

# 2021 ONSITE & YEAR-ROUND CONFERENCE PROGRAMME

MAPIC Italy reinvents itself to stay connected to the industry & provide you with a series of MAPIC Digital events all year long in addition to the onsite flagship conference programme.

14-15 September 2021 - SuperStudio Maxi, Milan

**mapic**<sup>®</sup>  
**ITALY**



Global event partner

**CNCC**  
CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI  
LUOGHI PERSONE ESPERIENZE

Global event sponsor

**CELS**  
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# PEOPLE & PLACES: A NEW CHAPTER

The launch of this year's MAPIC Italy comes at a time of unparalleled turmoil across the globe, with the retail, F&B and leisure sectors at the frontline of the devastating impact of the Covid-19 pandemic.

And so the challenge for 2021 is to have a theme that empathises with the pain of this moment. We want now to provide you with positivity and optimism for the second part of the year and MAPIC Italy, the leading Italian event to build urban and retail lifestyle destinations will give you rebound tools.

As a result, our intention for 2021 is to focus on “People and Places” and “A New Chapter”, because the whole industry has to encompass human, face-to-face interaction, emotions, new business models, innovation and the increasing role of social media networks and virtual communications, while also providing the best physical experiences locally, in cities and regions.

## KEY THEMES



**People & Socialisation:** New priorities around friends & family, with expectations of experience, sustainability & humanity to be expressed in the brands they buy & the destinations they visit.



**The new consumer:** How people will shop, interact, socialise and spend their time, with a focus on the synergy between retail, leisure and food & beverage.



**Place making:** Mixed use, lifestyle destinations designed to appeal to our fresh desire to come together but also recognising that for many people their lives will also be more centred around the home, including for leisure and work. What can destinations learn from at-home entertainment?



**Innovation winners:** Despite the challenges, many companies and sectors thrived during the pandemic. What can retail, leisure and food learn from them and who are the innovators poised to lead and benefit from the need for experience & socialisation?



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**mapic**  
ITALY

TUESDAY 14<sup>th</sup> SEPTEMBER 2021



MASTER OF CEREMONY

**Monica Cannalire - Founder & Managing Director - YOUNICORN**

## 10.30 - 11.30 | BEYOND RETAIL PROPERTY: WHAT'S NEXT?

Co-organised with

Il Sole **24 ORE**

### Part 1 - Opening session: outlook & foresight for the Italian market

- Overview of the Italian property market: perspectives in the post-pandemic world
- New ways of living & working are generating new users' behaviours and leading to raise new asset classes... what are the next targets for institutional investors?
- Retail vs emerging asset classes: new portfolio strategies for property investors in the Italian market



**MODERATOR**  
**Paola Dezza**  
Editor-in-Chief Real Estate  
**Il Sole 24 ORE**



**Alessandro Mazzanti**  
CEO Italy  
**CBRE**



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



**Roberto Zoia**  
Chairman, **CNCC**  
Direttore Patrimonio,  
Sviluppo e Gestione Rete  
**IGD SIIG**

### Part 2 - Mixed-use & new asset classes: the place of retail in the post-pandemic world

- How are cultural & social changes reshaping urban & shopping destinations?
- Multifamily, living, entertainment, hospitality... what will be the right mix for living places in the future?
- How existing retail sites will evolve with the growth of last mile logistics?



**MODERATOR**  
**Paola Dezza**  
Editor-in-Chief Real Estate  
**Il Sole 24 ORE**



**Barbara Cominelli**  
CEO  
**JLL ITALY**



**Raoul Ravara**  
Director, Asset Management  
**HINES ITALY**



**José María Robles**  
MD Property Management &  
Leasing, Italy, Romania & Greece  
**SONAE SIERRA**

## 12.00 - 12.30 | RETAIL IN ITALY: TIME TO RESTART!

Co-organised & sponsored by



- Key trends in a shifting industry & fast-changing consumer behaviours
- New business models & collaboration to succeed
- Upcoming challenges & new opportunities for Italian & international retailers
- A future destined for disruption & acceleration



