



# MAPIC 2024 Overview



*LIVE PLAY SHOP*

# THE FIGURES

4,400

Participants

75

Countries

1,800

Retailers

+160

Exhibiting Companies





# The whole industry in one place

## EXHIBITORS

161 companies

Full list [here](#)

## VISITORS

1,802 retailers, leisure players and food & beverage brands

Full list [here](#)

## SPECIAL EXHIBITION ZONES

- **Retail Gallery:** hand-picked retailers with ambitious cross-border expansion plans
- **LeisurUp:** License owners, leisure operators and manufacturers
- **Sustainability Workshop:** make your company more sustainable
- **City Pavilion:** Meet cities looking to dynamise their centre and high streets
- **Innovation forum & Retail tech lab:** optimize your business with new solutions



# An optimal use of your time

A unique opportunity to meet C-level retail property players from across the world  
Our clients report between 60 and 100 meetings during the 3 days of the show and overall satisfaction

 **Ingka Centres**  
34,598 abonnés  
58 min • 

Looking back at our time at MAPIC with a big smile! 😊

It was fantastic connecting with both new and familiar faces and learning from global industry leaders who inspire us every day.

A big thank you to everyone who made this event so special. It's moments like these that remind us why we love what we do.

We're already looking forward to coming together again in 2025!

#MAPIC #Leadership #Retail

 **Craig Smith** • 2e  
#1 CRE PUBLISHER & Forums/Awards EuropaProperty.com | Industrial | Retail...  
[Accéder à mon site web](#)  
1 sem. • Modifié • 

After 3 days at MAPIC - 10 scheduled meetings - 100 new contacts, 7 press conferences and corporate events, 4 interviews for the **Coffee with Craig Show**, distributed 600 "EuropaProperty Retail Guides", - 20+ years of EuropaProperty international media partner !!

Retail on the Rise!!

3 new sponsors and 6 new jury members for the 17th annual "EuropaProperty Retail Awards", taking place January 30, **InterContinental Warsaw** visit our event website to place a nomination and book your corporate table [www.RetailAwards.eu](http://www.RetailAwards.eu)

 **Fabien SEIGNOL** • 2e  
Fondateur RÉGIE DU COMMERCE : acquisition et gestion de centres commerci...  
Voir mes services  
1 sem. • Modifié • 

Retour d'un MAPIC 2024

Certains diront : moins de monde, moins de business, moins de tout ...

Moi je dis bravo à Francesco Pupillo et aux équipes de RX Global (merci Patricia de La Teyssonnière et Fanny de la Porte) car toute l'industrie de notre immobilier commercial était bien présente, certes plus sobrement, paraissant parfois affaiblie, mais combative.

Au lieu de faire 60 rendez-vous de 15 minutes en 3 jours, la RÉGIE DU COMMERCE a eu la chance d'en faire une 30ème, de plus d'une heure à chaque fois, avec des intervenants à l'écoute et disponibles pour construire un bout d'avenir commun.

Je suis très heureux d'avoir été convié au FRENCH SUMMIT, merci Marie Cheval Présidente de notre Fédération des Acteurs du Commerce dans les Territoires (FACT)

Merci aux organisateurs :  
- Simon Boulligny La Correspondance de l'Enseignement,  
- Business Immo Gaël Thomas,  
- Christian de Kerangal IEIF - Institut de l'Épargne Immobilière et Foncière



Certes les interventions reflètent de grands doutes sur l'avenir mais que d'inspirations :

- MERCI Angélique HOUBRE LaSalle Investment Management, Ana Yuckovic EWA pour ce point marché, c'est très intéressant d'avoir la vision des Majors  
- MERCI Céline POIX Apsys, Antoine Frey, Philippe Journo Compagnie de Phaisbourg : quel métier incroyable et complexe vous faites  
- MERCI Antoine Grolin NHOOD pour cette présentation de projet et ce constructivisme transmis  
- et MERCI à Emmanuel Le Roch PROCOS - Fédération pour la promotion du commerce spécialisé pour être venu à notre rencontre avec ce discours très ouvert sans langue de bois qui nous invite à travailler ensemble : j'ai beaucoup apprécié votre positionnement.

Enfin merci à tous nos partenaires pour ces moments de convivialité et d'échange :  
- Merci Emmanuel CLOËREC EOL , Myriam Moulié, MRICS Avison Young pour les invitations

- Merci Monsieur Bertrand COURTOIS-SUFFIT pour la visite "privée" du salon  
- Merci Jessica Jaoui , Alain Boutigny , Christophe CANO, Christophe NOËL, Frederic Dimon, Emmanuel Tarnaud , Valerie PARES-BOSDONNAT Alexandre de Sousa ... (et tant d'autres)

Un MAPIC 2024 plus SOBRE et plus HUMAIN : c'est peut-être ça la clef de l'immobilier commercial de demain

 **MICHEL ŽALAC** • 2e  
Managing Director, CARON PARTNERS — Delivering recurring impact by fo...  
Voir mes services  
1 sem. • Modifié • 

GREAT MAPIC WEEK! 🌞 Now that I'm back from sunny Ville de Cannes to colder weather (it was freezing today!) in #Spjilkenisse, near my beautiful Gemeente Rotterdam I've had some time to reflect on MAPIC RX Global While there are concerns about declining attendance at the event, this year's MAPIC still offered something truly valuable, and successful!

Getting home was quite the ordeal: a stopover in Copenhagen, landing at the Polderbaan at Amsterdam Schiphol, a taxi to the even more remote terminal, and then cancelled trains. Let's just say it was an experience.

