



LeisurUp<sup>®</sup>  
by mapic

THE  
HAPPETITE<sup>®</sup>  
FORUM  
by mapic



# MAPIC 2022

## EVENT PRESENTATION

29 Nov. – 1 Dec. 2022

Palais des Festivals  
Cannes, France



# THE LEADING RETAIL PROPERTY EVENT

2022



**Since 1995**, MAPIC has been welcoming the retail real estate industry to the world-famous Palais des Festivals in Cannes to meet and conduct business face-to-face.

- 
- Make connections with thousands of retailers, food and leisure operators, retail real estate developers and innovation players from 80+ countries
  - Find inspiration in an evolving market and follow the newest retail trends during conference programme
  - Visit the exhibition and discover the best retail concepts

# WHAT IS MAPIC?

2022



Here's what you can expect when attending the event!

## EXHIBITION AREAS



- ✓ The latest retail property projects
- ✓ 600 exhibitors / 12,000 sqm area
- ✓ Geographical pavilions
- ✓ The Retailers area
- ✓ **The Happetite by MAPIC** F&B area
- ✓ **LeisurUp by MAPIC** Leisure area
- ✓ **MAPIC Innovation Forum** area

## NETWORKING EVENTS



- ✓ Closed-door matchmaking events (Outlet summit, city, investment, franchising, leisure workshop, food forum, etc.)
- ✓ Dedicated networking clubs
- ✓ MAPIC Welcome Reception
- ✓ MAPIC Party

## CONFERENCES PROGRAMME



- ✓ 35+ conference sessions
- ✓ 200+ experts
- ✓ **The Happetite** Forum dedicated to F&B
- ✓ Leisure programme by **LeisurUp**
- ✓ **Innovation talks**
- ✓ Retail, food and leisure concepts pitching sessions

## MAPIC ONLINE DATABASE

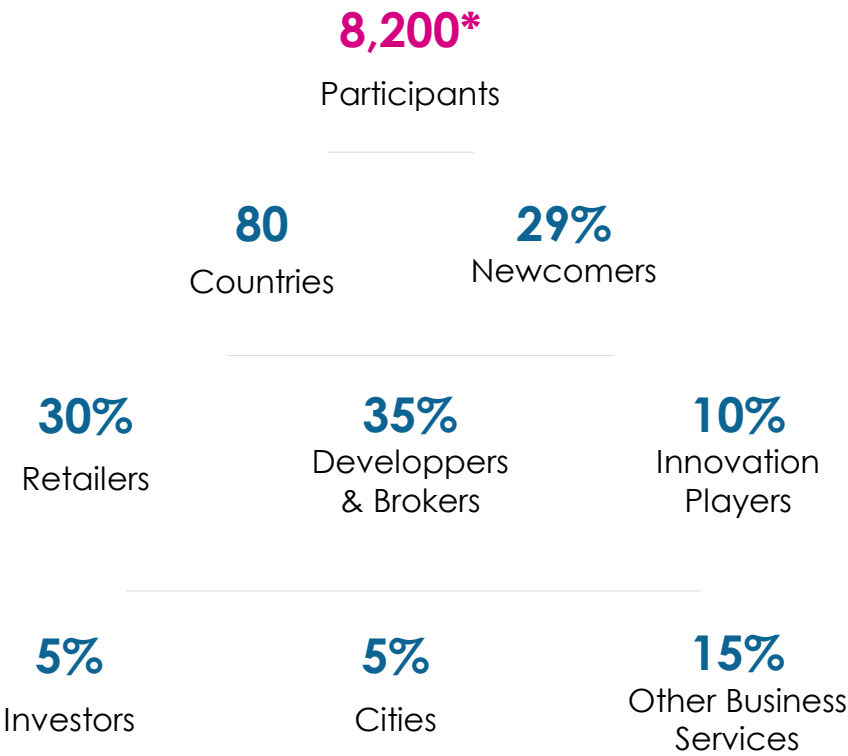


One digital tool to help you prepare your physical event and catch up with the retail real estate community post event.

- ✓ Full access to participants and companies database
- ✓ Online networking through chat service
- ✓ Conference sessions catch up post event

