



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

Press Release

Outlet Centres to Preview at MAPIC 2017

Paris, 6 November 2017 - For the first time MAPIC is launching the *International Outlet Summit*, an event dedicated to the phenomenon of outlet centres. This invitation-only summit will be held one day before the official opening of the event in Cannes at 2pm on 14 November. It will bring together industry speakers and players to discuss their visions and upcoming trends in this very dynamic segment of commercial property which are now becoming vital components of the shopping experience.

Outlet centres have developed strongly in the commercial property sector, growing exponentially by 12% annually over the past 20 years. They are one of the industry's most dynamic formats along with travel retail and e-commerce. The sector has expanded, offering more sophisticated products and services through developers who are deeply committed to their relationships with brands. They now tend to see them less as simple tenants and more as real sales drivers.

Guy Perry, Senior Advisor, **McKinsey & Company**, will open the *International Outlet Summit* by presenting a report on the topic. This will be followed by a conference session about global market developments for the outlet sector with a panel of industry personalities such as Kenneth Gunn, Managing Director, **FSP Retail Business Consultants** (UK); Elizabeth Wagner, Principal, **The Outlet Resource Group** (USA); Brendon O'Reilly, CEO, **Fashion House** (Poland); Sébastien Sommer, Business Development Director Europe & Country Head Germany, **Neinver** (Spain); and Lois Lu Yi, Vice President, **Beijing Capital Grand Limited** (China).

Five international outlets will also be presented by a panel including David Hinkle, Principal, **The Outlet Resource Group**; Brendon O'Reilly, **Fashion House**; and Barbara Somogyiova, Leasing Director Europe, **Neinver**. To close the event Ben Chesser, CEO, **Coniq**, will overview digital solutions to improve the customer experience in brand villages.

More information about MAPIC on our [press site](#).

Check out the [full programme of the International Outlet Summit](#).

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