mapic®

LeisurUp™ digital

PROGRAMME

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

From 2 November 2020	17-18 November 2020	Until 31 December 2020
WARM UP	**MAPIC**	**FOLLOW-UP**
PRE-MAPIC	LIVE YOUR MAPIC	FULL CONTENT & REPLAY
ON DEMAND	LIVE SESSIONS	ON DEMAND

LIVE SESSIONS

Attend our 2-day live programme featuring the most influential international industry players!*

TUESDAY 17 NOVEMBER 2020

09.30 > 10.00	COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?	mapic
10.30 > 11.00	THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!	LeisurUp
11.00 > 11.30	SPEED NETWORKING: INNOVATION FOR RETAIL	
11.30 > 12.30	FRANCE FORUM	mapic
14.30 > 15.00	FOOD: BUILDING LIFEPLACES OF TOMORROW!	mapic
15.30 > 16.00	REINVENTING RETAIL WITH ENTERTAINMENT	LeisurUp
16.30 > 17.00	BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?	mapic
17.00 > 17.30	SPEED NETWORKING: INTEGRATING LEISURE IN RETAIL SITE	

WEDNESDAY 18 NOVEMBER 2020

09.30 > 10.00	THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE	LeisurUp
10.30 > 11.00	(RE)BUILDING THE NEXT RETAIL GENERATION	mapic
11.00 > 11.30	SPEED NETWORKING: REINVENTING RETAIL WITH FOOD CONCEPTS	
11.30 > 12.30	DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE	mapic
14.30 > 15.00	THINK PHYSICAL RETAIL, THINK DIFFERENT	mapic
15.30 > 16.00	RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE	mapic
16.30 > 17.30	ITALY FORUM	mapic
17.00 > 17.30	SPEED NETWORKING: RETAIL IN CITY CENTRES	

* All the sessions will be available in replay from 19 November 2020 until 31 December 2020

ON DEMAND

Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!

30’	REINVENTING CITIES WITH LEISURE & ENTERTAINMENT	LeisurUp
30’	SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!	LeisurUp
30’	CREATING IMMERSIVE EXPERIENCES	LeisurUp
30’	DISCOVERING THE FUNDAMENTALS OF ESPORTS	LeisurUp
30’	INNOVATION: HOW TO CHANGE THE RULES	mapic
30’	TRANSFORMING RETAIL SITES INTO LOGISTIC ASSETS	mapic
30’	SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY	mapic
30’	TURNING BRANDS INTO LIFE: THE RISE OF IP-BASED ATTRACTIONS	LeisurUp
45’	OUTLET RETAIL: READY TO CHANGE THE RULES?	mapic
30’	OUTLET INDUSTRY: WHAT’S NEW?	mapic
30’	WHAT’S NEW IN ITALY	mapic
30’	ASIA SESSION	mapic

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TUESDAY 17 NOVEMBER 2020

09.30 > 10.00
COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

mapic

Sponsored by ART

- The evolution of retail business model after covid-19
- Future challenges and new opportunities for retailers
- Bringing new players, retailers, investors and developers together in unity and solidarity
- Fresh approaches & collaborative attitudes to creating new business models

10.30 > 11.00
THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!

LeisurUp

Co-organised by LDP

- How to create value in physical places in the "new normal" scenario
- How operators will build a profitable growth? What are the challenges? But also, what are the opportunities?



Louis Alfieri
Principal & Chief Creative Officer
RAVEN SUN CREATIVE



Yael Coifman, Senior Partner, LEISURE DEVELOPMENT PARTNERS (LDP)
EMEA Board Member, THEMED ENTERTAINMENT ASSOCIATION (TEA)

11.00 > 10.30
SPEED NETWORKING: INNOVATION FOR RETAIL

mapic

Limited places, upon pre-registration!

11.30 > 12.30
FRANCE FORUM

mapic

Co-organised by cncc

Sponsored by TERRANAE



Gaël Thomas - Moderator
Managing Editor, BUSINESS IMMO

Part 1
La requalification des zones commerciales péri-urbaines



Antoine Frey
Chairman
FREY

Part 2
Nouveau mix, nouveaux usages...



Sébastien Vanhoove
Deputy CEO
CARMILA

14.30 > 15.00
FOOD: BUILDING LIFEPLACES OF TOMORROW!

mapic

Content partners WHITE SPACE

Supporting partner ECE

- Restaurant market overview: international trends and figures
- How will food enhance the customer experience in new lifestyle destinations?
- New formats, new destinations: how will food revitalize new urban landscape?
- Focus on innovative urban and iconic projects to create vibrant experiences for customers



François Blouin
Founder & CEO
FOOD SERVICE VISION



Jonathan Doughty, Global Head of Foodservice, Leisure & Placemaking
ECE PROJEKTMANAGEMENT



Ian Sandford
President
EUROFUND GROUP



Jochen Pinsker
SVP Foodservice Europe
THE NPD GROUP

15.30 > 16.00
REINVENTING RETAIL WITH ENTERTAINMENT

LeisurUp

- How to integrate leisure and dining experiences to create successful lifestyle destinations
- New rules and innovative sustainable models to develop leisure within retail spaces
- Financial impact for assets
- Choosing a concept, economic viability, integration strategy...: the right approach to succeed!



