

**mapic**<sup>®</sup>  
**ITALY**

**22-23 May 2024**  
Superstudio Maxi, Milan



# Conference programme

Built by  
**RX** In the business of  
building businesses

[mapic-italy.it](http://mapic-italy.it)

Co-organizer

**CNCC**  
CONSIGLIO NAZIONALE DEI CENTRI COMMERCIALI  
LUOGHI PERSONE ESPERIENZE



CONFERENCE ROOM

PITCHING ARENA

**10.30 - 11.50**

**The Italian retail property market**

10.30-11.10 - 1<sup>st</sup> part  
**Overview and prospects**

- Snapshot of the Italian market
- Overview of the investment and projects dynamics of the Italian real estate market
- The changing tenant mix and Italy's attractiveness to international retailers

11.10-11.50 - 2<sup>nd</sup> part  
**Reinventing mixed-use and urban regeneration**

- Community, commerce and conscientious consumers
- Retail regeneration, a catalyst for positive change
- Putting the E, S and G in redevelopment

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**12.30 - 13.00**

**Retail Keynote**

**Gianluigi Cimmino**  
 CEO  
 Yamamay e Carpisa

**Luciano Cimmino**  
 President  
 Pianoforte Group

**14.30 - 15.00**

**Retail: adapting to new customer's expectations**

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- Developing a memorable in-store experience
- Multipurpose and versatile: Redefining the role of the store
- Building loyalty in new ways

**15.30 - 16.00**

**The new age of AI in retail and retail property**

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- The birth of a technology revolution and what it means
- Bringing technology and people together: enhancing the customer experience
- Reimagining the supply chain, logistics, and merchandising

**16.30 - 18.00** BY INVITATION ONLY

**Multi-unit & Master Franchise Networking Event**

International franchise partners meeting a selection of leading retail and restaurant brands.

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MORNING

**11.30 - 12.00**

**Innovation pitch**

Discover the latest innovations to increase the performance of you stores and retail destinations.

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**14.00 - 14.30**

**Innovation pitch**

Discover the latest innovations to increase the performance of you stores and retail destinations.

Co-organizer

**15.00 - 15.30**

**Retail pitch**

Hear from new names and brands in retail, looking to expand their offer to new locations.

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**16.00 - 16.30**

**Sustainability pitch**

Your chance to hear from solutions to make your business more sustainable.

Co-organizer Sponsor

AFTERNOON



CONFERENCE ROOM

PITCHING ARENA

**10.30 - 12.30**

**Meeting the transformation challenge: synergizing for a sustainable future in shopping malls**

10.30 Opening session and welcome speeches

10.50 Nomisma Survey: Tenant strategies in response to evolving consumer behavior in Shopping Centers

11.10 Landlord and Retailer relationships: ECSP strategies and dynamics

11.20 Panel discussion  
 Exploring the Nomisma Survey: Landlord and Retailer connection

11.45 Panel discussion  
 Shaping the future of Shopping Centers: innovation, sustainability, and emerging trends in Retail Real Estate in Italy

12.30 Closing remarks

Co-organizer In collaboration with

**14.30 - 15.00**

**Mission-driven companies: how purpose can drive performance**

- How profit and purpose work together with new retail
- Why consumers are looking for more than just products
- Driving change and telling your story with impact

**15.30 - 16.00**

**Tour of Italian best highstreet locations**

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- Evolution of rental values and new openings of retailers
  - In highstreets in Milan and Rome
  - In rising towns and cities

MORNING

**14.00 - 14.30**

**Retail pitch**

Hear from new names and brands in retail, looking to expand their offer to new locations.

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Co-organizer Sponsor

AFTERNOON



MASTER OF CEREMONY  
Monica Cannalire, Founder & MD, YOUNICORN

### 10.30 - 11.50 | CONFERENCE ROOM

#### THE ITALIAN RETAIL PROPERTY MARKET

10.30-11.10

##### 1<sup>st</sup> part - Overview and prospects

- Snapshot of the Italian market
- Overview of the investment and projects dynamics of the Italian real estate market
- The changing tenant mix and Italy's attractiveness to international retailers



MODERATOR  
Paola Dezza  
Journalist  
IL SOLE 24 ORE



Mirko Baldini  
CEO  
CBRE



Davide Dalmiglio  
Managing Director - CEO  
SAVILLS ITALIA S.R.L.



