



GREAT SUCCESS FOR THE FIRST EDITION OF MAPIC ITALY

Event welcomed 1400 delegates and 402 national and international retailers

Milan, 26 May 2016 – Over 1400 delegates from 35 countries, including more than 402 retail executives, came together in Milan's Superstudio Più for what was described as a highly successful first edition of MAPIC Italy May 24-25.

Delegates packed the event venue and remarked on the level of business discussions over the two intense days that made Milan the retail real estate capital. From its opening hours, Superstudio Più welcomed key industry players, intent on doing business and considering new trends and projects in Italy.

Organised by Reed MIDEM, MAPIC Italy is the first retail and real estate regional and transactional event dedicated to the dynamic Italian market.

Filippo Rean, Director of MAPIC Italy organiser Reed MIDEM's Real Estate Division commented, *"The enthusiasm that was generated around MAPIC Italy was beyond our expectations. Thanks to the support of the Italian market and of the CNCC, we were able to bring together major players in the retail sector, and create a platform for meetings with retailers and national and international investors. The presence of the leading Italian retailers underlines the renewed dynamism of the Italian market and is a clear sign of its potential."*

"The fact that more than 402 retailers from 35 countries, participated in MAPIC Italy, confirms the international interest that Italy can generate," said Massimo Moretti, President of the National Council of Shopping Centres (CNCC) – a national association that brings together all public and private entities related to the industry of Shopping Centres, Parks Malls and Factory Outlets.

"Italian brands, especially in the field of fashion and food, are desired all over the world and MAPIC Italy was an extraordinary opportunity to highlight our excellence," Moretti continued. *"We have finally created a very strong focus on our national retail real estate portfolio, both for existing projects and those in the pipeline. MAPIC Italy has been an exceptional showcase to investors already present in Italy and to the many who would like to invest in the future. Italy holds great opportunities and it is this message that we have demonstrated and explained."*

Paulo Sarmiento, Principal of Meyer Bergman, who was a member of the panel discussion 'Invest in Italy: Vibrant Assets for Foreign Investments,' expressed enthusiasm for investment in the Italian market. *"I believe the Italian real estate market is one of the most interesting in Europe at the moment. It is misunderstood by a significant number of investors, but if you know the market and surround yourself by good local operating partners you can make good risk-adjusted returns. It is still a small market, but the potential for growth is very significant,"* he confirmed.

Opening proceedings with a keynote address, Oscar Farinetti, Founder of Eataly, explained why he sees Italy as being such a special place for retailers. Speaking to a packed hall, Oscar Farinetti said, *"My country, Italy, offers immense business opportunities, both to foreign groups and Italians themselves. We must invest in our core values: beauty, goodness and creativity."*

His words were echoed by Marco Dellapiana, General Manager of Swiss fashion retailer Tally Weijl, "The Italian market has welcomed Tally Weijl's fashion products, holds great potential and remains largely untapped. There is still a strong opportunity for growth and development both with stand-alone sales points and also through working with partners."

MAPIC Italy does not end here: the date for the second edition of MAPIC Italy will be announced shortly.

For photos of the first edition of MAPIC Italy, please follow the [link](#).

Notes to editors:

About MAPIC Italy:

MAPIC Italy is complementary to the main annual MAPIC event held in Cannes each November. Its goal is to focus on all business opportunities in the retail real estate market in Italy. MAPIC Italy will be a business accelerator allowing key players of the industry interested in the Italian market - be they retailers, Italian and international investors or local Italian players- to find potential partners and initiate new contacts.

About Reed MIDEM:

Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPCANCUN and MIPJUNIOR for the television and digital content industries, MIDEM for music professionals, MIPIM, MIPIM Asia, MIPIM UK, and MIPIM Japan for the real estate industry and MAPIC, Retail Real Estate Market brought by MAPIC in Shanghai and MAPIC Italy for the retail real estate sector.

About Reed Exhibitions:

Reed MIDEM is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. www.reedexpo.com

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