

ITALIAN PAVILION PROGRAMME

TUESDAY, 15TH MARCH

Location: Italian Pavilion (R8. B10)

16.00 Introduction of the daily program by Marco LEONE, Senior Advisor Nomisma

16.10 Investment Opportunities: Lombardy Region

16.30 Presentation by: Marco FEDATO, Head of Investment Promotion · Invest in Lombardy

16.30 Investment Opportunities: Emilia Romagna Region

17.00 Presentation by: Ruben SACERDOTI, FDI Director Emilia Romagna Region
with the participation of Bologna Metropolitan City, City of Ferrara by SIPRO Agency,
private partners

17.00 Investment Opportunities: Piemonte Region

17.20 Presentation by: Stefano Nigro, General Manager Piemonte Agency for Investment and
Export

17.20 Aperitivo Italiano: Italian Networking Cocktail

18.00

Location: Mipim Opening Party Cocktail : location Cannes Harbour (*more details to come*)

19.30 Welcome opening party

WEDNESDAY, 16TH MARCH: ITALIAN DAY

Location: Italian Pavilion (R8. B10)

09.00 Welcome coffee for authorities and journalist (*open at 8.50*)

09.30 Location: Italian Pavilion - *Event by invitation only*

Informal get-together with Filippo REAN, Mipim CEO and few journalists

Invitees:

- Carlo MARIA FERRO, President ITA Italian Trade Agency
- Andrea DOMENICONI, Head Economic and Trade Office · Italian Embassy in France
- Paola PAOLOCCI, Interim Director FDI Department ITA Italian Trade Agency
- Annamaria PATTELLI, ITA Italian Trade Agency Paris
- Fabio CAROSSO, Vice President and Regional Minister for Urban Planning, Regione Piemonte
- Simonetta CENCI, Deputy Mayor for Urban Planning City of Genova
- Matteo LEPORE, Mayor of Bologna Metropolitana
- Paolo MAZZOLENI, Deputy Mayor for City Planning City of Torino
- Ruben SACERDOTI, FDI Director Emilia-Romagna Region
- Giancarlo TANCREDI, Deputy Mayor for Urban Planning City of Milano
- Lydia ALESSIO-VERNI, CEO Agenzia Lavoro & SviluppoImpresa Friuli Venezia Giulia Region

09.30 Opening "Italian Day" by ITA ICE, President Carlo Maria FERRO

Moderator: Marco LEONE, Senior Advisor Nomisma

09.40 Italian Public Property Stakeholders: Investments, development and opportunities

10.20

- Agenzia del Demanio, Luigi DI CRISTO, Deputy Director Campania Regional Office
- FS Sistemi Urbani, Sergio SALVIO, CFO & CIO FS Sistemi Urbani (FS Italiane Group)
- Invimit, Giovanna DELLA POSTA, CEO

Partnering with Agenzia del Demanio in designing and realizing real estate operations

- Agenzia del Demanio, Jacopo LUSTRO, Head of Real Estate Operation Planning

Urban development opportunities in great Cities and Regions

10.20

- City of Bologna, Matteo LEPORE, Mayor Bologna Metropolitana

11.00

- Friuli Venezia Giulia Region, Lydia ALESSIO-VERNI, CEO Agenzia Lavoro & SviluppoImpresa
- City of Genova, Simonetta CENCI, Deputy Mayor for Urban Planning City of Genova
- Piemonte Agency for Investment and Export Dario PEIRONE, Chairman
- Tuscany Region, Paolo TEDESCHI, Head of the President's Cabinet

11.00 ANCE (National Construction Association)

11.40 Opening Remarks by Vice President Filippo DELLE PIANE

Italian contractors' portfolio: opportunities in urban development, hotel and tourism

Presentation by Private Associated

- GEFIM SPA, Stefano PONCHIA (Housing- Retail, Hospitality, Tourism)
- MALABAILA & ARDUINO SPA, Paola MALABAILA
- VITALI SPA, Cristian VITALI

13.45 Mipim Official Conference: “Development and opportunities of the Italian market”

14.50 Location: Estèrel Room – Palais des Festivals, 5th floor

Opening Remarks by ITA Italian Trade Agency and Confindustria Assoimmobiliare

Moderator: Jacopo DETTONI, Editor FDI Financial Times London

“Overview of the Real Estate investment opportunity”: Marco LEONE, Senior Advisor Nomisma