**MODERATOR**  
**Paola Dezza**  
Editor-in-Chief Real Estate  
**Il Sole 24 ORE**



**Vincenzo Ferro**  
Property & Network Director  
Southern Europe, ME & Africa  
**PANDORA**



**Gian-Luca Paganini**  
Property Executive Italy  
**PRIMARK**



**Niccolò Suardi**  
Head of High Street Retail Italy  
**COLLIERS INTERNATIONAL ITALY**

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## 14.30 - 15.00 | SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

Co-organised with

**retail**  
food

- From responsible consumers to sustainable retail
- Environmental & social impacts: do consumers and companies really care?
- How is ethical sourcing shaping the way products are manufactured and sold today?
- Why sustainability is a key driver of innovation to optimise efficiency in shopping destinations & to empower customers



**MODERATOR**  
**Andrea Aiello**  
Editor-in-Chief  
**RETAIL&FOOD**



**Luca Gilardi**  
Region Manager Retail  
**HUMANA PEOPLE**  
**TO PEOPLE ITALY**



**Cinzia Macchi**  
Designer & Owner  
**LAMILANESA BAG**



**Emanuele Pedrotti**  
Partner di McKinsey  
e Responsabile della divisione Fashion  
& Luxury per il Mediterraneo  
**MCKINSEY & COMPANY**

## 15.30 - 16.15 | BEYOND GREENING: THE ERA OF COMMUNITY-BASED RETAIL

Co-organised with

**Largo**  
**Consumo**

- How retailers & landlords can create emotional value through social responsibility
- Urban regeneration to improve the quality of life in your catchment areas
- Get involved with your local community!
- People, brands & places: (re)creating social link to engage your customers



**MODERATOR**  
**Armando Garosci**  
Editorial Director  
**LARGO CONSUMO**



**Fortunato Della Guerra**  
Technical Director  
**INRES COOP**



**Stefania Mastroeni**  
Sustainability Business  
Partner  
**IKEA ITALIA RETAIL**



**Stefano Pessina**  
Head of  
AM Shopping Centers  
**GENERALI REAL**  
**ESTATE ITALY**



**Simona Portigliotti**  
Marketing, Com,  
Innovation &  
CSR Director  
**NHOOD ITALY**



**Gaia Trovo**  
Sustainability &  
CSR Legal Advisor  
**INTICOM**

## 16.45 - 17.30 | INNOVATION TALKS

Co-organised with

  
**ALTAVIA**

Discover the latest innovations to increase the performance of your stores & retail destinations!



