



Building the food destinations of tomorrow

8-9 MAY 2019

MICO MILANO CONGRESSI, MILAN, ITALY



Conference Programme



#MAPICFOOD

www.mapic-food.com

FOOD: THE SOCIAL GLUE OF THE DIGITAL ERA

In today's fast-paced digital world, Food provides an opportunity to socialize that cannot be experienced via technology. Food and beverage destinations act as the **social glue**, allowing people to connect and to experience real emotions they cannot live online.

Food therefore plays creating life-place spaces that speaks to the heart of people. It is reshaping the traditional retail industry, allowing to turn retail destinations into real **lifestyle places and social hubs**.

This social function of food concepts in the digital era generates today a great demand on the market **attracting capital flows** that allow food formats to grow and many new ones to emerge.

What are the **key values** that an F&B format must have to be a real game changer and play its role of social aggregator? What kind of experience do people want to live today with food? What are the **growing trends** that will define the new food formats of tomorrow?

How do landlords and owners choose the **right F&B mix** for their retail assets in order to create a unique destination? What format for which destination? How the food and retail destinations of tomorrow will look like?

However, food formats as well are being disrupted by new habits of users in the digital world. How will the latest **digital innovation** transform the experience of food formats? Will the today foodservice formats evolve to provide a new and more compelling experience to customers? Will the **food delivery market** push foodservice concepts to reinvent themselves?

Whilst technology cannot replicate the experience of food and beverage, it can magnify and spread it, acting as one of the main drivers of its success. People are 'Instagramming' and 'Tweeting' all their favorite places, inviting other people to try them out. This means that whilst a food destination might create unique experience and be the social glue, it will be pushed by **digital innovation and technology** and it therefore needs to be set up for this. Market-leading brands, innovative concepts, healthy, authentic and trendy menus are all things that push people to share the experience. This creates a social following leading more people to visit and replicate the experience they saw on their screen and share it once again.

MAPIC FOOD programme will analyze, through the vision of some of the most influential experts in the foodservice sector, these main trends that are transforming food and retail destinations.

Socializing, experiencing and disrupting: the hashtags of future food & retail destinations.

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Come to MAPIC FOOD 2019 to meet our official panel of industry experts!



Mario C. BAUER
Entrepreneur & Teddy Bear /
Brand Ambassador / Co-founder
**AMREST, CURTICE BROTHERS,
WHITE SPACE PARTNER**



Marco BEOLCHI
Founder
MARCOBEOLCHI.COM



François BLOUIN
Founder & CEO
FOOD SERVICE VISION



Jonathan DOUGHTY
Global Head of Foodservice,
Leisure & Placemaking
ECE PROJEKTMANAGEMENT



James HACON
Partner & Managing Director
THINK HOSPITALITY



Stéphane KEULIAN
Director
STEPHANEKEULIAN.COM



Jorge LIZAN
Managing Director
LIZAN RETAIL ADVISORS



Vincent MOURRE
CEO & Co-Founder
WHITESPACE PARTNERS



Sam SETHI
Principal & Director
INSITE FOOD



Joel SILVERSTEIN
President
EAST WEST HOSPITALITY GROUP

DAY 1 – WEDNESDAY 8 MAY



Master of Ceremony

Mario C. BAUER

Entrepreneur & Teddy Bear / Brand Ambassador / Co-founder
AMREST, CURTICE BROTHERS, WHITE SPACE PARTNER

10.00-11.00 Panel Session

COFFEE: THE “NEW BLACK GOLD” RUSH

- Authenticity, merchandising, universe, emotions... how to create the best coffee experiences for consumers?
- From a basic product to the new “black gold” rush
- Why is coffee one of the best bet for multinational food groups
- International coffee experiences



Moderator

Simon STENNING

Founder
FUTUREFOODSERVICE.COM



Sophie BARTON

Marketing Director
SOHO COFFEE



Alessandro BOTTAZZI

Head of Beverages - Nestlé Professional
NESTLE



Olivier FELLOUS

General Manager
LE CAFE ALAIN DUCASSE



Marie-Pierre SOURY

CEO
LA CROISSANTERIE

CONFERENCE PROGRAMME

DAY 1 – WEDNESDAY 8 MAY

11.00-12.00

FOOD TALKS - PART 1/4 - Food Talks Arena

A unique chance to discover international in-vogue food concepts & build business connections with them!



