



**23 - 24 May 2018 - MiCo – Milano Congressi, Milan**

Press release

## **INAUGURAL EDITION OF MAPIC F&B AND THIRD EDITION OF MAPIC ITALY ARE BACK-TO-BACK SUCCESSES**

**Paris/Milan, May 24, 2018** –MAPIC Food & Beverage and MAPIC Italy were a winning combination, welcoming a total of over 2,000 participants from 49 countries to both events held in Milan, at MiCo - Milano Congressi, on 23-24 May. The figures confirm the success, with an expanded exhibition area compared to the previous year, 82 stands and over 800 national and international retailers in attendance, representing 180 brands.

*“MAPIC Italy has confirmed its leading position in the retail real estate in Italy. The timing was perfect for a dedicated MAPIC event to the food and beverage sector. One fifth of foodservice visits occur in retail locations and levels are rising, that is data we need to pay attention to. At this inaugural edition of MAPIC F&B, I was delighted to see such a vibrant mix of F&B retailers mingling with developers and master franchise companies and sampling the new F&B concepts that lead the future dining trends around the world,”* says Nathalie Depetro, Director of MAPIC.

### **MAPIC Food & Beverage 2018**

Contrasting to MAPIC in Cannes, international F&B retailers populated the venue as exhibitors while real estate professionals attended as visitors. In its first year, MAPIC Food & Beverage sold out its exhibition space, allowing Italian and international companies with F&B concepts to promote themselves, including Delifrance, Foodation, Rinaldini Pastry, Caffè Napoli, Dante’s, Wok to Walk and Nordsee. Visiting F&B brands included Jamie Oliver Group, Café Rouge, Five Guys, Starbucks and KFC.

On the hunt for stand-out concepts at MAPIC Food & Beverage, were franchise partners and operators: Amrest, Azadea, Blackwood, Harper Dennis Hobbs, Civitano, Multifranchicias, Valiram Group, East West Hospitality Group and CAA Global Brands, as well as some of the world’s leading landlords and investors including Union Investment, Westfield, INTU, United Developers/Place Vendome, Iran Mall, Allied Investments and Housing Private Limited, CP Group, Capitaland, Capital Holdings and Inmuebles Panamericana S.A.

Jakub Bilik, Regional Development Director and International RE Excellence at Amrest explained that, *“today, we master franchise companies are finding ourselves being invited to the main table where the cards are being dealt; something that was unthinkable even just a few years ago. Landlords and developers are now including us from the beginning*

*of a project as we have both the industry experience and customer feedback that is valuable leverage."*

Also in attendance at MAPIC Food & Beverage were a number of travel operators such as London Stansted, Manchester Airport, Geneva Airport, Rome Airport, Milan Airport as well as SNCF Retail & Connections, and Grandi Stazioni. Speaking on the panel session was Richard Cross, Head of Retail for London Stansted Airport, explained that, *"travelling is exciting and we can make it more enticing by offering great food and beverage. Airports can be intimidating to retailers, so we are increasingly seeing innovative ways of introducing new players into the airport space. At Stansted for example we are launching a street food marketplace concept which will allow for 10-15 retailers to showcase their brands to the travelling community."*

During the key panel session "Food as a Key Driver: How to Use Food to Increase Traffic and Revenues in Shopping Destinations?", speakers agreed that food and beverage concepts are now becoming the anchor to any shopping location. Sam Sethi of Insite Food hammered home that; *"It is essential to create a community vernacular around food. In the case of shopping malls, the food and beverage offer should be a true curated experience, amalgamating entertainment with ambiance as one combined offer, which creates an emotional connection and memories with customers, bringing them back over and over again."*

### **MAPIC Italy 2018**

MAPIC Italy welcomed key players in the industry including CBRE, Cushman & Wakefield, JLL, Aedes, Ece, Eurocommercial, IGD, Svicom, Sonae Sierra, Klépierre, Falcon Malls, and Westfield. In addition to the Italian companies attending MAPIC Italy, the event welcomed international developers and brands that have demonstrated a strong interest in Italy.

Francesco Zhou, Head of Development of the Chinese smartphone giant Xiaomi, chose MAPIC Italy to announce a preview of an important entry into the Italian market: *"Italy is a country we have been looking at for some time, with a market that offers great potential. With a view to pursuing an all-round strategy of expansion in Europe, we intend to consolidate our presence with a programme of opening physical stores in Italy, followed by Spain and France. On 26 May we will open our first Italian store in the Milan area."*

During the official CNCC session "The Next Miles of the Italian Retail Real Estate", a snapshot of the sector is provided by the 3 most important international consulting firms (JLL, Cushman & Wakefield and CBRE), which showed that shopping centres in Europe catalysed 50% of retail investments in the first quarter of 2018. In Italy, according to JLL figures, about 780 million euros have been invested in the sector since the beginning of the year - more than twice as much as in the same period of 2017, with a pipeline of 43 development projects, 16 of which by the end of 2021.

Joining the debate about the dead malls in the United States, Joachim Sandberg, Head of Italy & Southern Europe Region of Cushman & Wakefield pointed out that there is no direct correlation between the critical situation that is being experienced in the U.S. market and Italy, and reiterated that online sales do not necessarily represent a negative impact on shopping centres. E-commerce is complementary to offline, indeed it may be able to extend the life of more mature products, giving a new impulse to sales.

Only players who are able to adapt to the new conditions imposed by the market will be able to successfully face future challenges; a projection highlighted by Alessandro Mazzanti, CEO of CBRE, of an increasingly hyper-technological future, in which we will soon be able to try endless combinations of dresses in virtual dressing rooms, and the goods will arrive directly at home on the day of purchase. The trend for malls in the coming years will be to reduce the space dedicated to hypermarkets.

Massimo Moretti, President of the Italian National Council of Shopping Centres (CNCC), concluded: *"Today the shopping centre sector is a mature product, requiring different responses from the past. The numbers speak of a solid market that is not afraid of the threat of online, increasingly oriented towards multi-channel and shopping centres that become more and more privileged places of entertainment, sociality and feelings of belonging."*

MAPIC F&B 2019 (and MAPIC Italy) will take place during **Milano Food City 2019** on May 8-9. Milano Food City will see food exhibitions, street food happenings and events, cooking demonstrations and tasting sessions with some of the most recognized international chefs in some of the most iconic places in the city. It aims to gather people and allow them to share an incredible experience around food.

An in-depth description of the key food concepts presented at MAPIC Food & Beverage, please click [here](#).

Images of the events can be found [here](#).

More information on MAPIC Food & Beverage on the website [www.mapic-foodandbeverage.com](http://www.mapic-foodandbeverage.com)

**About Reed MIDEM:**

*Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York and MIPIM PropTech Europe in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector.* [www.reedmidem.com](http://www.reedmidem.com)

**About Reed Exhibitions:**

*Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.* [www.reedexpo.com](http://www.reedexpo.com)

**For more information, please contact:**

**My-Lan CAO – Press Director**

Tel.: +33 (0)1 79 71 95 44

[mylan.cao@reedmidem.com](mailto:mylan.cao@reedmidem.com)

**Jessica Whyte - Press Manager**

Tel: +33 (0) 1 79 71 95 46

[jessica.whyte@reedmidem.com](mailto:jessica.whyte@reedmidem.com)

