



**mapic<sup>®</sup>**  
**ITALY**

**mapic<sup>®</sup>**  
**FOOD &  
BEVERAGE**

**23-24 May, 2018**  
**MiCo MILANO CONGRESSI**  
**Milan, Italy**

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**PRACTICAL INFO**

MiCo MILANO CONGRESSI  
Piazzale Carlo Magno, 1  
Milano, 20149 Italy

**OPENING HOURS**

23 May: 09.00 - 19.00  
24 May: 09.00 - 20.00

# mapic ITALY

MAPIC Italy is the deal making event dedicated to the Italian retail and real estate market.

It gathers together Italian and international retailers and investors looking for retail properties and locations to expand their business in the Italian market.

**NEW** Digital transformation : MAPIC Italy 2018 special focus!



**2**  
days



**35**  
countries



**1,600**  
participants



**600**  
retailers

More info on [mapic-italy.com](http://mapic-italy.com)

## ➔ WHO COMES TO MAPIC ITALY AND WHY?

### INTERNATIONAL RETAILERS:

Discover urban and extra-urban retail locations in Italy. Select potential partners to develop your business in the Italian market.



### DEVELOPERS, LEASING COMPANIES:

Meet all the international and Italian retailers seeking locations in all regions of Italy. Showcase your sites, projects and present your available store areas to retailers.

### INTERNATIONAL INVESTORS, BROKERS:

Network with leading professionals from the Italian industry. Explore all the investment opportunities in Italy.

### ITALIAN RETAILERS:

Select attractive new locations and grow your presence in Italy. Exchange with international retailers and differentiate your retail offer.

**“** 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 Italian or international retailers, developers, investors, property management companies or brokers - to find potential partners and initiate new contacts. **”**



**Nathalie Depetro**  
Director of MAPIC markets



# conference programme

Over 2 days, retailers, brokers shopping centre developers and owners connect to expand and develop their business in Italy, learning and sharing about Italian business opportunities through conferences and interactions with industry experts.



More info on [mapic-italy.com](http://mapic-italy.com)

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ITALY



## CONFERENCE PROGRAMME - MAY 23<sup>RD</sup>

### 9.00-10.00: WELCOME BREAKFAST

### 12.00-13.00: INTERNATIONAL RETAILERS: EXPAND YOUR BUSINESS IN ITALY. Room 1

- Retail market overview and key facts
- Source the right partners and find the best strategy to penetrate the Italian market
- Shopping mall, high street, travel retail, pop-up, ecommerce... spot the best locations and formats
- Focus on established international brands and best experiences

### 13.00-14.00: BUFFET LUNCH

### 16.00-17.00: DATA: THE NEW COLLABORATION BETWEEN SHOPPING MALLS & RETAILERS. Room 1

- Data-management, CRM and loyalty: How shopping malls successfully engage their customers?
- How do loyalty programmes increase traffic and revenues?
- How to share client data and to manage customer knowledge?
- From marketing platforms to in-store technologies: how to enhance the customer experience through common technologies?

### 18.00-20.00: NETWORKING COCKTAIL



## CONFERENCE PROGRAMME - MAY 24<sup>TH</sup>

### 9.00-10.00: WELCOME BREAKFAST

### 9.30-11.00: OPENING SESSION BY CNCC. Room 1

- Part I: Retail real estate insight
- Part II: Shopping centres: new development models

### 13.00-14.30: BUFFET LUNCH

### 20.00: AWARDS CEREMONY - By invitation only

# mapic

## FOOD & BEVERAGE

MAPIC Food & Beverage aims to be the most effective international marketplace dedicated to food and beverage players within the retail and real estate industry.

### F&B is shaping the retail real estate industry

**+27 minutes** Customer spend 27minutes longer in shopping centers\*

**+18%** Customers spend 18% more in overall transactions\*

**10-15%** Total space in schemes dedicated to F&B in some European market\*

**40%** Total space in schemes dedicated to F&B in Asia\*

\*Data: JLL

More info on [mapic-foodandbeverage.com](http://mapic-foodandbeverage.com)



### WHY THE F&B?

MAPIC Food & Beverage is an exclusive event that will showcase the latest and most dynamic foodservice retail concepts, providing visitors with a unique and powerful business platform through which they can network and make deals.



