



14-16 November 2018 - Palais des Festivals, Cannes

Press Release

Three Exclusive Summits to be held at MAPIC 2018

Leisure Summit, Outlet Summit, Global Retail Partner Summit

Paris, 26 September, 2018 - Three exclusive thematic summits will be held this year at MAPIC to address the challenges of a booming industry. **Leisure**, the spearhead of the new retail mix - **outlet centres**, now on the way to becoming lifestyle destinations - and **international-scale retail partnering**, to fast-track international expansion.

Organised by Reed MIDEM, MAPIC, the International Retail Property Market, will be held in the Palais des Festivals, Cannes from 14th to 16th November.

MAPIC Leisure Summit

Leisure has become an integral part of the retail experience, as consumers now come to shopping centres not just to shop but also to eat, be entertained and educated or simply to have a good time with friends or family. Customers are constantly looking for new experiences. Which means that offering the right commercial mix is key to success.

This is why MAPIC is launching the **Leisure Summit** for the first time this year, to be held on the eve of the official opening of the show on **Tuesday, 13th November**. This exclusive, invitation-only summit will offer an opportunity to take stock of the global market, highlight the latest trends in this industry, examine new business models and optimise the integration of these new players (cinema, playgrounds, theme parks, augmented and virtual reality, etc.) into commercial spaces, as they are a vital drivers for traffic growth.

Among the speakers already confirmed for the Leisure Summit are Matteo Perino, Chief Operation Officer, **EuropaCity** and Thomas Kouck, Managing Director, **vente-privee entertainment** as well as representatives of **IMAX, Trimoo, WeArena Entertainment, Funtopia, Dreamscape Immersive** and **Cushman & Wakefield**.

For the first time, MAPIC is also organising an exclusive webinar that will take place live on Wednesday, **3rd October at 3pm** on the topic of leisure. To participate, register [here](#) (limited places).

MAPIC Outlet Summit

Over the past three years, outlet centres sales areas have increased by 6% a year. This outstanding growth makes it one of the most dynamic segments of the commercial property market.

"Outlets are an excellent retail channel for brands. The number of new tenants opening stores is constantly increasing," explains Brendon O'Reilly, Managing Director, **Fashion**

House Group. "But there are still some fantastic brands that are not entirely convinced of the outlet concept and, as an industry, we have to share our knowledge and ideas with the market as widely as possible. The MAPIC International Outlet Summit creates a great opportunity to do so."

The second edition of the **MAPIC Outlet Summit** will be held the day before MAPIC opens, on **13th November at 2pm**. This invitation-only event is exclusively dedicated to the outlet segment. It will bring together speakers and key players in the sector to present their vision of this highly dynamic market. It will also offer an opportunity for brands to discover new development projects and meet promoters specialised in outlet villages.

Among the companies confirmed to speak at the Outlet Summit are **Scalo Milano Outlet & More** (Italy), **Fashion House Group** (Poland), **Neinver** (Spain), **The Outlet Resource Group - TORG** (USA) as well as **Nike**, **Coniq** and **Art Software Group**.

Global Retail Partner Summit

In order to expand internationally, brands can adopt a wide range of strategies, either entering a territory directly or through well-established local partners in target markets such as Russia, the Middle East, Southern Europe, India, and the United States. This summit provides access to a selection of strategic local partners who rarely meet together in the same place and tend to behave discreetly.

Building on the reception received last year, MAPIC is renewing, for the second consecutive year, its **Global Retail Partner Summit**, a matchmaking event based on geography, with meetings scheduled in advance. Organised in partnership with Franchise Expo and supported by Brown Rudnick, the American and international law firm, this exclusive closed-door summit will be held on **Wednesday, 14th November** bringing together nearly 100 participants selected for an afternoon of intensive networking.

Brands present at the Global Retail Partner Summit will include **TM Lewin** (United Kingdom), **Daiso Industries** (Japan), **Comma** (Germany), **Camaïeu** (France), **Shanghai Icicle Fashion Group** (China) and **C House Café** (Italy), will have an opportunity to meet master franchises such as **AmRest** (Poland), **Inventive Retail Group** (Russia), **Rosinter** (Russia), **Alothaim** (Saudi Arabia) and **Ghanty Group** (La Réunion).

More information on MAPIC 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 India in Mumbai and MAPIC Food & Beverage in Milan for the retail real estate sector. www.reedmidem.com

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