

2022 CONFERENCE PROGRAMME

18-19 May 2022 - SuperStudio Maxi, Milan

mapic[®]
ITALY



As of 17 May

Global event partner

CNCC
CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI
LUOGHI PERSONE ESPERIENZE



People, Planet, Profit

Navigating retail towards a more “human” world

THE NEW RETAIL LANDSCAPE

This year's MAPIC ITALY comes at a time of unprecedented opportunity. After two of perhaps the most challenging years in the history of retail, leisure and food and beverage (F&B), a picture of the new consumer landscape is emerging.

The new consumer requires consumption to have meaning, wants businesses to have purpose and to understand that their role goes beyond profit: it must have a role in community, the environment and in society. And at the same time, he also wants super-fast delivery, cheaper prices, and immediate availability from fast fashion and ecommerce giants.

To thrive, the industry must understand and reflect these new priorities. The status quo is no longer good enough. Such fundamental changes and differing influences provide a world of opportunity for a genuine retail revolution.

MAPIC ITALY 2022 will be stressing the importance of new business models and fresh ways of thinking, for a customer base motivated by different fundamentals, from ethical buying to the sharing economy, experience to socialisation.

At the heart of all these inter-connected themes, which reflect the fundamental changes happening across retail and leisure, will be sustainability. The consumer and the planet demand it. This is not an option.

KEY MAPIC THEMES

SUSTAINABILITY



Next generation retail is about putting people and the planet first. From the huge rise in second-hand fashion and a focus on waste reduction, energy efficiency to ethical sourcing and greater community engagement, retailers, developers, investors and new comers, all have a responsibility to have a positive impact.

THE RISE OF MIXED USE AND THE EVOLUTION OF TRADITIONAL PROPERTY ASSETS



Mixed use has become the dominant development platform, with projects – new or existing – where destinations create a sense of place and community. This might be with offices, co-working, leisure, F&B, health and well-being and, of course, retail. This is a very important area for cities to create more sustainable places to live, play, shop and work.

NEW RETAIL



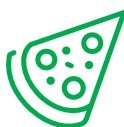
A new generation of retailers, many of whom started life online, are redefining the retail landscape and appealing to an increasingly ethical consumer. The optimisation of social media to fresh approaches to in-store and omni-channel retailing, digital native vertical brands (DNVBs), fast-delivery specialists, marketplaces will be discussed. In this context, how are retailers planning to generate sales revenue? What are the new and more flexible business models emerging?

LEISURE



People are social and love to interact. The programme will reflect the growing popularity and diversification of the leisure sector, from VR and AR to competitive socialising, amusement parks, themed attractions, sports and wellbeing, arts and culture. It will show how leisure is adding to the brand experience with store and brand licencing.

FOOD



The huge expansion in choice of food and beverage operators, reflecting global tastes and different lifestyles, has seen the food and beverage industry boom in recent years. MAPIC's food forum, The Happtite, will showcase the best F&B has to offer, examine new business models, the rise of dark kitchens and delivery, and highlight innovation in areas such as reducing food waste.

INNOVATION



MAPIC has increasingly reflected the introduction of digital innovation into retail and destinations with innovations that help the industry to better understand and serve customers. Digital innovation enhances the consumer experience, represents the intersection of physical and online and helps retailers and landlords capture important data on their visitors and shoppers.

CONFERENCE PROGRAMME

Discover the programme of our Italian event held in Milan.

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WEDNESDAY 18th MAY 2022



MASTER OF CEREMONY

Monica Cannalire - Founder & Managing Director, YOUNICORN

10.20 - 10.30

WELCOME



Francesco Pupillo
Show Director MAPIC
RX FRANCE

10.30 - 11.00

Co-organised with
CHIOMENTI

OPENING KEYNOTE THE PATH FORWARD FOR A SUSTAINABLE FUTURE

PART 1

- Vision & ambitions for a sustainable future
- ESG: the new value driver for real estate investments
- Building a successful ESG investment strategy



MODERATOR
Patrizia Liguti
Partner
CHIOMENTI



Valeria Falcone
Head of Value-add Investing Europe,
Portfolio Manager
BARINGS



Silvia Rovere
President
CONFINDUSTRIA
ASSOIMMOBILIARE



Fabrizio Zichichi
Project Director
LENLEASE



Roberto Zoia
Chairman
CNCC ITALY

11.00 - 11.30

Co-organised with
CHIOMENTI

LOOKING AHEAD: THE ITALIAN REAL ESTATE MARKET

PART 2

- Overview and perspectives on the Italian property market
- New consumer uses & new way of life: what impact on development and investment models?
- The right tenant mix in mixed-use projects and new emerging leasing models



