



# mapic<sup>®</sup>

International Retail Leasing Hub

4-5 Nov. 2025, Palais des Festivals, Cannes, France

6 Nov. NextGen Retail Day *(by invitation only)*

**LIVE PLAY SHOP**

# The International Retail Leasing Hub



Offering a global platform for property players, retailers and investors to connect, explore industry trends and accelerate business deals.





# Key Figures

4,400+

Attendees

160

Exhibitors

50

Conferences & Networking events

1,900

Retailers, F&B chains and leisure operators



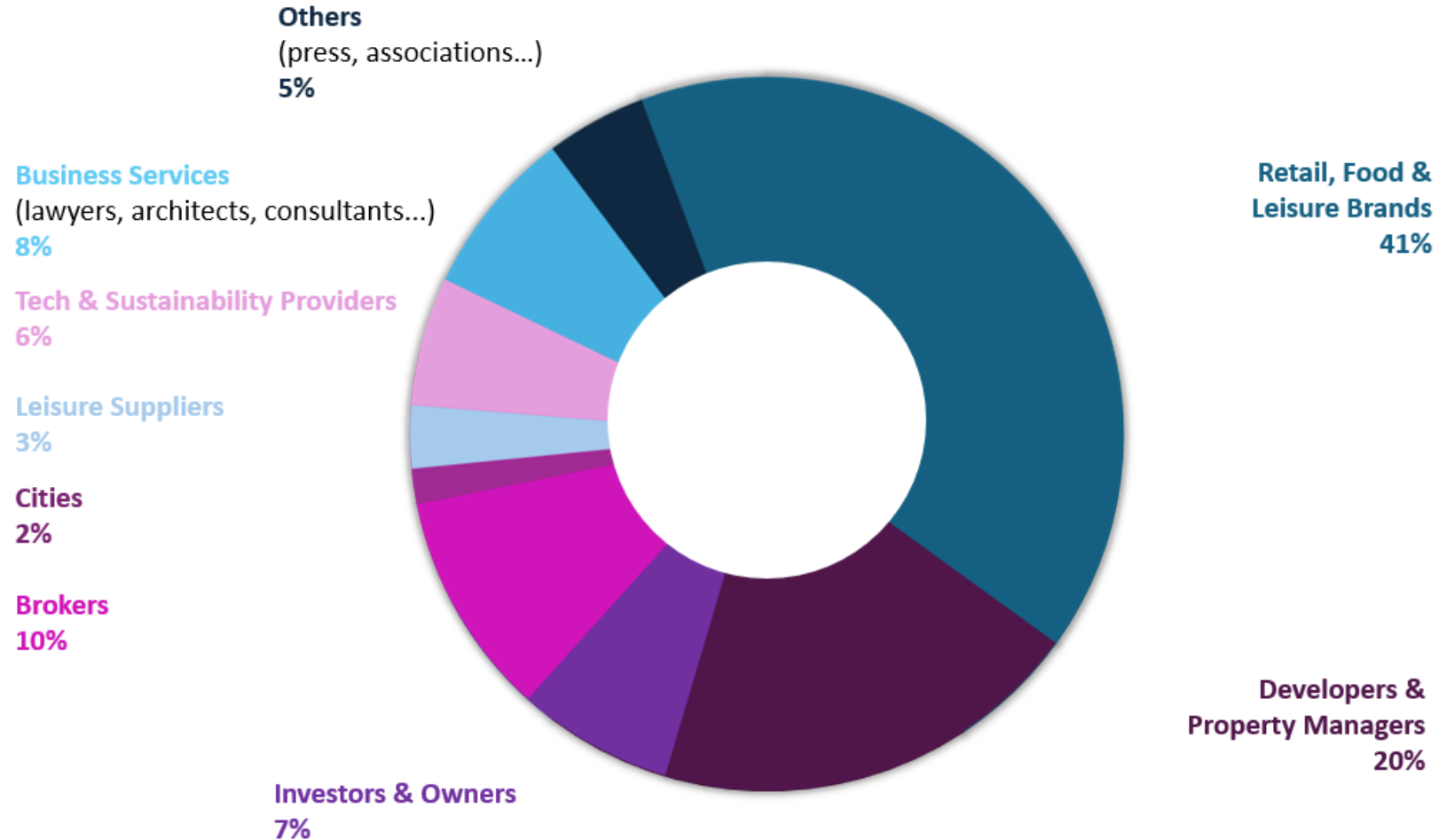
# A powerful Leasing platform



**A transactional show to conduct your business meetings in the most efficient way.**

- More meetings & networking spaces, additional services and tools to help you find meaningful connections in an all-inclusive and productive environment
- Boosting Global Retail: The only show where you will discover retailers' expansion plans worldwide (multi-country expansion)

# The Ecosystem



# A snapshot of the profiles you will meet



**Optimise your time, rest assured that you will meet the right contacts to create meaningful connections.**

## **MAPIC Participants profiles (Job titles) :**

- Retail Expansion Director or Manager
- Leasing Director/ Manager
- Asset management Director /Manager
- President / CEO / Chairman
- Sales / Business development



