

MIPIM 2026 OFFICIAL ITALIAN CONFERENCE

Cannes – Palais des Festivals, Leader's Perspective Stage – Palais 5
March 11th, 2026, 17.00 – 18.30

Italy 2026: Cities as Platforms for Investment and Innovation

Urban infrastructure, services and real estate shaping an integrated ecosystem for long-term value

Moderator: Paola Pierotti, journalist PPAN

Opening remarks

- **Marco Cito** - Head of Foreign Investment Attraction Office, ITA-Italian Trade Agency

Public Value, Strategic Governance

Policy leadership and institutional steering in shaping investable urban markets

- **Lucia Albano** - Undersecretary of State to the Italian Ministry of Economy and Finance
- **Davide Albertini Petroni** - President, Assoimmobiliare
- **Marco Daviddi** - Managing Partner, EY Parthenon Italy and EY Global Real Estate Leader
- **Massimiliano Pulice** - Head of Urban Regeneration, CDP (Cassa Depositi e Prestiti)

Upgrading Italy

Cross-border innovation and next-generation urban models

- **Alberto Bounous** - Vice president development, KAIFD (King Abdullah Financial District)
- **Carlo Castelli** - Founder Urban Purpose, co-chair of the ULI Europe Urban Regeneration Council and the LSE Global Real Estate Group's Executive Committee
- **Raoul Ravara** - Senior Managing Director, Hines Italy
- **Simone Santi** - Development director, Near Sgr

Competitive Cities

Metropolitan leadership, patient investments and the making of sustainable urban ecosystems

- **Aldo Mazzocco** - Chief executive officer & general manager Generali Real Estate, chairman Citylife
- **Gabriele Todesca** – Head of Infrastructure Investments, EIF (European Investment Fund)
- **Silvia Salis** – Mayor of Genoa

Italian Networking Event by ITA - Italian Trade Agency

18.30-19.30 – Verrière Californie (Palais 5)