



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>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 				

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<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-around;"> <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> 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>



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.