

***Italian Shopping Centers  
Focus on our industry, three CNCC researches: parking, workforce, marketing  
budget***

*The CNCC Research Committee will show the results of three new analysis undertaken with reference to Italian Shopping centers Industry:*

- *Parking lots - occupancy rate of parking areas*
- *Workforce - the number of employees of our sector*
- *Marketing budget – benchmarking promotional and advertising expenditure*

Mercoledì 15 Novembre - ore 15:30 -16:30  
*November 15<sup>th</sup>, 2017 - 15.30-16.30*  
*Conference Room N. 2*

**15.30** *Intervento di apertura / Opening Remarks*

**Massimo Moretti** - President CNCC

**Maddalena Panu** - Head of Research Savills Larry Smith - President of Research Advisory Committee CNCC

**15.40** *Progetto Dipendenti / Workforce project*

**Francesco Soldi** – Head of Marketing and Sustainability IGD SIIQ

**15.55** *Progetto Parcheggi / Parking project*

**Maddalena Panu** - Head of Research Savills Larry Smith

**16.10** *Progetto Spese Marketing / Budget Marketing project*

**Marianna De Luca** - Head of Advisory Department Svicom

**16.25** *Conclusioni / Closing Remarks*

**Massimo Moretti** - President CNCC