

Italian Cities, Platforms for Investment and Innovation

ITA (Italian Trade Agency) Leads the Italian System at MIPIM 2026

- *Italian real estate investment volumes reach €13.5bn in 2025, up 36% on 2024 and surpassing the previous record of €12.6bn set in 2019.*
- *Investment confidence is reinforced by strong institutional attendance, including mayors and deputy mayors.*
- *Fifteen major projects from across the country are showcased, spanning large scale urban regeneration, housing initiatives, waterfront developments and tourism.*

Cannes, 9 March 2026 – Italy is taking its largest ever delegation to MIPIM, the leading international real estate event (Cannes, March 10–13), off the back of a record year for investment in the nation’s real estate sector.

Investment opportunities and urban regeneration projects across Italy’s territories and major metropolitan areas will be showcased across a full programme of activity throughout the week. Several Italian regions, cities, national institutions, real estate operators and trade associations will be in attendance.

The Italian Trade Agency leads the Italian Pavilion (Riviera 8 – stand B.10) with a strengthened institutional presence and a renewed strategic vision: promoting cities as integrated investment platforms connecting urban regeneration, infrastructure, innovation, and sustainability.

It comes off the back of a record year of growth in 2025, where the Italian real estate market recorded investment totalling €13.5bn (+36% compared to 2024), exceeding the previous peak of 2019 (€12.6 billion).

Italy has continued to strengthen its attractiveness to international investors through a combination of structural demand, urban quality, and new public-private partnership opportunities supported by gradual macroeconomic stabilisation. Growth has not only been in the traditional real estate hubs of Rome and Milan, but across the breadth of cities and regions.

15 major projects from across Italy on show

Italy’s 2026 MIPIM offering features a selection of projects distributed across the national territory: urban waterfronts, regeneration programs, enhancement of public assets, social housing, logistics infrastructure, and innovation hubs.

The highlighted initiatives include waterfront developments in Catanzaro and Catania; transformation and innovation projects in major cities such as Milan, Naples, Bologna, Genoa, Turin, and Rome; opportunities linked to student and social housing (including dedicated assets in Monza and Rome – Tor Vergata); enhancement paths for properties and historic complexes in cities and tourist destinations.

Attractive investment and development opportunities are also available under public-private partnership models, as promoted by the new Italian Public Procurement Code.

Programme at the Italian Pavilion

The Italian Pavilion will host a rich programme of workshops and discussions with international investors on trends, tools, and development models:

Tuesday, March 10

12:00 – Italian Pavilion Ribbon Cutting, in the presence of authorities and territories

15:30 – Workshop “From ESG to Value Creation: Building Climate-Resilient Assets”: sustainability, climate resilience, and digital transformation as drivers of value creation

Wednesday, March 11

11:00 – Workshop “Housing Under Pressure: Affordability, Supply and New Models”: housing challenges between affordability, structural demand, and new partnership models

17:00 – Conference “Italy 2026: Cities as Platforms for Investment and Innovation” Palais des Festivals, Leaders’ Perspective Stage – Official Italian conference on governance, metropolitan leadership, and urban competitiveness, with contributions from institutional representatives and industry leaders, focusing on public policies and financial tools capable of accelerating urban regeneration, competitiveness, and sustainability.

Thursday, March 12

10:00 – “Investing in hospitality: where value is being created”

The Pavilion programme will also include workshops organized by OICE (Association of Engineering, Architecture and Consultancy Organizations), Ceipiemonte (Piedmont Investment and Export Agency), the Municipality of Genoa, Assoimmobiliare, INPS, and Regione Lombardia.

ENDS

Notes to editors

Further information about Italy's real estate outlook

An institutional framework that strengthens attractiveness. Italy's presence at MIPIM 2026 is part of a broader framework of instruments and policies supporting investment: the National Recovery and Resilience Plan (PNRR) for infrastructure and energy transition, public asset enhancement programs, and advanced public-private partnership models.

The Italian Trade Agency confirms its role as coordinator of Italy's presence, with the goal of strengthening the country's positioning as a reliable and diversified destination for international real estate investment: not just individual projects, but an integrated strategy centered on cities, innovation, urban quality, and medium-to-long-term value creation.

Economic Outlook 2025–2026

Macroeconomic forecasts for 2025–2026 outline a stabilization scenario, with moderate GDP growth (+0.7% in 2025, forecast +0.8% in 2026) and a further gradual reduction in inflation. Private consumption is expected to grow, with a +0.9% increase in 2026, while investments will continue to rise (+2.7% in 2026).

Regional Investments

Regional markets recorded an 81% increase compared to 2024, reaching €8.7 billion, demonstrating that Italy is no longer concentrated only in its traditional prime markets, but is transforming into a system of differentiated markets where value-add and repositioning operations are increasingly significant.

Market Drivers

Among the most dynamic sectors: retail and hospitality (driven by the strength of international tourism), eco-compatible logistics, and the expanding living segment, particularly student housing. Growing attention is also being paid to sector-specific assets such as healthcare and data centres, where Italy is consolidating its position as a preferred European destination.

Growing Real Estate Sectors

Retail (€4 billion) continues to dominate the market, followed by hospitality (€2.26 billion), benefiting from the strength of international tourism. Logistics (€2.13 billion) is consolidating thanks to demand increasingly oriented toward ESG-compliant assets,

while the living sector is recording strong growth, especially through student housing development. Healthcare is also gaining attention, driven by increasing demand for integrated welfare models.

Expanding Residential Market

The residential sector continues to show growth, with 770,000 transactions in 2025 (+6.9%) and a forecast of 800,000 transactions in 2026. Residential prices increased by 3.1% in 2025, with growth exceeding 4% in 2026, with Milan and Rome leading value increases.

New Construction and Urban Regeneration

Despite a low share of new constructions (only 18% of transactions), the main focus remains on the redevelopment of existing properties, with 38% of buildings constructed before 1969. Regeneration represents a key lever to modernize and preserve the value of Italy's real estate assets.

ZES Unica: A New Tool for Southern Italy's Relaunch

The Single Special Economic Zone (ZES Unica) is confirmed as one of the main drivers for Southern Italy's development, expanding from 2025 to include the Marche and Umbria regions. One of the most significant innovations is the introduction of a digitalized Single Authorization Procedure, allowing approval processes to be completed within 30 days, aggregating up to 35 authorizations (including from different authorities), making the system more efficient with clear timelines. Thanks to this model, €32 billion in investments have been activated and 40,000 new jobs created.

For more information:

<https://mipim2026.investinitalyrealestate.com/>