

CONFERENCE PROGRAMME 2023

16-17 May 2023 - Superstudio Maxi, Milan, Italy

mapic[®]
ITALY



Programme as of 11 May 2023, may be subject to change

Co-organiser
CNCC
CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI
LUOGHI PERSONE ESPERIENZE

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NEW LIVING
HOOD



Tuesday 16 May

MORNING

CONFERENCE ROOM

11.00 - 13.00

ECOLOGICAL TRANSITION AND DIGITAL TRANSITION, DEVELOPMENT DRIVERS IN THE SHOPPING CENTRE INDUSTRY

11.00 • Opening session and welcome speech

11.15 • ENEA and CNCC together for sustainable development

11.30 • ESG Second assessment: implementation and outcome

11.50 • Panel discussion. Shopping centres : E.S.G. and sustainable growth

12.20 • Voice to the customers: the new mindsets. A behaviour analysis conducted in collaboration with BVA Doxa

12.30 • Panel discussion. Shopping Places: An outlook to the future

13.00 • Closing remarks

Co-organized with

In partnership with

PITCHING ARENA



Tuesday 16 May

AFTERNOON

CONFERENCE ROOM

14.30 - 15.00

LEISURE AND RETAIL: TRANSFORMING RETAIL DESTINATIONS IN TO EXPERIENTIAL PLACES

• Focus on leisure trends and the increasing integration of leisure and cultural activities in shopping destinations

• Presentation of new leisure formats made in Italy

Co-organized with

Sponsored by

15.30 - 16.00

RESPONSIBLE REAL ESTATE: ENERGY EFFICIENCY AND NET ZERO CARBON SOLUTIONS, THE NEW GROWTH DRIVERS OF RETAIL REAL ESTATE

• Why change is faster, more innovative and more radical than we predicted

• Energy: How the narrative altered to create a financial driver for efficiency

• Refurbishment: Choosing features that add value to the retail property

Co-organized with

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16.45 - 18.00

By invitation only

NETWORKING EVENT

MULTI-UNIT & MASTER FRANCHISE SUMMIT

International franchise partners meeting a selection of leading retail and restaurant brands.

• Welcome speech

• “The recent evolutions of franchising in Italy”

• Networking round tables

Co-organized with

Sponsored by

PITCHING ARENA

14.00 - 14.30

SUSTAINABILITY PITCH

Your chance to hear from solutions to make your business more sustainable.

Sponsored by

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15.00 - 15.30

RETAIL PITCH

Hear from new names and brands in retail, looking to expand their offer to new locations.

Co-organized with

Sponsored by

16.00 - 16.30

INNOVATION PITCH

Discover the latest innovations to increase the performance of your stores and retail destinations.

Co-organized with



Wednesday 17 May

MORNING

CONFERENCE ROOM

10.30 - 11.00

INVESTMENT IN RETAIL PROPERTY: NAVIGATING UNCERTAIN TIMES

- Why volatile times could create a strong investment case for Italy
- Return to value: Is 2023 the year that retail returns to the finance agenda?
- How responsible investment can shape sustainable development

11.00 - 11.30

THE ITALIAN RETAIL PROPERTY MARKET: Overview and prospects

- Overview of the investment and development dynamics of the Italian real estate market
- The emergence of new brands and Italy's attractiveness to international retailers
- The changing tenant mix and the evolution of the Italian consumer

12.00 - 12.30

RETAIL RENAISSANCE IN ITALIAN CITIES

- What every brand and retailer need to know to succeed in the Italian market
- Choosing the right location, from malls to high streets
- Life beyond Milan: The evolution of Italy's cities and town centres

Co-organised with
YOUNICORN
Sponsored by
ALHAZM  **الحزم**

EVENT ROOM

11.00 - 13.00

THREE WINNING IDEAS FOR THE SHOPPING CENTER INDUSTRY:

- Energy saving
- Digitalization
- Customer loyalty

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DATA DRIVEN CREATIVITY
GES
Green Energy Service
weservice

PITCHING ARENA

11.30 - 12.00

RETAIL PITCH

Hear from new names and brands in retail, looking to expand their offer to new locations.

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AFFILYA
Your Franchising Specialists
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Wednesday 17 May

AFTERNOON

CONFERENCE ROOM

14.00 - 14.30

ESG: THREE LETTERS AT THE HEART OF REAL ESTATE MARKET PLAYERS' STRATEGIES

- E: Optimising building design with respect to life-cycle environmental impact
- S: Engaging local communities and all the stakeholders to improve quality of life
- G: How responsible solutions are changing the governance of projects

Co-organised with
ARCADIS

15.00 - 15.30

NEW BUSINESS MODELS: A NEW BALANCE IN LANDLORDS-TENANTS RELATIONSHIPS

- Landlords and tenants: New operating models and new relationships
- Agility and adaptability, the key to sustainable growth
- A more responsible future that proves being good is good for business

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COCUZZA & ASSOCIATI
Studio Legale
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NEW LIVING ROOM

16.00 - 16.30

RETAIL & SUSTAINABILITY: CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE RETAIL

- The 'Manifesto' for sustainable Retail by Confimprese: The roadmap for committed retailers
- Consumer's participation to sustainability in stores: A collaborative business model
- 360-degree sustainability: A new vision of stores and products

Co-organized with
CONFIMPRESE
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PITCHING ARENA

14.30 - 15.00

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Discover the latest innovations to increase the performance of your stores and retail destinations.

