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Press release

MAPIC BRAND LAUNCHES MAPIC FOOD & BEVERAGE IN MILANO IN MAY 2018

Cannes, 17 November, 2017 – Reed MIDEM, organiser of MAPIC, MAPIC Italy, MAPIC Russia, MAPIC China Summit and MAPIC India, today announces the launch of MAPIC Food & Beverage in May 2018.

The new two-day event will be held in Milan, Italy on 23-24 May 2018 at MiCo – Milano Congressi.

Since the EXPO 2015, creating a legacy with its focus on nutrition and sustainable food, Milan has established itself as the World Food Capital City and is today the main stage for events, projects and debate on food-related issues.

Food and Beverage has become a key factor in enhancing the customer experience within retail destinations. MAPIC Food and Beverage aims to be the most effective international marketplace dedicated to Food & Beverage players within the retail & real estate industry.

MAPIC Food & Beverage will offer an exhibition area where international F&B retailers can showcase their concept to real estate professionals looking at expanding their foodservice retail mix. In contrast to the MAPIC in Cannes, retailers will be the exhibitors and real estate professionals will come as visitors. MAPIC Food & Beverage will be a unique, international and powerful business platform.

“For the first time, we are launching a MAPIC event entirely dedicated to a specific segment, food and beverage, and not a local market,” explained Nathalie Depetro, Director of MAPIC markets. “MAPIC Food & Beverage and MAPIC Italy will be held on the same dates and in separate but connected venues. This new event will benefit from the dynamism of the Italian food & beverage sector, while being completely international.”

More information on MAPIC Food & Beverage on the website www.mapic-foodandbeverage.com

About Reed MIDE M:

Founded in 1963, Reed MIDE M 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; MIDE M 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 and MIPIM PropTech Summit in New York for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector. www.reedmidem.com

About Reed Exhibitions:

Reed Exhibitions is the world's leading events organiser, with over 500 events in over 30 countries. In 2016 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. www.reedexpo.com

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