

DAY 1 – WEDNESDAY 8 MAY

11.00-12.00 RETAIL: CHALLENGES TURNING INTO OPPORTUNITIES

- Part 1 - The economic, social & employment values of retail
- Part 2 - Retail in Italy: opportunities & challenges

Co-organiser:



15.30-16.30 RETAIL CONVERGENCE: ENERGISING PHYSICAL!

- Why physical retailers are reinventing their business models & embracing digital to boost their O2O strategy?
- How pure-play retailers are using physical to reinforce their online presence, increase traffic & revenues and enable new distribution models?
- Online/offline: how to share data to improve personalised customer journeys and meet increasing expectations
- What are the next big challenges & opportunities for property owners?

Co-organiser:



DAY 2 – THURSDAY 9 MAY

10.30-12.00 OFFICIAL CNCC SESSION

- Introduction: MAPIC Cannes presentation
- Part 1 - Next miles of Italian retail real estate
- Part 1 - Shopping centres new development models

Organiser:



Moderator:



15.30-16.30 WHEN RETAIL & ENTERTAINMENT MEET: THE ULTIMATE SHOPPING DESTINATION

- The entertainment industry today: international overview & focus on Italy
- How to choose the best entertainment solutions to increase traffic & revenues and transform retail centres into lifestyle destinations?
- How to finance entertainment projects in shopping destinations? Which economic & operating models apply to leisure development?
- Live entertainment, culture, edutainment, gamification, virtual reality,... the right leisure mix to boost footfall & customer experience and stand out among your competitors

Co-organiser:

MARK UP

20.00

FOODSERVICE AWARD ITALY 2019 GALA DINNER

By registration only: www.foodserviceaward.it/