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CONFERENCE PROGRAMME

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ITALY

TUESDAY 16 MAY 2023



MASTER OF CEREMONY

Monica Cannalire - Founder & Managing Director, YOUNICORN

10.50

WELCOME



Francesco Pupillo
Show Director MAPIC
RX FRANCE

11.00 - 13.00 | CONFERENCE ROOM

ECOLOGICAL TRANSITION AND DIGITAL TRANSITION, DEVELOPMENT DRIVERS IN THE SHOPPING CENTRES INDUSTRY

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**Largo
Consumo**

11.00 • Opening session and welcome speech



Roberto Zoia
Chairman
CNCC ITALY

11.15 • ENEA and CNCC together for sustainable development



Luca Lucaroni
Executive Vice President
CNCC ITALY

11.30 • ESG Second assessment: implementation and outcome



Francesco Soldi
President of Environment Social and
Governance Committee
CNCC ITALY



Chiara Brunisso
Manager - Sustainability Reporting &
Strategy
ALTIS ADVISORY

11.50 • Panel discussion - Shopping Centres: ESG and sustainable growth



MODERATOR
Armando Garosci
Direttore
LARGO CONSUMO



Maryse Marguerite Denise Beucher
Amministratore Delegato
CARMILA ITALIA



Roberto Fraticelli
CFO
EUROCOMMERCIAL



Filippo Maffioli
CEO
PROMOS SRL



Maddalena Panu
Vice President CNCC
- Head of retail & Special projects
SAVILLS ITALIA S.R.L.



Luis Pires
Head Of Country
KLEPIERRE MANAGEMENT ITALIA SRL



Fabio Porreca
Chairman, Partner
SVICOM SPA SOCIETÀ BENEFIT

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TUESDAY 16 MAY 2023

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**Largo
Consumo**

- 12.20 • Voice to the customers: the new mindsets.
A behaviour analysis conducted in collaboration with BVA Doxa



Luca Nasi
General Manager
ARCUS REAL ESTATE



Andrea Tozzi
Senior Research Manager
BVA DOXA

- 12.30 • Panel discussion. Shopping Places: An outlook to the future



ARMANDO GAROSCI
Moderator
Direttore
LARGO CONSUMO



Antonello Delle Noci
Head of Retail Asset Services Italy
CUSHMAN & WAKEFIELD



Renato Isetti
General Manager
GALLERIE COMMERCIALI BENNET S.P.A.



Roberto Limetti
Managing Director
PRADERA



Pier Luigi Paolettoni
Head of Retail Out of Town
CBRE



Laura Poggi
Director of Commercial Department,
Marketing, and CSR
IGD SIIQ SPA



Anand Remtolla
Chief Commercial Officer
NHOOD ITALY

- 13.00 • Closing remarks



Roberto Zoia
Chairman
CNCC ITALY

14.00 - 14.30 | PITCHING ARENA

SUSTAINABILITY PITCH

Your chance to hear from solutions to make your business more sustainable.

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ANTONELLA CESCHI
Moderator
Partner
**STUDIO LEGALE
BIRD & BIRD**



RITA TARDIOLO
Moderator
Partner
**STUDIO LEGALE
BIRD & BIRD**



Giovanni Bassi
Responsabile Sales Development
A2A E-MOBILITY



Alessandro Lodigiani
Sales Manager
R2M SOLUTION



Lorena Nappa
Chief Innovation Officer
OVER



DAVIDE PICCIAFUOCO
CEO
**GREEN ENERGY SERVICE SRL
SOCIETÀ BENEFIT**



Lorenzo Raffellini
Senior Account Executive Italy
DEEPMI



Federico Savoldi
Micromobility consultant
**SOLUM PHOTOVOLTAIC
INNOVATION**

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TUESDAY 16 MAY 2023

14.30 - 15.00 | CONFERENCE ROOM

LEISURE AND RETAIL: TRANSFORMING RETAIL DESTINATIONS IN TO EXPERIENTIAL PLACES

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NEW LIVING
HOOD

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GN GIOCO
NEWS

- Focus on Leisure trends and the increasing integration of leisure and cultural activities in shopping destinations
- Presentation of new leisure formats made in Italy



MODERATOR
Alessio Crisantemi
Editor Gioco News Magazine /
GiocoNews.it
GN MEDIA



Silvia Cilemrini
Chairman
GREEN SPIRIT SRL



Manuela Giola
Managing Director
SOLUNA EXPERIENCE



Matteo Olivetti
Sales Director, Global CP
RAINBOW



Anand Remtolla
Chief Commercial Officer
NHOOD ITALY

15.00 - 15.30 | PITCHING ARENA

RETAIL PITCH

Hear from new names and brands in retail, looking to expand their offer to new locations.