Joanna Fisher  
CEO  
ECE MARKETPLACES GMBH & CO. KG



Joachim Sandberg  
Head of Italy  
CUSHMAN & WAKEFIELD

11.10-11.50

##### 2<sup>nd</sup> part - Reinventing mixed-use and urban regeneration

- Community, commerce and conscientious consumers
- Retail regeneration, a catalyst for positive change
- Putting the E, S and G in redevelopment



MODERATOR  
Laura Cavestri  
Journalist  
IL SOLE 24 ORE



Heinz Peter Hager  
Presidente  
WALTHERPARK



Massimo Moretti  
Direttore Generale  
CDS HOLDING SPA



Stefano Pagliani  
Director - Living  
HINES ITALY RE SRL



José Maria Robles  
Director, Property Management,  
Italy, Greece & Romania  
SONAE



### 11.30 - 12.00 | PITCHING ARENA

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#### INNOVATION PITCH

Discover the latest innovations to increase the performance of you stores and retail destinations.



**MODERATOR**  
**Elisa Rocchi**  
Development General Director  
**ALTAVIA ITALIA**



**Michele Basile**  
Country Manager Italy and France  
**EMPLATE**



**Roberto Cocca**  
Founder and CEO  
**IMMEDYA NETWORK**



**Dan Gildoni**  
CEO  
**PLACESENSE**



**Massimo Locatelli**  
CEO & Founder  
**SATISFACTORY SRL**



**Paolo Silini**  
Business Development Manager  
**AGLA**

### 12.30 - 13.00 | CONFERENCE ROOM

#### KEYNOTE RETAIL



**MODERATOR**  
**Monica Cannalire**  
Founder & MD  
**YOUNICORN**



**Gianluigi Cimmino**  
CEO  
**YAMAMAY E CARPISA**



**Luciano Cimmino**  
Presidente  
**PIANOFORTE GROUP**

### 14.00 - 14.30 | PITCHING ARENA

Co-organizer

#### INNOVATION PITCH

Discover the latest innovations to increase the performance of you stores and retail destinations.



**MODERATOR**  
**Elisa Rocchi**  
Development General Director  
**ALTAVIA ITALIA**



**Michael Elliott**  
CEO  
**OVER-C**



**Nicola Fagnoni**  
Territory Manager  
**SENSORMATIC SOLUTIONS**



**Carmelo Lepori Padro**  
Global Sales Director  
**BOOK A CORNER**



**Luca Pignatta**  
Business Manager  
**SOFTIME**



**Cesare Pozzini**  
Responsabile Retail Media - DOOH  
**PTA**

### 14.30 - 15.00 | CONFERENCE ROOM

#### RETAIL: ADAPTING TO NEW CUSTOMER'S EXPECTATIONS

Co-organizer  
**CONFIMPRESE** 25  
 LE IMPRESE DEL COMMERCIO MODERNO

- Developing a memorable in-store experience
- Multipurpose and versatile: Redefining the role of the store
- Building loyalty in new ways



**Marcello Maciga**  
 B2C Sales Strategies Manager  
**WIND TRE S.P.A.**



**Mario Maiocchi**  
 Research Centre Executive Director  
**CONFIMPRESE**



**Francesco Riganti**  
 Chief Marketing Officer  
**MONDADORI**

### 15.00 - 15.30 | PITCHING ARENA

#### RETAIL PITCH

Hear from new names and brands in retail, looking to expand their offer to new locations.

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 AFFILYA  
 CORPORATE  
 Your Franchising Operator



**MODERATOR**  
**Andrea Maria Meschia**  
 CEO  
**AFFILYA - 3IO SRL**



**Borja Caselles**  
 Responsabile Espansione Italia  
**ALE-HOP ITALIA SRL**



**Victoria Mathers**  
 European Marketing Director  
**SNOWFOX GROUP**



**Andrea Nicotera**  
 Market representative  
**11 ENTERTAINMENT HOLDING**



**Roberto Ronchi**  
 Chief Executive Officer  
**ANYTIME ITALIA SRL**



**Thomas Svaldi**  
 Project construction manager  
**WUERTH SRL**

### 15.30 - 16.00 | CONFERENCE ROOM

#### THE NEW AGE OF AI IN RETAIL AND RETAIL PROPERTY

- The birth of a technology revolution and what it means
- Bringing technology and people together: enhancing the customer experience
- Reimagining the supply chain, logistics, and merchandising

Co-organizer  
**accenture**  
 Sponsor  
**Svicom**  
 REAL ESTATE MANAGERS



**MODERATOR**  
**Alessandro Zanotti**  
 Managing director  
**ACCENTURE SONG**



**Letizia Cantini**  
 General Manager  
**SVICOM S.P.A. SOCIETA' BENEFIT**



**Francesco Doveri**  
 Sales Director, Dynamic Yield  
**MASTERCARD EUROPE SA**



**Elisabetta Latini**  
 Head of Retail  
**AEROPORTI DI ROMA**



### 16.00 - 16.30 | PITCHING ARENA

#### SUSTAINABILITY PITCH

Your chance to hear from solutions to make your business more sustainable.



