

# 2021 CONFERENCE YEAR-ROUND PROGRAMME

**mapic**<sup>®</sup>  
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?

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 20<sup>th</sup> September.

## TUESDAY 14<sup>th</sup> SEPTEMBER 2021

11.00 - 12.00

### RETAIL IN ITALY: A NEW CHAPTER

- Key trends of a shifting industry
- Fast-changing consumer behaviours
- Placemaking: the human-centred approach
- New business models & collaboration to succeed

14.30 - 15.30

### INNOVATION & INDUSTRY TRANSFORMATION

- Phygital strategies, focusing on phygital customer experiences
- Logistics & supply chain: how to meet new uses
- Collaborative retail platforms, second-hand market, circular economy, ethical shopping & new innovative solutions
- Sustainability to optimise efficiency in lifestyle destinations & to empower customers

15.30 - 16.30

### 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, sport-based attractions, esports, VR,... the most profitable formats
- How to meet new customer expectations: physical emotions & entertainment to drive the recovery

## WEDNESDAY 15<sup>th</sup> SEPTEMBER 2021

10.00 - 11.30

### CNCC SESSION: ITALIAN MARKET & NEXT CHALLENGES TO RESTART

Italian retail real estate outlook followed by a panel session with the most influential industry players.  
More details coming soon...

14.30 - 15.30

### 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?

# 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 – 10.00-11.30



**FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT**  
*Online session - French language*

## JUNE 2021

THURSDAY 3 – 15.00-16.30



**MAPIC 2021 OFFICIAL LAUNCH EVENT**  
*Online session*

TUESDAY 8 – 15.00-16.30



**MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT**  
*Online session - Italian language*

TUESDAY 15 – 14.15-15.15



**THE FRENCH LEISURE & ATTRACTION  
MARKET LANDSCAPE**

TUESDAY 15 – 15.30-17.00



**MEET INTERNATIONAL LEISURE OPERATORS**  
*Virtual matchmaking event*

TUESDAY 22 – 10.00-11.30



**RETAIL IN ASIA**  
*Online session*

TUESDAY 29 – 15.00-16.30



**OUTLET (Part 1)**  
*Online session*

## JULY 2021

TUESDAY 6 – 15.00-16.30



**DNVBs & NEW TENANTS**  
*Online session*

THURSDAY 8 – 14.15-15.15



**INVESTMENT**  
*Online session*

THURSDAY 8 – 15.30-17.00



**INVESTMENT**  
*Virtual matchmaking event*

## AUGUST 2021

TUESDAY 31 – 15.00-16.30



**INNOVATION**  
*Online session*

## SEPTEMBER 2021

THURSDAY 2 – 15.00-16.30



**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 – 15.30-17.00



**MULTI-UNIT & MASTER FRANCHISE: FOOD FOCUS**  
*Virtual matchmaking event*

THURSDAY 23 – 10.00-11.30



**FRANCE FOCUS**  
*Online session - French language*

## OCTOBER 2021

TUESDAY 12 – 15.00-16.30



**OUTLET (Part 2)**  
*Online session*

THURSDAY 14 – 15.00-16.30



**LEISURE**  
*Online session*

WEDNESDAY 20 – 15.00-16.30



**MULTI-UNIT FRANCHISE & MASTER FRANCHISE**  
*Virtual matchmaking event*

TUESDAY 26 – 15.00-16.30



**FOOD & BEVERAGE**  
*Online session*

## NOVEMBER - DECEMBER 2021

TUE. 30 - WED.1 - THU. 20



**CANNES ONSITE PROGRAMME**  
*Conference sessions will be live-streamed on the platform.  
Full programme & information on mapic.com*