

# MAPIC ITALY 2017: 10 KEY TAKEAWAYS



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**The second MAPIC Italy**, the leading Italian retail and real estate business event, took place in Milan 16-17 May, with attendance exceeding last year's debut event at 1,500 delegates including some 550 retail executives (up from 450 in 2016).

Organised by Reed MIDEM, MAPIC Italy once again brought together Italian and international retailers, shopping centre developers and owners, advisors and investors to connect and develop their business in Italy.

This year's exhibition space was sold out with 53 stands inside the SuperStudio Piu. Major international companies such as Carrefour, JLL, CBRE, Cushman & Wakefield, ECE, Eurocommercial, GCI, Generali, IGD, JLL, Larry Smith, McArthurGlen, Svicom, Sonae Sierra, Multi and Promos returned to the event alongside newcomers such as Klepierre, Falcon Mall (Arabian Center) and Westfield.

In addition, major brands that attended the second MAPIC Italy included Bestseller, Desigual, Dolce & Gabbana, Five Guys, Focus Brand, Kik, Media World and Sephora.

Massimo Moretti, president of Italy's National Council of Shopping Centres (CNCC), said of the second edition: "MAPIC Italy offers an important showcase for the Italian market. Food & beverage [the major focus of day one of the event] is an activity that enhances our shopping centres and gives them added value for foreign investors."

In addition to the Italian companies attending MAPIC Italy, the event welcomed international developers and brands that have demonstrated a strong interest in Italy.

At the heart of the event was a focus on F&B, including a Summit on the topic and a tasting area where local brands could demonstrate their wares.

**Two key trends emerged from the show: • Opportunity Italy • Food & Beverage**

For each of these main drivers we spoke to retailers, food and beverage specialists, developers and investors to discover what Italy has to offer both domestically and on the international stage and we've brought it together in 10 key takeaways.



Exhibition area

1

**According to Joachim Sandberg**, head of Italy and southern Europe, Cushman & Wakefield, €2.6bn of capital flowed into the Italian retail real estate market last year, with high street and shopping centre locations attracting equal interest as the two most popular investment classes. This is the highest levels since before the global crisis of 2008.

2

**Banks and financial opportunities** have their own role to play in strengthening the Italian development pipeline, said Promocentro Italia managing director Lino Guatteo. He claimed: “The financial rules are different for domestic developers compared with international developers. We need an even playing field.”

3

**International developers** have been increasingly attracted to the Italian market and Westfield Europe was at MAPIC Italy for the first time as the pace of its Milan project begins to pick up. Sonae Sierra was another in attendance and the company also has plans for Milan, with the CityLife Shopping District, which will open to the public on 30 November 2017. With a mix of 100 shops dedicated to shopping, lifestyle, food, services, free time and entertainment, the CityLife Shopping District will become Italy’s largest urban shopping centre, across a GLA of 32,000 sq m, and will be home to national and international brands and retailers, as well as new names to the Italian market. “Italy must be a core market,” said Jose Maria Robles, general director, project management Italy, at Sonae Sierra. “It still is for our company, the key is to understand the market.”



4

**New players** took part in this year's MAPIC Italy, including Falcon Mall. "MAPIC Italy is our first official presentation in Italy," said Luc Lescault, communication and marketing manager of Falcon Mall. "We have used this must-attend event with great success to meet the most important professionals in the Italian market and to present our three new projects to them." However, despite the positive market trends, Massimo Moretti, president of Italy's National Council of Shopping Centres (CNCC), described himself as "angry" after listening to advisor reports on the opportunities to invest in Italy. He said it was clear Italy could do even better and said that notwithstanding the favourable data Italy was still seen as "peripheral" by too many investors, yet he claimed "The market is here. If we can just be more open and transparent, like the Anglo Saxon markets, then we can grow. The rules of the game are changing and so we have to change."



Exhibition area - Falcon Malls

5

**International retailers** have increasingly targeted Italy, with the country attractive to 34% of the major international retailers, up from 26% in 2007. In the past decade Apple, Primark and quick service specialist KFC have entered the market, while the likes of Starbucks and Wagamama, plus fast fashion retailer Uniqlo are all considering opening outlets in Italy. Like the rest of Europe, polarisation has also become apparent, with international brands favouring large regional centres and city centres with a strong leisure and F&B component over local centres.

Discover some extracts of the conference sessions at MAPIC Italy 2017

6

**If there is one thing** that the Italians have proven past masters at then it is internationalising their brands. Not only has Italian fashion become a byword in global appeal but Italian food has exported with phenomenal success and, new for this year, MAPIC Italy hosted the inaugural one-day Food & Beverage Retail Summit, in partnership with JLL, which included conference discussions on the F&B sector in Italy and presentations from some 33 Italian F&B concepts. Many of these have international aspirations, including Autogrill, which currently operates in some 31 countries while it is poised to expand beyond Italy into other European markets, Russia, Japan, the USA and the Middle East. As Ca'puccino international managing director, Sofia Dimen, put it: "Think big."



F&B concept - Autogrill

7

**Part of the appeal on Italian cuisine** has been its focus on tradition, food values and authenticity. Examples include Illy Caffè's recent opening of a Milan flagship store and the Mercato Centrale concept from Eurocommercial, a marketplace format with artisanal food operators, plus the collaboration between chef Heinz Beck and Cremonini to roll-out Chef Express. Apart from the quick-fire presentations, a number of the F&B operators offered up samples of their food at a special 'tasting area' within the exhibition area. View the concepts [here](#).



F&B tables - Illy



F&B area - Spontini



8

**The rise and rise of F&B** has been a standout feature of global retail destinations and day one was dedicated to the theme, with a host of new and established brands introducing their offers and brought together with a final panel session featuring major property players. Despite its success as a category, ECE Projektmanagement managing director leasing, Klaus Striebich, said: “We still need more international intelligence regarding food service”, while Westfield Europe senior food leasing manager Rachel Belam added that agents still had a role, despite the closer relationships between landlords and operators. “You can’t be everywhere and agents have their place,” she said.



F&B area - Let's toast

9

**Casualisation of dining** has seen informal F&B offers take a huge share of the market from more formal, traditional dining, with the Spanish small plate tapas concepts copied by many different cuisines. This does not mean the death of fast food, said Simon Wilcock of Gulf-based Fawaz Alhokair, although he predicted this would not be as prominent. Morganne Scoarnec, group head of leasing, new projects, at Unibail-Rodamco, added: “We are putting dining experiences at the heart of our concepts.”



Tasting area

10

**The future of shopping centres** will see the food offer rise in prominence predicted Jonathan Doughty, head of EMEA foodservice consulting at JLL, who pointed out: “Footfall is not going to go up, so it’s all about basket size.”

**Discover the 17 F&B concepts!**

## See you next year in Milan!

**and remember to stop by at MAPIC Cannes (15-17 November 2017, France), the leading international retail real estate event!**

**Food & beverage will be the main focus with 400+ F&B players. [View more](#)**