



Transforming Reality

Physical in the age of digital

mapic

MAPIC WEDNESDAY 14 NOVEMBER

CONVERGENCE

09:00-10:00

OPENING KEYNOTE TRANSFORMING REALITY: PHYSICAL IN THE AGE OF DIGITAL

10:00-11:00

OMNICHANNEL: REINVENTING PHYSICAL!

- Strategic partnerships between retailers and pure-player brands: the recipe to a successful omnichannel strategy
- Using digital to boost revenues and traffic in physical spaces
- Online, offline: creating the best personalised customer journey to meet increasing expectations
- The next big challenges and opportunities for property owners

11:00-12:00

ECOMMERCE ENERGISING PHYSICAL

- Physical transformation: the new deal for customers, pure-player brands and property owners
- Opening physical stores: how to reinforce online presence and enable new distribution models
- How pure-player brands turn physical into a new leverage for growth with innovative customer experiences
- Discover international best practices and new key drivers with merging online players

12:00-13:00

RETAIL TRANSFORMATION: THE NEW DEAL WITH O2O

- Experience, service, physical point of contact... why digital players want to invest in traditional physical retail & new formats
- Physical retailers are reinventing their business models and embracing digital to implement their O2O strategy
- Outlook on the latest strategic partnerships in retail & technology
- Online / offline: who will be the next retail leader?

14:30-15:30

ALL YOU NEED IS LOGISTICS!

- Delivery, the big issue for shopping centres, city centres, retailers and customers: turn it into a business opportunity
- Last-mile retail and same-day delivery: end or beginning of the customer journey?
- Delivery points and pickup services to increase traffic in shopping centres
- Warehouses, platforms, hubs, pickups points...: the major role of property owners in the new retail landscape



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INNOVATION & TRANSFORMATION

15:30-16:30

SHARING ECONOMY, NEW USAGES...: HOW LANDLORDS & RETAILERS SHOULD KEEP UP!

- Peer to peer, online communities, second-hand market: discover the latest trends of the sharing economy
- Retailers, online players, properties: how existing business models need to innovate and adapt to remain relevant
- Meet new consumers' needs providing physical /touch-points solutions
- From traditional shopping malls to physical sharing platforms

16:30-17:30

NEW OPERATING MODELS: INNOVATIVE SOLUTIONS TO REINFORCE SHOPPING CENTRE EFFICIENCY

- Saving energy, urban farming, new HR solutions, co-working...: transforming operating models over the next 20 years
- How landlords source start-ups to stimulate innovation and change: the basis of a successful collaboration
- Creating a collaborative place and multi-purpose centre...: challenges for retailers and retail property owners
- How millennials and generation Z have changed the rules

17:30-18:30

DATA, DIGITAL SIGNAGE, LOYALTY...: THE CONNECTED CUSTOMER JOURNEY

- Improving the seamless experience for shoppers
- Find the best connected solutions for shopping malls to join the party!
- Innovative customer services in a tech world to create new experiences between property owners, retailers and customers
- How shopping centres represent the main link between online shopping and the in-store purchase experience



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MAPIC THURSDAY 15 NOVEMBER

CUSTOMER EXPERIENCE

09:00 - 10:00

FOOD & BEVERAGE PLAYERS RECIPES: SUCCESSFULLY DEVELOP YOUR CONCEPT WITH A PRIVATE EQUITY PARTNER

- Industry scope: what is happening in the mergers & acquisitions market and what can be expected
- Food halls, veggie-centric cuisine, chef-driven fast casual concepts...: focus on the top international concept trends and business models
- Why is F&B a key driver of growth for investors and property players?

10:00-11:00

IF CULTURE AND EDUCATION WERE THE FUTURE OF SHOPPING CENTRES?

- Pop-up events, exhibitions, museums, cinemas, theatre, urban farming...: the new consumer is more and more eager for culture and education
- Blurring lines between commerce and creativity by offering an experience that rivals the digital transaction
- How shopping places are becoming relevant as social spaces whatever generation and social class
- Prospective: imagining the new rules of shopping centres in the next decade empowered by digitalization

11:00-12:00

CREATING PHYSICAL EXPERIENCES & EMOTIONS IN A DIGITAL WORLD

- From shopping centres to mixed-used spaces, discover the ultimate architecture projects
- Architecture, new design, merchandising...: creating added value and enhancing the customer journey
- The best physical services and solutions to humanize the customer experience
- How to integrate the latest innovative technologies to build spaces in the future

12:00-13:00

BEST INNOVATIVE BEAUTY & WELLNESS SERVICES TO CREATE CUSTOMER VALUE

- Beauty retailers, spa, fitness, medical centres...: from shopping centres to services platforms
- A new business opportunity for property owners to fill empty spaces
- Increase traffic and improve the customer journey with new physical services
- From store layouts to tools and technology, adapt to millennials' lifestyles and respond to their unique needs
- Make the shopping experience as meaningful online as in-store: making the entire visit memorable, more personal and more convenient



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RETAIL PROPERTY OUTLOOK

14:30-15:30

RETAIL, A BOOSTER FOR TOURISM!

- Retail and tourism create a virtuous circle! Get the right synergies to create powerful shopping destinations
- Hotels, tour operators, stadiums and tourism players...: the key drivers for retailers and property owners to catch tourists
- How shopping reinforces the attractiveness of tourism resorts
- Define the right collaboration/business models between tourism players, landlords and retailers: is it a real win-win relationship today?

15:30-16:30

RE-INVESTING IN HIGH STREETS – INTERNATIONAL VIBES!

- Profitability, rentals, availabilities...: the best international investment hotspots
- Fashion retailers, luxury brands, food concepts...: discover the most profitable formats for high street investment
- How to turn old urban architectural and historical heritage into new, revitalised shopping destinations?
- How international retailers deal with high streets

16:30-17:30

TRANSIT ZONES: STRATEGIC PHYSICAL LOCATIONS TO SERVE CONNECTED USERS

- How retailers can take advantage of transit zones to catch connected passengers and increase traffic
- Reinforce your omnichannel strategy: making best use of transit zones as a crucial physical point of contact with customers
- Food, services, leisure, click & collect... creating human experiences to meet connected passengers needs and extend the customer journey

17:30-18:30

SPECIALTY LEASING: WILL POP-UP RETAIL LAST FOREVER?

- Testing out new markets, PR Power, storytelling...: the challenges and opportunities of the pop-up retail
- Is pop-up retail profitable for landlords? How property owners have adapted their models and organization
- Concept selection, location, period...: the right collaboration between pop-up players and retail real estate companies
- What is the role of communications agencies? Strategic partner, tenant or advisor?