

DAY 1 – WEDNESDAY 8 MAY

11.00-12.00 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

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?

DAY 2 – THURSDAY 9 MAY

10.30-12.00 OFFICIAL CNCC SESSION

Moderator: IL QUOTIDIANO IMMOBILIARE

15.30-16.30 IS ITALY STILL ATTRACTIVE TO INTERNATIONAL RETAILERS & INVESTORS?

- Snapshot on the Italian retail market : overview, legal framework, key figures & trends
- Why invest in Italy today? Upcoming projects & the latest acquisitions
- Focus on international brands & experiences looking to expand into Italy
- Shopping malls, outlet centres, high streets: what are the best places & formats to invest in?

