

FOLLOWING THE TRENDS
Oxford room

SHOPPING THE WORLD
Champs-Élysées room

MAPIC INNOVATION FORUM
Mapic Innovation Forum

RETAILTAINMENT (PITCHINGS)
Retailtainment Pavilion

AGORA (WORKSHOPS)
Agora

TRAVEL RETAIL

9.30-10.30

How to turn transit zones into terminus retail destinations?

Co-org: Altarea Cogedim

OUTLET

10.30-11.30

Outlets as an exclusive shopping place: the new retail tourism hub

Co-org: Advantail
Sponsored by Outlet Resource Group

HIGHSTREET RETAIL

11.30-12.30

Highstreet retail, fun & food: reinventing human & cultural lifestyle

Sponsored by Thor Equities

UK

9.30-10.30

United Kingdom: a boarding gate to Europe for international retailers?

Co-org: Cushman & Wakefield

NICE / FRENCH RIVIERA**

9.30-10.45

How innovation & tourism can boost your business?

Org: Nice Métropole

CHINA

10.30-11.30

Chinese experience: how to expand your business in China?

Co-org: CCFA

USA

11.30-12.30

The Big Picture: The US The world's most influential retail market

Co-org: Time Retail Partners
Sponsored by Chico's

DATA

10.00-11.00

How to capture data for business growth?

Co-org: Hammerson

TERALYTICS*

11.00-11.30

Human mobility insights for retailers derived from location based analysis of mobile network and credit card data.

URBAN FARMERS*

11.30-12.00

Monetising empty commercial rooftop spaces with urban farms

PLAYTIME - 11.00-11.30

Engage your customers in creative play and how children bring their parents shopping

QUBICAAMF - 11.30-12.00

The new retailtainment concept mixing digital with physical experience and the best driver for family entertainment centers are Bowling and Mini Bowling!

RRG GROUP / RETAILER PH

10.00-10.45

Latest trends in Russian retail driven by restructured and decreased consumption of 2015. Which shopping mall will be successful?

SCPG

12.00-12.45

China within reach: Opportunities for expansion in China with SCPG

BREAK

OPEN BOX SOFTWARE

13.45-14.15 - Implementing a mobile solution for your Real Estate portfolio - Atrium case study

MOWVO* - 14.15-14.45

Fighting Showrooming though omnichannel - some practical examples

CONIO*

14.45-15.15

What kind of ROI should you expect from a shopping centre loyalty program?

WORKSHOP GOOGLE

15.30-16.30

How to leverage online marketing solutions to drive in-store traffic and revenue?

OPEN STAGE COMPETITION

16.45-17.15

Exclusive pitch from the open stage winner selected by the audience

PLACEMETER*

17.30-18.00 - Walk-in rate: a new way to maximize store revenue with Placemeter

ARCH* - 18.00-18.30

ARCH LED screens and lighting manufacturer: It is all about differentiation

CLIP'N'CLIMB

14.30-15.00

The new trend in active indoor leisure - Over 50 Fun Climbing facilities around the world

WHITewater WEST INDUSTRIES - 15.30-16.00

Riding the Wave to the new Retail experience

AI SOLVE - 16.00-16.30

How do virtual reality and immersive reality can help differentiate and transform shopping spaces into entertainment and lifestyle destinations

SKYZONE FRANCHISE GROUP

16.30-17.00 - SkyZone: trampoline parks from the US

RELATED URBAN

14.00-14.45

Hudson Yards: Be in the Next

CNCC

16.00-16.45

Shopping Centers: the Italian way

AVIAPARK SHOPPING CENTERS

17.00-17.45

Aviapark centre : a year of challenges and victories

RETAILTAINMENT

15.30-16.30

When shopping malls become amusement parks

LUXURY

16.30-17.30

Goldrush : the new Eldorados for Luxury brands - Live Debate

Co-org: Women's Wear Daily

RUSSIAN FEDERATION

15.30-16.30

Russian consumption market : key facts for growth

Co-org: Impress Media
Sponsored by FASHION HOUSE Group

MIDDLE EAST

16.30-17.30

Middle East: the answer to international retailers demands?

