

NEXO

EXECUTIVE DELEGATIONS

PROGRAMME AGENDA

Milan 2027

Executive Delegation

Design, fashion & luxury retail

5 DAYS · MILAN · BRIANZA · COMO

APRIL 2027 · EXACT DATES ANNOUNCED SOON

Programme subject to final host confirmations.

THE AGENDA

Five days, day by day

Milan is where design, fashion and luxury turn craft into experiences customers pay a premium for, and Design Week is when the whole city shows how it is done. For Latin American retailers and brands, it is a masterclass in brand experience, clienteling and omnichannel luxury.

DATES	DURATION	CITIES	DELEGATION
April 2027 (exact dates announced soon)	5 days	Milan · Brianza · Como	12–15 senior executives

01

DAY 1

MILAN

4 sessions

Arrival & the Milanese model

09:00–13:00

MORNING

Arrivals & private transfers

Meet-and-greet at Malpensa or Linate, private transfer and check-in at the delegation hotel.

14:00–15:30

MIDDAY

Welcome session: objectives for the week

Introductions, each company's priorities, house rules (Chatham House) and the logic of the week.

16:00–18:00

AFTERNOON

Briefing: how Milan turns craft into brand value **KEYNOTE**

An insider's map of the fashion, furniture and luxury ecosystem: family groups, districts, suppliers and the role of the fairs. Speaker announced soon.

20:00

EVENING

Welcome dinner **PEER DINNER**

A private dinner for the delegation in the Brera district.

THE SHAPE OF THE WEEK

Day 1

Context

Days 2–4

Deep dives: retail, making, design

Day 5

Synthesis and LatAm application

02

DAY 2

MILAN ·
QUADRILATERO

5 sessions

Flagship retail & luxury clienteling

09:00–10:30

MORNING

Keynote: "The store as a stage: luxury retail after omnichannel" **KEYNOTE**

A senior retail executive on flagships, clienteling and the role of the store in a digital journey. Speaker announced soon.

11:00–13:00

MORNING

Guided walk: the Quadrilatero della Moda and Galleria Vittorio Emanuele II **SITE VISIT**

Flagship formats, window design, service rituals and visual merchandising, read with a retail designer.

13:30–15:00

MIDDAY

Working lunch: clienteling that customers welcome

Peer discussion on client books, private appointments, data and the limits of personalisation.

15:30–17:30

AFTERNOON

Roundtable with luxury CX and e-commerce leaders **CLOSED-DOOR**

Closed-door session on service standards, after-sales, resale and online luxury. Participants announced soon.

Evening

Evening at leisure

Free evening in the city, with recommendations from our team.

03

DAY 3

BRIANZA &
COMO

5 sessions

The making: ateliers & manufacturing districts

08:00–09:00

MORNING

Private transfer to the Brianza furniture district

Briefing on board: how Italian industrial districts work.

09:30–12:00

MORNING

Site visit: a design-led furniture manufacturer **SITE VISIT**

Craft and industrial processes side by side, made-to-order production and the dealer network (host announced soon).

12:30–14:00

MIDDAY

Lunch on Lake Como

A working lunch on the lake.

14:30–16:30

AFTERNOON

Site visit: a Como silk and textile workshop **SITE VISIT**

From design to printed silk: how a supplier district serves the world's luxury houses (host announced soon).

20:00

EVENING

Cultural evening in Como **CULTURAL EVENING**

A private visit and dinner in a historic villa or garden on the lake.

04

DAY 4

MILAN · DESIGN
WEEK

5 sessions

Design, innovation & brand experience

09:00–10:30

MORNING

Keynote: "Designing experiences people pay a premium for" KEYNOTE

A designer or creative director on brand worlds, materials and the economics of design. Speaker announced soon.

11:00–13:30

MORNING

Guided visit: Salone del Mobile and Design Week installations SITE VISIT

The fair and the city installations, read for retail and brand ideas.

14:00–15:00

MIDDAY

Lunch in the Tortona or Brera design district

15:30–17:30

AFTERNOON

Roundtable with founders of design-led brands CLOSED-DOOR

How small brands build global audiences: product, community, wholesale and direct-to-consumer. Participants announced soon.

20:00

EVENING

Peer dinner PEER DINNER

The delegation's dinner, one table, one topic.

05

DAY 5

MILAN

4 sessions

Synthesis & what transfers to Latin America

09:00–11:30

MORNING

Workshop: your 90-day action plan WORKSHOP

A facilitated session translating the week into each company's priorities.

12:00–13:00

MORNING

Closing roundtable: luxury and design lessons for LatAm CLOSED-DOOR

What applies at home, and what does not.

13:00–14:30

MIDDAY

Farewell lunch

Closing remarks and the follow-up plan.

15:00

AFTERNOON

Departures, or optional follow-up meetings

Transfers to the airport. Optional extra day for private meetings.

Sites are described generically on purpose. We name hosts and speakers only once they have confirmed, and never imply a partnership that does not exist.

WHO IT'S FOR

Who's in the room

12–15 senior executives from leading Latin American companies

Profile

- CEOs, COOs and general managers
- Heads of e-commerce, digital and data
- Supply chain, logistics and operations directors
- Commercial, marketing and customer directors
- Owners and board members of family-held groups

Participation is by invitation. We compose each group for seniority, relevance and a healthy mix of countries.

What you leave with

- A briefing book before you travel, with context on every host and session
- A written synthesis of the week's key insights
- Your own 90-day action plan, drafted on Day 5
- Curated introductions to Italian companies relevant to your priorities
- A peer network of senior leaders across Latin America

Not just inspiration: a plan, and the people to build it with.

OUR STANDARDS

What every delegation is held to.

Small group

12 to 15 senior executives. Every session is a conversation, not an audience.

Curated hosts

Each host is chosen for the group. Names are published only once they confirm, and no one pays to present.

Bilingual EN / ES

Programs run in English and Spanish, with professional interpretation and Spanish-language materials.

Private access

Closed doors, Chatham House rule, no press. Introductions happen only when both sides want them.



CONTACT

Request an invitation

Places are limited to 15. Tell us about your company and priorities, and we will be in touch personally.

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Small, senior delegations of Latin American executives to the places where each industry is being reinvented.