

**mapic**<sup>®</sup>  
Retail Leasing Hub **ITALY**

**27-28**  
**MAY**  
**2026**

**RHO**  
**FIERA**  
**MILANO**

**10**<sup>ED</sup>  
EDIZIONE



# Conference Programme

**Developing with Intent, Growing through Influence.**  
The new narrative: Selectivity, differentiation and influence strategies

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

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Main Partner

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

Sponsors

**CUSHMAN & WAKEFIELD** **EARES**

CONFERENCE ROOM

PITCHING ARENA

CONFERENCE ROOM

PITCHING ARENA

MORNING

10.30 - 10.35  
**Welcome speeches**

10.35 - 11.10  
**Expert Insights: Overview of the Italian Retail Property Market**  
Co-organiser **YOUNICORN**

- Where international capital will flow in 2026
- Which sectors will be most active this year?
- Rental levels and demand for retail space in Italy

11.45 - 12.15  
**The secrets of retail success**  
Co-organiser **PROMOTICA**

- The role of physical retail in growth stories
- How the Italian consumer likes to shop and the rise of Gen Z
- Tips from the top: Getting the format and offer right

11.15 - 11.45  
**Retail pitch - international brands**  
Co-organiser **3io**

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

10.00 - 10.30  
**Destination Italy: how international F&B brands are cooking up expansion**  
Co-organiser **WHITE SPACE PARTNERS**

- Hear directly from international F&B brands on their Italian growth strategies
- Site selection criteria, formats, and development priorities
- The specificities of Italian consumers and how brands are adapting

10.30 - 12.00  
**CNCC Sessions**  
Co-organiser **CNCC**

10.30 - 11.00  
**Innovation pitch**  
Co-organiser **PROXIMA**  
Retail Innovation: Differentiation and Customer Journey in the age of AI

MORNING

12.30 - 14.00  
Ristorante Sadler  
**RETAIL IN THE CITY NETWORKING LUNCH - ROMA, FIRENZE, NAPOLI, PALERMO**  
Co-organiser **EARE**

A unique platform to get opportunities on retail in main Italian cities and to network with the key players of retail in cities.

- Presentation of four cities in Southern Italy by experts in Italian retail to offer a complete picture of opportunities for retailers, including: main retail streets, rental values, average consumer spending, etc..
- Networking lunch

12.30 - 14.00  
Ristorante Sadler  
**RETAIL IN THE CITY NETWORKING LUNCH - MILANO, BOLOGNA, TORINO, VENEZIA**  
Co-organiser **CUSHMAN & WAKEFIELD**

A unique platform to get opportunities on retail in main Italian cities and to network with the key players of retail in cities.

- Presentation of four cities in Northern Italy by experts in Italian retail to offer a complete picture of opportunities for retailers, including: main retail streets, rental values, average consumer spending, etc.
- Networking lunch

AFTERNOON

14.30 - 16.00  
**Italian Outlet Summit**

As the designer outlet market continues to grow across Europe, this special Summit will be dedicated to the unique characteristics of the Italian market and why it is set for growth.

- Overview of outlet market trends in Italy, based on Ken Gunn's research an expert in designer outlet centres
- Opportunity Italy: Why Italy is a hotspot in the European outlet landscape?
- Trends and perspectives in the outlet sector: What will tomorrow's outlets look like? What are the differentiating factors?
- Networking Coffee

14.00 - 14.30  
**Innovation/sustainability pitch**  
Co-organiser **PROXIMA**  
Creating Value: Digital & Sustainability as Asset Performance Drivers

15.00 - 15.30  
**Retail pitch - Italian rising brands**  
Co-organiser **experviser**

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

14.30 - 15.15  
**The Creator Economy in the Retail Industry**  
Co-organiser **CONFIMPRESA**

- The power of social media in building a community around retail spaces
- How fostering ties with local communities can enhance brand value
- The power of authentic influence to turn online engagement into tangible footfall

14.00 - 14.30  
**Sustainability pitch**  
Co-organiser **PROXIMA**  
ESG Strategy: Sustainability as a Competitive Asset & Valuation Benchmark

AFTERNOON

16.30 - 17.30  
**International Retailers Networking Event**  
Co-organiser **Largo Consumo**

A unique opportunity for retailers to meet with multi-unit and master franchise partners as well as major Italian landlords.

18.00 - 19.00  
**MAPIC ITALY AWARDS CEREMONY**

19.30 - 21.00  
**10° ANNIVERSARY COCKTAIL**



# DEVELOPING WITH INTENT, GROWING THROUGH INFLUENCE

## The new narrative: Selectivity, differentiation and influence strategies

**mapic**<sup>®</sup> **10**<sup>ª</sup>  
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In an age of great uncertainty, increasingly shaped by AI, technology and social media's influence on highly connected consumers, retail development success is defined not only by scale but by selectivity, with strategies focused more on highly targeted and precise choices rather than on volume and size.

The next generation of retail destinations must align with their target audiences, connect with Gen Z and reflect local dynamics, meeting the needs of highly versatile consumers who are both choosy and flexible, value-oriented yet brand sensitive. Influence strategies are now intrinsically embedded in the growth prospects of a retail destination.

### **CUSTOMER CONNECTION**

For retail destinations and mixed-use centres to resonate with both customers and tenants, they must be designed with intent, communicate authentically, with clarity of vision and clarity of message. This comes from creating a strong sense of place, a differentiated and relevant retail and leisure offer, and a carefully considered balance between convenience and experience. Now, place-making also means building a community that sees the location as a reflection of their own values, their own needs and speaking the new language of their consumers.

### **INVESTMENT STRATEGIES**

In a context of geo-political uncertainty, capital has returned to the retail real estate sector, reaffirming its position as a credible and attractive asset class. However, investment decisions are increasingly selective. Shopping centres, retail parks and high streets will continue to secure long-term backing if they demonstrate clear differentiation, strong fundamentals and the ability to create value for all stakeholders through smart positioning and insight-led asset management.

### **TECH INNOVATION**

Today, retail and real estate are operating in an environment where AI-driven tools are improving productivity and enabling

them to become closer to customers through personalised, data-led insights as well as communicating and interacting live with them.

Despite the disruption and volatility of the past two decades, physical space is becoming more influential. New business models continue to emerge, retail points are transforming into ever-evolving stages for building unique identities, enhanced by influence strategies. This pushes brands to become more flexible and inventive, forming partnerships and collaborations that blur traditional boundaries, and develop intentional strategies that deliver relevance, influence and value.

MAPIC 2026 will address these shifts head-on, highlighting how they impact different asset classes such as retail parks, outlets, high street retail, and supporting all market players in navigating change, forming meaningful connections, closing deals and driving sustainable growth.

**MAPIC: Developing with Intent,  
Growing through Influence.**