**MODERATOR**  
**Donatella Bollani**  
Ufficio Marketing e Comunicazione  
**GREEN BUILDING COUNCIL**



**Elena Airoidi**  
Country Manager Italy  
**IONITY**



**Elsa Cazzaniga**  
Head of Business Development  
**FASTWAY S.P.A. S.B.**



**Pietro Di Giovanni**  
Responsabile Commerciale  
**A2A**



**Giovanni Fornaro**  
Country Director Italy  
**ELECTRIP GLOBAL**



**Alessandro Lodigiani**  
Country Manager  
**R2M SOLUTION SRL**

Co-organizer



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### BY INVITATION ONLY

### 16.30 - 18.00 | CONFERENCE ROOM

#### NETWORKING EVENT: MULTI-UNIT & MASTER FRANCHISE SUMMIT

International franchise partners meeting a selection of leading retail and restaurant brands.



**MODERATOR**  
**Andrea Maria Meschia**  
CEO  
**AFFILYA - 3IO SRL**



**Luca Fumagalli**  
Senior Franchise Consultant  
**AFFILYA**



**Paolo Mascaretti**  
Partner, Corporate Finance  
**KPMG**

Co-organizer



**WHITE SPACE**  
PARTNERS

### 18.00 - 20.00 | Superstudio Maxi - Garden

#### WELCOME DRINK

Drinks, live music and networking



Offered by



**10.30 - 12.30 | CONFERENCE ROOM**

**MEETING THE TRANSFORMATION CHALLENGE: SYNERGIZING FOR A SUSTAINABLE FUTURE IN SHOPPING MALLS**



**10.30 Opening session and welcome speeches**



**Roberto Zoia**  
Chairman  
CNCC



**Joanna Fischer**  
Chair ECSP  
EUROPEAN COUNCIL OF SHOPPING PLACES



**Francesco Pupillo**  
Portfolio Director  
MAPIC - MAPIC ITALY

**10.50 Nomisma Survey: Tenant strategies in response to evolving consumer behavior in Shopping Centers**



**Luca Dondi Dall'Orologio**  
CEO  
NOMISMA

**11.10 Landlord and Retailer relationships: ECSP strategies and dynamics**

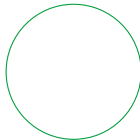


**Klaus Striebich**  
Chair ECSP Leasing and Retailer Group  
RARE ADVISE

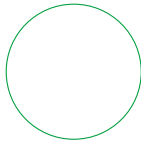
**11.20 Panel discussion**  
Exploring the Nomisma Survey: Landlord and Retailer connection



**Moderator**  
**Cristina Lazzati**  
Editor in Chief  
MARK UP



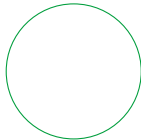
**Paola Aquili**  
Head of Leasing  
PRADERA



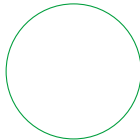
**Luca Binci**  
Development Director  
GRUPPO TEDDY



**Nicola Conti**  
Real Estate Director  
ORIGINAL MARINES



**Danilo Desiderato**  
Head of Real Estate  
MEDIAWORLD



**Anna Paltrinieri**  
President Retail Committee  
CNCC

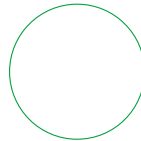
**11.45 Panel discussion**  
Shaping the future of Shopping Centers: innovation, sustainability, and emerging trends in Retail Real Estate in Italy



**Moderator**  
**Cristina Lazzati**  
Editor in Chief  
MARK UP



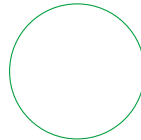
**Fabio Filadelli**  
Business Development Director  
Southern Europe & New Markets  
NHOOD



**Cristiana Fragola**  
Head of ESG & Sustainability Solutions  
CBRE



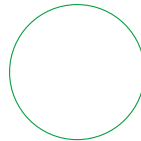
**Luca Lucaroni**  
Executive Vice President  
CNCC



**Luca Nasi**  
General Manager  
ARCUS REAL ESTATE



**Fabio Porreca**  
Founder & Chairman  
SVICOM SOCIETÀ BENEFIT



**Francesco Soldi**  
President ESG Committee  
CNCC

**12.30 Closing remarks**



**Roberto Zoia**  
Chairman  
CNCC

### 14.00 - 14.30 | PITCHING ARENA

#### RETAIL PITCH

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Hear from new names and brands in retail, looking to expand their offer to new locations.