MODERATOR
Patrizia Liguti
Partner
CHIOMENTI



Gianni Flammini
Chairman Italy
SAVILLS



Alessandro Mazzanti
CEO Italy
CBRE



Joachim Sandberg
Head of Italy
CUSHMAN & WAKEFIELD

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WEDNESDAY 18th MAY 2022

12.00 - 12.30

Co-organised with

**Largo
Consumo**

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SUPERNOVA

SUSTAINABILITY AND MIXED-USE: THE KEY GROWTH DRIVERS FOR RETAIL PROPERTY

- Creating vibrant destinations with a sense of place, community & sustainability
- Living, working, shopping: transforming places in multi-purpose locations for people
- Finding the right experiential offering and the optimal tenant mix



MODERATOR
Armando Garosci
Editorial Director
LARGO CONSUMO



Giuseppe Amitrano
CEO
DILS



Heinz Peter Hager
President
SUPERNOVA



Antonello Magliozzi
Head of Sustainability Solutions
ARCADIS ITALIA



Simona Portigliotti
Marketing, Com, Innovation
& CSR Director
NHOOD ITALY

14.00 - 14.30

Co-organised with

**retail
food**

FROM QUICK COMMERCE TO INSTANT NEEDS

- Overview of the quick-commerce landscape and growth opportunities, how to answer instant consumer needs?
- Local, third-party retailers, vertical integration...: evaluating the new business models and their profitability
- Warehouses, retail stores...: how to set up hyperlocal logistics networks and the impact on retail property



MODERATOR
Andrea Aiello
Editor-in-Chief
RETAIL&FOOD - EDIFIS



Agustina Clair
Director New Business
GLOVO



Sara Colombo
Head of E-commerce
IPER MONTEBELLO



Giovanni Panzeri
Chief Commercial Officer
GORILLAS ITALIA

15.00 - 15.30

Co-organised with

Colliers

ITALIAN LUXURY MARKET: HOW WOULD YOU INVEST TODAY TO SUCCEED TOMORROW?

- Italian beauty and Milan as the capital of fashion: a resilient investment?
- Luxury retail in mixed-used assets and pure high street trophy: how to underwrite?
- Behind the assets: the importance of tenant covenants



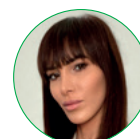
MODERATOR
Niccolò Suardi
Head of High Street Italy &
EMEA Core Team member
COLLIERS ITALY



Gloria Brocchi
Head of Sustainable Investing Management
SE Region & Senior Asset Manager
Core Plus Shopping Center
GENERALI RE SGR



Matteo Minardi
Managing Director
ARDIAN



Giulia Nichele
Senior Associate Asset Management
HINES

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WEDNESDAY 18th MAY 2022

16.00 - 17.00

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INNOVATION TALKS

Discover the latest innovations to increase the performance of your stores & retail destinations!



MODERATOR
Elisa Rocchi
Development General Director
ALTAVIA ITALIA



Altin Arapi
Sales Manager
PARQUERY



Luigia Arpone
Amministratore Delegato
E-POWER



Axel Baccari
Country Manager
PLANRADAR



Marco Barbagli
Founder & Managing Director
IDEASFERA



Gian Marco Biagi
Sales Manager
CELLNEX ITALIA



Davide Brambilla
Sales Manager
AGLA



Nicola Fagnoni
Territory Manager Italy
SENSORMATIC SOLUTIONS



Claudia Iadarola
Business Development Manager
MICROLOG



Alessandro Lodigiani
Country Manager
R2M SOLUTION



Alessandro Antonio Nacci
Founder & CEO
SOFIA LOCKS



Francesca Pinzone
Head of Marketing & Digital
SVICOM



Andrea Roero
Chief Digital Officer
FERVO



Salvatore Signorelli
Senior Account Executive
MYTRAFFIC



Francesco Veleno
Sales Manager
FEEDBACKNOW BY FORRESTER

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WEDNESDAY 18th MAY 2022

16.00 - 17.15



DREAM - COMES TRUE

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Venue: Events' Room

- The concept of the first Italian Urban District
- To Dream unique architecture
- The project leasing overview



Edoardo Favro
CEO
REALIA



Franco Pisa
CEO
MASTER RETAIL



Adolfo Suarez
Partner, LOMBARDINI22
Director, L22 RETAIL

17.30 - 18.00

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HOW TO REVITALIZE THE ATTRACTIVENESS OF SHOPPING MALLS: RETAILERS' AND CONSUMERS' PERSPECTIVE



- Shopping malls: from "place of purchase" to "life style center"
- The role of the food experience: pure service or destination?
- Next challenges for shopping mall operators: what the consumers really want?



