

**mapic**<sup>®</sup>  
CHINA SUMMIT

**RETAIL IN CHINA:  
LET'S DO BUSINESS**

# CONFERENCE & EVENT PROGRAMME

**30 AUGUST - 1 SEPTEMBER 2017**

National Exhibition & Convention Center, Shanghai

 #MAPICChina

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WITH



OFFICIAL  
ORGANIZER OF

**TASICC**

## WEDNESDAY 30 AUGUST 2017

🕒 10.30-10.50 • Venue: Forum

### OFFICIAL OPENING

## CHINA, A LAND OF OPPORTUNITIES FOR RETAILERS

### Keynote Speakers



**Wang Zhibin**  
Senior Vice President  
**DALIAN WANDA**  
COMMERCIAL PROPERTIES



**Francesco Pupillo**  
Deputy Director  
**MAPIC MARKETS**

🕒 11.00-12.00 • Venue: Forum

### PANEL SESSION

## INTERNATIONAL RETAILERS IN CHINA: HOW ARE INTERNATIONAL BRANDS APPROACHING THE CHINESE MARKET?

- The world's largest retail real estate portfolio – panorama & key figures
- Looking to develop your business on your own or sourcing strategic partners: opportunities to expand your business in China
- Physical retail & e-commerce: a big challenge for newcomers?
- Highlight on international brands penetrating the Chinese market through well balanced online and offline strategy

### Speakers



**Sophie Baqué**  
Chief Editor  
**GLOBAL RETAIL NEWS**  
Moderator



**Frank Chan**  
Vice President, National Shopping  
Mall Director China  
**CARREFOUR**



**Marco Hamers**  
Executive Vice President  
**GLOBAL BRANDS GROUP**  
SHANGHAI



**Mark Handley**  
CEO  
**THE TOY STORE**



**Andrea Meoni**  
Head of Expansion Greater China  
**CALZEDONIA GROUP**



**Neil Roberts**  
Global Business Development  
Director  
**UNILEVER**



## WEDNESDAY 30 AUGUST 2017

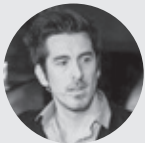
**🕒 14.30-16.30 • Venue: MAPIC International Retailers' Lounge - Hall 2 - B7-201**

### PITCHING SESSION

### DISCOVER NEW INTERNATIONAL BRANDS

More than 15 handpicked new international retailers will showcase their concepts to the Chinese real estate players among the audience. A unique chance to discover in vogue international retail concepts and build business connections!

#### Speakers



**Julien Perret**  
Founder & CEO  
**BCHEF**



**Charlotte Boisson**  
Head of Development  
**BORÉA / TERRITOIRES  
& MARKETING**



**Min Shu**  
Caffe Pascucci General  
Manager  
**CAFFE PASCUCCI /  
DIFU HOLDING GROUP**



**Andrea Meoni**  
Head of Expansion  
Greater China  
**CALZEDONIA GROUP**



**Edouard Falguieres**  
Franchise Director  
**GUINOT**



**Roberto Di Martino**  
B2C Development Director  
**ILLYCAFFÈ**



**James Hawkey**  
Head of Retail China  
**JLL**  
**Moderator**



**Reinhart Viane**  
Business Development  
Director  
**KCC ENTERTAINMENT  
DESIGN**



**Antoine Guillorit**  
Head of International  
Development  
**LINA'S PARIS**



**Oriane Lafon**  
International Franchise  
Expansion  
**MALONGO**



**Francesco Bove**  
Sole Administrator  
**QUEEN'S CHIPS**



**Cihan Ceylan**  
Business Development  
Manager  
**TARIK EDIZ**



**Barry Connellan**  
Managing Director  
**THE BAGEL BAR COFFEE  
HOUSE**



**Mark Handley**  
CEO  
**THE TOY STORE**



**Neil Roberts**  
Global Business Development  
Director  
**UNILEVER**



**Jack Cai**  
Managing Director China  
**VAPIANO**



## THURSDAY 31 AUGUST 2017

**🕒 10.30-11.30 • Venue: MAPIC International Retailers' Lounge - Hall 2 - B7-201**

### PANEL SESSION

## SAVOURING FOOD & BEVERAGE EXPERIENCES

- From snacking to gourmet dining, from street food to food courts: international case studies & concepts
- Aromas & flavors to reinvent the shopping experience and increase shopping centre success
- Find the best F&B concept to create an authentic dining experience!
- How F&B is transforming retail destinations: a global overview of the latest food fashion trends?
- How developers benchmark F&B concepts to create value and stand out from their competitors?

### Speakers



**James Assersohn**  
Retail Director Asia Pacific  
**JLL**  
**Moderator**



**Charlotte Boisson**  
Head of Development  
**BORÉA / TERRITOIRES & MARKETING**



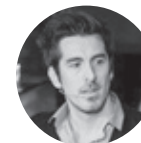
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### PANEL SESSION

## LEISURE & SHOPPING: SHOPPING CENTRE AS A NEW LIFEPLACE!

- Ambiance, environment, emotion, authenticity... enchanting the customer journey
- How the 5 senses appeal to consumption?
- Best technologies and digital solutions to entertain customers?
- Leisure & digital: the best link for socialization
- Shopping as a playground for family and friends
- International leisure experiences

### Speakers



**Thomas Megna**  
Asia Pacific Division Board President  
**THEMED ENTERTAINMENT ASSOCIATION**  
**Moderator**



**Haitao Peng**  
Director & General Manager  
**SI CHUAN MIE INVESTMENT CO.**



**Sylvain Roumegas**  
CEO  
**LOB-6**



**Reinhart Viane**  
Business Development Director  
**KCC ENTERTAINMENT DESIGN**



**Yang Zhao**  
Partner  
**MIN-MAX INTERNATIONAL CO.**



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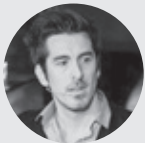
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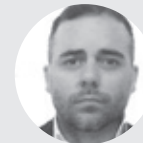
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Managing Director China  
**VAPIANO**





## FRIDAY 1 SEPTEMBER 2017

🕒 10.00-12.00 • Venue: MAPIC International Retailers' Lounge - Hall 2 - B7-201

### WORKSHOP & NETWORKING BREAKFAST

## CHINA: A WIDE RANGE OF OPPORTUNITIES FOR INTERNATIONAL RETAILERS AND LEISURE SOLUTION PROVIDERS

Co-organized with:



- **Welcome by Leiden Business Academy**
- **Panel session & live discussion**
  - Key factors for success for retail real estate projects in China
  - Upcoming retail real estate projects: new opportunities for new players
  - The importance of new international brands, marketing & digital solutions as real game changers to enrich the retail mix and the customer experience
  - Digital portals, the boarding gate to China for international retailers
- **Official presentation of MAPIC Cannes & the programme focused on China**

**Contact:**

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