**MODERATOR**  
**Andrea Aiello**  
Direttore  
**RETAIL&FOOD - EDIFIS**



**Sal Costa Pasqualino di Marineo**  
Development Project Consultant  
**CÀ PELLETTI RETAIL SRL**



**Vincenzo Ferrieri**  
CEO & Founfer  
**BUN SRL**



**Alberto Langella**  
Ceo & Founder  
**LA YOGURTERIA**



**Romolo Pio Misciagna**  
CEO & Founder RPM CONSULTING  
**BOTTEGA VERDE**



**Gianluca PROFILI**  
IMPREDITORE  
**CLINIC MEDICAL BEAUTY**



**Oddone Stefano Segantin**  
Direttore Sviluppo  
**D.M.O. PET CARE S.R.L.**



**Davide Tavaglione**  
Head of New Concept Store  
**LEROY MERLIN - URBAN STORE**

### 14.30 - 15.30 | CONFERENCE ROOM

#### MISSION-DRIVEN COMPANIES: HOW PURPOSE CAN DRIVE PERFORMANCE

- How profit and purpose work together with new retail
- Why consumers are looking for more than just products
- Driving change and telling your story with impact



**Antonio Civita**  
CEO  
**PANINO GIUSTO**



**Muriel During**  
Direttrice Pianificazione Strategica  
e Trasformazione  
**CARREFOUR ITALIA**



### 15.00 - 15.30 | PITCHING ARENA

#### SUSTAINABILITY PITCH

Your chance to hear from solutions to make your business more sustainable.



**MODERATOR**  
**Donatella Bollani**  
Ufficio Marketing e Comunicazione  
**GREEN BUILDING COUNCIL**



**Walter Bion**  
Ceo Founder  
**ARETAIL - PTA GROUP**



**Lodovico Cavazza Isolani**  
Chief Business Development Officer  
**POWY**



**Ivo Gattulli**  
Distributed Energy Managing Director  
**SOLARELIT POWERED BY GREENVOLT**



**Claudio Peroni**  
Ingegnere Elettronico  
**ENERGENIUS - GRUPPO MAPS**



**Amos Ronzino**  
sales & partnership manager  
**EVOGY**



**Danilo Tedeschi**  
Head of Sales  
**FREE TO X**

Co-organizer



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### 15.30 - 16.00 | CONFERENCE ROOM

#### TOUR OF ITALIAN BEST HIGHSTREET LOCATIONS

- Evolution of rental values and new openings of retailers
  - In highstreets in Milan and Rome
  - In rising towns and cities

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22-23 May 2024  
Superstudio Maxi, Milan

## The new retail equation: Growing in a fast-changing world

Retail, real estate, leisure and hospitality are at a crossroads, with the need for constant evolution in a rapidly changing world, learning how to fast-track adaptation and agility as the industry's players work out 'The new retail equation'.

At the centre of this are customer expectations, a key element of the equation. People need a sense of place, social interaction and experience. As a result, not only are new projects by necessity mixed and blended, so too are the store themselves, which have become multipurpose and versatile (test, sale, repair, second hand, immersive), building loyalty in new ways.

This new mixed use will also support the growth and regeneration of towns and cities and meet

the needs of communities, contributing to the local economy, while leisure is another crucial part of the equation, adding to a blend that must become more than the sum of its parts. Through these next generation schemes, retail is building new links between customers and citizens, strengthening bonds and creating deeper connections for destinations and brands.

Technology now plays a crucial role in the equation. There is absolutely no doubt that a profound and far-reaching revolution has already begun with the breakthrough in artificial intelligence (AI) advances and the race to rapidly adopt this game-changing technology. It is up to us to decide how to harness and use this opportunity to drive efficiencies in every aspect of business.

Finally, sustainability is no longer an option. Companies are facing both tough new legislation and expectant customers, while also looking at how they can embrace the opportunities to attract future-proofed capital investment. The objectives and timeframe are clear and many companies have pledged to measurable ESG targets.

MAPIC Italy 2024 will embrace these important topics to support all the market players in finding the right equation to grow.

**MAPIC Italy: Your formula for success.**

## MAPIC ITALY TOPICS



### RETAIL PROPERTY ASSETS

The retail property sector has played a crucial role in making cities better places to live and the new wave of mixed-use projects are putting convenience, sustainability and community at their heart, while regenerating neighbourhoods and city areas.



### LEISURE

Leisure is all about authentic experiences and interaction. The programme will reflect the growing popularity and diversification of the leisure sector. It will show how leisure is bringing human connection to the brand experience.



### SUSTAINABILITY

Retailers, developers, investors and new players must all embed sustainability in their business growth plans. Next generation retail is about putting people and the planet first, employing innovation and technology to change the world.



### NEW RETAIL

A new generation of retailers has emerged, clear about their differentiation, value and values to appeal to an increasingly ethical consumer. With the borders between physical and digital retail, leisure and hospitality blurring, how will new concepts shape the consumer experience?



### FOOD

The rapidly expanding restaurant industry plays a key role in customer experience, creating spaces and places where people can connect and both an industry which has embraced technology yet embodies the human touch.



### INNOVATION AND AI

MAPIC is focused on innovations that help the industry better understand and serve customers. Key to this is the integration of AI, which is impacting every aspect of retail, from supply chains to the in-store experience.