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# THE EPITOME OF RETAIL INDUSTRY

SEPTEMBER 14-15, 2022

JIO WORLD CONVENTION CENTRE, MUMBAI

## Theme: Moving to the Next Normal : Sustainability, Innovation and Human Connection

For retail and retail real estate industry, 2021 was a very challenging time. The post-epidemic stage will see the emergence of a new human being, whose daily behaviour and thinking will differ from what it was before the Covid-19 outbreak. The new consumer behaviours span all areas of life, from how we work to how we shop to how we entertain ourselves. These rapid shifts have important implications for retailers and 'Developers. Many of the longer-term changes in consumer behaviour are still being formed, giving Retailers and developers an opportunity to help shape the Next Normal where the boundaries between digital interactions and physical experiences are blurring and where sustainability and responsible consumption are no longer optional. Also, Retailers need to think about their role in their customers' lives, and change how they interact and connect with them. Retailers have got to recognise that they are not running stores anymore. They are running customers over a lifetime. The future of retail will be powered by technology and innovation, but more importantly, the technology must be driven by the power of people and human connection.

### Day- 1 (Wednesday, 14th September 2022)

8:30-10:00	Registration
10:00-10:05	Welcome Note by Reed Exhibitions India- Ashna Gemini Sharan, Portfolio Director, Mapic India
10:05-10:20	Knowledge presentation
10:20-10:45	Mapic India's Chairman Welcome Keynote
10:45-11:30	<b>Inaugural Power House: "Future Is Now"- How Leaders Are Rebuilding A Better Retail Today For A Strong And Sustainable Future.</b>

The session is reserved for Retail's top thought-leaders to set the scene for Mapic India 2022 discussions which will focus on the roadmap to build a better retail for today and Future. Retail Leaders will share their ambitious plan for sustainable growth with new innovations and Human connection for new age consumer.

**Highlights:**

- Emerging Trends & Opportunities for India Retail
- Taking A Leap From Digital To Human Centered Technologies
- Exploring The Future Of Brick & Mobile Shopping
- Shifts in consumer behavior and expectations
- Delivering a sustainable strategy for long-term investment and growth
- What are the biggest challenges facing retailers in 2022?
- New opportunities and challenges going ahead in next 5 years
- Trending M&A in retail

11:30-12:10

**Panel Discussion: “The Rise Of Lower Tier Cities In India”: The New Paradigm Of Indian Retail**

Door-step delivery was a privilege mostly enjoyed by urban consumers till the pandemic. Today, with reverse migration, increased internet penetration, digitization and technology adoption, e-commerce has already reached India’s hinterland as well. The time is apt for Malls and Brands to venture into the length and breadth of the country and tapped the vast untapped potential in lower tier cities in India, its time to analyze and expand the market, have the right pricing, know the local festivals and customer. With almost 65 per cent of India’s population living in non-urban areas, Malls developers and Retail brands have a vast untapped market as Tier 2,3 and Tier 4 markets have shown maximum growth potential, outpacing that of tier 1 cities.

**Highlights:**

- Why it makes sense for Indian retail to go tier 2/3/4
- New Opportunities for malls and retailers
- Educational/industry hubs, Tourist towns
- Why the lower tiers cities of India the future growth engines
- What are the upcoming projects in Retail in these markets?
- Moving beyond metros to the real Bharat for growth

12:10-12:50

**Global Talk:****Panel Discussion: The Future Of Shopping: New Global Trends Shaping The Retail For 2025.**

(This session will provide a comprehensive look at the current picture and future projections for the global economy and what this means for retail across the world. How the leaders are evolving, How the retailers and developers around the world are seizing the new opportunities and embracing the realities of accelerated change. Delve into key discussion on the new emerging trends and growth opportunities in retail with Global Experts)

**Highlights:**

- Catalyzing Growth And Revenue Opportunities in retail
- The possible scenarios for growth and recovery
- Sustainability Rules : Adopting a Culture of sustainability
- The need for speed, authenticity and partnerships in Building Big Retail Brands
- Economic predictions for the retail industry - 2023

12:50-13:30

**Panel Discussion: Shape Of Retail That Determines Success: New Retail Models For The Resilient Future**

Retailers today are changing at high speed to become more consumer centric and to operate more efficiently. To achieve these ambitious goals, retailers need to fundamentally rethink their operating models. Finding the right way to organize, steer and employ will be the key success factors over the next five years.

