

2021 CONFERENCE YEAR-ROUND 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.

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Global event partner

CNCC
CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI
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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?

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.

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TUESDAY 14th SEPTEMBER 2021

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

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?

11.45 - 12.15 | RETAIL IN ITALY: TIME TO RESTART!

Co-organised and 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

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

Co-organised with



- 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

15.15 - 15.45 | BEYOND GREENING: THE ERA OF COMMUNITY-BASED RETAIL

Co-organised with



- 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

16.00 - 16.30 | INNOVATION & INDUSTRY TRANSFORMATION

Co-organised with



- Innovation to reboot the retail industry
- Phygital strategies for phygital customer experiences, innovative tools for new uses
- Collaborative retail platforms: is data the game changer?
- Logistics & supply chain: how to meet new uses

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WEDNESDAY 15th SEPTEMBER 2021

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

Co-organised with



- Welcome & opening speech
- CNCC report
- CNCC observatory
- CNCC Environmental, Social & Corporate Governance (ESG) manifest
- Innovation & Digital: the new levers
- The players' vision - panel session
- Closing remarks

11.45 - 12.30 | LEISURE & RETAIL: A NEW CHAPTER

Co-organised with



- 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

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

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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

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?

16:00 - Workshop - Topic-based tables

The participants will be divided into 4 round tables around 3 topics.
The tables will be led by a facilitator who will wrap the conclusions of the table:

- Placemaking
- Business models
- Online & offline integration

16:45 - Networking break

17:00 - Pitching session: food to create new lifestyle destinations

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

17:30 - 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

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FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT

Online session - French language

JUNE 2021

THURSDAY 3 — 15.00 - 16.00

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MAPIC 2021 OFFICIAL LAUNCH EVENT

Online session

TUESDAY 8 — 15.00 - 16.15

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ITALY: MAPIC & MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT

Online session - Italian language

TUESDAY 15 — 15.00 - 15.45

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HOW TO ENHANCE THE OMNICHANNEL CUSTOMER EXPERIENCE IN OUTLET DESTINATIONS

Online session

TUESDAY 22 — 10.00 - 10.45

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RETAIL REBOOT: KEY TAKEAWAYS FROM CHINA

Online session

TUESDAY 29 — 14.15 - 15.15

LeisureUp

THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

Online session - French language

JULY 2021

THURSDAY 8 — 14.30 - 15.15

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

Online session

AUGUST 2021

TUESDAY 31 — 11.00 - 12.00

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THE MOST ATTRACTIVE START-UPS ENERGISING THE RETAIL INDUSTRY

Online session

TUESDAY 31 — 15.00 - 16.00

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DNVBs, THE GAME CHANGERS

Online session

SEPTEMBER 2021

THURSDAY 2 — 15.00 - 16.00

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RECASTING THE RETAIL STORE & THE NEW ROLE OF LOGISTICS

Online session

SEPTEMBER 2021

MONDAY 20 — ON DEMAND

mapic ITALY

MAPIC ITALY REPLAY

Relive the conference sessions that took place in Milan

TUESDAY 21 — 15.00 - 16.00

THE HAPPETITE by mapic

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

Online session

THURSDAY 23 — 10.00 - 11.00

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FRANCE FOCUS

Online session - French language

OCTOBER 2021

WEDNESDAY 13 — 15.00 - 16.00

LeisureUp

MEET THE LEISURE OPERATORS

Premium networking event

THURSDAY 14 — 15.00 - 16.00

LeisureUp

CULTURE, ART & ENTERTAINMENT AS MEANS OF REAWAKENING PLACES

Online session

TUESDAY 26 — 15.00 - 16.00

THE HAPPETITE by mapic

RESTARTING THE FRENCH FOOD & BEVERAGE INDUSTRY

Online session - French language

WEDNESDAY 27 — 11.00 - 12.00

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MEET THE INVESTORS

Premium networking event

WEDNESDAY 27 — 15.30 - 16.30

THE HAPPETITE by mapic

MEET THE RESTAURANT MULTI-UNIT FRANCHISE PARTNERS

Premium networking event

NOVEMBER 2021

TUESDAY 9 — 15.00 - 16.00

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MEET THE MULTI-UNIT FRANCHISE PARTNERS

Premium networking event

WEDNESDAY 10 — 15.00 - 16.00

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FOOD TO BOOST OUTLET DESTINATIONS!

Online session

NOVEMBER-DECEMBER 2021

TUE. 30 - WED. 1 - THU. 2

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LeisureUp

THE HAPPETITE by mapic

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.