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WHAT IS MIPIM?

Over the past 29 years, MIPIM has become the leading worldwide property event gathering real estate professionals from all sectors - office, residential, retail, hotel, industrial. It aims to provide an international platform for industry leaders to connect, and do real face-to-face business. Through its internationally rich exhibition floor and comprehensive programme of conferences and events, MIPIM allows participants to find new partners, close deals, discover new projects and gain insight into the latest global market trends.

MIPIM is an international marketplace creating dialogue between real estate professionals from the whole value chain - developers, architects, investors, brokers, local authorities - generating new ideas and identifying new trends. MIPIM has also established itself as an essential meeting place for cities from around the world and their public & private partners to discuss major urban planning issues.

MIPIM 2020 will take place in Cannes, France, from March 10-13.

26,800
PARTICIPANTS

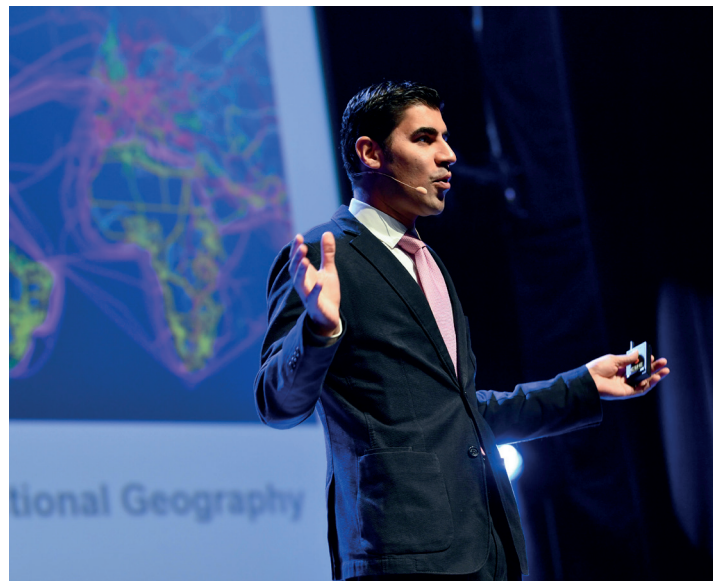
3,100 EXHIBITING
COMPANIES

+100
COUNTRIES

3,800 CEOs & C-LEVEL
PROFESSIONALS

5,400 INVESTORS &
FINANCIAL INSTITUTIONS

+130
CONFERENCES



WHAT IS PROPTECH?

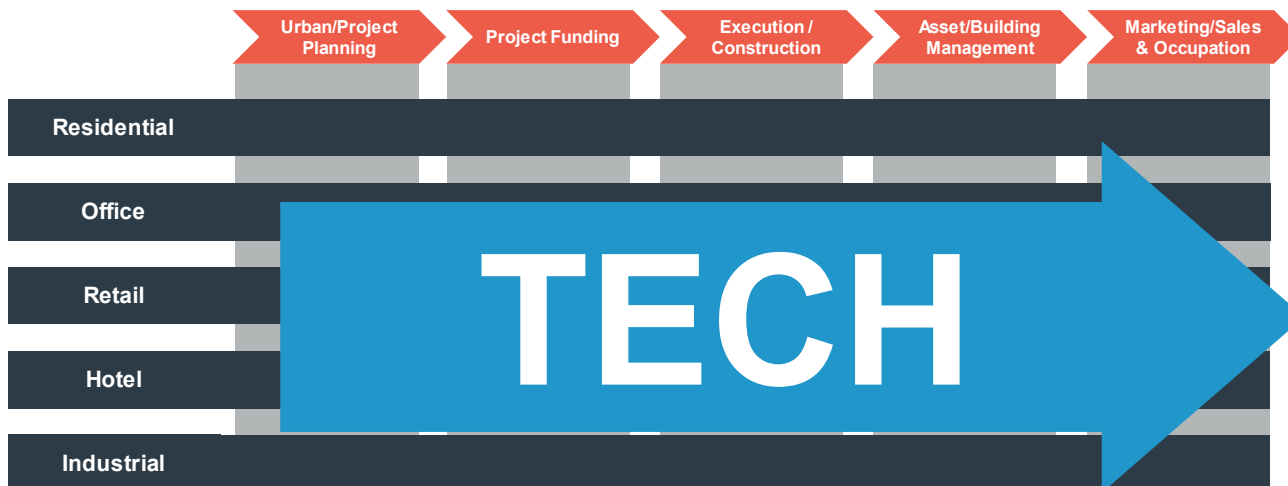
Why is proptech so topical?