**MODERATOR**  
**Elisa Rocchi**  
Development  
General Director  
**ALTAVIA ITALY**



**Matteo Aicardi**  
Sales Manager  
**MICROLOG**



**Luigia Arpone**  
Amministratore  
Delegato  
**E-POWER**



**Nicola Fagnoni**  
Territory Manager,  
Retail Solutions  
**SENSORMATIC**  
**SOLUTIONS**



**Cesare Fogola**  
Sales Director  
**VISIONAREA**



**Alessandro Lodigiani**  
Country Manager  
Italy  
**R2M SOLUTION**



**Paolo Silini**  
SW Engineer  
- CTO  
**AGLA**  
**ELETTRONICA**



**Francesco Veleno**  
General Manager  
Italy  
**FEEDBACKNOW**  
**BY FORRESTER**

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ITALY

WEDNESDAY 15<sup>th</sup> SEPTEMBER 2021

## 10.00 - 11.30 | CNCC SESSION: SHOPPING CENTRES, THE NEW AGE

Co-organised with



### 10.00 • Welcome & opening speech



**Francesco Pupillo**  
Show Director MAPIC Italy  
LeisurUp & The Happpete  
**RX FRANCE**



**Roberto Zoia**  
Chairman, **CNCC**  
Direttore Patrimonio,  
Sviluppo e Gestione Rete  
**IGD SIIQ**



**Raffaella Pinto**  
Head of Business  
Development Italy  
**CUSHMAN & WAKEFIELD**

### 10.05 • CNCC report

### 10.15 • CNCC observatory



**Fabio Fraulino**  
Head of Asset Services  
Data Analysis Italy  
**CUSHMAN & WAKEFIELD**



**Maddalena Panu**  
Head of Research  
**SAVILLS ITALY**



**Francesco Soldi**  
Head of Marketing & Sustainability  
**IGD SIIQ**

### 10.30 • CNCC ESG manifest

### 10.40 • Innovation & Digital: the new levers



**Letizia Cantini**  
General Manager  
**SVICOM SVILUPPO COMMERCIALE**

## 10.50 • The players' vision: 1st panel session



**MODERATORE**  
**Monica Cannalire**  
Founder & Managing Director  
**YOUNICORN**



**Roberto Fraticelli**  
Director  
**EUROCOMMERCIAL PROPERTIES ITALY**



**Silvia Gandellini**  
Head of Capital Markets  
and A&T High Street  
**CBRE ITALY**



**Roberto Limetti**  
Managing Director  
**PRADERA MANAGEMENT ITALY**



**Renato Isetti**  
General Manager  
**GALLERIE COMMERCIALI BENNET**

## 11.10 • The players' vision: 2nd panel session



**MODERATORE**  
**Cristina Lazzati**  
Editor in Chief  
**MARK UP**



**Lucia Grandoni**  
Amministratore Unico  
**ETHOS**



**Filippo Maffioli**  
CEO  
**PROMOS**



**Cinzia Murazzi**  
Head of Real Estate  
Department  
**ORIGINAL MARINES**



**Ettore Papponetti**  
Leasing Director  
**NHOOD ITALY**

### 11.30 • Closing remarks

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## 12.00 - 12.45 | LEISURE & RETAIL: A NEW CHAPTER

Co-organised with

TradeLab

- Current industry status & main challenges for the Italian market
- Integrating & financing leisure in cities & lifestyle destinations: the win-win strategy
- Culture, live experiences, edutainment,... the best formats to bet on
- How to meet new consumer expectations: physical emotions & entertainment to drive the recovery



**MODERATORE**  
Massimiliano Freddi  
Leisure Consultant  
TRADELAB



Andrea Caldonazzi  
CEO  
TEAM PARK PROJECT &  
LUNA FARM



Stefano Cigarini  
CEO  
FICO EATALY WORLD  
& CINECITTA WORLD



Alessandro Gaffuri  
CEO  
CELS GROUP

## 15.00 - 18.00 | F&B SUMMIT: REBOOTING RESTAURANT INDUSTRY IN ITALY - By invitation only

Powered by

THE  
HAPPETITE  
by mapic

Sponsored by

ENGEL & VÖLKERS  
COMMERCIAL



In partnership with



A summit dedicated to a selection of restaurant chains, property owners & managers and restaurant industry suppliers to discuss about the challenges of the business restart, the new business models and the role of restaurant chains in the transformation of retail & urban destinations.

### 15.00 • Welcome

### 15.10 • The restaurant industry in Italia: overview & foresight for the post-crisis restart



Vincent Mourre  
CEO & Co-Founder  
WHITESPACE PARTNERS



Andrea Ponti  
Head of Retail  
ENGEL & VÖLKERS COMMERCIAL MILANO

Representing



Gianluca Sinisi  
Licence Partner  
ENGEL & VÖLKERS COMMERCIAL MILANO

### 15.30 • Panel session - Rebooting the Italian restaurant industry, challenges & development strategies

- Restaurant market status & main challenges
- Integrating restaurants in lifestyle destinations: new models for new expectations
- Foodtech, delivery, black kitchens... emerging & accelerated trends
- Authenticity, local sourcing & production, zero waste... how responsible consumption creates new growth perspectives?



**MODERATOR**  
Andrea Aiello  
Editor-in-Chief  
RETAIL&FOOD



Claudio Baitelli  
CEO  
ALICE PIZZA



Sergio Castelli  
CEO  
MY CHEF RISTORAZIONE  
COMMERCIALE SPA -  
AREAS ITALIA



Michael Nazir Lewis  
CEO  
I LOVE POKE



Paolo Opromolla  
Chairman  
PECK



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ITALY

WEDNESDAY 15<sup>th</sup> SEPTEMBER 2021

15.00 - 18.00 | F&B SUMMIT: REEBOOTING RESTAURANT INDUSTRY IN ITALY - By invitation only

16.00 • Workshop - Topic-based tables

Our facilitators will lead the round tables around 3 topics: placemaking, business models and online & offline integration:



**Andrea Aiello**  
Editor-in-Chief  
RETAIL&FOOD



**Michele Ardoni**  
CEO & Founder  
DYNAMIC FOOD BRANDS



**Roberto Bramati**  
President  
SPAZIO FUTURO GROUP



**Monica Cannalire**  
Founder &  
Managing Director  
YOUNICORN



**Vincent Mourre**  
CEO & Co-Founder  
WHITESPACE PARTNERS

16.45 • Networking break

17.15 • Pitching session: food to create new lifestyle destinations

Discover new development or refurbishment projects of urban & retail destinations!



