

PRE-OPENING - TUESDAY 22 MAY

F&B RETAIL TOUR*

LIVE THE FOOD EXPERIENCE!

Attend our private F&B retail tour, a guided visit of the unmissable FICO Eataly World in Bologna, Italy.

- An immersion journey into the largest food-themed park in the world
- 9,000 sqm area dedicated to markets & shops to discover innovative & dynamic formats
- 45+ trattorias, starred restaurants, bistros & street-food kiosks to taste the most in-vogue and traditional concepts & build business connections with them.

Programme:

- 9.30 > departure from Milan
- 11.30 > arrival
- 11.50 > private guided tour
- 13.10 > networking Lunch
- 15.00 > private cooking class

**the tour is by invitation-only & subject to seat availability, please make sure to confirm your participation as soon as possible.*



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DAY 1 – WEDNESDAY 23 MAY

09.00-10.00, Caffè Pascucci Bar

WELCOME BREAKFAST



CAFFÈ PASCUCCI

11.00-12.00, Conference Room

Pitching session

MEET FOOD SERVICE PLAYERS! PART 1/4

A unique chance to discover in-vogue retail food concepts and build business connections with them!

Co-organiser:



Moderator
Andrea Guolo
Editor
**PAMBIANCO
WINE&FOOD**



Guido Cancellieri
CEO & Founder
MAMA BURGER



Norman Cescut
CEO
DESITA



Roberto Di Martino
Dev. Director
Emea B2C
ILLY CAFÉ



Massimo Innocenti
CEO & Founder
SPONTINI



Radu Lupas
Managing Partner
**SALAD BOX /
NARCOFFEE ROASTERS**



Gabriele Morisi
Head of Business
Development
CHEF EXPRESS



Giuseppe Petrigani
Dev. & Franchising
Manager
Bottega Portici



Gabriele Scarpato
Co-Founder
WE LOVE PURO



Benjamin Simon
VP International
Franchise Dev.
CARL'S JR.



Roberta Virgilio
Chef Consultant
**LAURENZI
CONSULTING**

11.00-16.00, Tasting Area

F&B TASTING

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DAY 1 – WEDNESDAY 23 MAY

14.00-15.00, Conference Room

Panel session

FOOD AS A KEY DRIVER: HOW TO USE FOOD TO INCREASE TRAFFIC & REVENUES IN SHOPPING DESTINATIONS?

- Shopping malls, department stores, high streets... what is the right F&B mix to develop and sustain traffic
- F&B is transforming retail destinations. Is F&B the answer to boost traditional shopping mall models?
- The shopping centre as a new multipurpose meeting place where food & beverage takes a prime position
- Refurbishments, new F&B concepts, authenticity ...what are the key components to reinforce the attractiveness of a shopping destination?
- Why is F&B one of the best investments for real estate assets?

Co-organiser: **ECE**



Introduction by:
Jonathan Doughty
Global Head of Foodservice
ECE PROJEKTMANAGEMENT



Moderator
Jonathan Doughty
Global Head of Foodservice
ECE PROJEKTMANAGEMENT



Jakub Bilik
Regional Dev. Director
& INTal. RE Excellence
AMREST



Sam Sethi
Principal & Director
INSITE FOOD



Joel Silverstein
President
**EAST WEST
HOSPITALITY GROUP**



Simon Stenning
Executive
Director
MCA

Official & Content Partners

DAY 1 – WEDNESDAY 23 MAY

15.00-16.00, Conference Room

Pitching session

MEET FOOD SERVICE PLAYERS! PART 2/4

A unique chance to discover in-vogue retail food concepts and build business connections with them!



Massimo Barbieri
Franchising Manager
LOWENGRUBE



Roberto Bramati
President
SPAZIO FUTURO



Andrea Calistri
Managing Director
DANTE'S



Sofia Dimen
INTal. Managing
Director
CA'PUCCINO



Vincenzo Ferrieri
CEO
CIOCCOLATITALIANI



Mario Pascucci
CEO
CAFFE PASCUCCI



Giovanni Porcu
CEO
DOPPIO MALTO



Alessandro Ravecca
President
**CIBIAMOGRUP -
LA BOTTEGA
DEL CAFFÈ**



Filippo Tomasi
CFO
FOODATION



Gianandrea Gropplero
Di Troppenbug
Real Estate Manager
CIGIERRE

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DAY 1 – WEDNESDAY 23 MAY

16.00-17.00, Conference Room

Masterclass

FOODTECH: HOW FOOD PLAYERS & SHOPPING MALLS USE DIGITAL SOLUTIONS TO ENHANCE THE CUSTOMER EXPERIENCE?

