



RETAIL EXPANSION[®]

Summit & Expo



THE LATIN AMERICAN GATEWAY

15 - 16 October 2026

The Westin Santa Fe
Mexico City, Mexico

HOSTED BY:



THIS SUMMIT BRINGS TOGETHER THE PEOPLE WHO ARE TRULY MAKING DECISIONS ACROSS THE INDUSTRY.

Latin America today represents one of the most compelling growth stories in global retail. With a population of more than 660 million consumers and a combined GDP exceeding \$6 trillion, the region has become a strategic priority for both global and regional players.



RETAIL EXPANSION IS NOT JUST A LOCAL EVENT — IT IS THE CONNECTION POINT FOR ALL OF LATIN AMERICA.

Why This Summit Matters?

- Identify key market trends shaping the future of retail across Latin America
- Analyze growth strategies from leading retailers, developers, and industry experts
- Discover new retail concepts, commercial formats, and expansion opportunities
- Build valuable partnerships that can accelerate business growth and regional expansion
- Network with developers, investors, and decision-makers driving the industry forward

- Connect with strategic partners and foster high-impact business collaborations
- Explore the commercial expo, featuring leading companies from the Retail Real Estate industry
- Gain insights and firsthand expertise from top players across the sector.





THIS EVENT CONNECTS YOU WITH THE BRANDS AND DEVELOPERS SHAPING THE FUTURE OF RETAIL IN LATIN AMERICA.

More Than a Conference

- A meeting point for retailers, developers, investors, and industry leaders
- Actionable insights on expansion, innovation, and consumer behavior
- Cross-border networking opportunities throughout Latin America
- High-value conversations that can lead to long-term partnerships
- Exposure to the companies shaping the future of Retail Real Estate



KEYNOTE SPEAKER



JOE & THE JUICE

Sebastian Vestergaard

*Chief Growth Officer
Denmark*

Joe & The Juice is a Danish premium juice and coffee concept with 380+ stores across 25+ countries. One of the fastest-growing premium F&B brands in the world. Sebastian has 20+ years of experience scaling global consumer brands. With the ambition to build a 1,000-store global portfolio by 2028. Former CEO, COO and CFO at **Joe & The Juice**, where I helped scale the business from 1 to 480+ stores across 21 countries.

KEYNOTE SPEAKER



LOUIS VUITTON

Daniela Gortijo

*General Manager, South America
Brazil*

Daniela Gortijo is the Country Manager South America at **Louis Vuitton**, overseeing the brand's operations across Brazil, Chile, Argentina, Colombia, and Peru. She is the first woman to hold this leadership position for the region.

With more than 15 years of experience in the luxury retail industry, Daniela has built a distinguished career leading retail, marketing, and commercial strategies for premium global brands.

KEYNOTE SPEAKER



SAVILLS

Sam Foyle

*Co-Head of Global Retail
United Kingdom*

Sam Foyle co-leads Savills' Global Retail division, advising leading international retailers, landlords, and investors on cross-border expansion strategies and market entry opportunities. With extensive experience across Europe, the Americas, Asia-Pacific, and the Middle East.

Key activities include strategically advising International Landlords and Retailers in prime cities and streets including 5th Avenue NYC, Champs Elysee Paris, and Oxford Street London.

SPEAKER



BRUNELLO CUCINELLI

Luca Marcato

*Head of Business Development & Real Estate
Italy*

Luca leads the brand's international retail expansion and real estate strategy. Based in Milan, he has played a key role in identifying premium retail locations and supporting the growth of one of the world's most respected luxury fashion houses. Since joining **Brunello Cucinelli** in 2018, he has contributed to the development of flagship boutiques and strategic retail projects across global markets. Luca combines a background in Law and Economics with extensive expertise in luxury retail, real estate, and international business development.

SPEAKER



JOLLIBEE

Peter Wright

*Vice President of Franchising
United States*

Dynamic executive with over 20 years of experience in the foodservice, hospitality, and franchise industries. Proven leader in driving multi-unit growth, expanding franchise systems, and developing high-performing sales organizations across domestic and international markets. Experienced in business development, strategic partnerships, market expansion, and franchise development, with a strong track record of delivering sustainable growth through customer-focused strategies and operational excellence.

SPEAKER



SLIM CHICKENS

Sam Rothschild

*Chief Strategy & International Officer
United States*

Sam Rothschild is an accomplished restaurant industry executive with extensive experience leading company-owned and franchised operations around the world. As a key leader at Slim Chickens, he drives the brand's global growth strategy, supporting the international expansion of one of the fastest-growing fast-casual restaurant concepts in the United States into markets including the UK, the Middle East, and beyond.

SPEAKER



TIMELESS BRANDS

Adrian J. Romero

CEO & Founder

Mexico

Adrian J. Romero is the CEO and Founder of **Timeless Brands**, a platform dedicated to building and scaling enduring consumer brands. With a track record of creating and growing iconic brands across multiple categories, Adrian brings a strategic vision for brand-building in Latin American markets that few can match.

