

**BIO SPEAKER:**

ANDREA MENEGHINI

**A seasoned professional with extensive experience in the Italian modern retail sector, active since 1996 across both industry and retail, with a comprehensive understanding of the entire supply chain. He is the co-founder of GDONews, Italy's first online publication dedicated to the sector, now part of the PR Italia Edizioni group.** Throughout his career, he has combined his editorial work with strategic consulting for leading retail and manufacturing companies, contributing to the development of market analysis, content strategies, and data-driven solutions.



**COUNTRY: ITALY**

**ABSTRACT:**

In my presentation, I will briefly examine the evolution of the Italian mass-market retail sector up to the present day, before outlining the key challenges that lie ahead for large-scale retail and industry in the coming years, offering a practical roadmap for professionals in the field.