# Who you could meet...



**ALAN FRANCIS HONAN**

Head of International Development  
**Wingstop**



**CELINE POIX**

Directrice Generale  
**Apsys**



**FILOMENA CONCEICAO**

Head of Business Development  
**Nhood**



**NIGEL KEEN**

Chief Property Development Officer  
**JD Sports**



**ALEX HILL**

Leasing Manager  
**Hammerson**



**TIM WILKS**

Founder  
**Lane7**



**ARNAUD VAN COPPENOLLE**

Director, International Development  
**Krispy Kreme**



**ALEXANDRA VON DER GRÜN**

VP Retail & Franchise Europe  
**Adidas**



**TOBIAS KARLSSON**

Global Real Estate Director  
**Kiko Cosmetics**



**ERIC DECOUVELAERE**

Head of Retail EMEA  
**CBRE IM**



**VALERIA DI NISIO**

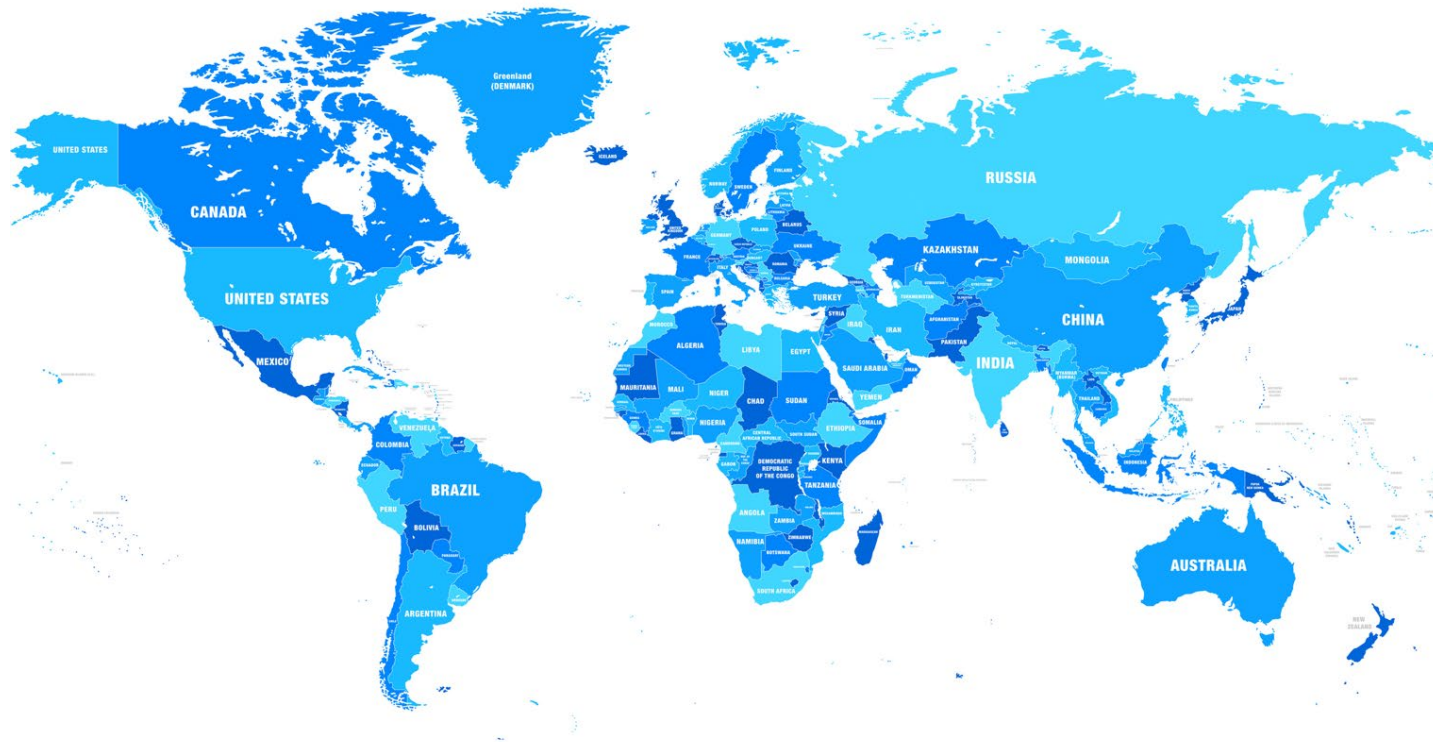
Group Leasing Director  
**Eurocommercial**



**LAURA THURSFIELD**

Leasing Director  
**The Crown Estate**

# The only International hub for the entire industry



**Over 75 countries** expected, from Europe to Asia to the Americas.

For property players and retailers looking to expand this is a unique opportunity to connect with people from abroad.



# What's NEW?

For its 30<sup>th</sup> Anniversary, MAPIC is reinventing itself!



# 2 BUSINESS DAYS

**4-5 November, 2025**

**Exhibition & Networking**

Earlier in the Agenda!

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## + 1 NextGen Retail Day

**On 6 November, 2025**

By invitation only for industry leaders meeting with students & young entrepreneurs (up to 300 participants)

# NEW compact Format & Dates

A **time-efficient format**, focused on **transactions**, with **more meetings & networking spaces**, additional services and tools to help you find new connections relevant to your business.



A day connecting young entrepreneurs with retail property leaders.  
Let's reshape the **future of retail!**





# NEW Geographies & Focus on Retailers from Asia and Americas

Several closed-door events and personalized matchmaking moments with participants to accelerate business.

**A NEW closed-door for retailers and property professionals**, focusing on cross-border retailers and fast-growing brands from **Asia** and the **Americas** looking to enter new markets.



# NEW Floorplan & Revamped layout

## Riviera 7

### Exhibition area

(Stands and standard Hospitality suites)

