

**mapic**<sup>®</sup>  
**ITALY**

14 – 15 May 2025  
Superstudio Maxi, Milan, Italy

# Retail Tour

13 May 2025



# For international retailers & investors looking at Italy

Get a head start on your expansion in Italy by joining this tour the day before MAPIC Italy.

Visit the newest and most eclectic retail locations in Milan during our dedicated tour.



# The programme

9:30:

Meet at Coima headquarters to discover the Portanuova district.

*Also introducing: Olympic Village*

12:00:

Shopping mall Merlata Bloom Milano

15:00:

Milan City Centre

- Cordusio District
- Duomo Area (Corso Vittorio, San Babila)
- Quadilatero

19:00:

Ending cocktail at Galleria Vittorio Emanuele

# The programme

## Portanuova

The world's first district to obtain the LEED® and WELL® for Community sustainability certifications. Much more than a business and retail district, its beating green heart BAM - Biblioteca degli Alberi produces a cultural programme with over 250 events yearly. It attracts thousands of tourists daily, registering more than 10 million people passing through annually.



## The 2026 Olympic Village

After the Milano-Cortina Winter Olympics 2026, the first regenerated area of the major urban redevelopment project Scalo Romana will be converted by COIMA into the Italian largest student housing (1,700 beds), with private services of public interest.



# The programme

## Merlata Bloom Milano

The new shopping & entertainment destination in Milan  
Merlata Bloom Milano, firstly inaugurated in 2023, hosts 210 stores, including brands opening for the first time in the Italian market, more than 45 food & beverage concepts and tailor-made entertainment formats.



<https://www.merlatabloommilano.com/>

# The programme

## Milan City Centre

Prestigious & recently redeveloped locations!

In the most-visited part of Milan, discover historical streets and charming corners housing high-end boutiques, fine-dining restaurants & original design stores.



Cordusio District



Duomo Area



Quadrilatero della moda



Cordusio District

Are you an investor or a retailer  
with an interest in the Italian  
market?

Join our Retail Tour in Milano

13 May 2025

Contact us

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