

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.

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 PEOPLE & PLACES: A NEW CHAPTER

mapic[®]
ITALY

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.

TUESDAY 14th SEPTEMBER 2021

10.30 - 11.30

BEYOND RETAIL PROPERTY: WHAT'S NEXT?

Part 1: Market outlook & foresight

Part 2: Mixed-use & new asset classes: the place of retail

- How are cultural & social changes reshaping urban & shopping destinations?
- New ways of living and working are generating new users' behaviours and leading to raise new asset classes. What are the next targets for institutional investors?
- 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

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

14.30 - 15.00

SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

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

Co-organised with

retail
TRAVEL RETAIL
SHOPPING CENTER
food

15.15 - 15.45

BEYOND GREENING: THE ERA OF COMMUNITY-BASED RETAIL

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

Co-organised with

**Largo
Consumo**

16.00 - 16.30

INNOVATION & INDUSTRY TRANSFORMATION

- Innovation as a key to reboot the retail industry
- Phygital strategies for phygital customer experiences, innovative tools for new uses
- Collaborative retail platforms: is data the game changer?
- The emergence of digital native brands in the physical world is creating new dynamics & new formats
- Logistics & supply chain: how to meet new uses

Co-organised with


ALTAVIA

2021 CONFERENCE PROGRAMME PEOPLE & PLACES: A NEW CHAPTER

mapic[®]
ITALY

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.

WEDNESDAY 15th SEPTEMBER 2021

10.00 - 11.30

CNCC SESSION: SHOPPING CENTRES, THE NEW AGE

- Welcome & opening speech
- CNCC report
- CNCC observatory
- CNCC E.S.G manifest
- Innovation & Digital: the new levers
- The players' vision - panel session
- Closing remarks

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

14.30 - 15.15

LEISURE & RETAIL: A NEW CHAPTER

- 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

Co-organised with
TradeLab

15.15 - 16.00

REBOOTING THE RESTAURANT INDUSTRY

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

Co-organised with
retail&food
TRAVEL RETAIL
SHOPPING CENTER

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.
Register & attend our online conferences & events.*

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 - 16.00



**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**

JULY 2021

WEDNESDAY 7 — 15.30 - 16.30



MEET INTERNATIONAL LEISURE OPERATORS
Premium networking event

THURSDAY 8 — 14.30 - 15.15



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

THURSDAY 8 — 15.30 - 16.30



MEET INTERNATIONAL INVESTORS
Premium networking event

AUGUST 2021

TUESDAY 31 — 11.00 - 12.00



INNOVATION ENERGISING THE RETAIL INDUSTRY
Online session

AUGUST 2021

TUESDAY 31 — 15.00 - 16.00



DNVBs & NEW TENANTS: THE GAME CHANGERS
Online session

SEPTEMBER 2021

THURSDAY 2 — 15.00 - 16.00



LOGISTICS
Online session

MONDAY 20 — ON DEMAND



MAPIC ITALY REPLAY

Relive the conference sessions that took place in Milan

TUESDAY 21 — 14.15 - 15.15



FOOD & BEVERAGE

Online session

TUESDAY 21 — 15.30 - 16.30



MULTI-UNIT & MASTER FRANCHISE: FOOD FOCUS

Premium networking event

THURSDAY 23 — 10.00 - 11.00



FRANCE FOCUS

Online session - French language

OCTOBER 2021

TUESDAY 12 — 15.00 - 16.00



FOOD TO BOOST OUTLET DESTINATIONS!

Online session

THURSDAY 14 — 15.00 - 16.00



SOCIALISATION, CULTURE, ART & FAMILY

Online session

WEDNESDAY 20 — 15.00 - 16.00



MULTI-UNIT FRANCHISE & MASTER FRANCHISE

Premium networking event

TUESDAY 26 — 15.00 - 16.00



FOOD & BEVERAGE

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.*