## Riviera 8

### NEW Networking area with sea view and Food & Beverage services

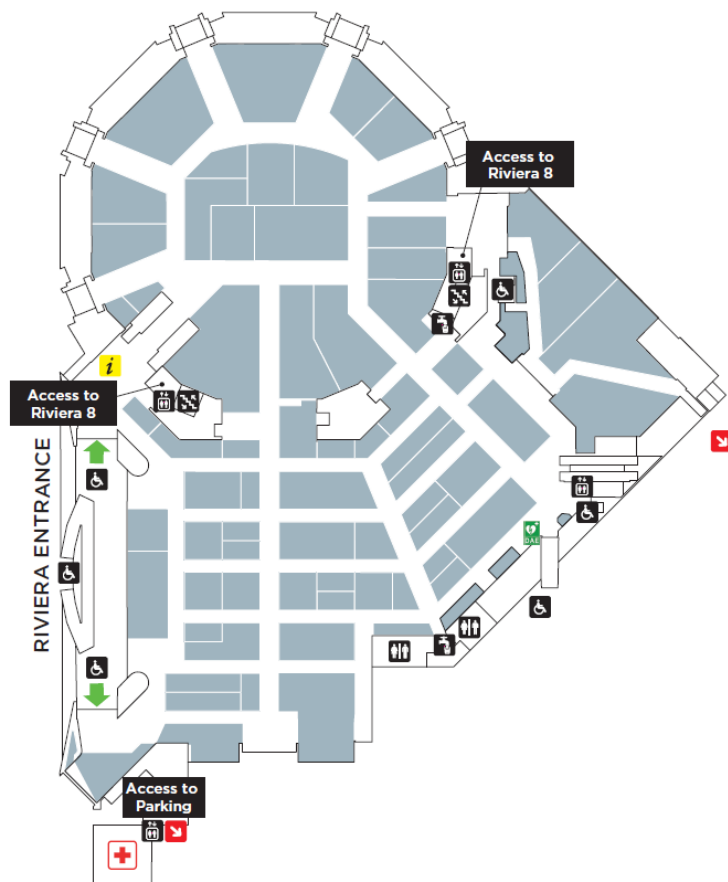
(Private tables, Premium Hospitality suites)



## Riviera 7

### Exhibition area

(Stands and standard Hospitality Suites)

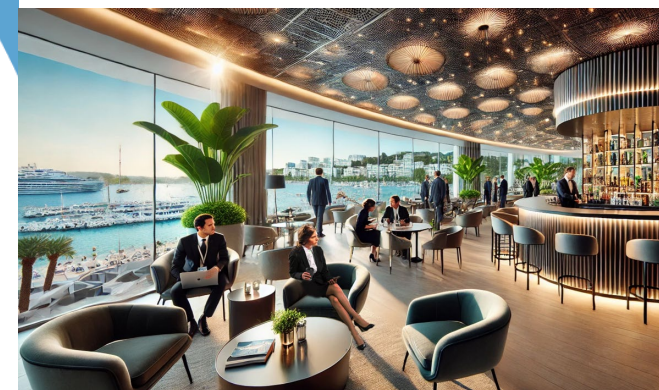
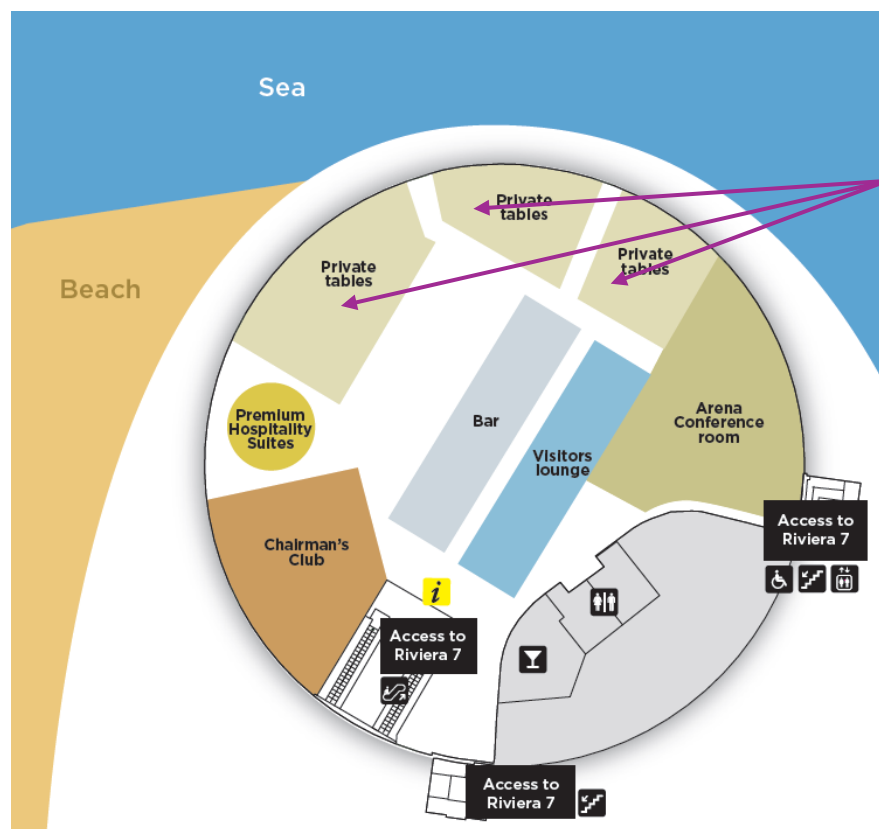


