TALK PROPOSAL · 15 MINUTES

Lived in, all year round

New residents as the first engine of a historic town centre.
The case of Manduria, Salento, Puglia

The speaker

Mario Dimitri, co-founder of ManduriaShire

Born in Mesagne and raised in Manduria, he left at 17 to study at Bocconi. In 2004 he moved to Shanghai for a CEIBS MBA and has since worked as an entrepreneur in China, the Philippines, Armenia, Germany and Georgia. With ManduriaShire he has bought ten abandoned houses in the historic centre of Manduria: he is reopening them with local craftsmen to bring back year-round residents, and helps those who want to move here. The first place to open is 15Dolcevita, at Via Verdi 15, in summer 2027. He speaks English and Italian.

Three numbers

1,861
fewer residents in ten years
Manduria had 31,526 inhabitants at the end of 2014 and 29,665 at the end of 2024: down 5.9%.

1,081
Western residents within 35 km
Manduria itself has 136, most of them German (93); there are 2 Britons. In the Alto Salento area, Germans outnumber Britons only here and in Avetrana.

30,000
inhabitants, the new 7% threshold
Since 7 April 2026, the limit for the 7% flat tax on foreign pensions of people moving to southern Italy (Law 34/2026, art. 26). Manduria has 29,528.

Sources: ISTAT, resident population, total and by citizenship, 1 January 2025 and 2026, and historical series. Western: citizens of 16 countries (Western and Northern Europe, US, Canada, Australia, New Zealand) in towns within 35 km of central Manduria as the crow flies. ManduriaShire analysis.

The outline

1 **The cost of depopulation** — 3 minutes
The residents lost and the houses left empty.

2 **Who can come, seen by someone who arrived as a foreigner in five countries** — 4 minutes
The Western residents already living around Manduria.

3 **Our building site** — 4 minutes
Ten houses, local craftsmen, 15Dolcevita, support for those who move here.

4 **The levers for towns and associations** — 4 minutes
The 7% flat tax, Manduria's confirmed status as a città d'arte, the open letter to the town council.

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MANDURIASHIRE

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Divertirsi allunga la vita