Mario Maiocchi
Executive Board Member
CONFIMPRESE

18.00

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OPENING DRINKS

Drinks, live music & networking
Venue: Superstudio Maxi - Garden

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THURSDAY 19th MAY 2022

10.00 - 11.45

PLACES, PEOPLE AND PLANET: WORK IN PROGRESS

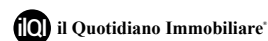
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• 10.00 - Opening session and welcome speeches



Francesco Pupillo
Show Director MAPIC
RX FRANCE



Roberto Zoia
Chairman
CNCC ITALY

• 10.15 - The mall evolution: an experience to be lived at 360°



Paola Caniglia
Partner, Head of Retail BU
BVA DOXA



Raffaella Pinto
President Financial Communication
Committee CNCC / Partner, Head of
Business Development Italy
CUSHMAN & WAKEFIELD

• 10.45 - New scenarios and new players



MODERATOR
Armando Garosci
Editorial Director
LARGO CONSUMO



Michele Basile
Italy Country Head
EMPLATE



Roberto Zoia
Chairman
CNCC ITALY

• 10.55 - Panel discussion: An industry in transformation



MODERATOR
Guglielmo Pelliccioli
Founder
IL QUOTIDIANO
IMMOBILIARE



Laura Gabrielli
Amministratore Delegato
F.G. GALLERIE COMMERCIALI



Andrea Boris Hipeco
Co-Managing Director
Head of Operations Italy
IMMOFINANZ



Maddalena Panu
Head of Retail &
Special projects
SAVILLS ITALIA



Laura Poggi
Director of Commercial,
Marketing and CSR
IGD SIQ



Christian Recalcati
Managing Director
SPORTIUM

• 11.15 - Panel discussion: Shopping centers and 360° sustainability



MODERATOR
Armando Garosci
Editorial Director
LARGO CONSUMO



Lucia Grandoni
Amministratore Unico
ETHOS



Filippo Maffioli
CEO
PROMOS



Luca Maganuco
Managing Director
MULTI ITALY



Salvatore Occini
Director Italy
EUROCOMMERCIAL
PROPERTIES

• 11.40 - Closing remarks



Luca Lucaroni
Executive Vice President
CNCC ITALY

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THURSDAY 19th MAY 2022

12.00 - 12.45

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MOTOR ARENA AT FAENZA SHOPPING PARK

Venue: Events' Room

Motor Arena unveiling: a unique and innovative space developed inside Faenza Shopping Park, the latest generation retail park with a premium urban design. Its large spaces of premium design are inspired by the region landscape. Its focus on entertainment and free time guarantee its visitors a pleasant visit and get together time.

Followed by a cocktail

12.15 - 12.45

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LEISURE & PHYSICAL PLACES: TIME TO RECONNECT!

- The next challenges & opportunities for leisure operators in the Italian retail property market
- Interaction, socialisation...: creating synergies between leisure & retail to enhance visitors experience
- Location, social habits, catchment area... how to better adapt your offer
- Brand activation: the best partnerships between IP owners, operators & landlords



Massimiliano Freddi
Leisure Consultant
TRADELAB / MAX MEDIA



Paolo Lucci
Managing Director
LUCCI & PARTNERS / BRAND JAM



David Nouaille
Chief of International
Development Officer
PUY DU FOU



Sergio Ravanelli
CEO
MAD HOUSE ITALIA

14.30 - 15.00

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FROM RESPONSIBLE CONSUMERS TO SUSTAINABLE RETAIL

- Sustainability & retail: overview of the significant shift in customer expectations
- How should retailers combine operational excellence with social and environmental responsibility?
- Reusing, repairing, refurbishing, recycling, renting...: driving the transition to the circular economy with new business models



MODERATOR
Fabrizio Valente
CEO & Founder
KIKI LAB



Elisabetta Baronio
Sn. Sustainability &
Responsibility Manager EMEA
TIMBERLAND, A VF COMPANY



Francesco Paolo Micolucci
Managing Director
BRICO IO

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THURSDAY 19th MAY 2022

15.30 - 17.00

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by mapic

FOOD FORUM: CHALLENGES & OPPORTUNITIES IN THE RESTAURANT INDUSTRY

BY INVITATION ONLY

A summit dedicated to a selection of restaurant chains, property owners & managers and restaurant industry suppliers to discuss about the challenges of the business restart, the new business models and the role of restaurant chains in the transformation of retail & urban destinations.

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• 15.30 - Opening keynote: Emerging trends & new concepts



MODERATOR
Andrea Aiello
Editor-in-Chief
RETAIL&FOOD - EDIFIS



MODERATOR
Vincent Mourre
CEO
WHITESPACE PARTNERS



Cristian Biasoni
CEO
CHEF EXPRESS

• 15.50 - New concepts presentations



MODERATOR
Andrea Aiello
Editor-in-Chief
RETAIL&FOOD - EDIFIS



Massimo Barbieri
Franchising & Retail Development
LÖWENGRUBE



Renato Bosco
Amministratore Unico
BOSCO



Mario Esposito
Co Founder
F RETAIL



Luca Pizzighella
General Manager
SIGNORVINO - CALZEDONIA



Marcello Rizza
CEO
CUORE DI PARMA

• 16.10 - Networking tables

A matchmaking event bringing together food operators, property players and masterfranchises.