# NEW Floorplan & Revamped layout

## Riviera 8

**NEW Networking area with sea view and F&B services**

(Private tables, Premium Hospitality Suites)



# NEW networking spaces with sea view

## Riviera 8



The Riviera 8 is featuring **newly dedicated networking spaces with sea view** and enhanced food and beverage services (New Bar).

- **Book your Private table**
- **Book your Premium Hospitality Suite** (exclusive offer reserved for a limited number of clients including premium networking space & furniture and catering)

**Price upon request.**





# NEW MAPIC Awards event experience open to all on 4 Nov. 2025 – 19h

**This year we will merge the Welcome Reception & MAPIC Awards Ceremony into one main open-to-all event.**

Join us for the MAPIC Awards ceremony **open to all** and directly followed by a networking cocktail-style dinner.

An open format to foster connections. The perfect occasion to meet with winners and finalists to talk about your next project!

*Location to be confirmed*

# The NEW MAPIC in a nutshell



## Compact format & dates:

(4-5 Nov) 2 business days early November!  
(6 Nov) NextGen Retail Day

**NEW geographies : Retailers from Asia and Americas!**  
**MORE Networking opportunities with Retailers**

## Revamped layout

Riviera 7 : Exhibition area  
Riviera 8 : Networking area

**Networking offers with sea view and F&B services  
(Riviera 8) – Private tables/Premium hospitality suite**

**Welcome reception merged with Awards  
Ceremony and becomes open-to-all**



# WHY JOIN US?

What you won't find anywhere else



# 30 years by your side at the heart of the industry...

Every year, MAPIC welcomes the top commercial real estates companies to showcase their new destinations.

Regular exhibitors:



Our sponsors in 2024:



MAPIC is the place where retailers, F&B and leisure players come to find new locations and unveil major projects such as:

2024: Miniso announces the opening of its first UK outlet store

2023: Netflix attends to develop its pop-up store roll-out ambitions

2022: Paramount introduces the Bali Park project



A collage of various brand logos including H&M, Leroy Merlin, Foot Locker, Joe & The Juice, F1 Arcade, Orange, Alibaba.com, KFC, FitActive, Merlin Entertainments, Subway, Gulli Parc, Prisoners, Micromania, O'Tacos, Nike, Claire's, Auchan, JD, Kiko Milano, Lacoste, Sostreixes Gràfiques, Apple, Etam, Kiko, Swarovski, Mango, Bimba y Lola, Nespresso, Primark, Popeyes, Time Out Market, Big Mamma, Zalando, Arkose, Nike, Ben & Jerry's, iFly, Lidl, Hugo Boss, PuyduFou, Maisons du Monde, Neo Ness, Starbucks, Midas, Lane7, Rituals, Ralph Lauren, Monoprix, and Domino's Pizza.

