

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

TUESDAY 17 NOVEMBER 2020

CONFERENCE ROOM
Palais -1

RETAILERS' AREA
Palais -1

MAPIC INNOVATION FORUM
Palais -1

OTHER EVENTS

09.00 - 09.45

FROM TRADITIONAL RETAIL TO COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

10.30 - 11.15

POST-COVID-19 SITUATION: (RE)BUILDING THE NEXT RETAIL GENERATION

12.00 - 12.45

THE OPTIMUM TIME TO REFURBISH SHOPPING CENTRES

14.15 - 15.00

REDUCING OPERATIONAL COSTS & EXPENSES TO SECURE YOUR BUSINESS AND OPTIMISE YOUR ROI

15.45 - 16.30

SUSTAINABILITY IN RETAIL PROPERTY: GOOD FOR BUSINESS, GREAT FOR HUMANITY

17.15 - 18.00

ETHICAL PURCHASING: RETAILER DISCUSSION

10.00 - 10.45

HOW TO DEVELOP AND (RE)STRUCTURE RETAIL CHAINS?

Retail expert insight followed by a panel session

10.45 - 11.30

RETAIL TALKS

Spot & connect with international in-vogue retailers, new brands & dnvbs!

14.30 - 15.15

URBAN FORMATS & SHOPPING EXPERIENCES: SHAPING RETAIL TO KEEP UP WITH CONSUMERS

Retail expert insight followed by a panel session

Co-organised with



15.15 - 16.00

RETAIL TALKS: FOCUS ON ITALIAN BRANDS

Spot & connect with the best of the italian retail!

Co-organised with



11.00 - 11.45

INNOVATION LAB

Innovation expert insight followed by a panel session

11.45 - 12.30

INNOVATION TALKS

Discover the latest innovations to increase the performance of your shopping destinations!

15.30 - 16.15

PAYMENT TO ENHANCE THE SEAMLESS EXPERIENCE

Innovation expert insight followed by a panel session

16.15 - 17.00

INNOVATION TALKS

Discover the latest innovations to increase the performance of your shopping destinations!

LeisureUp™
Riviera 8

09.45 - 10.45

LeisureUp
INTRODUCING THE FUNDAMENTALS OF THE LEISURE BASED ENTERTAINMENT MARKET AND THE NEW LANDSCAPE IN THE POST-COVID WORLD

11.30 - 12.00

LeisureUp
BUILDING EMOTIONS IN PHYSICAL PLACES IN THE NEW POST-CRISIS WORLD!

12.30 - 14.00

LeisureUp
NETWORKING LUNCH: MEET THE OPERATORS

By invitation only

14.30 - 15.15

LeisureUp
IMMERSIVE EXPERIENCES: FROM AUTHENTIC EXPERIENCES TO ART & CULTURE AND TECHNOLOGY LED-ATTRACTIONS

15.30 - 16.30

LeisureUp
LEISURE TALKS

A unique chance to discover innovative leisure concepts & solutions

16.00 - 16.45

LeisureUp
INDOOR SPORT ATTRACTIONS: DON'T WORRY ABOUT THE WEATHER... PLAY WITHOUT LIMITS!

17.30 - 18.15

LeisureUp
THE FRENCH LEISURE AND ATTRACTION MARKET LANDSCAPE

14.00 - 17.00

MAPIC OUTLET SUMMIT
4th edition
By invitation only

FROM TRADITIONAL OUTLET RETAIL TO COLLABORATIVE MODELS

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

WEDNESDAY 18 NOVEMBER 2020

CONFERENCE ROOM
Palais -1

09.00 - 09.45

THINK PHYSICAL RETAIL,
THINK DIFFERENT

10.30 - 11.15

RETHINKING BUSINESS:
FROM RETAIL PROPERTIES
TO HOSPITALITY &
COMMUNITY HUBS

12.00 - 12.45

BEST TIME EVER TO INVEST
IN MIXED-USE PROJECTS?

14.15 - 15.00

THE IMPACT OF LOGISTICS
ON RETAILING & DISTRIBUTION

15.45 - 16.30

RESHAPING URBAN
LANDSCAPES TO BE FIT
FOR THE FUTURE

17.15 - 18.15

INTERNATIONAL TRENDS:
MAPIC SUPPORTS
THE INDUSTRY

RETAILERS' AREA
Palais -1

10.00 - 10.45

WHICH FORMAT BEST SUITS
YOUR BRAND?

