2021 CONFERENCE YEAR-ROUND PROGRAMME

mapic ITALY

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.

Global event partner

CNCC
CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI
LUOGHI PERSONE ESPERIENZE

Global event sponsor

CELS Group

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?

2021 CONFERENCE PROGRAMME

Discover the onsite programme of our flagship event held in Milan. All conference sessions will be available in replay on the digital platform from Monday 20th September.

mapic ITALY

TUESDAY 14th 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 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 SIIQ

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 Colliers

- 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

Niccolo Suardi
Head of High Street Retail Italy
COLLIERS INTERNATIONAL ITALY

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TUESDAY 14th SEPTEMBER 2021

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 responsability
- 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
Regional Director
SHOPPERTRAK ITALIA - SENSORMATIC SOLUTIONS

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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WEDNESDAY 15th SEPTEMBER 2021

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

Co-organised with CNCC CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI LUOGHI PERSONE ESPERIENZE

10.00 • Welcome & opening speech

Francesco Pupillo
Show Director MAPIC Italy
LeisurUp & The Happetite
RX FRANCE

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

10.05 • CNCC report

Raffaella Pinto
Head of Business Development Italy
CUSHMAN & WAKEFIELD

10.15 • CNCC observatory

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

Maddalena Panu
Head of Research
SAVILLS ITALY

10.30 • CNCC Environmental, Social & Corporate Governance (ESG) manifest

Francesco Soldi
Head of Marketing & Sustainability
IGD SIIQ

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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WEDNESDAY 15th SEPTEMBER 2021

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

MODERATOR
Massimiliano Freddi
Leisure Consultant
TRADELAB

Andrea Caldonazzi
CEO
TEAM PARK PROJECT & LUNA FARM

Alessandro Gaffuri
CEO
CELS GROUP

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

Powered by THE HAPPETITE by mapic

Sponsored by ENGEL&VÖLKERS COMMERCIAL, WINGSTOP

In partnership with CNCC, CONFIMPRESE, FEDERFRANCHISING, retail&food, SPAZIO FUTURO, WHITE SPACE PARTNERS

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

2021 CONFERENCE PROGRAMME

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WEDNESDAY 15th 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

Alessandra Nannini
Food Strategy &
Development Manager
NHOOD ITALY

17.45 • Conclusion & takeaways

YEAR-LONG EVENT PROGRAMME

mapic digital

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 - 11.00

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 - 16.00

CULTURE, ART & ENTERTAINMENT AS MEANS OF REAWAKENING PLACES
Online session

TUESDAY 26 — 15.00 - 16.00

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 - 16.00

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.

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