

mapic[®]
ITALY

14-15 September 2021
Superstudio Maxi, Milan

PRESS KIT



My-Lan CAO, Press director, mylan.cao@reedmidem.com/+33 6 03 28 48 74

Constance GARCIA Y SANTOS, Press manager, constance.garciaysantos@reedmidem.com/+33 6 17 03 30 48

CANALI&Co Federica Piacenza, PR & press office director, federica.piacenza@canalico.it

About MAPIC Italy

mapic
ITALY



mapic[®]
ITALY

14-15 SEPTEMBER 2021
Superstudio Maxi, Milan

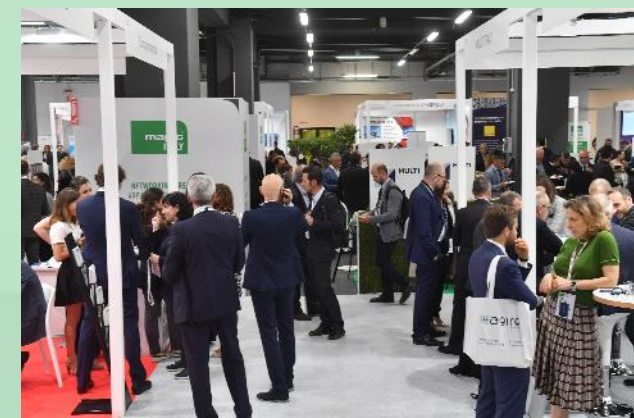
MAPIC Italy is the leading Retail Property Event in Italy. This tradeshow is gathering **Italian** and **international retailers** and **investors** looking for retail properties & locations to expand their business on the Italian market.

Retail property owners, Shopping centers management companies and agents will have a unique opportunity to present their assets to a qualified public of clients and prospects. The best opportunity to discover emerging brands from the **new retail mix** (wellness, beauty, leisure...) and build the future **retail lifestyle destinations** in Italy!

The Format

Connect, transact, learn and share

mapic
ITALY



EXHIBITION AREA

Major players from the Italian real estate industry will exhibit. 50 exhibitors in 2019.



NETWORKING

Network with our online database, get business recommendations and attend our dedicated events.



CONFERENCES

Leading industry experts will share their insights into developing a business in Italy.



PITCHING SESSIONS

Discover in vogue retail concepts and build business connections with key industry players.

Many key players of the Italian retail real estate sector have already confirmed their participation in June. They include IGD, GRANDI STAZIONI, EUROCOMMERCIAL, PRADERA, SONAE, SAVILLS, AEDES, MULTI.

Who comes to MAPIC Italy?



Participants*

SELLERS

BUYERS

ITALIANS

INTERNATIONALS

<p>SELLERS (Italians)</p>	<p>OWNERS ASSET MANAGERS</p>	<p>BUYERS (Italians)</p>
<p>SELLERS (Internationals)</p>	<p>OWNERS ASSET MANAGERS (Internationals)</p>	<p>BUYERS (Internationals)</p> <p>RETAILERS</p>

* A selection of participants.

Digital Platform

MAPIC Italy expands its offer by providing an optimized digital platform that will allow you to live the MAPIC Italy experience before, during and after the event.



ITALIAN MARKET ANALYSIS

- Studies & data about the Italian market : retail, property, innovation, leisure & food



INNOVATION

- Mapic productions
- Content partners productions
- Solutions providers booklet



RETAIL

- Mapic productions
- Content partners productions
- Retailers booklet



LEISURE

- Mapic productions
- Content partners productions
- Leisure booklet



RETAIL PROPERTY

- Mapic productions
- Content partners productions
- Projects guide



FOOD

- Mapic productions
- Content partners productions
- Food service players booklet

Conference programme

The conference programme will explore the ways to bounce back and find new sources of income thanks to a good commercial mix combining leisure, restaurants and traditional brands. During two days in Milan or on the digital platform, expert speakers from the Italian market will share their experience in a very pragmatic way on the following themes:

RETAIL

How do cultural and social changes reshape commercial spaces? How can we rethink collaboration with owners?

LEISURE

How to bring the experience back into the post-covid world? How to finance leisure projects and work intelligently with shopping centre owners?

INNOVATION

What new innovative tools can be used to transform existing models? A collaborative approach to create new business models?

FOOD

What are the most resilient formats? How can networks be restructured to boost business?



About Us

About Reed MIDEEM - Founded in 1963, Reed MIDEEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – NYC in partnership with MetaProp, Propel by MIPIM - Paris and Propel by MIPIM - Hong Kong for the tech and real estate industry; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

About Reed Exhibitions - Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants.

Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries. www.reedexpo.com