Retail expert insight
followed by a panel session

10.45 - 11.30

RETAIL TALKS:
FOCUS ON DNVBs

A unique chance to discover
new digital brands & build
connection with them!

14.30 - 15.15

FOOD EXPERT INSIGHT

Followed by a panel session

powered by
**THE
HAPPETITE**

15.15 - 16.00

RETAIL TALKS:
FOCUS ON RESTAURANTS

A unique chance to discover
international in-vogue food concepts
& build connections with them!

Powered by
**THE
HAPPETITE**

MAPIC INNOVATION FORUM
Palais -1

11.00 - 11.45

AI & VOICE RECOGNITION
TO ENHANCE & PERSONALISE
CUSTOMER RELATIONSHIPS

Innovation expert insight
followed by a panel session

11.45 - 12.30

INNOVATION TALKS

Discover the latest innovations to
increase the performance of your
shopping destinations!

15.30 - 16.15

IMPROVING THE SEAMLESS
EXPERIENCE WITH
CONNECTED STORES!

Innovation expert insight
followed by a panel session

16.15 - 17.00

INNOVATION TALKS

Discover the latest innovations to
increase the performance of your
shopping destinations!

OTHER EVENTS

LeisurUp™
Riviera 8

09.45 - 10.30

LeisurUp
THE POWER OF A GREAT
STORY: HOW STORYTELLING
COULD MAKE YOUR
ATTRACTION UNIQUE!

11.15 - 12.00

LeisurUp
E-SPORTS WORKSHOP:
DISCOVERING THE
FUNDAMENTALS OF E-SPORTS

12.30 - 13.30

LeisurUp
CLOSED-DOOR BUSINESS LUNCH

By invitation only, reserved to
a selection of investors, developers &
e-sport industry professionals

14.00 - 14.30

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

15.15 - 16.00

LeisurUp
REINVENTING RETAIL WITH
ENTERTAINMENT: A DEEP DIVE
INTO NEW STRATEGIES FOR
INTEGRATING ENTERTAINMENT
INTO RETAIL SITES!

16.00 - 17.00

LeisurUp
LEISURE TALKS
A unique chance to discover innovative
leisure concepts & solutions

16.45 - 17.15

LeisurUp
REINVENTING CITIES WITH
LEISURE AND ENTERTAINMENT

EMBRACING COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

THURSDAY 19 NOVEMBER 2020

CONFERENCE ROOM
Palais -1

09.00 - 09.45

CEOs CLOSING REMARKS

10.30 - 11.15

ASIA FORUM

12.00 - 12.45

FRANCE FORUM

14.30 - 16.00

ITALY FORUM

RETAILERS' AREA
Palais -1

10.00 - 10.45

FROM STORES TO STORIES

Retail expert insight followed by a panel session

10.45 - 11.30

RETAIL TALKS

Spot & connect with international in-vogue retailers, new brands & DNVBs!

MAPIC INNOVATION FORUM
Palais -1

11.00 - 11.45

BE CONNECTED!

Innovation expert insight followed by a panel session

11.45 - 12.30

INNOVATION TALKS

Discover the latest innovations to increase the performance of your shopping destinations!

14.30 - 15.15

COLLABORATIVE RETAIL IN A DATA WORLD

Innovation expert insight followed by a panel session

OTHER EVENTS

FOOD FORUM

Powered by
THE HAPPÉTITE

By invitation only

Verrière Grand Auditorium, Level 1

09.00 - 09.30

WELCOME

09.30 - 10.00

RESTAURANT MARKET OVERVIEW

10.00 - 10.30

KEYNOTE ADDRESS

10.30 - 11.15

BUILDING LIFEPLACES OF TOMORROW: THE MAGIC OF FOOD!

11.15 - 11.30

NETWORKING BREAK

11.30 - 12.00

FOODTECH: GROWING WITH TECHNOLOGY

12.00 - 12.30

PEOPLE, PLANET, PROFIT: HOW TO PURSUE SUSTAINABLE AND PROFITABLE GROWTH

12.30 - 13.00

HOW TO FINANCE THE GROWTH OF YOUR RESTAURANT CHAIN WITH PRIVATE EQUITY PARTNERS

13.00 - 14.30

MULTI-UNIT & MASTER-FRANCHISE LUNCH
By invitation only

Part 1: Food : building a global restaurant chain

Part 2: Fashion industry

