

mapic[®]
ITALY

14-15 May 2025
Superstudio Maxi, Milan



Conference programme

Built by
RX In the business of
building businesses

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Main Partner



Sponsors





CONFERENCE ROOM

10.30 - 11.40
The Italian retail property market

10.30 - 11.00 - 1st part

Overview and prospects

- Snapshot of the Italian market
- What types of retail are performing best?
- The evolution of mixed-use projects



11.00 - 11.40 - 2nd part

Investment session : How Italy attracts capital from across Europe for a 360-degree retail experience

- Investor sentiment towards retail property in Europe
- Seeking value: what are the key elements for the investors?
- Italy's attractiveness for pan-European investors



12.00 - 12.30
Rewriting the story: how a retailer successfully transformed

- Hear from a retailer which reinvented its offer
- How to be new but stay true to the brand values
- How to communicate a new story



14.30 - 15.00
Retail destinations: How transformation can drive value

- Extension, refurbishment, mixed use regeneration
- Creating a new retail mix
- Developing meaningful in-person experiences



BY INVITATION ONLY

16.00 - 17.00
International retailers networking event

A selection of international retailers meet property players



PITCHING ARENA

11.30 - 12.00
Innovation pitch

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



14.00 - 14.30
Innovation pitch

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



15.00 - 15.30
Sustainability pitch

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



VISION ROOM

17.30 - 18.30
ChorusLife Bergamo: the smart district is getting ready for its grand opening, between leisure and well-being



CONFERENCE ROOM

10.30 - 12.30
Sustainability and Retail Real Estate: The Future Starts Now

- 10.30 Opening Session and Welcome Speeches
- 10.45 Sustainability: From Option to Operating Strategy in an Evolving Environment
- 11.00 Future-Proof Retail
- 11.15 Panel discussion Regeneration and Sustainability: KPIs
- 11.50 Panel discussion Retail Real Estate - A Sustainable Industry
- 12.30 Closing remarks



PITCHING ARENA

14.00 - 14.30
Retail pitch



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

14.30 - 15.00
Maximising real estate revenue streams

- Retail media, the new Eldorado for retail property?
- How to capture and optimise revenues through technology innovations
- Innovative approaches to build customer engagement and loyalty





MASTER OF CEREMONY
 Monica Cannalire, Founder & MD, YOUNICORN

10.30 - 11.40 | CONFERENCE ROOM

THE ITALIAN RETAIL PROPERTY MARKET

10.30-11.00

1st - Overview and prospects

- Snapshot of the Italian market
- What types of retail are performing best?
- The evolution of mixed-use projects

Co-organiser
YOUNICORN



MODERATOR
 Monica Cannalire
 Founder & MD
 YOUNICORN



Alberto Albertazzi
 Head of Retail Management
 SAVILLS ITALIA SRL



Mirko Baldini
 CEO
 CBRE ITALY



Ulf Peter Joachim Sandberg
 Head of Italy
 CUSHMAN & WAKEFIELD

11.00-11.40

2nd part - Investment session: How Italy attracts capital from across Europe for a 360-degree retail experience

- Investor sentiment towards retail property in Europe
- Seeking value: what are the key elements for the investors?
- Italy's attractiveness for pan-European investors

Sponsor & Co-Organiser



MODERATOR
 Niccolò Suardi
 Co-Head Retail Practice Group EMEA
 & Head of High Street, Italy
 COLLIERS



Eleonora Galloni
 Country Head Italy
 INDOTEK GROUP



João Madeira de Andrade
 Board Member
 FIDELIDADE PROPERTY EUROPE, S.A.