## Download the 2024 list of brands



# How to participate?



# Choose your participation

## EXHIBIT



### EXHIBITION AREA – RIVIERA 7

- STANDS (Raw space)
- HOSPITALITY SUITES
- ✓ On-demand: **All-inclusive packaged offers (stand + decoration)**
- ✓ Already included: **A range of digital tools to better manage your leads and improve your ROI (Exhibitor profile)**

## VISIT



### MAPIC FULL ACCESS PASS

- Early bird Calendar

## Additional options for all

### NETWORKING OFFERS

- A New range of networking offers with sea views in the **RIVIERA 8** :
  - Private tables
  - Premium hospitality suites

### SPONSORING OFFERS

- Tailor-made sponsorship and advertising offers to boost your visibility



# NEW Additional options for all

**NETWORKING OFFERS**

**SPONSORING OFFERS**



## NETWORKING OFFERS

# A NEW range of networking offers with sea views

Riviera 8

### PRIVATE TABLES

Inside RIVIERA 8

A new offer of networking spaces with sea views.

Organize your private meetings throughout the day without being interrupted and with a food & beverage offering

### HOSPITALITY SUITES

Inside RIVIERA 8 and RIVIERA 7

A very exclusive offer reserved for a limited number of clients including premium networking space and furniture.

## NETWORKING OFFERS

### PRIVATE TABLES - RETAILERS

**RIVIERA 8 : A dedicated lounge for networking with sea view, food & beverage services.**

- 1 Table & 2 Badges (4 chairs): €3,450
  - 2 Tables & 6 Badges (8 chairs): €5,350
  - 4 Tables & 10 Badges (16 chairs) €9,250
- ✓ Your logo on the table & listing on floorplan
  - ✓ Free coffee & orange juice!
  - ✓ Food & Catering Service *available near your table to enhance your meetings and allow you to stay in the palais. Not included in the above prices.*



**Book now your private meeting table inside the lounge to make the most of your participation.**

**Are you looking to exhibit?** The private table could be an optional add-on, providing a comfortable and pleasant setting for your meetings.

**Are you looking to visit?** Join with your delegation and get your table to organize your meetings and get extra visibility.

# HOSPITALITY SUITES

## CONCEPT

- ❖ Private meeting rooms suites available in Riviera 7 and Riviera 8
- ❖ Suite at your disposal for the 2 days of MAPIC
- ❖ Private area inside the Palais des Festivals

## BENEFITS

- ❖ Welcome your partners and clients in a comfortable & nicely equipped meeting room
- ❖ An all inclusive suite with dedicated services: Enjoy our up-scaled range of services
- ❖ Organize your meetings with an on demand service
- ❖ Branding opportunities from our exclusive location





# HOSPITALITY SUITES RIVIERA 7- STANDARD

Between 13-17 sqm

## 10,720€

The suites are opened from 9am to 6pm  
Prices are VAT excluded  
Prices for 2 days

### STAFF

1 Hostess at the entrance to guide  
your guests to your suite

Hospitality Suites area during the show

### EQUIPMENT & FURNITURE

2 table + 8 chairs  
1 fridge\*  
WIFI



# HOSPITALITY SUITES RIVIERA 7- PREMIUM

Between 23-27 sqm

## 19,000€

The suites are opened from 9am to 6pm  
Prices are VAT excluded  
Prices for 2 days

### STAFF

1 Hostess at the entrance to guide your guests to your suite

Hospitality Suites area during the show

### CATERING LIST

Bar re-filled once a day during 2 days

### EQUIPMENT & FURNITURE

1 table + 4 chairs, 1 low table + 4 armchairs  
1 coffee maker + refill  
1 fridge well stocked with soft drinks and champagne refilled once a day.  
20 Viennoiseries per day  
WIFI



## GOODIES/ FLYERS

### VISIBILITY DETAIL

- Distribution flyers/goodies\* by 2 hostesses wearing the color's of your company (to be provided by the client) or a pre-defined on catalogue with hostesses chief
- Flyers/ goodies recommended quantity 3K
- Duration: 6h/day