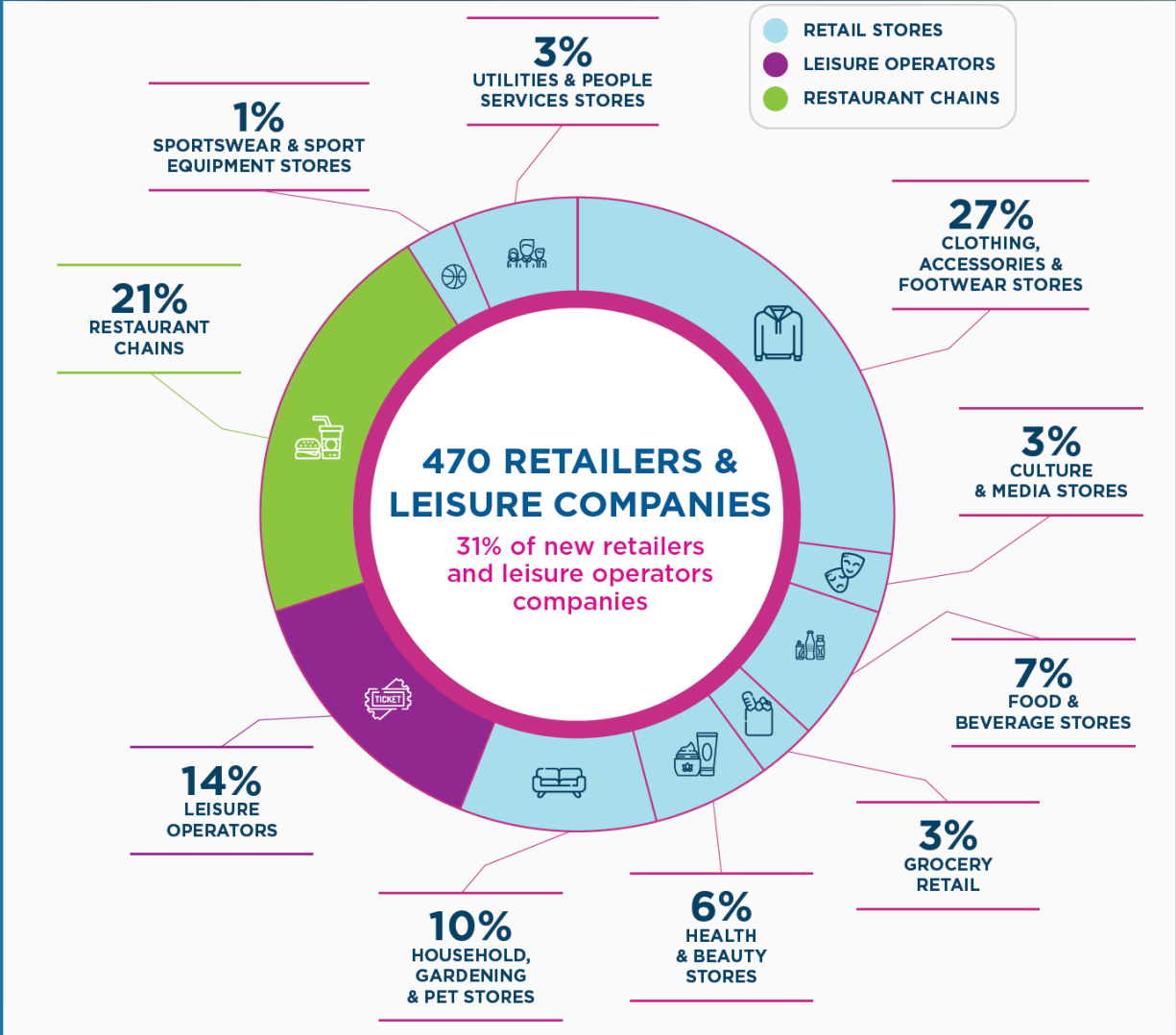
# MAPIC COMMUNITY

Main key figures of event participation.  
Expect the richest retail mix following retail industry evolution!



Based on 2019 data\*

## FOCUS ON RETAIL MIX AT MAPIC





# WHO IS COMING?

Retailers, restaurant chains and leisure operators looking into:

2022

mapic

- **Build new strategies** with franchise partners, investors, logistic players, etc.
- **Rethink your business model** to boost your omnichannel profits
- **Scout out new locations** in retail destinations and cities
- **Reconnect**, network and promote your concept to the retail property world

Etam

TimeOut  
MARKET

PUYDUFOU



MONOPRIX

FITACTIVE  
— IL FITNESS — PER TUTTI —

Ruchan

KIKO  
MAKE UP MILANO

BIG MAMMA

MAISONS  
DU MONDE



IKEA

SWAROVSKI

zalando

MICROMANIA



H&M

SUBWAY

PRIZONEERS  
LIVE BECAUSE YOU CAN

MANGO

NESPRESSO

iFLY  
INDOOR SKYDIVING



LEROYMERLIN



BIMBA Y LOLA

LACOSTE



Alibaba.com

# WHO IS COMING?

2022 | mapic

Property players (developers, brokers, cities) looking into:

- **Create the lifestyle destinations of tomorrow** with new iconic brands, restaurant chains and leisure operators
- **Showcase your projects** to investors and tenants
- **Scout out innovative retail trends** to build a great customer shopping experience
- **Maintain your network** and reconnect with business partners

