

mapic[®]
ITALY

On 18-19 May 2022,
Superstudio Maxi, Milan, Italy

PRESS KIT

CONTACT

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About MAPIC Italy

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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. A unique opportunity to discover a full panorama of all existing available retail sites and 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

New!



EXHIBITION AREA

Major players from the Italian real estate industry will exhibit. 60+ exhibitors in 2021.



NETWORKING

Network with the whole Italian community and attend our dedicated events such as Welcome Breakfast, Buffet lunch, Welcome reception



CONFERENCES

Leading industry experts will share their insights into developing a business in Italy and how to respond to new consumers's demands.



AN INTUITIVE ONLINE NETWORKING TOOL

Back to Basics: An online networking platform enabling you to identify, connect and engage with the right business partners. It will provide an intuitive dashboard with a quick access to business contacts and key user performance indicators.

Who comes to MAPIC Italy?



Participants*

PROPERTY PLAYERS (DEVELOPERS, INVESTORS ...)



RETAILERS



FOOD & LEISURE PLAYERS



DIGITAL PLAYERS



* A selection of participants.

The Industry boosters at the heart of this Edition!

DEDICATED ZONE: The industry boosters will join as visitors and as exhibitors to showcase directly their solutions at the heart of the exhibition area!



FOOD

A new **F&B exhibition area** at the heart of MAPIC Italy with restaurant chains looking to make business in Italy



LEISURE

A dedicated **leisure programme** built around industry key players to create vibrant experiences for places and spaces in Italy



INNOVATION

A specific zone including the **most innovative solutions** to help you make your business more profitable

The opportunity to reshape your business in Italy and find new revenue streams by building connections with the most relevant key players from the retail, food and leisure communities.



THE NEW RETAIL

Concepts meeting new consumer needs and values



SUSTAINABILITY

Respond to consumer’s search for meaning and investor’s search for value



LEISURE

Creating experiences in physical places



INNOVATION

Bridge the gap between online and offline with seamless shopping experiences



FOOD

Giving a new flavour to retail destinations



THE EVOLUTION OF TRADITIONAL PROPERTY ASSETS AND THE RISE OF MIXED USE

The borders between asset classes continue to blur, creating new and unique lifestyle destinations

Let’s analyze the main changes taking place in the industry!

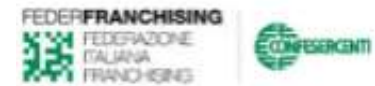
Sessions & Events Sponsors

The logo for Canali & C., with "Canali" in a dark blue serif font and "& C." in a red serif font.

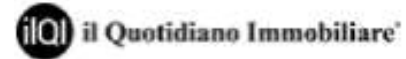
Taccini Retail Consulting
HUB OF PROFESSIONAL BUSINESS SERVICES



Industry partners



Media partners



RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to create magical experiences and continual connections. We enable customers to learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

We are passionate about making a positive impact on society and we are fully committed to creating an inclusive work environment for all our people. We embrace diverse talent and opinions so RX will always be:

The best place for our customer to build their business AND the best place for ambitious people to build their careers.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

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You can find more information about MAPIC ITALY [here](#)

For the registration to MAPIC Italy 2022 [click here](#)