**Cristian Celin**  
Director Fund &  
Asset Management  
COIMA SGR



**Riccardo Fiori**  
Head of Leasing  
GRANDI STAZIONI RETAIL



**Alessandra Nannini**  
Food Strategy &  
Development Manager  
NHOOD ITALY



**Diego Valazza**  
Senior Development  
Manager - Retail  
LENLEASE

17.45 • Conclusion & takeaways

# YEAR-LONG EVENT PROGRAMME



Get connected to the industry & gain insights all year long through MAPIC Digital, the digital platform for the retail property, leisure & F&B communities.\*

## MAY 2021

TUESDAY 5 — 10.00-11.15



### FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT

Online session - French language

## JUNE 2021

THURSDAY 3 — 15.00-16.00



### MAPIC 2021 OFFICIAL LAUNCH EVENT

Online session

TUESDAY 8 — 15.00-16.15



### ITALY: MAPIC & MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT

Online session - Italian language

TUESDAY 15 — 15.00-15.45



### HOW TO ENHANCE THE OMNICHANNEL CUSTOMER EXPERIENCE IN OUTLET DESTINATIONS

Online session

TUESDAY 22 — 10.00-10.45



### RETAIL REBOOT: KEY TAKEAWAYS FROM CHINA

Online session

TUESDAY 29 — 14.15-15.15



### THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

Online session - French language

## JULY 2021

THURSDAY 8 — 14.30-15.15



### FROM PURE RETAIL TO MIXED-USE & ALTERNATIVE INVESTMENTS: HOW INVESTORS ARE DIVERSIFYING THEIR PORTFOLIO

Online session

## AUGUST 2021

TUESDAY 31 — 11.00-12.00



### THE MOST ATTRACTIVE START-UPS ENERGISING THE RETAIL INDUSTRY

Online session

TUESDAY 31 — 15.00-15.45



### DNVBs, THE GAME CHANGERS

Online session

## SEPTEMBER 2021

THURSDAY 2 — 15.00-15.45



### RECASTING THE RETAIL STORE & THE NEW ROLE OF LOGISTICS

Online session

## SEPTEMBER 2021

MONDAY 20 — ON DEMAND



### MAPIC ITALY REPLAY

Relive the conference sessions that took place in Milan

WEDNESDAY 29 — 10.00-10.45



### FRANCE FOCUS

Online session - French language

THURSDAY 30 — 15.00-15.45



### BRANDS, OPERATORS, LANDLORDS, INVESTORS: THE NEW BALANCE OF THE F&B VALUE CHAIN

Online session

## OCTOBER 2021

WEDNESDAY 13 — 15.00-16.00



### MEET THE LEISURE OPERATORS

Premium networking event

THURSDAY 14 — 15.00-15.45



### CULTURE, ART & ENTERTAINMENT AS MEANS OF REAWAKENING PLACES

Online session

TUESDAY 26 — 15.00-15.45



### RESTARTING THE FRENCH FOOD & BEVERAGE INDUSTRY

Online session - French language

WEDNESDAY 27 — 11.00-12.00



### MEET THE INVESTORS

Premium networking event

WEDNESDAY 27 — 15.30-16.30



### MEET THE RESTAURANT MULTI-UNIT FRANCHISE PARTNERS

Premium networking event

## NOVEMBER 2021

TUESDAY 9 — 15.00-16.00



### MEET THE MULTI-UNIT FRANCHISE PARTNERS

Premium networking event

WEDNESDAY 10 — 15.00-15.45



### FOOD TO BOOST OUTLET DESTINATIONS!

Online session

## NOVEMBER-DECEMBER 2021

TUE. 30 - WED. 1 - THU. 2



### CANNES ONSITE PROGRAMME

Conference sessions will be live-streamed on the platform. Full programme & information on [mapic.com](https://digital.mapic.com).

\* To attend these events, register to the platform & plan your schedule: <https://digital.mapic.com> All time slots are indicated in CEST.