Proptech deals with new technologies that address traditional property issues. Property has reached a new frontier that involves both a technology revolution and a shift in needs of building users, and more generally urban dwellers. There is a real convergence between the digital revolution and societal developments in technology. The great opportunity for the world of property today is to be able to rely on digital innovation to meet the new expectations of tomorrow's city users.

Proptech brings on board a whole series of new players, both startups and established companies that are positioning themselves in the property sector. New companies are developing new approaches based on big data, virtual reality, crowdfunding, blockchain, artificial intelligence...

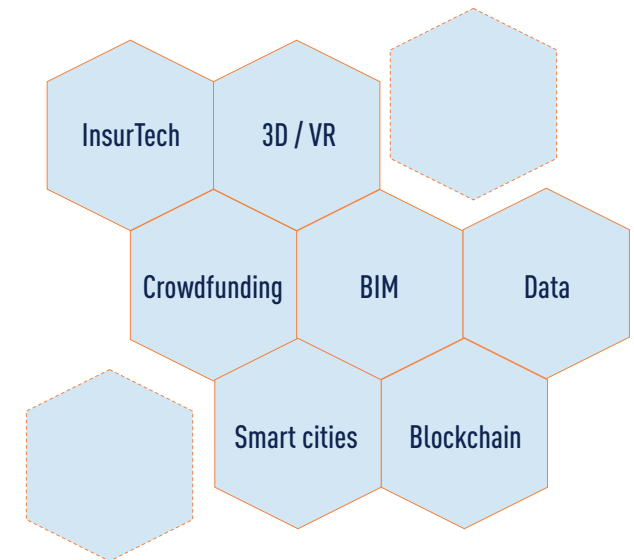
Proptech impacts the entire value chain, from financing, transaction management, building, and maintenance to occupancy, construction and more broadly urban design.

The stakes are huge as property is one of the largest sectors of the global economy, so it can offer the most opportunities to tech companies and VC firms that are beginning to invest in this field.



Which technologies?

Many technologies can change the real estate industry. Data processing and the multiple applications it can generate, artificial intelligence that facilitates the analysis of information, but also virtual reality, the Internet of things, blockchain or robotics.



MIPIM PROPTech EUROPE

MIPIM ProPTech EUROPE is the premier property and tech event in Europe gathering key decision makers from all property sectors and technology companies to take their business to the next level and build the future of property in the European market.

The ambition of MIPIM PropTech is to create a venue that can forge a common language between all the players who are thinking about the city of tomorrow, both in the property sector and in new technologies.

2,000
participants

50
countries

1,000
companies

100
speakers

Who is meeting who and why?

Real estate leaders

- Anticipate the industry's evolution
- Discover startups and new technologies
- Leverage their business



Tech companies

- Showcase and sell their solutions
- Increase business opportunities with Real Estate
- Raise funds



VC & Investors

- Discover the future unicorns of proptech
- Access potential sources of investment
- Network with property leaders



Why Paris?

Paris is an attractive global city closely connected to Europe as a whole. The French capital is a breeding ground for startups, where French Tech is being internationally recognized and as an innovation-driver, Paris is one of the most sought-after metropolises in the European property market with a special focus on urban living issues.

ADVISORY COUNCIL

To offer the most effective and insightful event, MIPIM PropTech Europe received support from elite property and tech professionals directly invested in the future of real estate. Advisory Council members act as ambassadors by endorsing the event and provide valuable perspectives on the property and technology industries.



