

**mapic**<sup>®</sup>

**28-30 November 2023**  
Palais des Festivals Cannes



**ENTER A NEW GENERATION OF RETAIL PROPERTY  
ASSET RESPONDING TO A NEW WAY OF LIVING!**

Built by  
**RX** In the business of  
building businesses

**LIVE PLAY SHOP**





The MAPIC logo is displayed in white lowercase letters on a magenta background.

**MAPIC is the International retail real estate event to build the ultimate lifestyle and shopping destinations.**



**6,000**  
PARTICIPANTS



**1.800**  
RETAILERS & DNVBS,  
RESTAURANT CHAINS AND  
300 LEISURE PLAYERS



**75**  
COUNTRIES



**250**  
SPEAKERS AND  
50+ CONFERENCES

For three days in November the retail property, leisure, food and tech communities will all gather at MAPIC.

It is a major opportunity to learn about the changing face of retail and to meet the players at the centre of the retail property industry's transformation. At MAPIC all of your potential new partners are gathered in one-place. It is your chance to be part of creating the exciting new business models, that are shaping the places to live, play and shop of the future.

## Why participate?

### Property developers, cities, travel retail

Showcase your retail sites to global retailers, leisure and food operators searching for new sites and locations. Meet the partners who will help you grow responsibly by reducing your carbon footprint while building or refurbishing your retail destinations.

### Retailers, leisure & food operators

Discover the best locations and the partners who will help you develop your business and better meet your consumers' needs.

### Tech players

Join the leading global gathering of innovation leaders in the retail real estate industry.

### Investors/brokers

Network with leading professionals and explore local investment opportunities.

**SINCE  
1995**





# Discover our thematic areas and content

## LeisurUp hosted by MAPIC

LeisurUp is dedicated to accelerating the integration of location-based attractions into lifestyle destinations including retail sites, urban areas, transport hubs, and travel destinations. Network with Leisure operators and IP owners.



## Retail Village

Discover the emerging concepts redefining the retail landscape and appealing to an increasingly ethical consumer, including DNVBs (digital native vertical brands, hospitality and well being brands).



## MAPIC Innovation Forum

Join the innovation platform of the global retail property industry! Learn more about how digital innovation enhances the consumer experience, Innovations that bridge the gap between physical and online, and how to capture data from shoppers.



## The Happetite Forum

The international forum for restaurant chains looking to expand their business, find new locations & meet new business partners. The opportunity for retail players to discover the most dynamic international restaurant concepts.



## NEW 2023 MAPIC Initiatives

Meet next-generation retail and find the right partners to help you develop your business responsibly by reducing your carbon footprint.



## The MAPIC Academy

MAPIC is committed to shaping the next generation of retailers. In 2023, we will launch a competition and select 5 young retail brands and support them in their development through our network of experts and partners as well as providing them with a financial reward. Choose from several categories:

- next retail businesses
- online retailers
- socially conscious brand...

## The Sustainability Lab

A new exhibition area bringing together ESG players and service suppliers with dedicated energy efficiency solutions for Retail Property players.

These new partners will guide retail property players on their journey to becoming carbon neutral and more ethical!

After all, the main theme for MAPIC 2023 is: "The Age of Responsible Growth: Committing to a Better Future".

## MAPIC Format: 3 action-packed days to meet your business goals

### Networking events

Our numerous networking and matchmaking events will allow you to build your relevant network.

Attend one of our 6 Closed-door events to meet C-level profiles and co-create new business models.



### Exhibition area

The exhibition floor of 12000m<sup>2</sup> is the place to connect with all types of retail property players (cities, shopping centres, travel retail zones...). Meet with new partners & industry game-changers in various dedicated zones and the sustainability lab.



### Conference sessions & talks

Take part in our world-class Conference programme to explore the retail and real estate industries like never before. Hear real-life case studies and learn more during the thematic talks. 50+ conference sessions.



### Awards Competition

Since 1996, the MAPIC Awards have recognised excellence, innovation, and creativity in the retail and real estate industries.



Find the latest updates about the upcoming show on [mapic.com](https://www.mapic.com)



mapic®

## 2023 KEY TOPIC

# The Age of Responsible Growth: Committing to a better future

Retail, leisure, hospitality and property players have shown remarkable resolve in facing the challenges and opportunities during and post-Covid. Now for the sake of the long-term future of the industry, we are entering an 'age of responsible growth'.

This individual and collective responsibility reflects our awareness of some of the big challenges we all have to face: not least climate change, and our knowledge that the age of plenty is over. Our resources are finite and we must preserve them. The decisions we make today will be crucial for future generations.

That means reducing, reusing or recycling products and waste, having more efficient energy and water consumption, considering sustainability and ethics in everything we do and embedding an attitude of responsibility within our businesses and the minds of everyone who works for and with them.

Examples of this can be seen everywhere in retail, leisure and food, as manufacturing, supply chains, circularity, rent-over-ownership and waste are all targeted.

And because consumers are increasingly demanding these elements from the companies they buy from, this is not just good for the planet but good for business. This is not simply about doing less. It is about seeing the link between responsibility and business growth and placing people at the heart of business.

MAPIC 2023 will embrace these topics with a new area dedicated to energy efficiency and innovation due to be launched in the exhibition zone. It will continue to play its role as a window to the industry, supporting the markets and helping the big thinkers and leaders navigate our continuously changing world.

Make 2023 a moment to take responsibility for your part in a bright future for all of us!



SUSTAINABILITY



THE EVOLUTION OF  
RETAIL PROPERTY ASSETS



NEW RETAIL



LEISURE



FOOD



INNOVATION

### KEY EXPERTS WHO ALREADY SPOKE AT MAPIC

Marie Cheval, Chair and CEO, **Carmila**

Antoine Frey, Chairman and Chief executive officer, **Frey**

Hugues Laurençon, General Manager France & Benelux, **The Body Shop**

Bertrand Levy, VP Global Partnerships, **The Sandbox**

Marie Marks, Senior Vice President, **Paramount Global**

Paco Underhill, Strategic Advisor, **Envirosell Global**

*View the full MAPIC & LeisurUp lineup speakers for 2023 on the website.*