### WHY MILAN?

Italy has always been at the front-line of the global food and beverage culture, inspiring ideas and new trends in the worldwide market.

With the EXPO 2015 creating a legacy with its focus on nutrition and sustainable food, the city of Milan is today the main stage of events, projects and debate on food-related issues; the perfect place to taste international in-vogue concepts and to gather industry key players.



### SOME FOODSERVICE RETAILERS



# conference programme

A **world-class programme of conferences** to explore the food and beverage industry and to capture the most attractive international food concepts while boosting property assets.



**MAY 22<sup>ND</sup>**

**PRE-OPENING - F&B RETAIL TOUR** by invitation only

**Live the food experience! Attend our private retail tour, a guided tour of the last food and beverage concepts in Italy.**



**MAY 23<sup>RD</sup>**

**CONFERENCE PROGRAMME**

**9.00-10.00: WELCOME BREAKFAST. Caffè Pascucci Bar**

**11.00-12.00: MEET THE FOOD SERVICE PLAYERS. Room 2**

10 pitching sessions

**11:00-16:00: F&B TASTING. Tasting Area**

**12.30-14.00: BUFFET LUNCH**

**14.00-15.00: FOOD AS A KEY DRIVER: HOW TO USE FOOD TO INCREASE TRAFFIC & REVENUES IN SHOPPING DESTINATIONS? Panel session, Room 1**

Shopping malls, department stores, high street: what is the right F&B mix to develop and sustain traffic

- F&B is transforming retail destinations. Is F&B the answer to boost traditional shopping mall models?
- The shopping centre as a new multipurpose meeting place where food and beverage takes a prime position
- Refurbishments, new F&B concepts, authenticity: what are the key components to reinforce the attractiveness of a shopping destination?
- Why is F&B one of the best investments for real estate assets?

**15.00-16.00: MEET THE FOOD SERVICE PLAYERS. Room 2**

10 pitching sessions

**17.00-18.00: FOODTECH: HOW FOOD PLAYERS AND SHOPPING MALLS USE DIGITAL SOLUTIONS TO ENHANCE THE CUSTOMER EXPERIENCE?**

**Masterclass Food Trends, Room 2**

- Food and beverage e-commerce players, food services, delivering, interactive solutions: what is foodtech?
- Connected shopping centres, connected food retailers and connected consumers!
- Leisure and physical emotions driving human experiences in a digital world
- Shopping, dining, socialising, playing... a snapshot of the Millennials

**18.00-20.00: NETWORKING COCKTAIL**

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MAY 24<sup>TH</sup>  
CONFERENCE PROGRAMME

**9.00-10.00: WELCOME BREAKFAST. Caffè Pascucci Bar**

**11.00-12.00: MEET THE FOOD SERVICE PLAYERS. Room 2**

10 pitching sessions

**12.00-13.00: TRAVEL RETAIL: HOW TO TURN TRANSIT ZONES INTO FOOD DESTINATIONS? Panel session, Room 1**

- Airports, train and metro stations, cruise terminals... transit zones welcome millions of passengers eager for new food concepts and experiences
- Gourmet, fast-food, restaurants, take-away or table service: new concepts represent a key element to create new experiences for travellers
- How to succeed and how to establish the basis of cooperation between food service players & landlords?
- From traffic to business: how to turn travellers into loyal shoppers?

**11.00-16.00: F&B TASTING. Tasting Area**

**13.00-14.00: BUFFET LUNCH**

**14.30-15.30: HOW TO SOURCE AND FINANCE INTERNATIONAL FOOD CONCEPTS. Masterclass Food Trends, Room 2**

- Focus on the international food concepts of tomorrow
- How the food experts identify promising food concepts?
- What are the key components to invest in F&B concepts?