**Highlights:**

- Crafting a fit-for-future retail operating model
- What areas need to change the most in the next five years?
- How Retailers can move beyond cost cutting to embrace a comprehensive transformation.
- Trends that are changing the Way Retailers Operate
- What are the foundational pillars of an operating model transformation?

13:30-14:30

Networking Lunch Break

14:30-15:10

**Panel Discussion: Striding Towards A Sustainable Retail: Better For The Planet And The Bottom Line**

Last Pandemic years dubbed the years of sustainability. Brands trumpeted their commitments: under scrutiny for contributing to carbon emissions, pollution and waste, sustainable practices in retail grew in scope from reducing emissions to using environmentally-friendly materials and packaging. More and more, consumers expect their favorite brands to take a stand for what they believe is right and sustainability is a priority. Building in sustainability or elements of the circular economy open up huge opportunities to differentiate their business and become a consumer favorite, the consumer emotional connect and loyalty is stronger with brands that have values that encourage sustainability, and for higher end of the market it is fast becoming non negotiable

**Highlights:**

- Meet the Brands who are setting the examples in the industry and learn how they have launched successful initiatives and what worked and what didn't.
- Gen Z leads the charge for sustainable retail
- How sustainability is giving competitive advantage to brands that will compound over time in the new age
- How sustainability and ROI can go hand in hand
- How Brand leaders and Startups across a broad ecosystem are transform to a circular economy.
- Does the future of supply chain and sustainability has its roots in on-demand manufacturing?
- Why Investment Is Geared Towards Sustainability

15:10-15:40

**Talk Show: "Future Workplaces" - How HR Can Shape The Next Normal?**

In many ways, the pandemic renewed the emphasis on the people part of HR's job. One of the lessons of the pandemic is that we have to put the 'human' back into human resources. Pandemic has given an opportunity here to re-invent the workplace to be an improvement over the one we left behind. Industry has talked about NEW Normal but it's time to focus on 'next normal'. 'Next normal' acknowledges that life is dynamic, and whatever 'normal' looked like at the start of 2021, it may be different in 2022 and beyond. The next normal could be the best normal we've seen yet. But making it a reality is likely to require some re-imagining of the relationship between HR researchers and HR practitioners.

**Highlights:**

- How Retail HR Leaders Are Navigating through new normal?
- How Pandemic Has Expanded the Role of HR?
- How Hybrid Work is Impacting the Workplace and Transforming Commercial Real Estate
- Hybrid Work: There's No One-Size-Fits-All Approach
- Investing in right technology
- Balancing between Customer success and employee retention in 2022.

15:40-16:20

**Panel Discussion: The Retail March To Omnichannel 2.0 For The Next Normal.**

Post-COVID retail sales are showing definite signs of rebound across the globe. However, there's another reality that retailers need to reckon with. Growth will not be evenly distributed either across categories, regions or channels. In a scenario like this, how should retailers manage the interplay between physical and online sales to create a seamless, convenient and safe shopping environment and take customer experience to the next level?

Today's customers have a differently wired omnichannel mindset. Their expectations of customer journey have already blurred the lines between physical and digital. They want the physical experience in

their digital journey as much as they want the digital in their in-store experiences. This is what some innovative retailers are successfully addressing today.

Our panel of retail leaders will explore the key steps your organization needs to take to create superior customer experiences for the next Normal.

