

## **MAPIC selects China Connect to organise conference sessions at the Retail Real Estate Market (MAPIC China) in Shanghai**

**Paris, 27 February 2015** – MAPIC and China Connect announce their partnership for the organisation of conference sessions at the "Retail Real Estate Market (RREM) brought` by MAPIC," a new MAPIC event to be held in Shanghai on 11 and 12 June, 2015.

The "Retail Real Estate Market (PPEMO) brought` by MAPIC" is designed to enable regional and international brands to meet shopping centres owners/developers operating in China. It will be held over two days and will feature high-level conferences as well as numerous events that drive contacts and discussions between professionals.

The high-quality conference programme will cover a wide range of industry topics, including opportunities in the commercial real estate market in China, new international brand concepts, China and digital retailing, and Chinese brands wishing to expand internationally.

"In this age of cross-channel retailing and new types of brand-consumer relationships, it seemed important to us to highlight the increasing role of mobile and digital in Chinese retailing, a key element in a brand's development strategy. China Connect has gained valuable experience about digital in China, making it an ideal partner for our new MAPIC event in China, designed to enable our customers to gain a better understanding of how Chinese consumers behave," says MAPIC Director Nathalie Depetro.

For almost five years, China Connect has been analysing the key issues of digital marketing and mobile in China and connects Chinese digital players along with media, communication and marketing professionals based in China with Western marketing professionals working in marketing luxury, cosmetics, fashion, food, consumer goods, automotive, services, tourism, etc. and helps them accelerate business growth in China and the West.

Laure de Carayon, founder and CEO of China Connect, explains that "the improvement of mobile devices (smartphones, 3/4G), the massive adoption of mobile services (over 560 million users of mobile Internet in China) and the disruption of retailing due to accelerating e-commerce, are all affecting conversations, entertainment consumption, and other practices of over 700 million E&M shoppers. MAPIC is arriving in the Chinese market just as the retail industry is undergoing a major shift. I am delighted to contribute and facilitate this by bringing together a number of players and pioneers of this business revolution for round table discussions. 2014 was a pivotal year, with the announcement of strategic alliances between digital champions and traditional bricks & mortar players (Retail, Entertainment, and others) such as Alibaba with Intime Retail (department stores, supermarkets), Yihaodian and the Sinopec petrol station network, or Baidu and Tencent with Wanda (cinema, hospitality, real estate, etc.). These contacts confirm the vital role of mobile and the strategic nature of Online To Offline / Offline To Online (O2O) for all stakeholders, including brands."

China Connect is "the place" to meet and do business with the leaders of the 1<sup>st</sup> World Digital Market. China Connect analyses the key issues of Digital Marketing and Chinese Mobile, and connects the western marketers in Luxury, Retail, Cosmetics, Fashion, and Food & Beverages, FMCGs, Automotive, Services, and Tourism, etc. with Chinese Internet pure plays, and media/communication/marketing professionals based in China to help accelerate the growth of their business in China and the West (Tourism). The fifth of these events will be held on 5-6 March 2015

**CHINA CONNECT ON SOCIAL NETWORKS:**

<http://www.chinaconnect.fr> Twitter: <https://twitter.com/ChinaConnectEU> - Hashtag: #chinaconnectFacebook:

<https://www.facebook.com/ChinaConnect> LinkedIn: <http://www.linkedin.com/company/3003593>

Youtube: <http://www.youtube.com/user/ChinaConnectEU>

Youku: [http://u.youku.com/user\\_show/uid\\_chinaconnect](http://u.youku.com/user_show/uid_chinaconnect)

Sina Weibo: <http://weibo.com/chinaconnecteu>

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**ABOUT MAPIC**

MAPIC is the leading international gathering for decision makers in retail real estate and retailing. For three days, more than 2,400 representatives of international brands come to MAPIC to select the best development sites in shopping centres, transit zones and every other type of location. MAPIC 2014 gathered 8,400 professionals of 75 countries on an exhibition area of 12,000 sqm. The conference program available at the show highlighted and enlightened geographical markets, latest trends in the industry as transit and leisure areas as well as the integration of digital actors in the development strategies of the industry.

**MAPIC in numbers: + 8,400 participants – 75 countries - + 700 exhibiting companies - 2,400 retailers - 1,000 investors**

[www.mapic.com](http://www.mapic.com)

[www.retail-real-estate-shanghai.com/](http://www.retail-real-estate-shanghai.com/)

See more at: <http://bit.ly/1ETsoH3>

**About Reed MIDEM :**

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Reed MIDEM is a division of Reed Exhibitions, the world leader in event organisation, with over 500 events in 43 countries. In 2014 Reed brought together over seven million active professionals around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific, Africa and organised by 41 offices and agents located. Reed Exhibitions 43 key industrial sectors, through events for professionals and the general public, and is part of Reed Elsevier Group plc, a world leader in the publishing and dissemination of information. [www.reedexpo.com](http://www.reedexpo.com)

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