MODERATOR
Andrea Aiello
Direttore
RETAIL&FOOD - EDIFIS



Massimo Barbieri
Shareholder
TOSCA



Mario Di Cosmo
Responsabile Franchising
GIVOVA



Max Ortelli
CEO
BIRRA & BRACE



Pietro Peligra
Presidente
PORTOBELLO



Matteo Scattolin
International Development Director
CREMA&CIOCCOLATO



Oliver Zon
Founder - General Manager
KEBHOUSE SRL

15.30 - 16.00 | CONFERENCE ROOM

RESPONSIBLE REAL ESTATE: ENERGY EFFICIENCY AND NET ZERO CARBON SOLUTIONS, THE NEW GROWTH DRIVERS OF RETAIL REAL ESTATE

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- Why change is faster, more innovative and more radical than we predicted
- Energy: How the narrative altered to create a financial driver for efficiency
- Refurbishment: Choosing features that add value to the retail property



MODERATOR
Marco Luraschi
Editor in chief
QI - IL QUOTIDIANO IMMOBILIARE



Francesca Galati Bolognesi
Founder & CEO
FGB STUDIO



Mirko Bruno
Direttore Fondi
DEA CAPITAL REAL ESTATE SGR SPA



Luca Piterà
Segretario Generale
AICARR
ASS. ITALIANA CONDIZIONAMENTO DELL'ARIA,
RISCALDAMENTO E REFRIGERAZIONE

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TUESDAY 16 MAY 2023

16.00 - 16.30 | PITCHING ARENA

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INNOVATION PITCH

Discover the latest innovations to increase the performance of your stores and retail destinations.



MODERATOR
Elisa Rocchi
Development General Director
ALTAVIA



Stefano Bellei
Country Manager Italy
TC GROUP SOLUTION



Alex Buzzetti
General Manager
BLIMP



Alessandro Ceci
Senior Account Executive
MYTRAFFIC



Claudia Iadarola
Business Development Manager
MICROLOG



Marco Ruggeri
Senior Consultant
PLACESENSE



Francesco Veleno
Sales Manager
FEEDBACKNOW BY FORRESTER

16.45 - 18.00 | CONFERENCE ROOM

By invitation only

NETWORKING EVENT MULTI-UNIT & MASTER FRANCHISE SUMMIT

International franchise partners meeting a selection of leading retail and restaurant brands.

- Welcome speech
- "The recent evolutions of franchising in Italy"
- Networking round tables



MODERATOR
Vincent Mourre
CEO & Co-Founder
WHITESPACE PARTNERS



Claudia Ricciardi
Partner
STUDIO LEGALE BIRD & BIRD

Co-organized with



WHITE SPACE
PARTNERS

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ALHAZM  **البحر الزم** **Bird & Bird**

18.00

Offered by

WELCOME DRINK



Drinks, live music and networking
Where: Superstudio Maxi – Garden

CONFERENCE PROGRAMME

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WEDNESDAY 17 MAY 2023

10.30 - 11.00 | CONFERENCE ROOM

INVESTMENT IN RETAIL PROPERTY: NAVIGATING UNCERTAIN TIMES

- Why volatile times could create a strong investment case for Italy
- Return to value: Is 2023 the year that retail returns to the finance agenda?
- How responsible investment can shape sustainable development



MODERATOR
Paola Dezza
Editor
IL SOLE 24 ORE



Joao Madeira de Andrade
Board member
FIDELIDADE PROPERTY EUROPE



Giorgio Mauro Pieralli
Head of Real Estate Southern Europe
Investment Management
ZURICH INSURANCE GROUP

11.00 - 11.30 | CONFERENCE ROOM

THE ITALIAN RETAIL PROPERTY MARKET: OVERVIEW AND PROSPECTS

- Overview of the investment and development dynamics of the Italian real estate market
- The emergence of new brands and Italy's attractiveness to international retailers
- The changing tenant mix and the evolution of the Italian consumer



