

mapic[®]
**FOOD &
BEVERAGE**

MAPIC FOOD & BEVERAGE

The international Retail F&B market

8-9 May 2019
MiCo, Milano, Italy

Our Company & Events - Reed MIDEM

An entity of Reed Elsevier

OUR GLOBAL REAL ESTATE EVENTS...



12-15 MARCH 2019, Cannes

The world's leading property event



13-15 NOV 2019, Cannes

The international retail property market



OUR REGIONAL & SECTORIAL EVENTS...



17-18 OCT 2018
London



27-28 NOV 2018,
Honk Kong



8-9 MAY 2019
Milan



16-18 APRIL 2019
Moscow



SEPTEMBER 2019
Mumbai



8-9 MAY 2019
Milan



SUMMARY

1. What is MAPIC Food & Beverage?
2. Who's coming?
3. Conference & events programme
4. How to participate? Options & Costs

mapic
**FOOD &
BEVERAGE**

1. WHAT IS MAPIC FOOD & BEVERAGE ?



The F&B market is booming!



The space leased to cafés, bars and restaurants in shopping centers was traditionally less than 10% but in most recent schemes it reaches 20% or even 30%.

(JLL)



“ There’s no hotter trend than food halls. With the high traffic they are attracting, they now have a significant influence on how people go out and dine ”

Didier Souillat, CEO of Time Out Market

*Zoom on the total space in schemes (GLA) dedicated to F&B

The F&B market is booming!



TOP CONCEPTS FOOD

- Food hall
- Food Trucks
- Specialty Shops

TOP FOOD TRENDS 2018

- Healthy, Natural & Fresh
- Vegetarian, bowls
- Artisan, Traditional
- Slow cooking
- Super-cazualization
- Tailor made
- Street Food

Zoom on the F&B Retail Property market

MyZell, Frankfurt

A new, high quality
gastronomy concept
« Foodtopia »



Stanica Nivy, Bratislava

3,000sq.m Food market of
fresh products, seasonal
offering, wine etc.



Markthal, Rotterdam

A unique apartment building
covering a fresh food
market with food shops,
restaurants, and a
supermarket.

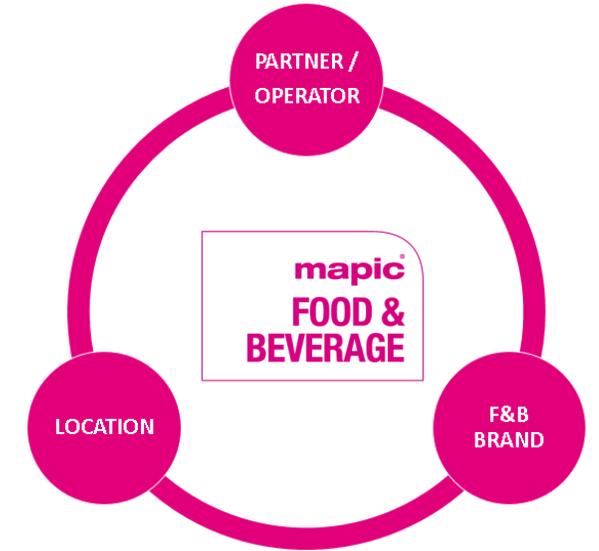


Time Out Market, Lisbon

In 2016 it received 3.1 million
visitors and has since become
the number one tourist
attraction in town.

Value Proposition

MAPIC FOOD & BEVERAGE aims to be the most effective international marketplace dedicated to F&B players within the retail & real estate industry.



An exclusive event that will showcase the latest & most dynamic Foodservice retail concepts providing them with a unique and powerful business platform to network with the most important international **Landlords, Franchise Partners & Travel Operators**.

The Format - 5 Pillars



TASTING AREA



EXHIBITION ZONE



CONFERENCES



NETWORKING



PITCHING SESSIONS

Key figures



2,000
PARTICIPANTS



35+
EXHIBITING
COMPANIES



mapic
**FOOD &
BEVERAGE**
23-24 MAY 2018

70
SPEAKERS



400+
FOODSERVICE
RETAILERS



200
BUYERS

Travel operators, Master Franchise, Property players



50
COUNTRIES

Marketplace overview



When ? Where?



2nd EDITION
2 DAYS
In MILAN
ON 8-9 MAY 2019

Why Milan?

Milan has established itself as one of the **top** worldwide destination for Food...



