

**mapic**<sup>®</sup>  
Retail Leasing Hub **ITALY**

**27-28**  
**MAY**  
**2026**

**RHO**  
**FIERA**  
**MILANO**

**10**<sup>ED</sup>  
EDIZIONE



# Conference Programme

**Developing with Intent, Growing through Influence.**  
The new narrative: Selectivity, differentiation and influence strategies

Built by  
**RX** In the business of  
building businesses

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**EARES**

CONFERENCE ROOM

PITCHING ARENA

10.30 - 10.35  
**Welcome speeches**

10.35 - 11.15  
**Expert Insights: Overview of the Italian Retail Property Market**  
Co-organiser **YOUNICORN**

- Where international capital will flow in 2026
- Which sectors will be most active this year?
- Rental levels and demand for retail space in Italy

11.45 - 12.15  
**The secrets of retail success**  
Co-organiser **PROMOTICA**

- The role of physical retail in growth stories
- How the Italian consumer likes to shop and the rise of Gen Z
- Tips from the top: Getting the format and offer right

11.15 - 11.45  
**Retail pitch - international brands**  
Co-organiser **3io**

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

BY REGISTRATION

12.30 - 14.00  
Ristorante Sadler  
**RETAIL IN THE CITY NETWORKING LUNCH - ROMA, FIRENZE, NAPOLI, PALERMO**  
Sponsor **EARES**

A unique platform to get opportunities on retail in main Italian cities and to network with the key players of retail in cities.

- Presentation of four cities in Southern Italy by experts in Italian retail to offer a complete picture of opportunities for retailers, including: main retail streets, rental values, average consumer spending, etc..
- Networking lunch

14.30 - 16.00  
**Italian Outlet Summit**

As the outlet market continues to grow across Europe, this special Summit will be dedicated to the unique characteristics of the Italian market and why it is set for growth.

- Overview of outlet market trends in Italy, based on Ken Gunn's research
- Opportunity Italy: Why Italy is a hotspot in the European outlet landscape?
- Trends and perspectives: What will tomorrow's outlets look like?
- Leisure: a game changer for outlets?

Networking Coffee

BY INVITATION ONLY

16.30 - 17.30  
**International Retailers Networking Event**  
Co-organiser **Largo Consumo**

A unique opportunity for retailers to meet with multi-unit and master franchise partners as well as major Italian landlords.

14.00 - 14.30  
**Innovation & sustainability pitch**  
Co-organiser **PROXIMA**  
The Brand Experience

Creating Value: Digital & Sustainability as Asset Performance Drivers

15.00 - 15.45  
**Retail pitch - Italian rising brands**  
Co-organiser **experviser**

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

18.00 - 19.00  
**MAPIC ITALY AWARDS CEREMONY**

19.00 - 21.00  
**COCKTAIL «SPECIALE ANNIVERSARIO»**  
Global Sponsor **Svicom**  
REAL ESTATE MANAGERS

MORNING

AFTERNOON

CONFERENCE ROOM

PITCHING ARENA

10.00 - 10.30  
**Destination Italy: how international F&B brands are cooking up expansion**  
Co-organiser **WHITE SPACE PARTNERS**

- Hear directly from international F&B brands on their Italian growth strategies
- Site selection criteria, formats, and development priorities
- The specificities of Italian consumers and how brands are adapting

10.30 - 12.00  
**Retail at the center: attractiveness, experience and value**  
Co-organiser **CNCC**

10.30 Opening session and welcome speeches  
10.40 Brands and Shopping Malls: where we stand and where we're heading  
11.00 Panel discussion: Attractiveness and client experience as strategic drivers  
11.30 Panel discussion: Value-generating synergies  
12.00 Closing remarks

10.30 - 11.00  
**Innovation pitch**  
Co-organiser **PROXIMA**  
The Brand Experience

Retail Innovation: Differentiation and Customer Journey in the age of AI

11.30 - 12.00  
**The Map of Food Courts in Italian Shopping Centers and Travel Retail**  
Organiser **FOOD SERVICE**

- The first mapping of food courts in Italy and the key KPIs of this format
- The current landscape of brands in food courts and an analysis of their online reputation
- The key advantages of this new market tool: a landlord and tenant perspective