Chiara Sinelli
 Executive Director / Real Estate Advisory
 KRYALOS SGR

11.30 - 12.00 | PITCHING ARENA

INNOVATION PITCH

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

Co-organiser



MODERATOR
 Elisa Rocchi
 Retail Real Estate Center of Excellence
 ALTAVIA ITALIA



Giovanni Fornaro
 Country Manager
 ELECTRIP ITALY



Claudia Iadarola
 Sales Manager Italy & Med Countries
 SHOPPERTRAK ITALIA
 - SENSORMATIC SOLUTIONS



Maddalena Panu
 Research & Consultancy Director
 URBISTAT SRL



Ilaria Santambrogio
 Marketing Manager
 DIGIUNIT



Matteo Sartore
 International Sales Manager
 NICOLIS PROJECT SRL

12.00 - 12.30 | CONFERENCE ROOM

REWRITING THE STORY: HOW A RETAILER SUCCESSFULLY TRANSFORMED

Co-organiser



- Hear from a retailer which reinvented its offer
- How to be new but stay true to the brand values
- How to communicate a new story



MODERATOR
Francesco Montuolo
 Executive Vice President
 CONFIMPRESE



Francesco Rigamonti
 Retail Development Manager
 FACILE.IT



Filippo Serra
 Head of Real Estate
 TIM RETAIL

14.00 - 14.30 | PITCHING ARENA

INNOVATION PITCH

Co-organiser



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



MODERATOR
Elisa Rocchi
 Retail Real Estate Center of Excellence
 ALTAVIA ITALIA



Elsa Cazzaniga
 Head of Business Development
 FASTWAY S.P.A. S.B.



Fausto Martino
 Country Manager
 PARKDEPOT SRL



Luca Pignatta
 Business Manager
 SOFTIME

14.30 - 15.00 | CONFERENCE ROOM

RETAIL DESTINATIONS: HOW TRANSFORMATION CAN DRIVE VALUE

Co-organiser



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- Extension, refurbishment, mixed use regeneration
- Creating a new retail mix
- Developing meaningful in-person experiences



MODERATOR
Armando Garosci
 Direttore
 EDITORIALE LARGO CONSUMO SRL



Corrado Di Paolo
 General Manager & Partner
 SVICOM AGENCY



Luigi Orlacchio
 Head of leasing
 MULTI ITALY



Anand Remtolla
 Chief Commercial Officer
 NHOOD

15.00 - 15.30 | PITCHING ARENA

SUSTAINABILITY PITCH

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

Co-organiser



MODERATOR
Marco Caffi
Director

GREEN BUILDING COUNCIL ITALIA



Stefano Barbera
Energy Services Division Manager
R2M SOLUTION



Ambrogio Cassini
Head of Team E-Mobility
REPOWER ITALIA



Pietro Paolo Coppola
Sales Development
A2A (A2A E-MOBILITY)



Costantino Fassino
Chief Business Development
and Sales Officer
POWY



Manrico Mattarozzi
Direttore Commerciale
ICOPOWER SRL



François Orlandi
Business Developer Italia
ADVIZEO

16.00 - 17.00 | CONFERENCE ROOM

INTERNATIONAL RETAILERS NETWORKING EVENT

A selection of international retailers meet property players

16:00 - 16:15 Opening Talks.

16:15 - 16:30 Presentation of International Retailers.

16:30 - 17:00 Networking Coffee.

BY INVITATION ONLY

Co-organiser



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



Valeria Falcone
CEO
COLLIERS ITALY



Fabio Filadelli
Business Development Director,
Southern Europe, CEE and New Markets
NHOOD

17.30 - 18.30 | VISION ROOM

CHORUSLIFE BERGAMO: THE SMART DISTRICT IS GETTING READY FOR ITS GRAND OPENING, BETWEEN LEISURE AND WELL-BEING

Organiser



Ing. Paolo Cervini
CEO
POLIFIN - GEWISS - COSTIM

10.30 - 12.30 | CONFERENCE ROOM

SUSTAINABILITY AND RETAIL REAL ESTATE: THE FUTURE STARTS NOW



10.30 - Opening Session and Welcome Speeches



Luca Lucaroni
Executive Vice President
CNCC ITALY



Francesco Pupillo
MAPIC Show Director
MAPIC ITALY & MAPIC

10.45 - Sustainability: From Option to Operating Strategy in an Evolving Environment