Jonathan Doughty
Global Head of Foodservice, Leisure & Placemaking
ECE PROJEKTMANAGEMENT



Reinhart Viane
Business Dev. Director
KCC ENTERTAINMENT DESIGN

16.30 > 17.00
BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?

mapic

Co-organised by real asset MEDIA

- Transforming existing shopping centres into lifestyle destinations
- The optimum time for extension, refurbishment and densification
- Leisure, hospitality, services and mixed-use projects : rethinking business to create experiential places & places of services



Richard Betts
Group Publisher & Founding Partner
REAL ASSET MEDIA



Winston Fisher
CEO
AREA15

17.00 > 17.30
SPEED NETWORKING: INTEGRATING LEISURE IN RETAIL SITE

LeisurUp

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WEDNESDAY 18 NOVEMBER 2020

09.30 > 10.00

THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

LeisurUp

Co-organised by Snelac

- Focus on one of the most dynamic markets in Europe
- Overview of the everything the market has to offer
- Insights from some operators on emerging trends



Anthony Goret, Head of Communication, SNELAC

10.30 > 11.00

(RE)BUILDING THE NEXT RETAIL GENERATION

mapic

Co-organised by Saguez & Partners Content partner RETAILINASIA

- A future destined for disruption and acceleration
- The impact on retailing & commerce
- Empowering consumers & supporting locally-made products
- What are the best levers for a sustainable future?



Lorraine Dieulot
Real Estate & Lifestyle Director
SAGUEZ & PARTNERS



Delphine LEFAY
CEO & Co-founder
ONTHELIST

11.00 > 11.30

SPEED NETWORKING: REINVENTING RETAIL WITH FOOD CONCEPTS

mapic

Limited places, upon pre-registration!

11.30 > 12.30

DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE

mapic

In partnership with franchise expo Paris Media partner RLI Sponsored by GROUPE LE DUFF

Discover industry challenges & opportunities, get more insights from international business case studies and meet industry players to expand your business.



Mario C. Bauer
CEO & Shareholder, VAPIANO, Co-founder, CURTICE BROTHERS ORGANIC KETCHUP, Co-founder, WHITESPACE PARTNERS



Michael Linander
Chief Retail Officer
BOCONCEPT



Eric Wauthier-Wurmser
International Director
GROUPE LE DUFF

14.30 > 15.00

THINK PHYSICAL RETAIL, THINK DIFFERENT

mapic

Co-organised by Saguez & Partners

- How are cultural & social changes reshaping shopping destinations?
- New shopping places & physical expansion: added-value to create new customer experiences and a full range of services
- The emergence of digital native brands in the physical world is creating new dynamics and new formats
- Bricks & mortar shopping and e-commerce: the new deal in the new «normal»



Lorraine Dieulot
Real Estate & Lifestyle Director
SAGUEZ & PARTNERS



Benjamin Calleja
CEO & Founder
LIVIT DESIGN



Carsten Keller
VP Direct to Consumer
ZALANDO SE



Michele Molon
EVP Omnichannel & Commercial Operations
SWAROVSKI

15.30 > 16.00

RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE

mapic

Co-organised by ESSEC Business School

- Sustainability changed the rules
- Integrating & maintaining commerce in urban lasndscapes to reinforce the role of the city
- Diversified territories, from spaces to places: residential areas, shopping destinations orplaces of consumption?
- The new foundations of city peripheries



Joan Busquets
Professor at the GSD - Harvard University
BAU BARCELONA



João Cepeda
President & Creative Director
TIME OUT MARKET



Edouard Dequeker
Research engineer for the Chair of Urban Economics / PhD in urban studies
ESSEC BUSINESS SCHOOL

16.30 > 17.30

ITALY FORUM

mapic

Co-organised by Consiglio Nazionale dei Centri Commerciali Italia

Attend a first-class forum featuring the most influential decision-makers in the Italian market!



Luca LUCARONI
Vice-President, CNCC ITALY



Roberto ZOIA
President, CNCC ITALY

17.00 > 17.30

SPEED NETWORKING: RETAIL IN CITY CENTRES

mapic

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30'

REINVENTING CITIES WITH LEISURE & ENTERTAINMENT

LeisurUp

Co-organised by FUNFAIRCITY

- How Leisure and Entertainment are catalysts to transform cities and urban areas into lifestyle destinations?
- The best models to follow to regenerate urban areas with leisure
- Efficient strategic partnerships between private and public players to transform cities



Muriel Lemesre
CMO
MAGNICITY



Vincent Philippe
Founder
FUNFAIRCITY



Sébastien Vieilledent
Sport Access Deputy Director
UCPA



Antonio Jr. Zamperla
Chief Innovation Officer
ZAMPERLA

30'

SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!