Aaron Block - Global Advisor
Co-founder and MD
MetaProp NYC



Amanda Clack
Head of Strategic Consulting
CBRE



Dan Hughes
Founder
LIQUID REI



Daniel Kraft
Innovation Director
Stronghold



Emilio Matthaei
CEO
Colinus



Robin Rivaton
Founder
Real Estech



Ian Thomas
Co-Founder
LendInvest



Alexander Übach-Utermoehl
Managing Partner
Blackprintpartners



Taylor Wescoatt
General Partner
Concrete VC

CONFERENCE PROGRAMME

MIPIM 2019 theme : Matching user expectations

From [urban planning to the occupation of workspaces](#), users are at the heart of the real estate ecosystem. To respond to their demands, expectations and needs, both public authorities and businesses have developed change strategies to [improve the user experience](#).

MIPIM PropTech Europe 2019 central theme, 'Matching Users' Expectations' will focus on users' as [occupants and tenants of buildings](#) and [city dwellers](#).

The conference programme will also answer to the following questions:

- How can proptech help the public and private sectors have a better understanding of the needs and expectations of users?
- How do we align the short-term demands of users and the fast-changing nature of technology with the long-term strategies of the private and public sectors?
- How do we drive change within an organisation? What are the best practices for successful projects and partnership in innovation?
- What are the key trends shaping the future of buildings, cities and communities?

Engaging the PropTech community

The conference sessions are created together with the MIPIM PropTech community along with industry experts such as:

wework



Smart
Cities
Council



A FEW PERSONALITIES FROM THE PROGRAMME

Real Estate



Sally Jones
Head of Strategy & Investments
British Land



Thierry Laroue Pont
CEO
BNP PARIBAS REAL ESTATE



Michael Philipps
President
Jamestown, L.P.



Guillaume Poitrinal
Founder and CEO
Woodeum



Tania Bontemps
Chairwoman
Union Investment
Real Estate France

Tech



Arthur-Louis Jacquier
General Manager France
Lime



Sebastian Abigail
Senior Director
VTS



Ed Parsons
Geospatial Technologist
Google



Xavier Perrin
Real Estate Portfolio Director
Microsoft



Anne Wernand
Behavioural Researcher
Mapiq

A FEW PERSONALITIES FROM THE PROGRAMME

VCs & Investors



Aaron Block
Co-Founder and MD
MetaProp NYC



Faisal Butt
Founder and Chairman, Pi Labs
Founder and CEO, Spire Venture



Brendan Wallace
Co-Founder and Managing Partner
Fifth Wall



Taylor Wescoatt
Founder
Concrete VC

Institutionals



Rudy Aernoudt
Senior Economist
European commission



Marie-Céline Guillaume
CEO
Paris La Défense



Michael Pawlyn
Director
Exploration Architecture Limited



Anders Indset
Business Philosopher

Experts

July 1st: The future of buildings

Foresight

Exploring the future of the built environment

Innovation

Sharing today's innovations building the future

Ignition

Learning from innovation best practices

Room 400

09.30-10.00 | Opening keynote: Preserving our built heritage with technology

10.15-10.45 | CEO Perspectives: Key trends shaping the future of real estate

11.00-11.15 | Microsoft Keynote: Data to create value in space sizing

11.15-11.45 | Do's and Dont's: Value creation with connected assets

12.00-12.45 | Unexpected Keynote: How companies can master the challenges of the 21st century

14.00-14.30 | Keynote: How PropTech is building the future
Curated by:  Workwell


14.30-15.00 | CEO Perspectives: Vision and strategies for a human-centred real estate
Curated by:  Workwell

15.10-15.30 | Use cases: Iconic experiences
Curated by:  Workwell

15.30-15.50 | Do's and Dont's: Tenant experience technologies
Curated by:  Workwell

15.50-16.10 | Decision makers facing the challenge of employee experience
Curated by:  Workwell

16.10-16.30 | Best practices: Joining forces with startups
Curated by:  Workwell

16.30-16.50 | Driving change and promoting initiatives
Curated by:  Workwell

16.50-17.10 | Final interviews
Curated by:  Workwell

Room 200

10.30-11.30 | Use cases: How to create a truly seamless experience in modern buildings

12.00-12.45 | Startup Competition 1/2


14.30-15.15 | Startup Competition 2/2

15.30-16.30 | Beyond buzzwords, toward a more efficient financing experience through technology

16.45-17.30 | Investment trends: shared views from all stakeholders
Curated by:  IMPULSE PARTNERS
Strategy | Innovation | Performance


17.30-17.50 | Keynote: What does it mean to be a landlord in the 21st Century?