**Highlights:**

- Next Generation Omnichannel Retail: Creating Experiences That Matters- Inspired By Design, Driven By Technology
- Omnichannel 2.0: A Blend of Transformation and Collaboration
- Omnichannel new trends and how they're shaping creativity in the marketing field.
- What The Metaverse Means For The Future Of Retail
- Omni Channel- No Longer just the BUZZWORD but the reality to survive
- Learn the most significant innovations that will impact your strategy over the next years
- How retail organisations are using behavioural engineering to drive change in customer behaviour and how that impacts the bottom line
- Tapping Into The Millennial & Gen-Z Mindshare

16:20-17:00

**Panel Discussion: How Beauty And Wellness Industry Is Innovating In The New World To Match The Changing Consumer Expectations**

The beauty and wellness category as a whole has accelerated, thanks to the pandemic which has shaped the wellness business in a much better way by changing consumer behavior and giving people more time to spend on themselves. Skincare got a boost from mask-wearing and the "skinification" of other categories is also underway, which entails combining the benefits of skincare into makeup, haircare and other areas. Brands have better opportunities and revenue has also increased. Going forward it will be a big boon for wellness and beauty sector.

**Highlights:**

- Top Trends Changing The Face Of The Beauty Industry In 2022
- From "waterless" beauty products to virtual try-on, what are the trends and tech that will continue to transform the sector in 2022 and beyond.
- How Sustainability and a focus on environmental impact has taken on urgency at major beauty players looking to appeal to an increasingly eco-conscious population.
- How Product personalization getting more sophisticated
- Leading Women in Health, Wellness & Beauty industry.
- Sustainable, Clean & Conscious Beauty: The Future of
- Beauty in the Next Normal
- Expansion of beauty and wellness in Tier 2 and Tier 3 markets through partnerships and real estate collaboration
- How wellness pharmacy, Ayurveda initiatives are enhancing consumer experience
- How beauty brands are advancing social commerce strategies.

17:00-17:30

**Panel Discussion: Neighborhood Malls: Decoding New Landscape In Indian Retail**

Neighborhood shopping malls is the emerging trend in retail industry in India. These days, we have seen that a lot of shopping malls are opening in the close vicinity of the residential areas which cater to the basic needs of the consumers.

Meet the top neighborhood mall developers and retailers who will be throwing light on the Future of Neighborhood Malls

**Highlights:**

- Neighborhood Malls or Big Format Malls - Which is a Better Bet for Retailers?
- Right retail mix, tenant mix, convenience...etc what else add to the success of the neighborhood malls.
- Why Selecting the right brand for a neighborhood mall is of utmost importance?
- How Bright is the Future of Neighborhood Malls?
- Opportunities for neighborhood malls in tier2 and tier3 cities.

17:30-18:15

**Exclusive Session:**

**“Shark Tank”- Investing In The Next-Generation Of Businesses: What Investors Really Want To See & Hear**

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**About the session:**

(A fun and dynamic format where the most innovative start-ups each get 5 minutes to pitch their business case to our panel of sharks (panel of business executives and investors). Find out who has the leading business, product or service! Discover that winning business idea!)

( More details coming soon).....

18:30

NETWORKING TEA BREAK

End of Day-1

## Day- 2 (Thursday, 15th September 2022)

10:00-10:30

### **Opening Tech Talk: Technology Everywhere Panel Discussion: The future of Shopping: Reshaping the role of technology leadership for 2022 and beyond**

Ten years' worth of e-commerce transformation was accomplished in just 90 days during the pandemic.

The COVID-19 pandemic has reset the retail game board. The most successful retailers will be those that connect with consumers in new ways by leaning in on their digital, omnichannel, and in-store technology ambitions. The Next Normal explores the coming decade in shopper experience and retail technology.

The session is reserved for Top CIO's of India and technology experts to discuss how to Re-imagine your digital business, re-invent your operations, and re-create a fun and omnichannel customer experience.