QUANTITY	3,000 units
COST	Production not included



1 DAY DISTRIBUTION  
**€3,170**  
VAT excluded

2 DAYS DISTRIBUTION  
**€4,265**  
VAT excluded



Pictures not contractual



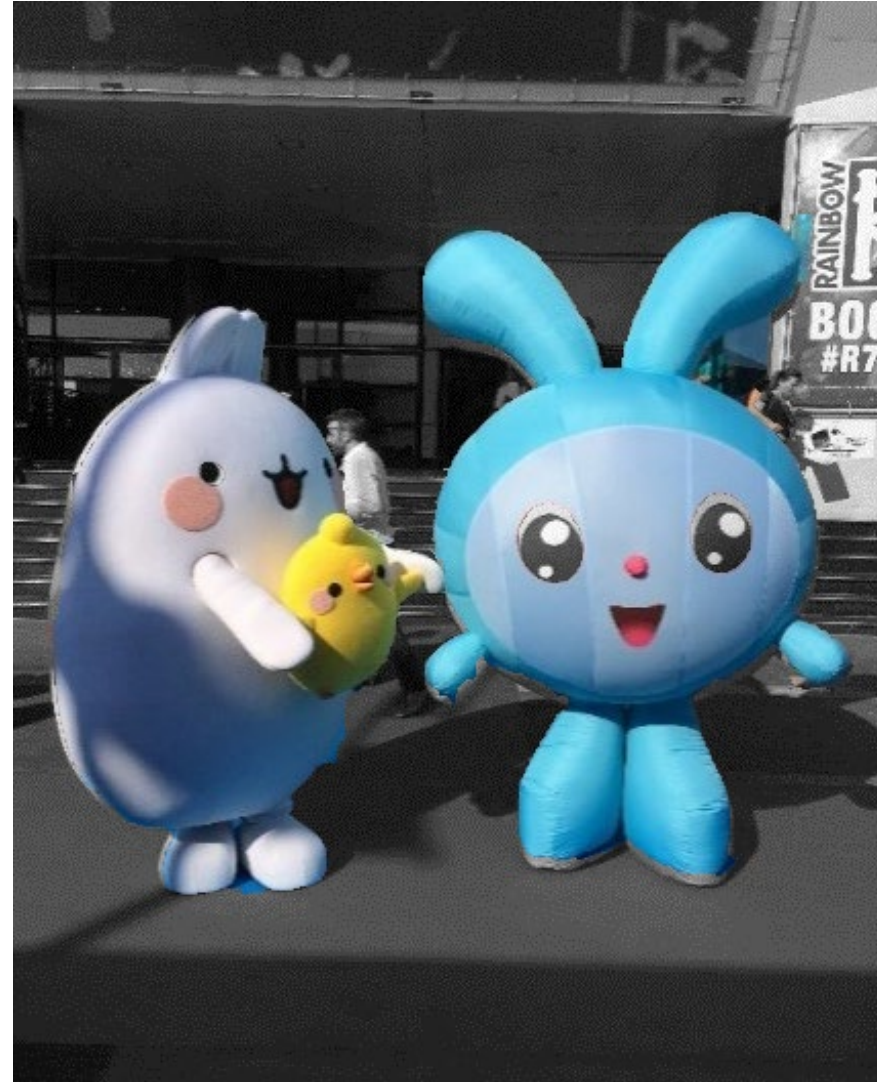
## ANIMATION

### VISIBILITY DETAIL

- Animation by 2 hostesses wearing the color's of your company or a pre-defined costume (to be approved by the Mapic's team and to be provided by the client)
- Duration: 6h/day - 9:00 – 12:00 / 2:00 – 5:00

#### COSTS

Production not included



1 DAY DISTRIBUTION

€3,500

VAT excluded

2 DAYS DISTRIBUTION

€5,790

VAT excluded



**Thank you**

*LIVE PLAY SHOP*