BY REGISTRATION

12.30 - 14.00  
Ristorante Sadler  
**RETAIL IN THE CITY NETWORKING LUNCH - MILANO, BOLOGNA, TORINO, VENEZIA**  
Sponsor **CUSHMAN & WAKEFIELD**

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14.30 - 15.00  
**From the online community to footfall**  
Co-organiser **CONFIMPRESA**  
LE IMPRESE DEL COMMERCIO MODERNO

- The power of social media in building a community around retail spaces
- How fostering ties with local communities can enhance brand value
- The power of authentic influence to turn online engagement into tangible footfall

14.00 - 14.30  
**Sustainability pitch**  
Co-organiser **PROXIMA**  
The Brand Experience

ESG Strategy: Sustainability as a Competitive Asset & Valuation Benchmark

MORNING

AFTERNOON

**10.30-10.35 | CONFERENCE ROOM**

**WELCOME SPEECHES**



**Roberto Zoia**  
Chairman  
CNCC



**Francesco Pupillo**  
MAPIC Show Director  
MAPIC ITALY & MAPIC

**10.35-11.15 | CONFERENCE ROOM**

**EXPERT INSIGHTS: OVERVIEW OF THE ITALIAN RETAIL PROPERTY MARKET**

Co-organiser  
**YOUNICORN**

- Where international capital will flow in 2026
- Which sectors will be most active this year?
- Rental levels and demand for retail space in Italy



**MONERATOR**  
**Monica Cannalire**  
Founder & MD  
YOUNICORN



**Mirko Baldini**  
CEO Italy  
CBRE ITALY



**Davide Dalmiglio**  
Managing Director - CEO Italy  
SAVILLS



**Joachim Sandberg**  
Head of Italy  
CUSHMAN & WAKEFIELD

**11.15-11.45 | PITCHING ARENA**

**RETAIL PITCH - INTERNATIONAL BRANDS**

Co-organiser  
**3io**

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



**MONERATOR**  
**Andrea Maria Meschia**  
CEO  
3IO



**Jon Henriksen**  
Head of Expansion, EMEA  
BANG & OLUFSEN



**Gabriele Intini**  
Retail Development  
IVIRMA



**Francesco Pergola**  
Retail Director South Europe & Training  
and Development Manager Retail Europe  
TRIUMPH INTERNATIONAL ROME



**Natalia Salgado**  
Expansion Manager  
BATTLEKART



**Glenn Umali**  
General Manager  
JOLLIBEE



**Dario Villa**  
Country Manager Italy  
O'TACOS



**Raluca Voicu**  
Development Consultant  
CUPIO



**Laurent Zmiro**  
Co-CEO  
PAZZI HOLDING

11.45 - 12.15 | CONFERENCE ROOM

THE SECRETS OF RETAIL SUCCESS

- The role of physical retail in growth stories
- How the Italian consumer likes to shop and the rise of Gen Z
- Tips from the top: Getting the format and offer right

Co-organiser



**MODERATOR**  
**Fabrizio Valente**  
Founder & CEO  
**KIKI LAB (GRUPPO PROMOTICA)**



**Khardiata Ndoye**  
Direttrice generale Italia  
**KIABI**



**Nicolas Pellegrini**  
Director of global expansion  
**ADOPT - PARFUMS DE FRANCE**

BY REGISTRATION

12.30 - 14.00 | RISTORANTE SADLER

RETAIL IN THE CITY NETWORKING LUNCH - ROMA, FIRENZE, NAPOLI, PALERMO

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- Networking lunch

Sponsor



**Eugenio Amati**  
CEO & Co-founder  
**EDARES**

14.00 - 14.30 | PITCHING ARENA

INNOVATION & SUSTAINABILITY PITCH

Creating Value: Digital & Sustainability as Asset Performance Drivers

- **ESG Integration:** In today's selective market, value creation arises from the synergy between technological innovation and robust ESG parameters.
- **Future-proofing:** Smart infrastructure and advanced services to ensure asset longevity and preserve real estate value over time.
- **Competitive Advantage:** The dual transition (digital and ecological) as a strategic lever to differentiate the offering of owners and retailers.