**16.00-17.00: FOOD HALLS: THE NEW FLAGSHIP RETAIL MODEL?**

**Panel session, Room 1**

- Location, concepts, clustering, space... the key components to create an attractive food hall
- Fast food chains, local artisans, restaurants, butcher shops, boutiques: what is the best combination?
- Define the right collaboration between food service retailers and landlords
- Authenticity, tradition, local products: how to turn department stores and shopping malls into food destinations and develop retail tourism?

**17.00-18.00: MEET THE FOOD SERVICE PLAYERS. Room 2**

10 pitching sessions

# about us

Reed MIDEM at a glance. Key figures for all shows in 2017



**19**  
shows



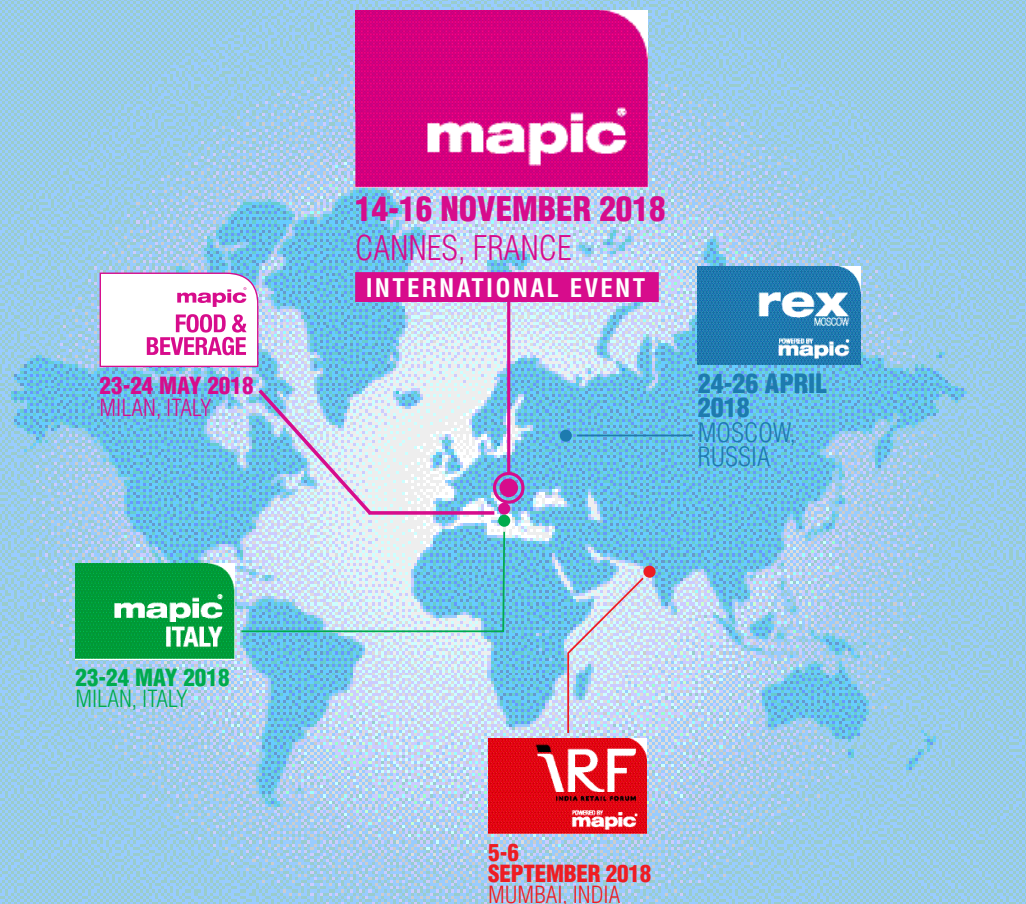
**71,719**  
participants



**29,208**  
registered companies



**141**  
countries



## 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 MIPIIM in Cannes, MIPIIM UK in London, MIPIIM Asia Summit in Hong Kong, MIPIIM PropTech Summit in New York and MIPIIM PropTech Europe in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector; MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business.

## Reed Exhibitions

Reed MIDEM is a division of Reed Exhibitions. Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2017 Reed brought together over seven million event participants 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 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

[www.reedmidem.com](http://www.reedmidem.com)  
[www.reedexpo.com](http://www.reedexpo.com)