
Head of Legal Property Management
SONAE SIERRA

Peter Vocke
Partner
HEUKING KÜHN LÜER WOJTEK

Sebastian Woschch
Lawyer / Partner
EVERSHEDS SUTHERLAND (GERMANY)

João Marques
Head of Digital Law and Data Protection
SONAE SIERRA

Lieven Peeters
Partner - Avocat
ALTIUS

Robert Ionita
General Counsel
NEPI ROCKCASTLE

Joaquim Pereira Mendes
Chief Legal Tax & Compliance Officer
SONAE SIERRA

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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:

Vincent Philippe (moderator)
Founder
VOLTERE BY EGIS

Guillaume Chêne
Country Manager France
QUBICAAMF GROUP

David Musset
Entrepreneur
MIRACLE CAPITAL

Jean Vergès
CEO
CITÉS IMMERSIVES

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360
KARTING

QUBICAAMF

SEVEN

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.

Winner revealed at



Speakers:

Dan Innes (moderator)
Founder
INNESCO

Régis Clédelin
Co-founder
YOUR PERSONAL LAB

David Green
Vice President of Real Estate
RAG & BONE

Luis Hartmann
Head of Expansion
PDPAOLA

Mathilde Rouvel
Retail Expansion Manager EMEA
NEW BALANCE

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INNESCO 15

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:

Patricia Cortijo (moderator)
Director
UTOPIES

Filomena Conceição
Global Head of business
Development
NHOOD

Jenni Nylander
Human Rights &
Social Impact Leader
INGKA CENTRES

Nawaf Rajeh
Development & Innovation
Marketing Senior Director
DIRIYAH COMPANY

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UTOPIES®

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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:

Lee Jackson (moderator)
SVP Digital Solutions Advisory
JLL

Mylène Marchat
Communication & CSR Director
IMEDIACENTER

Ricardo Rosa
Director, Digital Mall Business
Development
SONAE SIERRA

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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:

Jonathan Doughty (moderator)
Managing director
VIKLARI CONSULTING LTD

Valeria Di Nisio
Group Leasing Director
EUROCOMMERCIAL PROPERTIES

Tobias Karlsson
Global Real Estate Senior Director
KIKO COSMETICS

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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.

Winner revealed at



Speakers:

James Hacon (moderator)
Managing Partner
THINK HOSPITALITY

Rocco Ballester
Operational Manager
%ARABICA

Serkan Karataş
Head of Global Expansion
and Franchise
LEVENT BÖREKÇILIK

Fabio Ottolina
Board member
LA BOTTEGA DEL CAFFÈ /
CIBIAMO GROUP

Armin Vahabian
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:

Robert Travers (moderator)
International Partner,
Head EMEA Retail
CUSHMAN & WAKEFIELD

Pablo Sueiras
Head of Brand Account
Management
LANDSEC

Laura Thursfield
Leasing Director
THE CROWN ESTATE

Luca Turco
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

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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 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.