Co-organiser



**MODERATOR**  
**Elisa Rocchi**  
Chief Growth Officer  
**PROXIMA SPA**



**Chiara Agneloni**  
Founder & CEO  
**B-MANAGE**



**Andrea Casartelli**  
West Hub Manager  
**ELECTRIP GLOBAL**



**Roberto Cocca**  
Founder & CEO  
**THE IMMEDIYA COMPANY**



**Matteo Di Paolo**  
Business Development  
& Infrastructure Partnership  
**FREE TO X**



**Ugo Naddeo**  
Responsabile Commerciale  
**RENOVIT**



**Isadora Rustino**  
Senior Business Development Manager  
**POWY**

**14.30 - 16.00 | CONFERENCE ROOM**

**ITALIAN OUTLET SUMMIT**

As the outlet market continues to grow across Europe, this special Summit will be dedicated to the unique characteristics of the Italian market and why it is set for growth.

- Overview of outlet market trends in Italy, based on Ken Gunn's research
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- Trends and perspectives: What will tomorrow's outlets look like?
- Leisure: a game changer for outlets?

Networking Coffee



**MODERATOR**  
**Isobel Lee**  
International real estate editor



**Antoine Frey**  
CEO & Chairman  
**FREY**



**Massimiliano Freddi**  
CEO  
**WONDERWOOD**

**15.00 - 15.45 | PITCHING ARENA**

**RETAIL PITCH - ITALIAN RISING BRANDS**

Co-organiser  
**expervisor**

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

**Part 1 Food brands & restaurant chains**



**MODERATOR**  
**Michele Vittorio Ardoni**  
International QSR &  
Foodservice Strategic Advisor  
**EXPERVISER**



**Massimiliano Carpanese**  
Titolare e Fondatore  
**PARMA MENU**



**Max Chiesa**  
CEO  
**DONBURI**



**Alfonso D'ambrosio**  
CEO  
**MÀRIA IL MARE FRITTO AD ARIA**



**Salvatore Grizzanti**  
General Manager  
**OPEN BALADIN**



**Matteo Hu**  
CEO & Founder  
**BRUNCH REPUBLIC**



**Giovanni Nicolussi**  
Founder  
**PIT'SA**



**Giulio Zanandrea**  
CEO  
**CAFFÈ CARRARO**

**Part 2 Retail & Leisure**



**MODERATOR**  
**Michele Vittorio Ardoni**  
International QSR &  
Foodservice Strategic Advisor  
**EXPERVISER**



**Roberta Bolchini**  
Business Developer  
**ANYTHERA FRANCHISING LAB**



**Carolina Gallice**  
Founder  
**MAISON BLOOM**



**Jasmine Haffadi**  
Imprenditrice  
**STOREFIT**



**Valerio Liburdi**  
Owner e CEO  
**LEVEL FIT**



**Lucio Nucci**  
Amministratore  
**MARIA DI RIPABIANCA**

BY INVITATION ONLY

16.30 - 17.30 | CONFERENCE ROOM

**INTERNATIONAL RETAILERS NETWORKING EVENT**

A unique opportunity for retailers to meet with multi-unit and master franchise partners as well as major Italian landlords.

Co-organiser  
**Largo  
Consumo**



MODERATOR  
Armando Garosci  
Direttore Editoriale  
LARGO CONSUMO



MODERATOR  
Vincent Mourre  
CEO  
WHITESPACE PARTNERS LTD.

18.00 - 19.00 | CONFERENCE ROOM

**MAPIC ITALY AWARDS CEREMONY**



19.00 - 21.00 | CORSO ITALIA - OUTSIDE PAVILION 6

**COCKTAIL «SPECIALE ANNIVERSARIO»**

Global Sponsor  
**Svicom**  
REAL ESTATE MANAGERS

**10.00 -10.30 | CONFERENCE ROOM**

**DESTINATION ITALY: HOW INTERNATIONAL F&B BRANDS ARE COOKING UP EXPANSION**

Co-organiser  
**WHITE SPACE**  
PARTNERS

- Hear directly from international F&B brands on their Italian growth strategies
- Site selection criteria, formats, and development priorities
- The specificities of Italian consumers and how brands are adapting



**MODERATOR**  
**Vincent Mourre**  
CEO  
WHITESPACE PARTNERS LTD.



**Ethan Bastianich**  
CEO  
WINGSTOP ITALIA - RANCH RANGERS



**Corrado Cagnola**  
CEO  
KFC ITALIA & SPOON BRANDS

**10.30 -11.00 | PITCHING ARENA**

**INNOVATION PITCH**

Co-organiser  
**PROXIMA**  
The Brand Experience

Retail Innovation: Differentiation and Customer Journey in the age of AI

- Smart Data: Leveraging geospatial data, AI, and PropTech solutions to optimize operational performance and conversion flows.
- Augmented Experience: Physical retail reimagined as smart, interactive destinations
- ROI Optimization: Advanced visitor behavior analytics tools to maximize space profitability and tenant mix effectiveness.