DIRIYAH SQUARE



ADVANTAIL/  
OUTLET  
MANAGEMENT



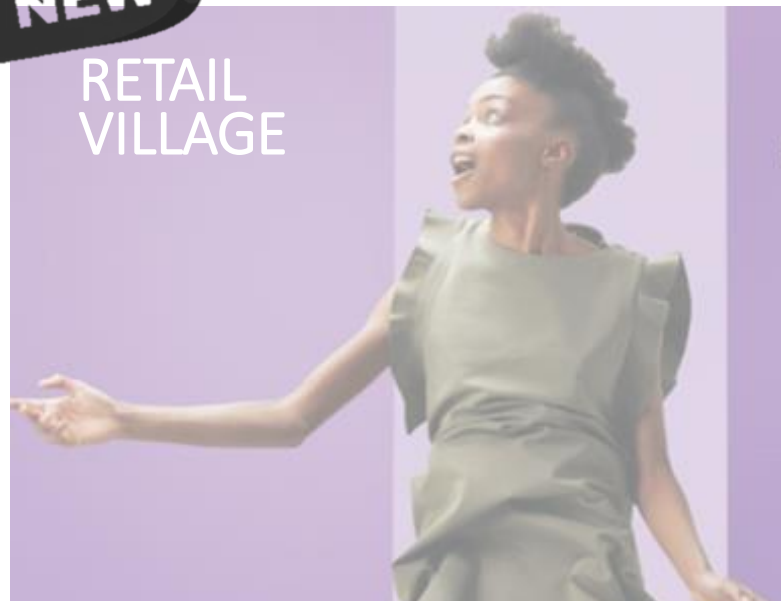


# WHAT'S UNDER THE ROOF AT MAPIC 2022?

Discover the main attractions of the exhibition area and discuss your challenges with the international retail estate community.

**NEW**

RETAIL  
VILLAGE



A **brand-new Retail Village**, bringing together rising retail concepts, DNVB, digital marketplaces and quick commerce players.

+ 1 500 retailers expected overall this year.

THE  
HAPPETITE<sup>®</sup>  
— by mapic —  
FORUM



The global forum accelerating the expansion of restaurant chains in retail & urban destinations. Exhibition area, pitching and conference sessions.

+ 250 food players expected overall this year.

INNOVATION  
FORUM



Exhibition area gathering innovation players offering retail and real estate tech solutions. Pitching and conference sessions.

+25 exhibiting companies expected this year.

LeisureUp<sup>®</sup>  
— by mapic —



2<sup>nd</sup> edition of the global event accelerating integration of leisure in retail & urban destinations hosted by MAPIC.

+ 300 leisure operators expected this year.

# RETAIL BACK TO STAGE: NEW RETAIL VILLAGE AT THE HEART OF MAPIC

2022



The most visited area of MAPIC\*

MAPIC 2022 will present a special exhibiting area highlighting retailers and gathering **the the most innovative brands in the new retail mix:**

- **New rising concepts** (in partnership with Sites COMMERCIAUX)
- **Digital Native Vertical Brands (DNVBs)**
- **Digital Retail Marketplaces**
- **Quick commerce players**



\*91% of visits in Palais -1

202 minutes average time spent by visitor in Palais -1



# WHAT CAN YOU DO AS A RETAILER AT MAPIC 2022?

2022



Find the right business partner to support every retail development strategy.



## Physical Store

Pop up or not, find the best location for your store development strategy, in France and internationally and the partners with the best business model (turnover rent, special leasing):

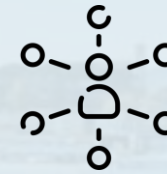
**+ 2 000 representatives of city centers shopping centers, retail parks, outlets travel hubs**



## Franchise

Find the right partners to expand your business internationally

**30 Franchise partners**



## Omnichannel

Find the newest retail tech solutions and marketplaces to support your omnichannel strategy :

**+ 1 000 representatives of retail tech solutions for store location, drive to store, supply chain management, user experience, loyalty & feedback tools, delivery, second life**



# WHAT CAN YOU DO AS A PROPERTY PLAYER AT MAPIC 2022?

2022

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Build the lifestyle destination of tomorrow



## Retailers

Choose from a large pipeline of Retailers from new retail mix, discover the new retail concepts and DNVBS on the Retail Village and the best food concepts on The Happpetite Area.

+ 1500 retailers (fashion, people services, grocery)



## Leisure

Meet with the largest community of leisure operators and choose the best leisure concepts to bring to life your retail destinations.

+ 300 leisure operators for indoor and outdoor destinations (immersive experience, wellness, karaoke, cinema, sky diving, amusment park, live events and more).



## Food

Build connections with the most in-vogue food concepts and restaurant chains to dynamize your retail destinations.

+ 250 food players from international restaurant chains to attractive small food concepts



## New solutions

Find turnkey solutions to improve your customer experience and to make your retail destinations more attractive and efficient.

+ 1 000 representatives of retail tech solutions for store location, drive to store, supply chain management, user experience, loyalty & feedback tools, delivery, second life and more.







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THANK YOU!