Presenter
Dan INNES
Founder
INNESCO



Massimo BARBIERI
Business Development
LÖWENGRUBE



Morgane BECQUART
Business Development Analyst
O'TACOS



Norman CESCUT
Founder & CEO
DESITA



Massimo INNOCENTI
CEO
SPONTINI HOLDING



Michele NAPPI
CEO
MAMMAMIA GELATO ITALIANO



Didier PARAKIAN
Deputy Mayor of Marseille
CITY OF MARSEILLE



Alessandro RAVECCA
President
CIBIAMOGROUP



Peter WUDY
Director of International Franchise
Development
ESQUIRES COFFEE



Pietro ZANI MASSANI
General Manager
RINALDINI PASTRI



Antonio ZECCHIO
Chief Commercial Officer
& Business Development
CIGIERRE

12.00-12.30 Keynote

INNOVATIVE & EMOTIONAL EXPERIENCES



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Claus MEYER
Culinary entrepreneur / Co-founder
MEYERS GROUP / NOMA RESTAURANT

DAY 1 – WEDNESDAY 8 MAY

14.30-15.30 Panel Session

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

- 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?
- How investors can boost food concepts development and awareness?



Moderator
Vincent MOURRE
CEO & Co-Founder
WHITESPACE PARTNERS



Edward DUCKETT
Managing Director
ROTHSCHILD & CO



Robin ROWLAND
Partner
TRISPAN



Andrea BERTONCELLO
Managing Director
**DEA CAPITAL ALTERNATIVE FUNDS -
TASTE OF ITALY**



Fabio Massimo GIUSEPPETTI
Partner
PALAMON CAPITAL PARTNERS

CONFERENCE PROGRAMME

DAY 1 – WEDNESDAY 8 MAY

15.30-16.30

FOOD TALKS - PART 2/4 - Food Talks Arena

A unique chance to discover international in-vogue food concepts & build business connections with them!



Presenter

David BELL

Head of UK & European Leisure
SAVILLS



Luca BURNACCI

CFO
ASSAGIA ITALIA



Francesco FIANDRA

CEO - Founder
CAFFE NAPOLI



Mark KASSAPIAN

Director of Franchise &
Specialist Markets
SOHO COFFEE CO.



Jean-Charles PROVINCIO

Sales Director - Southern Europe
ORACLE FOOD AND BEVERAGE



Gianpietro D'ADDA

President
BEFED BREW PUB



Gaetano CECERE

General Manager
JOLIBEE



Roberto GABRIELLI

CEO
BIO'S KITCHEN



Federico LOFFREDO

Retail Experience
BRISCOLA PIZZA SOCIETY



Gerardo TAGLIANETTI

Founder
MATASSA (NACOTECH)

DAY 1 – WEDNESDAY 8 MAY

16.45-18.00 Panel session

DARK KITCHENS: REDEFINING THE RULES FOR FOOD PLAYERS

- Focus on the home delivery market: from data to consumers
- Removing customer seating, waiting areas, serving staff, reducing renting costs... the new financial & operating business model for food players
- Targeted menu, highest sourcing quality, optimized social media communication... the new key drivers for food players to succeed in dark kitchens
- Extending delivery to peri-urban areas to develop and expand new catchments



Moderator

Mario C. BAUER

Entrepreneur & Teddy Bear /
Brand Ambassador / Co-founder
**AMREST, CURTICE BROTHERS,
WHITE SPACE PARTNER**



Peter BACKMAN

Principal
PETER BACKMAN



Damien BON

CEO
STUART



Maude CHATELAIN

Consultant
FOOD SERVICE VISION



Stéphane FICAJA

General Manager Uber Eats, Northern
and Southern Europe
UBER EATS



Dingeman HEIJBOER

Managing Director Aggregator
Strategy Global
AMREST



Dan HOUGHTON

Co-CEO & Data Scientist
CHILANGO



Ajay LAKHWANI

VP New Business
DELIVEROO



Vishal VERMA

Global head, New Business
GLOVO



Jean-Charles PROVINCIO

Sales Director - Southern Europe
ORACLE FOOD AND BEVERAGE

CONFERENCE PROGRAMME

DAY 2 – THURSDAY 9 MAY



Master of Ceremony

Jonathan DOUGHTY

Global Head of Foodservice, Leisure & Placemaking
ECE PROJEKTMANAGEMENT

10.00-11.00

FOOD TALKS - PART 3/4 - Food Talk Arena

A unique chance to discover international in-vogue food concepts & build business connections with them!



Co-Presenter

Jorge LIZAN

Managing Director
LIZAN RETAIL ADVISORS



Marco CATTANEO

CEO
PAUSA ITALIA



Cristiano IEZZI

Development Manager
C HOUSE CAFE



Dario LAURENZI

CEO
LAURENZI CONSULTING



Ron SIMPSON

Founder
THE AVOCADO SHOW



Giuliano VITA

CEO
DISHCOVERY



Co-Presenter

Joel SILVERSTEIN

President
EAST WEST HOSPITALITY GROUP



Nick EVANS

Head of Franchising &
Business Development
CASUAL DINING GROUP



Ian JEFFREY

Senior Operations Manager
CHICKEN COTTAGE



Rita NERI

Partner
EY ADVISORY- LASAGNA MIA



Ivan TAGLIAVIA

Marketing Director
DOPPIO MALTO

DAY 2 – THURSDAY 9 MAY

11.30-12.30 Panel session

HOW TO USE FOOD & BEVERAGE TO REINFORCE THE ATTRACTIVENESS OF RETAIL DESTINATIONS?