**MODERATOR**  
**Elisa Rocchi**  
Chief Growth Officer  
PROXIMA SPA



**Alberto Asti**  
CEO  
RE-VALUE.AI BY IT VALUE PARTNER



**Valerio Gay**  
Senior Customer Success Manager  
MYTRAFFIC



**Claudia Iadarola**  
Sales Manager Italy & MED Countries -  
ShopperTrak Analytics  
SENSORMATIC SOLUTIONS



**Luigi Mancino**  
Innovative Analytics Sales Advisor  
FASTWEB + VODAFONE



**Denis Nadal**  
Managing Director  
TKH SECURITY



**Paolo Ranucci**  
Client Leader  
URBISTAT



**Klaudio Sula**  
Account Executive  
MATTERPORT

**10.30-12.00 | CONFERENCE ROOM**

**RETAIL AT THE CENTER: ATTRACTIVENESS, EXPERIENCE AND VALUE**



The Shopping Center Industry continues to play a central role in the development of local areas and in the evolution of consumer behavior. These assets are continuing to evolve into integrated destinations, where retail, food, entertainment and services come together to create experiences that people value and remember. In this context, attractiveness and experience are key factors in supporting competitiveness and driving the transformation of the sector.

**10.30 Opening session and welcome speeches**



**Roberto Zoia**  
Chairman  
CNCC



**Francesco Pupillo**  
MAPIC Show Director  
MAPIC ITALY & MAPIC

**10.40 Brands and Shopping Malls: where we stand and where we're heading**



**MODERATORE**  
**Armando Garosci**  
Direttore Editoriale  
LARGO CONSUMO

**11.00 Panel discussion: Attractiveness and client experience as strategic drivers**



**Fabrizio Bolis**  
Development & Real Estate Director  
Southern Europe  
UCI CINEMAS / OCG GROUP



**Andreana Conte**  
COO  
STUDIO CONTE



**Gaetano Nigri**  
Country Manager  
LPP ITALY



**Patrizia Pinato**  
Head of Leasing Department  
PROMOS



**Laura Poggi**  
Leasing, Digital & Innovation Director  
IGD SIIQ

**11.30 Panel discussion: Value-generating synergies**



**Luca Binci**  
Development Director  
TEDDY GROUP



**Cecilia Buonsante**  
Head of Leasing Italy  
KLEPIERRE MANAGEMENT ITALIA



**Renato Isetti**  
COO  
GALLERIE COMMERCIALI BENNET



**Sandra Riccardi**  
General Director,  
Director Center Operations Italy  
ECE ITALIA

**12.00 Closing remarks**



**Roberto Zoia**  
Chairman  
CNCC



**Guido Rizzi**  
Legal Office Coordinator  
DEDEM



**Benjamin Egon Schneider**  
CEO  
DM DROGERIEMARKT ITALIA

11.30 - 12.00 | PITCHING ARENA

**THE MAP OF FOOD COURTS IN ITALIAN SHOPPING CENTERS AND TRAVEL RETAIL**



- The first mapping of food courts in Italy and the key KPIs of this format
- The current landscape of brands in food courts and an analysis of their online reputation
- The key advantages of this new market tool: a landlord and tenant perspective