Join the Food Week
7-13 May 2019



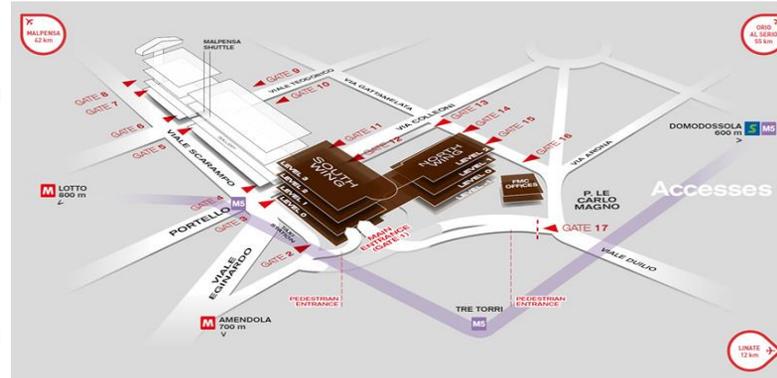
Working on the EXPO 2015 legacy and its focus on nutrition and sustainable food, the City of Milan has devoted one full week to the world of food on the occasion of **Milano Food Week**, the event dedicated to **healthy nutrition and lifestyle**.

GOURMET APERITIVI **COOKING DEMOS**
MEETINGS **INNOVATIVE WORKSHOPS**
TASTINGS FEATURING
PASTRY CHEFS ...



During this very occasion, the city features a rich programme of events among dedicated to food lovers.

Location



2. WHO'S COMING?



They were at MAPIC Food & Beverage...



Join the MAPIC Food & Beverage community...

FRANCHISE PARTNERS & TRAVEL RETAIL OPERATORS



LANDLORDS



FOODSERVICE RETAILERS



Enter a very deal oriented market!



Visitors' satisfaction in 2018*

50% of visitors had **5 meetings & business deals** at this event

Exhibitors' satisfaction in 2018*

55% of exhibitors had more than **5 meetings & business deals** at this event

35% of exhibitors had more than **10 meetings & business deals**

* *source*: Post show client survey: 241 respondents

Meet the right people

PROPERTY COMPANIES

TEAMS:

- *TOP MANAGEMENT*
- *LEASING TEAM*
- *PROPERTY MANAGEMENT TEAM*

SENIORITY:

CEOs & SENIOR MANAGEMENT

FOODSERVICE RETAIL COMPANIES

TEAM:

- *TOP MANAGEMENT*
- *DEVELOPMENT TEAM*

SENIORITY:

CEOs & SENIOR MANAGEMENT

FRANCHISE PARTNERS FOOD & TRAVEL OPERATOR COMPANIES

TEAMS:

- *TOP MANAGEMENT*
- *HEADS OF FOOD*
- *HEADS OF RETAIL*

SENIORITY:

CEOs & SENIOR MANAGEMENT



3. CONFERENCE & EVENTS PROGRAMME



Tradition

The Italian espresso is
part of Italian culture and
tradition.
To go with Pizza and
Pasta are the symbol of
Italy to the world.

Quality

Our "unique" blend is a
combination of Arabica and
Robusta that makes our
espresso full-bodied and that
leaves that addictive taste in
the mouth.



Meet key International Speakers

They spoke at MAPIC Food & Beverage 2018



Jakub Bilik

Regional Dev. Dir. & INTal. RE Excellence

AMREST



Richard Cross

Head of Retail

MAG - LONDON STANSTED AIRPORT



Francesco de Mojana

Partner

PERMIRA ADVISERS



Jonathan Doughty

Global Head of Foodservice

ECE PROJEKTMANAGEMENT



Jonathan Downey

CEO

LONDON UNION



Nick Schapira

International Chief Operations Officer

JAMIE OLIVER RESTAURANT GROUP



Didier Souillat

CEO

TIME OUT MARKET



Lucio Rossetto

CEO Italy

LAGARDERE TRAVEL RETAIL

Discover the conferences at a glance...

TRAVEL RETAIL: HOW TO TURN TRANSIT ZONES INTO FOOD DESTINATIONS?

Co-organiser: **retail** TRAVEL RETAIL **FOOD**



FOOD & RETAIL DESTINATIONS

A panel discussion with five men seated on a stage. The background screen displays the title and co-organiser logo.

mapic
**FOOD &
BEVERAGE**

MILAN, 23-24 MAY 2018



blue frog 蓝蛙

Innovative, craveable food served in relaxed atmosphere

TRAVEL RETAIL

A panel discussion with five men seated on a stage. The background screen shows a photo of the Blue Frog restaurant and the event title.

mapic
**FOOD &
BEVERAGE**

MILAN, 23-24 MAY 2018

Celebrating the flavours of **Latin America**

Latin Soul

- The vibrant brand started in the UK back in 1991 and has grown to over 500 stores across the world
- Home to the vibrant flavours of Mexico, Brazil and beyond
- Authentic and fresh ingredients
- Premium Latin inspired coffee
- Opening across the UK, Ireland and



INTERNATIONAL FOOD VIBES

A speaker is on stage in front of a large screen displaying the Latin Soul brand name and a list of bullet points. The screen also features a graphic of a sombrero and a sombrero.



