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PROGRAMME MIPIM

Cannes, 15-18 March 2016

Italian Pavilion
Stand R8-B10

ITALY@MIPIM2016

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Cannes, 15-18 March 2016



Wednesday, 16th March

10.00 - 11.30 Official conference - Italian Real Estate: Striving for excellence
Organized by Mipim and Studio Chiomenti (Ruby Room)

11.30 - 12.30 FICO Eataly World - The largest project of Italian food in the world, organized by Bologna Metropolitan Area and Eataly. Celebrating the BEST FUTURA MEGA PROJECT candidate at Mipim Awards, by Oscar Farinetti and the Mayor of Bologna, Virginio Merola
Greetings by Ivan Scalfarotto, Undersecretary of State for constitutional reforms and Government liaison to Parliament (Italian Pavilion - Bologna Metropolitan Area - Stand R8-A19)

13.00 - 14.30 Italian Lunch - **by invitation only**
Sponsored by ITA - Italian Trade Agency and ANCE - Italian National Association of Construction Companies, in collaboration with Assoimmobiliare and the scientific partnership of Federimmobiliare (Salon Croisette - 3° floor - Palais des Festivals)

15.00 - 17.30 **INVEST IN ITALY:
THE EXTRAORDINARY REAL ESTATE**
Co-organizer ITA - Italian Trade Agency and ANCE - Italian National Association of Construction Companies (Italian Pavilion R8-B10)

Master of Ceremony: Riccardo Maria Monti, President ITA - Italian Trade Agency

15.00 - 15.30 Opening remarks and presentation of the Italian Government's Real Estate strategy by Ivan Scalfarotto, Undersecretary of State for constitutional reforms and Government liaison to Parliament and by the Ministry of Defence

Presentation of the new public Real Estate disposal website, by Marco Simoni, Italian Prime Minister Economic Adviser

15.30 - 15.40 The Agenzia del Demanio's leading role in the redevelopment of public Real Estate assets, by Roberto Reggi, General Director of the Italian Public Real Estate Agency

15.40 - 15.50 CDP Real Estate activity: connecting public Real Estate to private investors, by Aldo Mazzocco, Head of Group Real Estate Cassa Depositi e Prestiti

15.50 - 16.00 Urban renovation and investment opportunities in Torino and Piemonte, by Piero Fassino, Mayor of Torino and Sergio Chiamparino, President of Regione Piemonte

16.00 - 16.10 Lombardy: the Italian gateway for investments, by Mauro Parolini, Regional Minister for Economic Development

16.10 - 16.20 Apulia: leading the way for enhancing tourism and cultural heritage assets, by Loredana Capone, Regional Minister for Economic Development and Tourism

16.20 - 16.30 Investment opportunities in Marche Region, by Manuela Bora, Deputy Minister of Marche Region Government for international trade and commerce and international investments attraction

16.30 - 16.40 Trentino: urban requalification and Real Estate investment opportunities in the heart of Dolomites, by Mauro Gilmozzi, Autonomous Province of Trento Minister for Public works, environment, transport and energy

16.40 - 16.50 Enhancing Tuscany Region's historical buildings and prestigious assets, by Vittorio Bugli, Regional Minister for the Presidency of the Region

16.50 - 17.00 COIMA: Investing, developing and managing Italian real estate, by Manfredi Catella, Founder & CEO COIMA SGR

17.00 - 17.10 The High Speed Network modifies urban functions in Italian cities, by Carlo De Vito, CEO FS Sistemi Urbani

17.10 - 17.20 How to leverage public property development through Real Estate Funds, by Elisabetta Spitz, CEO INVIMIT SGR

17.20 - 17.30 *Closing remarks by Riccardo Maria Monti, ITA - Italian Trade Agency*

17.30 Aperitivo Italiano

Thursday, 17th March

10.30 - 11.00 Expo Milan 2015, security solutions for over 21 million people, by Andrea Menuzzo, CEO CAME, Tullio Mastrangelo, Milano Police Department Former Commissioner and Roberto Ghirardo, Engineering Manager

11.00 - 11.30 Presentation of the local wood and furniture sector by Autonomous Province of Trento

11.30 - 12.30 Bologna Metropolitan Area - an attractive territory of opportunities, by Virginio Merola, Mayor of Bologna (Italian Pavilion - Bologna Metropolitan Area - Stand R8-A19)

12.00 - 12.45 The future of Real Estate and construction market: from dwellings to professionals, by ITA-ANCE-Assoimmobiliare with the scientific partnership of Federimmobiliare

12.45 - 13.15 Bugatti's Factories: change of use from industrial to hospitality and retail, by Stefano Pulsoni, Stefim S.r.L.

14.15 - 15.00 Interporto of Bologna: a successful logistic hub as national best practice, by Interporto Bologna, Prologis Italy and Vailog Italy (Italian Pavilion - Bologna Metropolitan Area Stand R8-A19)

15.15 - 17.35 **Projects by ANCE - Italian National Association of Construction Companies**

15.15 - 15.35 Invest in Italy - Real Estate Opportunities, ANCE - Italian Association of Construction Companies

15.35 - 15.55 Development and regeneration projects in Milan, by Company Borio Mangiarotti

15.55 - 16.15 Como Lake Luxury, by Company Nessi & Majocchi

16.15 - 16.35 Renovating and developing an old building on Como Lake for a modern tourist experience, by Company Piazza Carlo & C.

16.35 - 16.55 Parma Urban District: an opportunity for the development and rehabilitation of the territory, by Company Pizzarotti & C. S.p.A.

16.55 - 17.15 Public assets valorisation in collaboration with the contractors. Fendi's contribution to the City of Rome:
• Valorisation projects of public property, CDP Investimenti SGR's role: how does it relate with the contractors?
• A successful project, Fendi's Head Quarter in Palazzo della Civiltà, EUR, innovative management of a regeneration
By Company Constructors S.r.L.

17.15 - 17.35 MILANO ALTA a new development in the center of Milan, by Company Vitali Real Estate