



The Age of Responsible Growth: Committing to a better future

Retail, leisure, hospitality and property players have shown remarkable resolve in facing the challenges and opportunities during and post-Covid and now, for the longer-term future of the industry, we are entering an 'age of responsible growth'.

This individual and collective responsibility reflects our awareness of the challenges we all have to face: climate change and our knowledge that the age of plenty is over. Our resources are finite and we must take care of them. The decisions we make today will be crucial for future generations.

That means reducing, reusing or recycling products and waste, having more efficient energy and water consumption, considering sustainability and ethics in everything we do and embedding an attitude of responsibility within our businesses and within everyone that works for and with them. Examples of this can be

seen everywhere in retail, leisure and food, as manufacturing, supply chains, circularity, rent-over-ownership and waste are all targeted.

And because consumers are increasingly demanding these elements from the companies they buy from, this is not just good for the planet but good for business. This not simply about doing less, for the industry's innovators it is about seeing the link between responsibility and business growth and placing people at the heart of business.

MAPIC Italy 2023 will embrace these topics and open a new area dedicated to energy efficiency and innovation in the exhibition zone. It will continue to play its role as a window to the industry, supporting all the market players and helping them to navigate our continuously changing world.

Make 2023 a moment to take responsibility for your part in a bright future for all of us!

MAPIC KEY TOPICS



SUSTAINABILITY

Retailers, developers, investors and newcomers, all have a responsibility to shape the world for future generations. Next generation retail is about putting people and the planet first.



THE EVOLUTION OF RETAIL PROPERTY ASSETS

By 2050, nearly 7 out of every 10 people will live in cities. The retail property sector plays a crucial role in making cities better places to live. This is mainly reflected in mixed-use projects which create a sense of place and community.



NEW RETAIL

A new generation of retailers has emerged, clear about their differentiation and value to appeal to an increasingly ethical consumer. With the borders between physical and digital retailing continuing to blur, what are the new concepts and business models?



LEISURE

Leisure is all about human experience and interaction. The programme will reflect the growing popularity and diversification of the leisure sector. It will show how leisure is adding a "human touch" to the brand experience.



FOOD

The restaurant industry plays a key role in customer experience. It is increasingly aware of its environmental and societal impacts. MAPIC's food forum, The Happetite, will examine new business models and highlight how hospitality firms are engaging in CSR initiatives.



INNOVATION

MAPIC focuses on innovations that help the industry better understand and serve customers. It goes from data collection to the integration of artificial intelligence and innovative ways to manage resources.