#### **Highlights:**

- Disruptions in Retail through Digital Transformation
- How tech will revolutionize retail
- What are the top technology trends that are transforming the retail space and how can you tap into them, to make every touch a shoppable moment and boost sales?
- How can Brands leverage data, AI, and hybrid cloud technologies to quickly expand their digital experiences, automate operations, and enable consumers to shop anywhere and any way they choose.
- SMAC effect (Social, Mobile, Analytics & Cloud)- Being the nexus of forces- How it is reshaping the CX

10:30-11:10

### **Panel Discussion: The Evolution Of Retail Store Into An Experience Center**

With more and more customers looking to digital channels for product information, feedback, and insights, the role of the store is changing from a place that simply houses and transacts products to another integral step in building and differentiating customer experience. Our panel of retail experts will share rarely heard perspectives on the recent new innovations and focus on Human connection to make the new age stores - experience islands.

#### **Highlights:**

- What Are Your Stores For? (Re)defining The Purpose Of Physical Retail
- Exploring The Future Of Brick & Mobile Shopping
- How Retailers are using in-store innovation to drive foot traffic and make their stores an irreplaceable touchpoint in the customer journey.
- Interactive retail experiences are bridging the gap between the

- online and offline parts of a store
- Prepare the workforce for the next normal
- Why stores matter in ecommerce age
- The new formats in retail
- Why digital world need physical retail
- Collaboration between retailer and developers for better experience
- Crafting The Malls Of Future & Store Designs For An
- Instagramable Age

11:10-11:50

### **Bringing Human Back To CX And Driving Innovation For New Age Consumer.**

After the roller coasters ride in the last couple of years, life is returning back to normal. Now is a good time for retailers to consider the trends that will impact their businesses in 2022 and beyond. One exciting trend crossing all segments of retail is the renewed focus on the human connection — i.e., building authentic relationships, stimulating community connections, and creating moments of immediate value for consumers.

Customers today expect more than ever from brands they engage with, especially when they have a problem or have been experiencing a crisis.

#### **Highlights:**

- CMO's Insights towards fast-evolving customer experience expectations
- The New Age of Consumer Convenience
- Bring empathy and humanity
- Embrace digital acceleration
- Building relationships with your customers in the physical and digital world

11:50-12:30

### **Panel Discussion: Retailtainment: How Retail Spaces Are Transforming Into Consumer Hubs.**

Retail places need a rebrand. Retail places are retail of course, but they must now also be leisure, community, amenity, civic, public realm, health and wellbeing environments. They need to sit with residential and workspace, expanding their use to different day parts, as well as fitting to the needs of a diverse consumer base.

Interestingly, while repurposing existing retail space might bring in other forms of retail and leisure or uses such as offices, medical, urban logistics, light industrial etc, to make it work sustainably for the future requires an appreciation of consumer focused spaces.

#### **Highlights:**

- New Development in Mixed Use Commercial Spaces.
- The convergence of leisure, entertainment and retail
- Is the role of the retail agent changing to “curator of mixed use places”?

- To boost physical retail, leisure and attractions offer a solution to strengthen the overall appeal of any development.
- Current trends shaping the Retail Real Estate
- New leasing models
- How the malls in future will be different from the malls in the past
- Architecture of future malls

12:30- 13:15

**Panel Discussion: Social Media : Marketing Trends and Navigating What's Next?**

Nearly three-quarters (74.8%) of the world's population over the age of 12 use social media. That's more than 4.6 billion people, up from 1.5 billion a decade ago. Brands continue to leverage social media checkout and shopping integrations, tech-savvy Millennials and Gen Zers, who are familiar with and motivated by influencer content, will likely engage with social commerce more often.

**Highlights:**

- Innovations in marketing, How marketers can give competitive edge
- Marketing Trends You Need to Jump on in 2022
- Booming social commerce industry trends this year
- Leveraging Consumer Shopping Habits on Social Commerce
- How Social Commerce is Opening More Avenues for Retailers
- Changing marketing Tactics with changing consumer behavior

13:15-14:15

Networking Lunch Break

14:00-14:40

**Panel Discussion: Food And Grocery Retail: The Recipe Of Success For Malls**

Latest trends in retail suggest that food is actually becoming the main component of the mall evolution and that trend is expected to continue. The claim that 'malls are dying' is greatly exaggerated; instead, developers are seeing this as an opportunity to do more placemaking with food and grocery as the epicenter. With the landscape rapidly changing in this direction, now is the ideal time for restaurant and supermarket brands to consider entering the mall segment.

