

CONFERENCE PROGRAMME

WEDNESDAY 14 MAY 2025



CONFERENCE ROOM

10.30 - 11.40 **The Italian retail property market**

10.30 - 11.00 - 1st part

Overview and prospects

- Snapshot of the Italian market
- What types of retail are performing best?
- The evolution of mixed-use projects

11.00 - 11.40 - 2nd part

Investment - Overview Europe, Focus Italy

- Investor sentiment towards retail property in Europe
- Seeking value: what are the key elements for the investors?
- Italy's attractiveness for pan-European investors

14.30 - 15.00 **Retail destinations: How transformation can drive value**

- Effective asset management focused on ROI
- Developing meaningful in-person experiences
- New business models, partnerships and retail media

15.30 - 16.00 **Rewriting the story: how a retailer successfully transformed**

- Hear from a retailer which reinvented its offer
- How to be new but stay true to the brand values
- How to communicate a new story

16.30 - 17.30 **Networking event**

International retailers meet property players

PITCHING ARENA

11.30 - 12.00
Innovation pitch
Discover the latest innovations to increase the performance of your stores and retail destinations.

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Innovation pitch
Discover the latest innovations to increase the performance of your stores and retail destinations.

15.00 - 15.30
Sustainability pitch
Your chance to hear from solutions to make your business more sustainable.

CONFERENCE PROGRAMME

THURSDAY 15 MAY 2025



CONFERENCE ROOM

10.30 - 12.30 **CNCC sessions**

14.30 - 15.00 **How sustainability can drive value for your business**

- Purpose-driven retail and real estate strategies
- Creating destinations for long-term profitability and popularity
- How sustainability can help managing costs

PITCHING ARENA

14.00 - 14.30
Retail pitch
Hear from new names and brands in retail, looking to expand their offer to new locations.

15.00 - 15.30
Sustainability pitch
Your chance to hear from solutions to make your business more sustainable.