



Conference programme



CONFERENCE ROOM

PITCHING ARENA

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

Co-organiser

YOUNICORN

11.00 - 11.40 - 2nd part

Investment

- Overview Europe, Focus Italy

- 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

Colliers

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

Co-organiser

CONFIMPRESE

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

Co-organiser

Largo Consumo

Sponsor

Svicom

16.00 - 17.00

International retailers networking event

A selection of international retailers meet property players

Co-organiser

retail food

Sponsors

Colliers

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BY INVITATION ONLY

11.30 - 12.00

Innovation pitch

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

Co-organiser

altavia.italia

14.00 - 14.30

Innovation pitch

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Co-organiser

altavia.italia

15.00 - 15.30

Sustainability pitch

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

Co-organiser



CONFERENCE ROOM

PITCHING ARENA

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

Co-organiser

CNCC

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

Co-organiser

Sponsor

Svicom

14.00 - 14.30

Retail pitch

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

Co-organiser

AFFILYA



mapic[®]
ITALY

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