SPEAKER



PHENIX SALON SUITES

Brian Kelley

President & CEO

United States

Phenix Salon Suites, one of the world's leading salon suite franchise brands. Since joining the company in 2019, Brian has led its rapid domestic and international expansion, driving franchise growth, acquisitions, and new market development. Prior to **Phenix**, Brian spent more than 17 years in the restaurant industry, overseeing multi-unit franchise operations and restaurant groups with more than 100 locations. He also brings experience in banking, franchising, business development, and multi-unit expansion.

SPEAKER



MIRA

Roberto Pulido

Co-Head of Global Retail

Mexico

MIRA is one of Mexico's leading real estate investment and development companies. With over 21 years of experience in the industry, he has led acquisitions, mixed-use developments, product strategy, and sales and marketing for landmark projects across Mexico. Since joining **MIRA** in 2008, Roberto has played a pivotal role in the company's growth, overseeing major developments such as Nuevo Sur in Monterrey before becoming CEO.

SPEAKER



% ARABICA

John Papastergiou

Partner Canada and Mexico, Toronto, ON, Canada

Canada

Luca leads the brand's international retail expansion and real estate strategy. Based in Milan, he has played a key role in identifying premium retail locations and supporting the growth of one of the world's most respected luxury fashion houses. Since joining **Brunello Cucinelli** in 2018, he has contributed to the development of flagship boutiques and strategic retail projects across global markets. Luca combines a background in Law and Economics with extensive expertise in luxury retail, real estate, and international business development.

SPEAKER



DAIRY QUEEN

Brandon Gerstner

Global QSR Executive | GM LATAM & Caribbean

United States

At **Dairy Queen** International leads the brand's growth strategy across the region, supporting more than 450 restaurants in seven countries. With experience on the franchisor, franchisee, and agency sides of the business, Brandon has played a key role in opening 250+ new locations, strengthening franchise performance, and driving sustainable growth. Known for his practical leadership style and focus on operational excellence, he specializes in franchise development, multi-unit operations, and international market expansion.

SPEAKER



ETAM

Jose Gomez

Chief Development Officer

France

Jose is the Chief Development Officer of **Etam Group**, where he leads the company's global expansion strategy through franchising, corporate stores, and joint ventures. With more than 25 years of experience in international fashion retail, he previously served as Senior Vice President of Business Development at Mango for 12 years, playing a key role in the brand's worldwide growth. José is recognized for his expertise in international market development, retail expansion, and strategic partnerships across the global fashion industry.



SPEAKER

DENNY'S

Mark Levis

*New Business Development & Franchise
United States*

With more than 30 years of experience in restaurant franchising, he has held senior development roles at **Papa John's International**, **Bojangles**, **Captain D's**, **The Krystal Company**, and **Mr. Gatti's**. A Certified Franchise Executive (CFE) through the International Franchise Association (IFA), Mark is widely recognized for his expertise in franchise development, market expansion, and building successful multi-unit partnerships.



SPEAKER

HASBRO

Sandra Home

*Sr. Manager Location Based Experiences
& Partnership
United States*

Sandra Home is an international business development executive with extensive experience in the entertainment, immersive experiences, and themed attractions industries. Throughout her career, she has held leadership roles at DMG Entertainment, iP2Entertainment, Immersion Development Asia, and Galadari Investment Office, driving strategic partnerships, market expansion, and large-scale entertainment projects across global markets.



SPEAKER

DAVE & BUSTER'S

Antonio Bautista

*President International
United States*

Antonio Bautista is President, International at **Dave & Buster's Entertainment**, where he leads the company's global franchise expansion strategy. With more than 20 years of international experience, he has held senior leadership roles at **Hard Rock International** and **Fogo de Chão**, driving business growth across more than 75 countries. Fluent in English, Spanish, and French, Antonio is recognized for his expertise in international expansion, franchise development, and building high-performing global brands.



SPEAKER

BIG MAMMA

Benjamin Thouverez

*Chief Development Officer
France*

Benjamin Thouverez is the Chief Development Officer at **Big Mamma Group**, one of Europe's fastest-growing Italian restaurant groups. He leads the company's strategic growth and expansion, overseeing development, operations, and F&B initiatives across its international portfolio. Previously serving as CEO France and Head of Operations, Benjamin has played a key role in scaling the brand across France, the U.K., Spain, and Monaco.



SPEAKER

PLANET FITNESS

David Raya Medina

*Country Manager & C-Level Executive
Mexico*

David Raya is a senior executive with more than 20 years of experience leading business expansion, financial management, and operational growth across Latin America. He has held key leadership positions at Smart Fit, including CEO for Colombia, Panama, and Costa Rica, where he successfully doubled the company's footprint from 80 to 160 gyms while significantly increasing revenue and EBITDA. His expertise spans multi-unit operations, market expansion, financial strategy, and organizational transformation across the fitness, travel, and hospitality industries, with a proven track record of driving sustainable growth throughout the region.



