



14-16 November 2018 - Palais des Festivals, Cannes

Press Release

UK to have own pavilion and programme at MAPIC 2018

Paris, 30 May 2018 –The organisers of MAPIC 2018 in November confirm today that this year's event will feature a full programme and pavilion dedicated to the UK. The annual global event held in Cannes will bring together major property developers with a wide range of national and international retailers from all around the UK, as well as national membership groups, conferences and pitching sessions specifically designed for UK attendees and those interested in brands and projects in the UK.

Organised by Reed MIDEM, the International Retail Property Market will be held in Cannes from 14 to 16 November. With over 8,600 participants in 2017 including 2,100 retailers, MAPIC is the leading international platform for key property players to amass the ultimate retail and leisure mix in order to create true lifestyle destinations.

Nathalie Depetro, Director of MAPIC comments: *"When the world asks what's on the horizon in terms of retail, it looks to the UK - acknowledged as a leading geographical incubator for new retail trends. As MAPIC is an event where the retail real estate community gathers annually to see what is upcoming and critical to the world of retail, I am delighted to announce this dedicated UK pavilion and programme for this year's edition."*

Major UK retail real estate companies such as Westfield, Intu, Hammerson, and New West End Company will exhibit at MAPIC this year, and their stands will be located next to the UK pavilion.

To help generate more international opportunities for UK retailers and property developers as well as to promote the UK Pavilion, MAPIC has formed exclusive partnerships with two leading UK players.

Revo, the leading retail property industry advocate that supports the people and businesses involved in the diverse world of retail property thrive and prosper, will be MAPIC content partner and co-organise a conference session presenting the opportunities of the UK market to the international retail real estate community.

Ed Cooke, CEO of Revo says: *"As the UK's leading organisation which exists to support businesses in our diverse and evolving retail property and placemaking market, we're delighted to be working with the MAPIC team to showcase all that is great about our industry. In what is no doubt a difficult market, we look forward to exploring the challenges but also the opportunities that exist for those willing and able to exploit change."*

Networking and matchmaking opportunities will also be presented thanks to The Completely Group, one of the UK's largest retail deal-making operators, which will run its successful "Soapbox" at MAPIC: a stage where new and expanding UK retailers will have the opportunity to promote their brands to international decision makers.

"We at Completely Retail Marketplace have successfully promoted brands through "Soapbox" at our events in London, Dublin, Stockholm and Amsterdam over the last five years. This new collaboration with MAPIC is a great opportunity for UK brands to "Soapbox" their expansion plans and it's a brilliant opportunity to show that UK brands are planning for the future and are open for business," explains Dom Millar, CEO of Completely Events.

More information about MAPIC is available on our [press website](#).

About Reed MIDEM:

Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong, MIPIM PropTech NYC in New York and MIPIM PropTech Europe in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai, MAPIC India in Mumbai and MAPIC Food & Beverage in Milan for the retail real estate sector. www.reedmidem.com

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