The Italian Government’s role in supporting investments

- Riccardo PACINI, Head Economist Agenzia del Demanio
- Sergio SALVIO, CFO & CIO FS Sistemi Urbani (FS Italiane Group)
- Giovanna DELLA POSTA, CEO Invimit

Italian Territory's at Mipim 2022

- Matteo LEPORE, Mayor of Metropolitan City of Bologna
- Ruben SACERDOTI, FDI Director for Emilia-Romagna Region
- Lydia ALESSIO-VERNI, CEO Agenzia Lavoro & SviluppoImpresa Friuli Venezia Giulia Region
- Simonetta CENCI, Deputy Mayor for Urban Planning City of Genova
- Giancarlo TANCREDI, Deputy Mayor for Urban Planning City of Milano
- Fabio CAROSSO, Vice President and Regional Minister for Urban Planning, Regione Piemonte
- Paolo TEDESCHI, Head of the President’s Cabinet of Tuscany Region

Networking cocktail to follow at 15.00 on Italian Pavilion terrace, R8. B10

15.00 Italian Cocktail: networking & Business Cards exchange

16.30 Location: Italian Pavilion terrace

Sponsored by: Invest in Italy (Italian Trade Agency), ANCE and Confindustria Assoimmobiliare

Special guests: AREL Association of Real Estate Ladies (International Group)

16.30 Presentation by Confindustria Assoimmobiliare

17.00 ‘Investing in Italian Real Estate, investment and financing instrument for the Italian market’

- Silvia ROVERE, President Confindustria Assoimmobiliare
- Luca LUCARONI, President Assoimmobiliare’s Tax Committee
- Giuseppe Andrea GIANNANTONIO, Partner Chiomenti
- Francesco MANTEGAZZA, Managing Partner of Fivelex Studio Legale e Tributario

THURSDAY, 17TH MARCH

Location: Italian Pavilion (R8. B10)

4 Thematic sessions with the participation of sectorial operators, Public Authorities, International Investors and private partners, to present the Italian excellences focusing on: Tourism and Hospitality, Housing, Port & Freight Villages, PropTech and Innovation

09.30 Italian Gallery : Tourism and Hospitality

10.15 *Moderator: Marco Leone, Senior Advisor Nomisma*

- 'Candeo Hotels Kyoto Karasuma Rokkaku' by GARDE
- 'Casa di Langa by GaS Studio' with P+F Architetti
- 'Is Molas Resort' by Is Molas SpA
- 'Open to Stay' by Open Project Architecture and Engineering
- 'Ski Total Tourist Accommodation' by SAFFI 1929 S.p.A. - Peter Jaeger Architects
- 'Tourism Investment Opportunities in Friuli Venezia Giulia: The Old Port of Trieste' by Investment Development Agency – Friuli Venezia Giulia Region
- 'B&B Hotels Italia' by B&B Hotels

10.30 Italian Gallery: Housing – Residential, Student, Senior and Social

11.15 *Moderator: Marialisa Santi, Partner of Foundation of the Order of Architects in Milan*

- 'Bertalia-Lazzaretto Area' by Invest in Bologna - Metropolitan City of Bologna
- 'Bio Village - Sant'Alessio con Vialone' by Promos - Lombardia Region
- 'Camplus San Pietro' by Camplus
- 'Genova: The Place to Be' by City of Genova
- 'iGeneration' by InvestiRE SGR
- 'LOC – Loreto Open Community' by Nhood & Arcadis Italy
- 'Santa Chiara Regeneration' by Fincantieri Infrastrutture Sociali SpA

15.00 Italian Gallery : Logistic, Ports & Freight Villages

15.30 *Moderator: Marco Leone, Senior Advisor Nomisma*

- 'The design of Europe's largest battery gigafactory' by Pininfarina Architecture
- 'Hib DHL' by Progetto CMR
- 'PARKlife™' by Prologis Italia

15.30 Italian Gallery : PropTech and Innovation in the Italian Real Estate

16.15 *Moderator: Arnaud Bouzinac, Real Estate Markets - Sales Director, RX France*

- 'ESG Digital Twin Ecosystem For Real Estate' by R2M Solution
- 'Mtachnpe: new tools and services for the NPE Italian Market' by Nomisma
- 'The Key Technologies in the RE Digital Transformation Era' by Rina Prime
- 'Virtual Reality For Real Estate Management' by Geomap

17.00 Aperitivo Italiano: the right place, the right time for networking