

**MORNING**

- 9.30 – 10.00 **Introduction to the day. Regard and Restitution in the distribution of value.**  
By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Deep & Deal paradigm:** phenomena linked to the 2030 Agenda.  
By Linda Gobbi
- 10.30 – 11.45 **The 3 trends of Value Retail. Merchant Values, Legacy Building, ESG TransActions.**  
By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Break**
- 12.00 – 12.45 **The scenario of large-scale distribution** presented by Luigi Rubinelli (Retail Watch)
- 12.45 – 13.00 Questions and debate
- 13.00 – 14.00 **Lunch break**

**AFTERNOON**

- 14.00 – 15.30 **The purchase process for different generations.** The experiences and expectations of the different generations in the retail scenario. **Overall Influencing** (Expo Teens), **Exclusive Adventures** (Premium Seekers), **Gratitude Activation** (Family Activists). By Linda Gobbi and Francesco Morace
- 15.30 – 16.15 **The financial world and its evolution.** The case of **Nexi and the Cashless Society** with Erika Fattori (Brand & Communication Director) and the Vision of AideXa with Jason Boon (Chief Digital Marketing Business & Commercial)
- 16.15 – 16.30 **Conclusions and Retail map of rebirth,** by Linda Gobbi and Francesco Morace