Co-org: RLI
Sponsored by Arabian Centres

* Pitching

** Verrière Grand Auditorium

As of 9th October 2015, may be subject to change



FOLLOWING THE TRENDS
Oxford room

DESIGN

9.30-10.30

Shaping the retail real estate era: smart experiences

POP UP STORE

11.00-12.30

11.00: Official presentation of the IFLS/ MAPIC Survey - Pop up store: The new flagship retail model

11.30-12.30 - Upcoming retail: pop-up stores, commercial events, concept stores...what are the best physical solution for ecommerce?
Co-org: IFLS

REQUALIFIED RETAIL AREAS

14.30-15.30

Re-enthrone retail areas: from abandoned areas to urban retail parks - The new shopping dream
Co-org: RegioPlan

INVESTMENT

15.30-16.30

Shopping malls, outlet, highstreets...Where are the best retail places to invest?

FOOD & BEVERAGE

16.30-18.00

"A table!" for a delicious discussion between F&B retailers, restaurants & shopping malls - Bon appétit!
Co-org & sponsored by GHA



SHOPPING THE WORLD
Champs-Élysées room

BELGIUM

9.00-10.30

Retail real estate in Belgium & Luxembourg: zoom on the next development projects

Co-org: Belgian Luxembourg Council of Shopping Centers

SCANDINAVIA

10.30-11.30

Working, cycling, shopping: the Scandinavian way of life

Co-org: Nordic Council of Shopping Centers

SUB SAHARAN AFRICA

11.30-12.30

Sub Saharan Africa: is the magic formula luxury or mass market?

*Co-org: RMB Westport
Sponsored by RMB Westport*

SPAIN - 12.30-13.30

Spanish retail real estate market: focus on new projects
Co-org: Asociación Española de Centros y Parques Comerciales

TURKEY

14.30-15.30

Turkey: better, faster, stronger...

Co-org: AYD (Turkish Council of Shopping Centers)

POLAND

15.30-17.00

Polish retail real estate market: focus on new projects

ITALY

17.00-18.30

Welcome Speech
Filippo REAN, Real Estate Director - Reed Midem

Retail real estate in Italy - Building sites: full speed ahead!
*Co-org: CNCC
Sponsored by Promas, CDS and Cogest Retail*



MAPIC INNOVATION FORUM
Mapic Innovation Forum

OMNICHANNEL

10.00-11.00

The omnichannel experience: connecting shoppers or connected shopping?

Co-org: iInfluencia

XOVIS*

11.00-11.30

3D based people tracking

MOVVO*

11.30-12.00

Ways to leverage consumer behaviour data. How to collect that data (Indoor tracking) and what actions can be taken?

IMS* - 13.45-14.15

IMS sensory media - innovative marketing, innovative branding

ARCHAIO* - 14.15-14.45

Archaio: the new standard in cloud inspection management

ARFORIA*

14.45-15.15

Emerging 3D technologies for developers and retailers

WORKSHOP CHINA CONNECT

15.30-16.30

State of O2O in China
Trends & best practices by China Connect

PROSPECTIVES

16.45-17.45

Retail real estate.
Go shopping tomorrow!

WRAP UP & FINAL PRESS CONFERENCE

17.45

N. Depetro MAPIC Director



RETAILTAINMENT (PITCHINGS)
Retailtainment Pavilion

KOEZIO- 10.00-10.30

The next-gen immersive indoor theme park

AERODIUM TECHNOLOGIES

10.30-11.00

Anyone can fly - entertainment for wide audience

ADVENTURE FACILITY CONCEPTS & MANAGEMENT LTD

11.00-11.30 - Adventure Concepts in Shopping Centers

BANDAI NAMCO

11.30-12.00

Introduction of new standards in FEC - Flexible theming and educational content

KCC - 15.00-15.30

Entertainment and retail. Examples and numbers

DEDEM AUTOMATICA

15.30-16.00

Youngo, the new Brand of Leisure

FORREC

16.00-16.30

Putting the Guest experience first in retail destinations

JORAVISION

16.30-17.00

Retailtainment: Why and where do you start?



AGORA (WORKSHOPS)
Agora

MOBIMO MANAGEMENT SA

10.00-10.45

FLON - A new district to experiment

OBERFELD SNOWCAP

11.00-11.45

Welcome to Canada - We are Open for Business

NEWMARK GRUBB

KNIGHT FRANK

12.00-12.45

U.S. Gateway City Trends

CBRE UK

14.00-14.45

Luxury session

BMD OF TURKEY

16.00-16.45

Unveiling the hidden power of Turkish economy

METROQUADRO SRL

17.00-17.45

M² Italian Designer Furniture - Retail 3.0

BREAK

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