This year's MAPIC had a different energy. It was quieter, yes, but sharper and more focused. For me, representing our clients and partners through CARON PARTNERS was a reminder of the importance of people: community, shared ideas, and the collaboration needed to achieve big things. The conversations felt meaningful, with a real sense of purpose in every meeting. I'm proud to say that, we facilitated over 100 successful (and fun!) growth meetings on behalf of some of our clients and partners Shoppingy, SAFE Asset Group , Digital Transformation Services, SmartGifty, most of them within 'Le Palais'.

These moments make MAPIC, or Cannes, more than just a conference. It's a place where real progress starts through human interaction. Of course, there's always room for improvement, and I think there are changes that could make it even better in the years to come. If you're interested in this industry, let's discuss how we can make it work together.

Food, leisure, and entertainment are still taking centre stage in the future of safe and secure shopping (retail) places and spaces, alongside automation, AI, and personalisation. For me the need for collaboration has never been more evident. It's exciting to see the industry moving forward with fresh ideas and a willingness to adapt.

But the real highlights were the people and the trusted partnerships that follow. I had the chance to connect with so many familiar faces who showed interest in the clients and partners I represent. Whether it was discussing new opportunities or exploring what 2025 could bring, every conversation was energising and full of clear, actionable potential.

And, of course, MAPIC wouldn't be the same without the moments outside the Palais. Reconnecting with old friends, making new ones, and enjoying the incredible hospitality of events like the MK Illumination Global and ACROSS Magazine reception, Innesco's 15th-anniversary celebration, the MAPIC Opening and Closing Party, the ECE Reception, and the Lunsdon Mitchenall lunch. A special thanks to ZZZ Ltd for sorting my accommodation so smoothly.

Here's to keeping the momentum going into 2025. First, on to MIPIM and then back to MAPIC and all other events and meetings in between, online and in person!

 **Shoppingy**  
558 abonnés  
3 h • Modifié • 

🔗 What a year at MAPIC!

📸 The picture below, taken at the end of Day 3, after everyone else had left the Palais, captures the moment we wrapped up our final back-to-back conversation with amazing Lyliet Melendez from Indotek Group. Over three productive—and fun—days, we had more than 70 successful meetings at our stand.

👏 This year's event was an incredible opportunity for Shoppingy to showcase how our independent, data-driven insights are shaping the future of retail spaces. We appreciate valuable opportunity to forge new connections while deepening relationships with our trusted partners. It was a chance to engage meaningfully, exchange ideas, and explore opportunities for future collaboration.

Our conversations weren't just about business, they were about reimagining retail spaces and demonstrating how Shoppingy's independent platform empowers smarter decisions. With no need for client-provided data, our platform delivers accurate, actionable analytics that help real estate teams connect with the right tenants and tenants secure the best locations.

🌟 Outside the Palais, we enjoyed MAPIC's renowned hospitality and strengthened relationships with valued clients and partners, including ECE, Across Magazine, MK Illumination, and many more.

🙏 To everyone who made this year's event so memorable—thank you!

📩 If we didn't get the chance to connect at MAPIC, let's fix that! Drop us a message, we'd love to show you how Shoppingy can support you.

See you next year at MAPIC, if not sooner!

👏 Your Shoppingy Team!  
Jan Hübner, Hana Kabourková, MICHEL ŽALAC, Jan Voslák

# A powerful communication tool

## LINKEDIN

Community: 12,400 followers from the retail property industry (C-level)

Reach: 1,310,100 impressions (2024)

## INSTAGRAM

Community: 2,200 followers from the retail property industry (C-level)

Reach: 145,500 impressions (2024)

## WEBSITE

22,350 monthly visits (November 2024)

## NEWSLETTER

34,200 subscribers (2024)

Open rate: 28,5% (2024)

## PRESS RELATIONSHIPS:

40 media partners from across the world

## News from MAPIC

Discover our new initiatives and announcements



### 2nd edition of the Licensing Village

Meet with IP owners and transform the retail experience to drive traffic.

[Learn more](#)



### MAPIC Academy 2024: Winners

Discover the 2 new brands reshaping the retail world, selected by our sponsors Ingka Centres and Nhood!

[Learn more](#)



### MAPIC Awards 2024: Winners

The MAPIC Jury rewarded the top brands of 2024, based on performances and innovation.

[Discover the winners](#)



✨ A heartfelt THANK YOU to all our participants, exhibitors, sponsors, speakers, and partners! 🙌 ... plus

[Afficher la traduction](#)



168

6 commentaires · 5 republications



# A place to learn

## CONFERENCE PROGRAMME

217 speakers

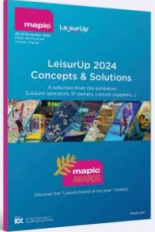
44 conferences

6 private networking events

27 sponsors

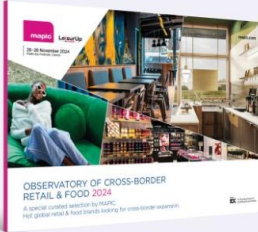
[Find the 2024 programme](#)





2024 Leisure

[Download now](#)



NEW: Observatory Guide

[Download now](#)

## EXCLUSIVE DOCUMENTATION

**Whitepapers:** Food & Beverage, leisure... key insights by journalists and experts

**Observatory of cross-border retail:** curated guide of expanding global brands

**Property projects guide:** main new, extension and refurbishment projects

**Leisure concepts and solutions:** main leisure projects, licenses and solutions

# Event shaping the industry

## MAPIC Awards

An exclusive ceremony rewarding the top players and projects in the industry

## MAPIC Academy

A mentoring project to help build the retailers of tomorrow

## **Welcome reception**

A relaxed networking opportunity for all within the industry



To go further:  
**MAPIC Italy**

The top retail property event for the Italian market and those wishing to join it

[Learn more](#)



Thank you



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