**Highlights:**

- Food courts: a new anchor in the shopping malls
- The food courts, QSRs, kiosks, cafes, casual dine restaurants - Transforming Business formats
- Where the grocery industry is heading in 2022
- The future of cloud kitchens -Eating in& how customer is moving toward
- Servicefication of Beverage & Related food formats

14:40-15:20

## **Panel Discussion: Pop-Ups: Blending The Physical And Digital World To Woo The Changed Shoppers**

The rapid growth of e-commerce during the pandemic, along with the technological opportunities have created an ideal environment for targeted, experiential pop-up stores as a vehicle for both developers and retailers to connect with consumers. Pop-up shops and kiosks offer the opportunity for brands with existing locations as well as online-only retailers to do a trial run of a new store experience. Also, now a days it's about pop-up shop vs. long-term retail, retail is becoming more and more flexible. It would become a blank canvas and there would be no parameters. Here from the Brands in this session who have explored and leveraged the pop-up for providing customer experience.

### **Highlights:**

- Evaluating the Merits of Impermanent Retail Locations
- Trialing new retail design concepts on a smaller scale before rolling them out to other stores or establishing your first stores
- Fostering engagement and a greater sense of brand awareness by creating experiences that allow for experiential engagement
- Taking advantage of festivals and large-scale events as potential pop-up locations
- Determining whether pop-ups are the right opportunity for your business and establishing clear guidelines on how to plan and execute pop-up-shops

15:20-15:40

## **Fire Side Chat: The Changing Pace Of Payments” - The Next Decade Of Payment Innovation For Seamless Experience**

### **Session Brief:**

The world of retail payments has never changed so quickly. In the past few years, many trends we were already seeing in payments have accelerated exponentially as a result of the pandemic. The shift from in-store to online payments has been almost instantaneous; contactless transactions have soared; cash volumes have dropped drastically; automation at the POS has increased; and merchants are vying to leverage their payments arrangements to survive, and thrive, at this critical time. The payments world is transitioning to digital-first and there's no turning back.

In this session our experts will guide you through the key challenges and opportunities in payments today and in the future

### **Highlights:**

- How do you achieve a customer-focused and agile retail payment strategy?
- The trends shaping the payment landscape in 2022 and beyond
- Contactless payment, mobile application, facial recognition... what else?
- Innovative payment solutions for digital world
- How Retailers Increase Sales & Attract Millennials With Financing Innovation
- What challenges are corporate clients facing due to the pandemic and what is the impact on B2B payments?
- What is the future of payments, and which changes will be sustaining?

15:40-16:00

## **Talk Show : Franchising And New Opportunities In Retail**

### **Highlights:**

- Hear from Successful Franchisees on how they grew their business
- The Future of Innovation in Franchising
- The Innovative Franchise Ideas for 2022 and Beyond
- The Ins & Outs of Building Business & Brand Partnerships

16:00-16:50

## **Concluding Finale with Galaxy of Retail Top Leaders: Decoding The Next Normal: Where Retail Goes From Here?**

Retailers must assess their revenue management practices, operating models, digital capabilities, capital investments, and M&A strategies, then make bold moves to transform themselves.

Businesses that can anticipate change and prepare for it are the ones that will thrive in the future. What is changing? What are the change drivers? What skills will be in demand ? How will consumers and technology change? In this session Top leaders in retail will decode new trends in Retail and where the retail is heading from 2022 and beyond..

( Session Reserved for Top Developers and Retailers)

16:50

Networking Lunch Break

16:50-18:00

Networking Tea and Coffee

18:30-19:30

Networking Pre Award Cocktail

19:30 onwards

Awards