- Food & Beverage ecommerce players, food services, delivering, interactive solutions... what is foodtech?
- Many digital solutions emerge in front and back office
- Front office - digital solutions to improve the customer experience (fulfilled needs, relieved pain points & sublimated moments)
- Leisure & physical emotions driving human experiences in a digital world
- Shopping, dining, socialising, playing... a snapshot of Millennials
- How to choose your digital partners?

Co-organiser:



Moderator

François Blouin
Founder & CEO
FOOD SERVICE
VISION



Mustafa Aslandag
Founder
WHAT'S BEEF



Jérémy Cazalas
VP Sales
& Marketing
AWADAC



Maude Chatelain
Consultant
FOOD SERVICE
VISION



Ghislain Rouëssé
CEO & Co-founder
BILLEE

18.00-20.00, MAPIC Italy lunch area

WELCOME RECEPTION

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DAY 2 – THURSDAY 24 MAY

09.00-10.00, Caffè Pascucci Bar

WELCOME BREAKFAST



CAFFÈ PASCUCCI

11.00-12.00, Conference Room

Pitching session

MEET FOOD SERVICE PLAYERS! PART 3/4

A unique chance to discover in-vogue retail food concepts and build business connections with them!



Gianpietro D'Adda
President
BEFED
FRANCHISING



Glenn Curth
Franchise Manager /
Head of Franchise
NORDSEE



Paul Davies
Franchise Director
HEAVENLY DESSERTS



Nick Evans
Business Dev.
Manager
CASUAL DINING
GROUP



Emilio Fiorani
Retail Food Service
Executive Director
VIAVAI - CIR FOOD



Fabrice Herlax
Chief Marketing &
Operations Officer
DELIFRANCE



Cristiano Iezzi
Business Dev.
Manager
C HOUSE CAFE



Ali Kazma
CEO
AURA LIFESTYLE



Rami Lev
CEO
WOK TO WALK

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DAY 2 – THURSDAY 24 MAY

12.00-13.00, Conference Room

Panel session

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

- Airports, train & metro stations, cruise terminals... transit zones welcome millions of passengers eager for new food concepts & experiences
- Gourmet, fast-food, restaurants, take-away or table service: new concepts represent a key element to create new experiences for travelers
- How to succeed? How to establish the basis of cooperation between food service players & landlords?
- From traffic to business... how to turn travellers into loyal shoppers?

Co-organiser:



Moderator
Andrea Aiello
Editor in Chief
RETAIL&FOOD



William Luis
Asset Manager
RETAIL & CONNEXIONS



Lucio Rossetto
CEO Italy
LAGARDÈRE TRAVEL
RETAIL



Nick Schapira
INTal. Strategy
& Dev. Director,
JAMIE OLIVER
RESTAURANT GROUP

11.00-16.00, Tasting Area

F&B TASTING

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DAY 2 – THURSDAY 24 MAY

14.30-15.30, Conference Room

Masterclass

HOW TO SOURCE & FINANCE INTERNATIONAL FOOD CONCEPTS?

- Handcrafted food, off-beat experience, multi-moment... focus on the main international emerging F&B trends
- How food experts identify promising food concepts & what are the key components to invest in F&B concept?
- Using emerging trends to build scalable concepts : what are the check points?
- How to develop relevant roll-out plan : what are the dos & don'ts?

Co-organiser:



Moderator
Vincent Mourre
Consultant & Restaurant
Private Equity Expert
MOURRE PARTICIPATIONS



Florence Berger
Senior Consultant
**FOOD SERVICE
VISION**



François Blouin
Founder & CEO
**FOOD SERVICE
VISION**



Alexander Eberl
Chief Operating Officer
DEAN&DAVID



Fabio Massimo Giuseppetti
Partner
**PALAMON CAPITAL
PARTNERS**

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DAY 2 – THURSDAY 24 MAY

15.45-16.00, Conference Room

MAPIC F&B SPECIAL ANNOUNCEMENT!

16.00-17.00, Conference Room

Panel session

FOOD HALLS: THE NEW FLAGSHIP RETAIL MODEL?

- Location, concepts, clustering, space... the key components to create an attractive food hall
- Fast food chains, local artisans, restaurants, butcher shops, boutiques... what is the best combination?
- Define the right collaboration between food service retailers & landlords
- Authenticity, tradition, local products: how to turn department stores & shopping malls into food destinations & develop retail tourism?



Moderator
Stéphane Keulian
Founder
STEPHANEKEULIAN.COM



Tiziana Primori
CEO
EATALY WORLD



Andrea Rasca
Founder & CEO
MERCATO
METROPOLITANO



Didier Souillat
CEO
TIME OUT MARKET

17.00-18.00, Conference Room

Pitching session

MEET FOOD SERVICE PLAYERS! PART 4/4

A unique chance to discover in-vogue retail food concepts and build business connections with them!



Marco Micaleff
Owner
CAPATOAST



Tony McVerry
CEO - European
Development
ESQUIRES COFFEE

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