

mapic[®]
ITALY

22-23 May 2024
Superstudio Maxi, Milan



Conference programme



CONFERENCE ROOM

PITCHING ARENA

10.30 - 11.30

The Italian retail property market

10.30-11.00 - 1st part

Overview and prospects

- Snapshot of the Italian market
- The new generation of mixed-use developments
- Italy's hot spots for investment

11.00-11.30 - 2nd part

Reinventing mixed-use and urban regeneration

- Community, commerce and conscientious consumers
- Retail regeneration, a catalyst for positive change
- Putting the E, S and G in redevelopment

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12.00 - 12.30

Retail Keynote

14.30 - 15.00

Retail: adapting to new customer's expectations

- Developing a memorable in-store experience
- Multipurpose and versatile:
Redefining the role of the store
- Building loyalty in new ways

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15.30 - 16.00

The new age of AI in retail and retail property

- The birth of a technology revolution and what it means
- Bringing technology and people together: enhancing the customer experience
- Reimagining the supply chain, logistics, and merchandising

16.30 - 18.00

BY INVITATION ONLY

Multi-unit & Master Franchise Networking Event

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

11.30 - 12.00

Leisure pitch

Your chance to hear from new leisure concepts and formats.

14.00 - 14.30

Innovation pitch

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

15.00 - 15.30

Retail pitch

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

16.00 - 16.30

Sustainability pitch

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



CONFERENCE ROOM

PITCHING ARENA

10.30 - 12.30

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14.30 - 15.00

Mission-driven companies: how purpose can drive performance

- How profit and purpose work together with new retail
- Why consumers are looking for more than just products
- Driving change and telling your story with impact

15.30 - 16.00

Tour of Italian best highstreet locations

- Evolution of rental values and new openings of retailers
 - In highstreets in Milan and Rome
 - In rising towns and cities

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The new retail equation: Growing in a fast-changing world

Retail, real estate, leisure and hospitality are at a crossroads, with the need for constant evolution in a rapidly changing world, learning how to fast-track adaptation and agility as the industry's players work out 'The new retail equation'.

At the centre of this are customer expectations, a key element of the equation. People need a sense of place, social interaction and experience. As a result, not only are new projects by necessity mixed and blended, so too are the store themselves, which have become multipurpose and versatile (test, sale, repair, second hand, immersive), building loyalty in new ways.

This new mixed use will also support the growth and regeneration of towns and cities and meet

the needs of communities, contributing to the local economy, while leisure is another crucial part of the equation, adding to a blend that must become more than the sum of its parts. Through these next generation schemes, retail is building new links between customers and citizens, strengthening bonds and creating deeper connections for destinations and brands.

Technology now plays a crucial role in the equation. There is absolutely no doubt that a profound and far-reaching revolution has already begun with the breakthrough in artificial intelligence (AI) advances and the race to rapidly adopt this game-changing technology. It is up to us to decide how to harness and use this opportunity to drive efficiencies in every aspect of business.

Finally, sustainability is no longer an option. Companies are facing both tough new legislation and expectant customers, while also looking at how they can embrace the opportunities to attract future-proofed capital investment. The objectives and timeframe are clear and many companies have pledged to measurable ESG targets.

MAPIC Italy 2024 will embrace these important topics to support all the market players in finding the right equation to grow.

MAPIC Italy: Your formula for success.

MAPIC ITALY TOPICS



RETAIL PROPERTY ASSETS

The retail property sector has played a crucial role in making cities better places to live and the new wave of mixed-use projects are putting convenience, sustainability and community at their heart, while regenerating neighbourhoods and city areas.



LEISURE

Leisure is all about authentic experiences and interaction. The programme will reflect the growing popularity and diversification of the leisure sector. It will show how leisure is bringing human connection to the brand experience.



SUSTAINABILITY

Retailers, developers, investors and new players must all embed sustainability in their business growth plans. Next generation retail is about putting people and the planet first, employing innovation and technology to change the world.



NEW RETAIL

A new generation of retailers has emerged, clear about their differentiation, value and values to appeal to an increasingly ethical consumer. With the borders between physical and digital retail, leisure and hospitality blurring, how will new concepts shape the consumer experience?



FOOD

The rapidly expanding restaurant industry plays a key role in customer experience, creating spaces and places where people can connect and both an industry which has embraced technology yet embodies the human touch.



INNOVATION AND AI

MAPIC is focused on innovations that help the industry better understand and serve customers. Key to this is the integration of AI, which is impacting every aspect of retail, from supply chains to the in-store experience.