Francesco Soldi
ESG Committee President
CNCC ITALY

11.00 - Future-Proof Retail



Vilma Scarpino
CEO
BVA DOXA

11.15 - Panel: Regeneration and Sustainability - KPIs



MODERATOR
Rodolfo Pinto
CEO
SUPERURBANITY



Sara Baroni
Founder
OXIGENIO S.B



Elena Stoppioni
President
SAVE THE PLANET APS



Paolo Vimercati
Director Territorial Regeneration
LOMBARDINI22

11.50 - Panel: Retail Real Estate: a sustainable Industry



MODERATOR
Paola Dezza
Capo Redattrice del Lunedì
IL SOLE 24 ORE



Maryse Beucher
Amministratore Delegato
CARMILA ITALIA SRL



Roberto Fraticelli
CFO and Head of Italy
EUROCOMMERCIAL



Renato Isetti
CEO
GALLERIE COMMERCIALI BENNET SPA



Roberto Limetti
Managing Director
PRADERA MANAGEMENT ITALY SRL



Luis Filipe Pires
Managing Director,
Head of Territory Italy & Greece
KLEPIERRE MANAGEMENT ITALIA SRL



Roberto Zoia
Chairman
CNCC ITALY

12.30 - Closing remarks



Roberto Zoia
Chairman
CNCC ITALY

14.00 - 14.30 | PITCHING ARENA

RETAIL PITCH

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

Co-organiser



MODERATOR
Andrea Maria Meschia
CEO
AFFILYA



Frédéric Capdeville
Country Manager
MAISONS DU MONDE



Jordi Codony
CEO
TEXTIL TEXTURA SL



Nicola Greco
CEO
RIVARENO SPA



Alson Huang
International Business
Development Manager
LA KAFFA INTERNATIONAL CO. LTD.



Alessandro Moneta
Director, International Development
KRISPY KREME
DOUGHNUT CORPORATION



Francesco Pergola
Retail Director South Europe
TRIUMPH INTERNATIONAL ROME SPA

14.30 - 15.00 | CONFERENCE ROOM

MAXIMISING REAL ESTATE REVENUE STREAMS

- Retail media, the new Eldorado for retail property?
- How to capture and optimise revenues through technology innovations
- Innovative approaches to build customer engagement and loyalty

Co-organiser



Sponsor
Svicom
REAL ESTATE MANAGERS



MODERATOR
Davide Arduini
Amministratore delegato
NEXT DIFFERENT



Martina Boschin
Retail Media Sales Manager
MEDIA WORLD



Yashar Deljoye Sabeti
Head of Sc Management
- Operation Director
KLEPIERRE MANAGEMENT ITALIA SRL



Francesca Pinzone
Head of Marketing & Digital
SVICOM SPA SOCIETÀ BENEFIT



14-15 May 2025
Superstudio Maxi, Milan

DRIVING VALUE, BUILDING GROWTH

The new winning deal for retail and property

In today's challenging times for the retail and retail property industry, the path to growth will be delivered by enhancing value. Value is at the heart of retail, real estate, leisure and hospitality. But value is not a story about price.

Value is about experience, about investment, about sustainability, about connecting with brands, about taking advantage of new horizons opened up by tech innovations, and about how the consumer sees value in where they spend their money and their time.

VALUE is:

Client experience: For retail destinations and mixed-use centres to appeal to their customers and tenants, they must provide value through a sense of place, a great retail and leisure offer, access to a wide range of retailers from around the world, and through the right balance of convenience and experience.

Investment: To maintain the value of their shopping destinations, whether existing, projects or mixed use, landlords need to keep them attractive to today's clients. At the same time, money is returning to the retail real estate market and, for the long-term viability of their portfolios, investors will be looking for destinations that add value for all stakeholders.

Sustainability: More than 80 of the top 100 REITs reported owning certified green buildings in 2022. ESG is now a vital component of any investment decision and is also another way for retailers and the property industry to express and communicate their values and meet the expectations of consumers.

Tech innovation: This is a digital age. Technology has opened up new opportunities for retail and property to improve productivity and enhance the customer experience through data driven personalisation. Stores are also seen as vital hubs for brand building, omni-channel retail, online collection and returns, and through technologies such as retail media networks, as advertising and marketing platforms.

MAPIC 2025 will embrace these important topics to support all the market players and lead the way to growth.

MAPIC: Driving value, building growth