SPEAKER

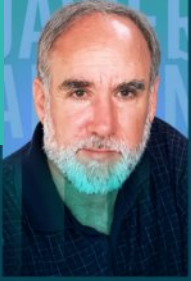
FREDDY'S

Rafik Farouk

*Global Brand Builder
United States*

Rafik Farouk is a global restaurant industry executive with nearly 30 years of experience in brand development, franchise growth, and international business expansion. As Vice President of Business Development at **Freddy's Frozen Custard & Steamburgers**, he leads the brand's strategic expansion across new and existing markets. Prior to joining **Freddy's**, he headed Global Brand Development & Retail at **P.F. Chang's**, where he successfully drove international growth, strengthened franchise partnerships, and expanded the brand's presence across multiple global markets.

SPEAKER



KRISPY KREME


Javier Rancaño

*CEO | Consultant | Retail | Hospitality |
Consumer Goods*

Mexico

Javier Rancaño is a seasoned retail and hospitality executive with extensive experience leading consumer brands and multi-unit operations across Mexico. As CEO of **Krispy Kreme Mexico**, he has played a pivotal role in driving the brand's expansion, strengthening its market presence, and delivering sustainable business growth through operational excellence and customer-centric innovation.

We are proud to introduce the organizations and media that are making the first Retail Expansion Summit & Expo possible October 15 –16 in Mexico City.



mapic
International Retail Leasing Hub

STRATEGIC GLOBAL PARTNER

MAPIC

The world's leading international retail property market and networking platform. **MAPIC** brings together the global retail real estate community and is the defining stage where the future of retail locations is shaped.



CLICC
Cámara Latinoamericana de la Industria de Centros Comerciales

SUPPORTING ASSOCIATIONS

CLICC

As the leading organization representing and connecting the shopping center industry across Latin America and the Caribbean, **CLICC** plays a key role in advancing the sector's growth and professional development.

Their participation further strengthens our mission to build the premier platform for brand expansion, commercial real estate development, and the strategic partnerships shaping the future of retail across Latin America.



**JUST RETAIL
LATAM**

OFFICIAL MEDIA PARTNER

JUST RETAIL LATAM

is the leading media platform dedicated to retail, commercial real estate, and brand expansion across Latin America. It delivers market insights, industry trends, executive interviews, and strategic analysis, connecting

retailers, developers, investors, and industry leaders shaping the future of the region's retail landscape.



AMEFIBRA

SUPPORTING ASSOCIATIONS

AMEFIBRA

AMEFIBRA (*Mexican Association of Real Estate Investment Trusts*) is the organization that represents Mexico's Real Estate Investment Trusts (*FIBRAs*), promoting the development, transparency, and sustainability of the country's

institutional real estate sector. Through collaboration with industry leaders, regulators, and investors, **AMEFIBRA** fosters best practices and supports the growth of high-quality commercial, industrial, office, hospitality, and mixed-use real estate assets across Mexico.



ULI Urban Land Institute

SUPPORTING ASSOCIATIONS

URBAN LAND

Urban Land Institute (ULI) is the world's oldest and largest network of real estate and land use professionals, dedicated to advancing responsible land development and creating thriving, sustainable communities through research, education, and industry collaboration.



IAAPA
AMÉRICA LATINA | CARIBE

SUPPORTING ASSOCIATIONS

IAAPA

IAAPA is the world's leading association for the attractions industry, representing amusement parks, theme parks, family entertainment centers, water parks, museums, zoos, and other leisure destinations.

It connects industry professionals through education, networking, advocacy, and global events that drive innovation and business growth.



MEDIA PARTNER

EQUIPAR

EQUIPAR Magazine is Latin America's only binational publication exclusively focused on connecting contractors and suppliers with new real estate and construction investment projects. Reaching over 75,000

decision-makers, it serves key sectors including hospitality, commercial, mixed-use, residential, healthcare, logistics, and industrial development.



MEDIA PARTNER

PERU RETAIL

Perú Retail is a leading digital media platform covering the retail industry and commercial channels in Peru and Latin America. It delivers market news, industry insights, and analysis, connecting retailers, brands, suppliers, and business leaders with the latest trends shaping the sector.



MEDIA PARTNER

RLI

RLI – Retail & Leisure International is the world's only publication dedicated exclusively to the retail, leisure, and commercial real estate sectors. It delivers global industry news, emerging trends, executive interviews, and market insights, connecting decision-makers and industry leaders across international markets.



MEDIA PARTNER

INMOBILIARE

Inmobiliare Connect is one of Mexico's leading real estate networking platforms, bringing together developers, investors, brokers, financial institutions, and industry leaders through high-level events that foster business opportunities, strategic partnerships, and innovation across the real estate sector.



MEDIA PARTNER

RETAILERS

Retailers Magazine is a leading business publication covering retail, technology, innovation, and the entire retail value chain from both national and international perspectives. It delivers strategic insights, market trends, and industry analysis, connecting executives, brands, retailers, and solution providers shaping the future of the retail industry.



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