



From 15 to 17 November 2017 - Palais des Festivals, Cannes

Press release

MAPIC 2017: Exclusive Access to Local Partners for Retailers

Paris, 26 October 2017 - More than 2,100 representatives of international retail brands are expected at MAPIC, including 500 first-timer brands. MAPIC provides retailers with access to a selection of the best international partners to break into strategic markets.

Organised by Reed MIDEM, MAPIC, the International Retail Property Market, will be held in Cannes from 15 to 17 November.

"Retailers can adopt widely differing international development strategies, either operating directly on their own or by using local partners that are well established in target markets. MAPIC meets these needs by providing an exhibition area for major shopping centre developers and city-centre managers. It also provides access to a selection of strategic local partners who seldom appear together at the same event," explains Nathalie Depetro, Director of MAPIC.

The emergence of new commercial destinations is key to retailers' international development strategies. China, for example, has surpassed the United States to become the world's leading commercial destination. India is currently experiencing the world's strongest growth thanks to an influx of foreign investment, strong economic growth and a consumption boom. Africa, meanwhile, is set to become *the* up-and-coming market for retailers to explore.

Many shopping centre developers from China, India, Japan, Oman, Saudi Arabia and Iran will be at MAPIC to showcase their latest growth projects to international brands and encourage them to settle there. The MAPIC conference programme will also highlight geographical diversity with 16 conference sessions dedicated to a range of international markets.

Retailers attending MAPIC this year will be able to meet more than 30 local partners who are well-established in different countries to develop under various trade agreements such as master franchising, joint ventures, franchises or licensing. These include the **Azadea Group** (Lebanon), which runs more than 50 brands in the Middle East and Africa, **CFAO** (France) the leader in specialised retailing in Africa and French Overseas Communities and Territories, **AmRest** (Poland), which operates more than 1,500 restaurants in Central and Eastern Europe, together with **Global Brand Group**, **SGN Group** (USA) and **Rosinter Restaurants** (Russia).

To simplify contact-making between international retailers and best-of-class local partners, MAPIC has created an exclusive new event in partnership with Franchise Expo and Brown Rudnick, the **Global Retail Partner Summit**, to be held behind closed doors on

Wednesday, 15 November. Global management consultants A.T. Kearney will keynote the event by sharing comprehensive *The 2017 Retail Development Index* study.

Retailers attending the Global Retail Partner Summit as well as MAPIC include Metersbonwe (China), Fat Face (UK), Rapha (UK), Tudors (Turkey) and Tally Weijl (Switzerland) for the fashion industry, Flying Tiger Copenhagen (Denmark) and BoConcept (Denmark) for the decoration industry, as well as Unilever.

As well as meeting new retailers, MAPIC participants will also be able to mix with industry powerhouses who attend each edition including Primark, H&M, Adidas, Spring, Estée Lauder, Burberry, Dolce & Gabbana, Tesco, Monoprix, Hema, McDonald's and Five Guys.

Discover a selection of new [fashion & lifestyle brands](#) as well as [food & beverage brands](#).

Find out more about MAPIC on our [press site](#).

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 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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