



From 13 to 15 November 2019 - Palais des Festivals, Cannes

Press release

MAPIC 2019 to Focus on the Evolution of Retail Spaces and Places under Theme 'Retail Remixed'

Reed MIDEM announces an increased focus on the new retail mix and retail destinations transforming into lifestyle places.



Paris, 11 September 2019 – Reflecting the ever-evolving retail market, MAPIC 2019 will have an increased focus on the transforming power of retail destinations, from shopping spaces to places offering real experiences including food and beverage, leisure, art, culture, entertainment, wellbeing and fashion.

From the theme **Retail Remixed: Rethinking Spaces and Places** run three main tracks – **Reloading the Retail Mix**, **Blending Use for Lifestyle Destinations** and **Shopping the World**. This makes up a bustling [conference programme](#) featuring over 250 retail experts from companies including Ducasse Paris, Via Outlets, Altarea, MSC Cruises, Galeries Lafayette, Ivanhoe Cambridge, Multi, Neinver, Saguez & Partners and Time Out.

Organised by Reed MIDEM, the International Retail Property Market will be held in Cannes from 13 to 15 November. This year will also feature a dedicated Leisure Day on the day before MAPIC begins; another effort to capture a major trend in the market.

Nathalie Depetro, Director of MAPIC, said: *"We are experiencing a seismic shift in retail, where the very definition of the word is being reinvented. As the world's leading*

retail real estate event, we are excited to provide a platform for exploring what the new rules of retail are together with key players from the industry all over the world."

The new retail mix was examined in detail in a recent white paper published by Reed MIDEM. One of the report's topics was how changes in mobility, for example the shift from cars to bicycles, has led to a demand to have work, play and living all in one place. This in turn creates "urban villages", according to Christian Dubois, Head of Retail Services at Cushman & Wakefield.

Another topic was the advent of so-called channel agnosticism as lines between physical and online commerce get increasingly blurred. According to the white paper, online sales continue to see double-digit growth and global sales are expected to reach €100bn (£90.9bn) this year, with UK customers especially inclined to take their shopping online: 87% of British consumers now shop online, according to figures by Ecommerce Europe, compared to 76% in France, 63% in Spain and as little as 48% in Italy.

The white paper also explored the entertainment market segment and how it influences retail destination revenue now and in the future, as well as looking at hospitality and co-working, design and architecture, and art and wellbeing.

The white paper – 'Reloading the Retail Mix' – can be found [here](#).

For more information about MAPIC, please visit [our 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 Summit in London, MIPIM Asia Summit in Hong Kong SAR, MIPIM PropTech NYC in New York, MIPIM PropTech Europe in Paris, MIPIM PropTech Asia in Hong Kong SAR for the tech and real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food in Milan, and MAPIC India 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 30 countries. In 2018 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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