LeisurUp

Co-organised by RC REAL Consulting

- Climbing walls, trampoline parks, indoor surfing or snow... living active sports experiences in a protected and pleasant environment!
- Indoor sport attractions: the new magic potion for retail and urban sites?
- Business models and efficient strategic partnerships between operators and landlords



Ben Barker
Managing Director
EXTREME DESTINATIONS



Miriam Cobbaert
International Business Dev. Director
WAVESURFER – AFP TECHNOLOGY



Gilles Devendeville
CEO & Founder
REAL CONSULTING



Bart Dohmen
CEO
UNLIMITED SNOW

30'

CREATING IMMERSIVE EXPERIENCES

LeisurUp

Co-organised by bloo loop.

- How to create compelling experiences and attract visitors in physical places
- How Technology (VR/AR) is enhancing experiences in location-based attractions?
- Creating unique places and compelling experiences in art, culture and lifestyle destinations
- Discovering what's behind the curtains: business models, economics, operations



Charles Read
Managing Director
BLOOLOOP

30'

DISCOVERING THE FUNDAMENTALS OF ESPORTS

LeisurUp

Powered by ESPORTS BAR

- Esports challenges: explore the main trends of this fastest-growing industry
- New opportunities for brands, sponsors, investors and media to increase traffic and revenues
- The best business models to integrate esport experiences into physical places



Alban Dechelotte
Head of Partnerships & Business Dev. EMEA
RIOT GAMES



Michael Heina
Head of Esports, International
NIELSEN SPORTS



Mathieu Lacrouts
CEO
HURRAH GROUP



Arnaud Verlhac
Esport BAR Director
REEDMIDEM



Nicky Wightman
Director, Emerging Trends
SAVILLS

30'

INNOVATION: HOW TO CHANGE THE RULES

mapic

Co-organised by Colliers INTERNATIONAL

- Innovation as a key to rebooting the retail industry
- The next generation's role in rethinking the retail property industry for the next decade
- New uses and innovative tools to transform existing models
- Inspiring jobs for tomorrow in the retail real estate industry



Gereth Jordan
Director
ART SOFTWARE GROUP



Maxim Karbasnikoff
Head of Retail & Property Management
ADG GROUP



Angela Maurer
Head of Innovation
LANDSEC



Matthew Thompson
Head of Retail Strategy
COLLIERS INTERNATIONAL

30'

TRANSFORMING RETAIL SITES INTO LOGISTIC ASSETS

mapic

- Logistics conversion, a response to the obsolescence of certain real estate assets: change in consumption patterns, advantage of locations near urban centers, link with the zero net artificialization policy
- Formats: size, divisibility in connection with customer requests
- What financial arrangements suit these operations?
- The best examples in France and abroad



Christophe Chauvard
Managing Director France
P3 LOGISTICS

ON DEMAND

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30'

SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

- Environmental, social impacts: do consumers and companies really care?
- How is ethical sourcing shaping the way products are produced and sold today?
- Why sustainability is a key driver of innovation
- Circular economy, responsible consumption and biodiversity: discover the best initiatives



Diego Valazza
Senior Dev. Manager Retail
LENDLEASE

30'

TURNING BRANDS INTO LIFE: THE RISE OF IP-BASED ATTRACTIONS

Co-organised by LICENSING INTERNATIONAL

- Explore the benefits that IP based attractions can bring
- What is the right approach for a win-win model between IP owners, operators and landlords?
- Unique attractions vs scalable concepts, indoors parks vs pop-up live animations: a deeper look into the workings of IP-based leisure concepts



Fabienne Gilles
Head of Consumer Products
THE SMURFS



Teri Schindler
Co-founder & CEO
HARVES



Laurent Taieb
President of the Board France
LICENSING INTERNATIONAL



Roubina Tchoboian
VP of International Licensing
CLOUDCO ENTERTAINMENT - CARE BEARS

30'

OUTLET RETAIL: READY TO CHANGE THE RULES?

Co-organised by ACROSS

- Restructuring your retail chains: outlets, the not-to-be-missed format
- Sustainability, local focus, authenticity, mass market: what is the best mix to meet customers' needs?
- How must retailers & owners rethink their collaborative models to succeed?
- Turning outlet destinations into lifestyle destinations to survive into the future



Alexander Beneke
EMEA Real Estate Manager
SALOMON



Massimiliano Carello
Head of Strategy & Asset Management
VIA OUTLETS



Reinhard Winiwarter
Managing Director & Publisher
ACROSS MAGAZINE

30'

WHAT'S NEW IN ITALY

Co-organised by CONFIMPRESE

- Italian Retail Market: overview & trends



Armando Garosci
Director of Publishing Innovation
LARGO CONSUMO



Mario Maiocchi
Executive Board Member
CONFIMPRESE

30'

OUTLET INDUSTRY: WHAT'S NEW?

Co-organised by ACROSS

- Discover the latest projects & plans and the most innovative initiatives launched in the industry!

30'

ASIA SESSION

Co-organised by RETAILINASIA

- Italian Retail Market: overview & trends



Esterina Nervino
Retail in Asia Director
BLUEBELL GROUP