**MODERATOR**  
**Andrea Penazzi**  
Journalist  
**FOOD SRL**



**Stefania Criveller**  
Corporate General Manager  
**CIGIERRE**



**Maddalena Panu**  
Research & Consultancy Director  
**URBISTAT**



**Anand Remtolla**  
Chief Commercial Officer  
**NHOOD SERVICES ITALY**

BY REGISTRATION

12.30 - 14.00 | RISTORANTE SADLER 

**RETAIL IN THE CITY NETWORKING LUNCH - MILANO, BOLOGNA, TORINO, VENEZIA**



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- Networking lunch



**Thomas Casolo**  
Head of Retail Italy  
**CUSHMAN & WAKEFIELD**

**14.00 -14.30 | PITCHING ARENA**

**SUSTAINABILITY PITCH**

ESG Strategy: Sustainability as a Competitive Asset & Valuation Benchmark

- Financial Value: Sustainability as a core value driver in asset valuation
- Operational Efficiency: Advanced tech for energy optimization & monitoring
- Investor Attraction: ESG-compliant destinations attracting capital while engaging local communities

Co-organiser  
**PROXIMA**  
The Brand Experience



**MODERATOR**  
Elisa Rocchi  
Chief Growth Officer  
PROXIMA SPA



Paolo Bernardini  
CEO  
IRETH



Maurizio Ferraris  
Market Director  
MAPS ENERGY



Fabio Minchio  
Technical Director  
ESTPRO



Gianluca Padula  
Sustainability Division Manager  
R2M SOLUTION



Alessandro Vigilanti  
Co-founder & CEO  
UATTZY



Nicolas Zeoli  
CEO and Founder  
GANIGA

**14.30 -15.00 | CONFERENCE ROOM**

**FROM THE ONLINE COMMUNITY TO FOOTFALL**

- The power of social media in building a community around retail spaces
- How fostering ties with local communities can enhance brand value
- The power of authentic influence to turn online engagement into tangible footfall

Co-organiser  
**CONFIMPRESE**  
LE IMPRESE DEL COMMERCIO MODERNO



**MODERATORE**  
Nicola Minelli  
General Manager  
CONFIMPRESE SERVIZI



Filippo Mori Ubaldini  
CEO  
FILMEDIA DIGITAL



Erika Merisio  
Global Marketing Director  
POKE HOUSE



Matteo Pichi  
CEO  
POKE HOUSE



# DEVELOPING WITH INTENT, GROWING THROUGH INFLUENCE

## The new narrative: Selectivity, differentiation and influence strategies

**mapic**<sup>®</sup> **10**<sup>EDIZIONE</sup>  
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In an age of great uncertainty, increasingly shaped by AI, technology and social media's influence on highly connected consumers, retail development success is defined not only by scale but by selectivity, with strategies focused more on highly targeted and precise choices rather than on volume and size.

The next generation of retail destinations must align with their target audiences, connect with Gen Z and reflect local dynamics, meeting the needs of highly versatile consumers who are both choosy and flexible, value-oriented yet brand sensitive. Influence strategies are now intrinsically embedded in the growth prospects of a retail destination.

### **CUSTOMER CONNECTION**

For retail destinations and mixed-use centres to resonate with both customers and tenants, they must be designed with intent, communicate authentically, with clarity of vision and clarity of message. This comes from creating a strong sense of place, a differentiated and relevant retail and leisure offer, and a carefully considered balance between convenience and experience. Now, place-making also means building a community that sees the location as a reflection of their own values, their own needs and speaking the new language of their consumers.

### **INVESTMENT STRATEGIES**

In a context of geo-political uncertainty, capital has returned to the retail real estate sector, reaffirming its position as a credible and attractive asset class. However, investment decisions are increasingly selective. Shopping centres, retail parks and high streets will continue to secure long-term backing if they demonstrate clear differentiation, strong fundamentals and the ability to create value for all stakeholders through smart positioning and insight-led asset management.

### **TECH INNOVATION**

Today, retail and real estate are operating in an environment where AI-driven tools are improving productivity and enabling

them to become closer to customers through personalised, data-led insights as well as communicating and interacting live with them.

Despite the disruption and volatility of the past two decades, physical space is becoming more influential. New business models continue to emerge, retail points are transforming into ever-evolving stages for building unique identities, enhanced by influence strategies. This pushes brands to become more flexible and inventive, forming partnerships and collaborations that blur traditional boundaries, and develop intentional strategies that deliver relevance, influence and value.

MAPIC 2026 will address these shifts head-on, highlighting how they impact different asset classes such as retail parks, outlets, high street retail, and supporting all market players in navigating change, forming meaningful connections, closing deals and driving sustainable growth.

**MAPIC: Developing with Intent,  
Growing through Influence.**