MODERATOR
Paola Dezza
Editor
IL SOLE 24 ORE



Mirko Baldini
Amministratore Delegato
CBRE



Angus Potterton
CEO
SAVILLS ITALIA



Joachim Sandberg
Head of Italy
CUSHMAN & WAKEFIELD

11.00 - 13.00 | EVENT ROOM

THREE WINNING IDEAS FOR THE SHOPPING CENTER INDUSTRY

- Energy saving
- Digitalization
- Customer loyalty



MODERATOR
Armando Garosci
Direttore
LARGO CONSUMO



Marco Barbagli
Founder &
Managing Director
IDEASFERA



Marco Panzavolta
Amministratore
GREEN ENERGY
SERVICE



Davide Petrucci
Head of Marketing
ETHOS SRL



Davide Picciafuoco
Amministratore
GREEN ENERGY SERVICE
e WESERVICE SOC. COOP



Lorenzo Rizzi
Founder &
Account Manager
IDEASFERA

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GES
Green Energy Service
weservice

11.30 - 12.00 | PITCHING ARENA

RETAIL PITCH

Hear from new names and brands in retail, looking to expand their offer to new locations.



MODERATOR
Andrea Meschia
CEO
SIO SRL - AFFILYA



Florian Dermühl
Chief Commercial Officer
CLEVER FIT GMBH



Maurizio Oprandi
Acquisition & Construction Manager
ACTION ITALY



Nicolas Pellegrini
Expansion Director
ADOPT PARFUMS FRANÇAIS



Thierry Veil
CEO - Founder
BAGELSTEIN

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Your Franchising Specialists

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WEDNESDAY 17 MAY 2023

12.00 - 12.30 | CONFERENCE ROOM

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RETAIL RENAISSANCE IN ITALIAN CITIES

- What every brand and retailer need to know to succeed in the Italian market
- Choosing the right location, from malls to high streets
- Life beyond Milan: The evolution of Italy's cities and town centres



MODERATOR
Monica Cannalire
Founder & Managing Director
YOUNICORN



Pierre Combet
Vice President Real Estate EMEA
FOOT LOCKER



Dario Poretti
Head of Expansion
PEPCO ITALY



Rodolfo Rustioni
CEO
RUSTIONI & PARTNERS

14.00 - 14.30 | CONFERENCE ROOM

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ARCADIS

ESG: THREE LETTERS AT THE HEART OF REAL ESTATE MARKET PLAYERS' STRATEGIES

- E: Optimising building design with respect to life-cycle environmental impact
- S: Engaging local communities and all the stakeholders to improve quality of life
- G: How responsible solutions are changing the governance of projects



MODERATOR
Antonello Magliozzi
Head of Sustainability Solutions
ARCADIS ITALIA



Marco Dall'Orso
Director - Development
MARINA DEVELOPMENT CORPORATION



Marta Mossetti
Senior Project Manager
EUROCOMMERCIAL PROPERTIES N.V.



Nicola Plescia
Director
ARDIAN ITALY

14.30 - 15.00 | PITCHING ARENA

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INNOVATION PITCH

Discover the latest innovations to increase the performance of your stores and retail destinations.



MODERATOR
Elisa Rocchi
Development General Director
ALTAVIA



Giampaolo Ambrosi
Direttore Generale
VENDIMPRESA.IT



Andrea Ambrosioni
Innovation Manager
DEEP LAB



Luca Anastasia
CEO & Founder
HUKO



Fabio Arancio
Regional Manager Italy
PLAN RADAR



Nicola Fagnoni
Territory Manager
SENSORMATIC SOLUTIONS



Alessandro Lodigiani
Country Manager
R2M SOLUTION



Paolo Silini
Board Member
AGLA

CONFERENCE PROGRAMME

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WEDNESDAY 17 MAY 2023

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COCUZZA & ASSOCIATI
Studio Legale

NEW BUSINESS MODELS: A NEW BALANCE IN LANDLORDS-TENANTS RELATIONSHIPS

- Landlords and tenants: New operating models and new relationships
- Agility and adaptability, the key to sustainable growth
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MODERATOR
Claudio Cocuzza
Senior Partner
COCUZZA & ASSOCIATI



Fabio Filadelli
Head of Property Management
NHOOD ITALY



Federico Milesi
Legal Advisor
DECATHLON ITALIA



Giuseppina Ruberto
Property Management Legal Counsel
SAVILLS ITALIA



Roberto Zoia
Chairman
CNCC ITALY

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RETAIL & SUSTAINABILITY: CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE RETAIL

- The 'Manifesto' for sustainable retail by Confimprese: The roadmap for committed retailers
- Consumer's participation to sustainability in stores: A collaborative business model
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MODERATOR
Barbara Cimmino
Executive Member of Confimprese and
Head of CSR & Innovation
INTICOM SPA (YAMAMAY)



Silvia Brambilla
Company partner and Sustainability,
QHSE Manager
KASANOVA



Luca Corvino
Head of Expansion
EQUIVALENZA



Ida Schillaci
Head of Environment Sustainability &
ESG reporting
INTICOM SPA (YAMAMAY)

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 is 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 ITALY 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.