- Format, location, products... what are the key elements to make a food concept attractive and profitable?
- How developers and investors benchmark F&B concepts to create value and stand out from their competitors?
- Street food, restaurants, trucks, chef... choosing the right experience and the right placemaking
- Attract and enhance customers in shopping destinations!



Moderator

Jonathan DOUGHTY

Global Head of Foodservice, Leisure
& Placemaking

ECE PROJEKTMANAGEMENT



François BLOUIN

Founder & CEO

FOOD SERVICE VISION



Nick SCHAPIRA

CEO

**VAPIANO FRANCHISING
INTERNATIONAL**



Edoardo VANETTI DE PARMA

Design Manager

SONAE SIERRA



Andrew ANGELI

Head of European Strategy & Research
CBRE GLOBAL INVESTORS



Jack DE WET

Director of Development

BIG MAMMA GROUP



Jerzy TYMOFIEJEW

Chief Development Officer

AMREST

CONFERENCE PROGRAMME

DAY 2 – THURSDAY 9 MAY

14.00-14.30 Expert Vision

VISION 2030: HOW DIGITAL INNOVATION & TECHNOLOGY WILL TRANSFORM THE FOOD SERVICE INDUSTRY?



Tim BROWN
VP Global Sales Consulting
ORACLE FOOD AND BEVERAGE

14.30-15.30 Panel session

FOOD TRENDS SHAPING THE NEXT DECADE!

- Discover the latest international food & nutrition trends
- Healthy, gluten-free, bio, vegetarian, local products, vegan, bulk selling... focus on new consumer behaviors
- What are the best strategies for food players to meet consumers expectations?
- How to source upcoming trends and develop new businesses?



Moderator
James HACON
Partner & Managing Director
THINK HOSPITALITY



Manuela BORELLA
General Manager Manifesto Innovation
Accelerator
DANONE



Richard MARYNIAK
Global Chief Insight &
Innovation Officer
BLACK SWAN DATA



Almir AMBESKOVIC
Regional Manager
THEFORK



Gamze CIZRELI
Founder & CEO
BIGCHEFS CAFE & BRASSERIE



Hervé SAWKO
President
PARISJUS - WILD AND THE MOON

DAY 2 – THURSDAY 9 MAY

15.30-16.30

GERMAN CONCEPTS ON THE RISE! - Food Talk Arena

A unique chance to discover a selection of German in-vogue food concepts & build business connections with them!



Presenter

Mario C. BAUER

Entrepreneur & Teddy Bear /
Brand Ambassador / Co-founder
**AMREST, CURTICE BROTHERS,
WHITE SPACE PARTNER**



Glenn CURTH

Head of Franchise Development
NORDSEE



Alexander EBERL

Advisor to the CEO
DEAN & DAVID FRANCHISE



Johannes SCHUSTER

Director Business Development
L'OSTERIA



Fabian RIEDEN

Director Business Development
**PAULANER FRANCHISING
& CONSULTING**

CONFERENCE PROGRAMME

DAY 2 – THURSDAY 9 MAY

16.30-17.30 Panel session

FOOD EXPERIENCES IN TRAVEL HUBS

- Airports, train stations, motorways... what are the best food concepts to implement?
- How operators benchmark food concepts to transform transit zones?
- How transit zones rethink and adapt their spaces to encourage consumers to consume?
- How to use digital tools to boost traffic & revenues and optimize the customer experience
- Pop-up stores, trucks, restaurants, innovative places... what is the most profitable format?



Moderator

Jonathan DOUGHTY

Global Head of Foodservice, Leisure
& Placemaking

ECE PROJEKTMANAGEMENT



Olivier BEAU

F&B Category Manager
ADP GROUP



Brian JOHNSTON

International Managing Director
WAGAMAMA



Andreas REICHERT

Managing Director
ALLRESTO FLUGHAFEN MUNCHEN
HOTEL UND GASTSTATTEN



Alexandre ANTUSZEWICZ

Travel Retail Director
FAUCHON



Mélanie GUILLOU

EVP Foodservice Global
LAGARDÈRE TRAVEL RETAIL



Cécile POUJADE

Retail & International Director,
Partner
SAGUEZ & PARTNERS



Walter SEIB

CEO
HMSHOST INTERNATIONAL