FOODTECH

A panel discussion with four people seated on a stage. The background shows a blurred image of a food market.

mapic
**FOOD &
BEVERAGE**

MILAN, 23-24 MAY 2018



PRIVATE EQUITY INVESTMENT

A panel discussion with four men seated on a stage. The background screen shows a view of the Milan skyline with the Ponte Sforza bridge.



COFFEE: THE "NEW BLACK GOLD" RUSH

A close-up image of hands holding coffee beans.

Join our networking events



- Welcome Breakfast
- Buffet lunch
- Welcome reception



4. HOW TO PARTICIPATE ? OPTIONS & COSTS



EXHIBIT

3 OPTIONS



STANDS



FOOD TRUCKS



F&B PODS

A- Standard Stand Package

FULLY EQUIPPED STAND PACKAGES 9 SQM / 18 SQM

Package contents

- Company listing in the MAPIC F&B directory
- Booth decoration and furniture
- Tasting stall in the food demo zone (Tasting area), on demand
- Booklet page in the MAPIC F&B guide
- Your Pitching in the MEET FOOD SERVICE PLAYERS session



Tasting stall option on demand,
at no extra charges

9 SQM: €11 625
5 delegate badges
included*

18 SQM: €19 620
12 delegate badges
included*



Tasting stall in the Tasting area



A- Standard Stand Package

FULLY EQUIPPED STAND PACKAGES - PAVILION 27 SQM

Pavilion contents

- Company listing in the MAPIC F&B directory
- Booth decoration and furniture
- 4 passes* for Pavilion's coordinator Staff
- Booklet page in the MAPIC F&B guide

27 SQM: €23 640

EXTRA FOR PAVILION'S PARTNER COMPANIES

- Tasting stall in the Tasting area: €1500 (per company)
- Registration fee* : € 165 (per delegate)
- Your Pitching in the MEET FOOD SERVICE PLAYERS session

*Your registration gives you access to the Mapic Food & Beverage Online Database



Book the Pavilion to get more visibility!



B - Food Trucks

Package contents

- 18 sqm row space for your food truck
- Company registrations* (6 full time employees)
- Your Pitching in the MEET FOOD SERVICE PLAYERS session
- Booklet page in the MAPIC F&B guide
- Meeting table

18 SQM: €10 470



*Your registration gives you access to the Mopic Food & Beverage Online Database

C - F&B pods

Package contents

OPTION 1 - F&B POD

€4 200

- Company registration* (2 full time employees)
- Company highlight in the F&B Guide
- Your Pitching in the MEET FOOD SERVICE PLAYERS session

OPTION 2 - F&B POD '+'

€5 160

- Company registration* (2 full time employees)
- **Tasting stall**
- Company highlight in the F&B Guide
- Your Pitching in the MEET FOOD SERVICE PLAYERS session

*Your registration gives you access to the Mapic Food & Beverage Online Database



A- Exhibitor registration



Additional Exhibitors' registration

Regular: Until April 24th

165€

Late: from April 25th

660€

Exhibitor pass includes:

1 delegate badge – event's guide – access to all networking events, conferences –
access to the online database

mapic[®]
FOOD &
BEVERAGE

VISIT



Attend as a visitor



PRICE VAT Excluded	Retailers	Non retailers
Early Bird rate: until March 21st	€200	€515
Regular: from 22nd March to April 24th	€310	€660
Late: from April 25th	€660	€660

VISITORS ENTRANCE FEE INCLUDES: access to MAPIC F&B and MAPIC Italy areas, conferences sessions, networking events and business lounges. It also includes a listing of your company and delegates in the MAPIC F&B Guide and access to the Online Database.

Be Visible



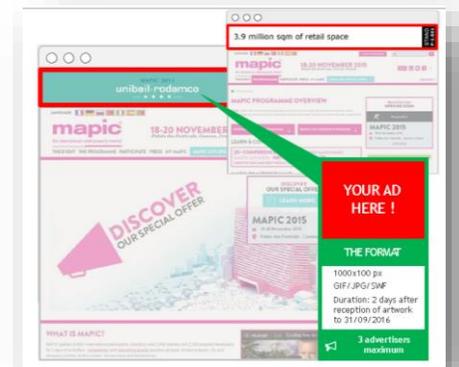
ON-SITE



SPONSORSHIPS



PRINT



ONLINE

Contact our sales team for a tailor-made visibility offer that we will allow you to reach your target audience!

mapic
**FOOD &
BEVERAGE**

SEE YOU IN MILAN!

8-9 May 2019
MiCo, Milan, Italy