

mapic[®] FOOD

Building the food destinations of tomorrow

8-9 MAY 2019

MICO MILANO CONGRESSI, MILANO, 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 plays therefore a key role in 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 growth 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 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 latest **digital innovation** will 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 driver of its success. People are 'Instagramming' and 'Tweeting' all their favorite places, inviting other people to try it. 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.

CONFERENCE PROGRAMME

DAY 1 – WEDNESDAY 8 MAY



Master of Ceremony

Mario C. BAUER

Entrepreneur, Brand Ambassador & Teddy Bear / Co-founder

CURTICE BROTHERS / APERITIVO INT / WHITESPACE PARTNERS

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



Alessandra DE GAETANO

Global Retail Director

ILLYCAFFE



Sophie BARTON

Marketing Director

SOHO COFFEE



Marie-Pierre SOURY

CEO

LA CROISSANTERIE

More speakers to be announced shortly...

11.00-12.00

FOOD TALKS - PART 1/4

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

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CONFERENCE PROGRAMME

DAY 1 – WEDNESDAY 8 MAY

12.00-12.30 Keynote

INNOVATIVE & EMOTIONAL EXPERIENCES



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

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



Fabio Massimo GIUSEPPE
Partner
PALAMON CAPITAL PARTNERS



Robin ROWLAND
Partner
TRISPAN

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CONFERENCE PROGRAMME

DAY 1 – WEDNESDAY 8 MAY

15.30-16.30

FOOD TALKS - PART 2/4

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

16.30-17.30 Masterclass

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, Brand Ambassador
& Teddy Bear / Co-founder
**CURTICE BROTHERS / APERITIVO INT /
WHITESPACE PARTNERS**



Peter BACKMAN

Principal
PETER BACKMAN



Maude CHATELAIN

Consultant
FOOD SERVICE VISION



Dan HOUGHTON

Co-CEO & Data Scientist
CHILANGO



Oscar PIERRE

CEO
GLOVO

More speakers to be announced shortly...

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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

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

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CONFERENCE PROGRAMME

DAY 2 – THURSDAY 9 MAY

11.00-12.00 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



Régis MIGDAL

CEO

SCC



Jerzy TYMOFIEJEW

Chief Development Officer

AMREST



Andrew ANGELI

Head of European Strategy & Research

CBRE GLOBAL INVESTORS



Jack DE WET

Director of Development

BIG MAMMA GROUP



Nick SCHAPIRA

CEO

VAPIANO FRANCHISING INTERNATIONAL

14.00-14.30 Expert Vision

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

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CONFERENCE PROGRAMME

DAY 2 – THURSDAY 9 MAY

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 HAGON
Partner & Managing Director
THINK HOSPITALITY



Almir AMBESKOVIC
Regional Manager
THEFORK



Gamze CIZRELI
Founder & CEO
BIFCHEFS CAFE & BRASSERIE



Manuela BORELLA
General Manager Manifesto Innovation
Accelerator
DANONE



Richard MARYNIAK
Global Chief Insight &
Innovation Officer
BLACK SWAN DATA



Hervé SAWKO
President
PARISJUS - WILD AND THE MOON

15.30-16.30

FOOD TALKS - PART 4/4

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

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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



Mélanie GUILLOU

EVP Foodservice Global

LAGARDÈRE TRAVEL RETAIL

More speakers to be announced shortly...

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FOOD TALKS

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

Get a sneak preview of the first confirmed concepts:



Massimo BARBIERI
Business Development
LÖWENGRUBE



Glenn CURTH
Head of Franchise Development
NORDSEE



Gianpietro D'ADDA
President
BEFED BREW PUB



Nick EVANS
Head of Franchising & Business
Development
CASUAL DINING GROUP



Vincenzo FERRIERI
CEO
CIOCCOLATITALIANI



Francesco FIANDRA
CEO & Founder
CAFFÉ NAPOLI - EXYTUS



**Gianandrea
GROPPLERO DI TROPPEBURG**
Real Estate Manager
CIGIERRE



Massimo INNOCENTI
CEO
SPONTINI HOLDING



Mark KASSAPIAN
Director of Franchise & Specialist
Markets
SOHO COFFEE



Dario LAURENZI
CEO
LAURENZI CONSULTING



Federico LOFFREDO
Marketing Manager
BRISCOLA - FOODATION



Alessandro RAVECCA
President
**CIBIAMOGROUP -
LA BOTTEGA DEL CAFFÈ**



Fabian RIEDEN
Director Business Development
**PAULANER FRANCHISING
& CONSULTING**



Ron SIMPSON
Founder
THE AVOCADO SHOW



Gerardo TAGLIANETTI
Founder
MATASSA



Ivan TAGLIAVIA
Marketing Director
DOPPIO MALTO



Peter WUDY
Director of International Franchise
Development
ESQUIRES COFFEE

More speakers to be announced shortly...

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A SPECIAL THANKS TO MAPIC FOOD AMBASSADORS



Mario C. BAUER
 Entrepreneur, Brand Ambassador
 & Teddy Bear / Co-founder
**CURTICE BROTHERS / APERITIVO INT /
 WHITESPACE PARTNERS**



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

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