Ecuries

11.00-11.30 | Tokenization, from concept to case studies
Curated by:  BPF

11.45-12.30 | Fibree Global blockchain report
Curated by:  FIBREE

14.15-15.00 | Is Building Information Modelling adapted to real estate?
Curated by:  IMPULSE PARTNERS
Strategy | Innovation | Performance

15.15-16.15 | Unconference: co-working business modelling
Curated by:  SOCIAL WORKPLACES.com

16.15-17.15 | Unconference: co-working business modelling
Curated by:  SOCIAL WORKPLACES.com

Ecuries (Client event)

11.45-12.30 | Occupiers summit (Closed door):

17.30-18.00 | Report on the future of buildings
Curated by:  Real Estech

Ecuries 2

Flash Talks' sessions are led by a moderator and gives each exhibiting company 2 minutes to present their concept and ideas in an informal setting. Don't forget to stop by and hear what they have to say!

From 18.00
Opening party



July 2nd: The bigger picture of the city

Foresight

Exploring the future of the built environment

Innovation

Sharing today's innovations building the future

Ignition

Learning from innovation best practices

Room 400

10.00-10.30 | The city of 2050

10.45-11.15 | CEO Perspectives: Participative programming of the built environment

11.30-12.00 | Use cases: Data strategy in urban landscapes

12.00-12.30 | Google Keynote: How to organise the world's information using geography

14.00-14.15 | European Commission Keynote: Building European champions

14.15-14.45 | Scaling and the stake of talent management

15.00-15.45 | Young leader perspectives : Creating a better built environment

16.00-16.15 | Learning from nature how to make regenerative places

16.15-16.45 | Use cases: Built environment against climate change

17.00-17.30 | Keynote: Creating building & cities for 21st century productivity

Room 200

10.30-11.15 | Can tech help reduce construction costs?

Curated by: 

11.15-11.30 | French Minister of Housing keynote

Curated by: 

11.30-12.15 | Increasing the purchasing power for real estate services through innovation

Curated by: 

14.30-15.30 | Beyond buzzwords, smart cities return on experience

Curated by: 

15.45-16.45 | Mobility revolution, from concepts to case studies

16.45-18.00 | PropTech StartUp Europe Awards

Curated by: 

Ecuries

10.15-11.15 | Global PropTech - Leaders event

Curated by: 

11.30-12.30 | Regulating to build trust while enabling innovation

14.30-16.00 | Co-living, from concept to case studies

Curated by: 

16.00-16.30 | 10 steps to innovate at the pace of a startup

Curated by: 

Ecuries (Client event)

08.45-09.45 | Dutch breakfast (Closed door)

Curated by: 

17.30-18.30 | Propmodo's subscriber soirée

Curated by: 

Atelier 7

Flash Talks' sessions are led by a moderator and gives each exhibiting company 2 minutes to present their concept and ideas in an informal setting. Don't forget to stop by and hear what they have to say!

From 19.00
Closing party

Curated by: 

WeWork Lafayette
33 Rue La Fayette, 75009 Paris
Places are limited



Fostering transformation in the built environment

La Week's mission is to engage the European proptech community by multiplying business and networking opportunities for one week. Building partnerships to help people to connect with one another and increase their learning experience to network and share.

Some partners already engaged with La Week:



[Holland Contech & PropTech](#) : the first matchmaker in the Dutch construction, real estate and infrastructure sector.



[Proptech House](#) : the Alliance of European PropTech Associations.



[Global PropTech](#) : the leading yearly online event for PropTech.



[Real Estech](#) : the community of real estate entrepreneurs.



[HBS Research](#) : first real estate database from public and private data.



[PropTech Romania](#) : Romania's first platform to bring together real estate players, investors, startups and tech companies.

ABOUT US

Reed MIDEM

Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong, MIPIM PropTech Summit in New York, MIPIM PropTech Europe in Paris for the tech and real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food in Milan, and MAPIC India in Mumbai for the retail real estate sector.

www.reedmidem.com

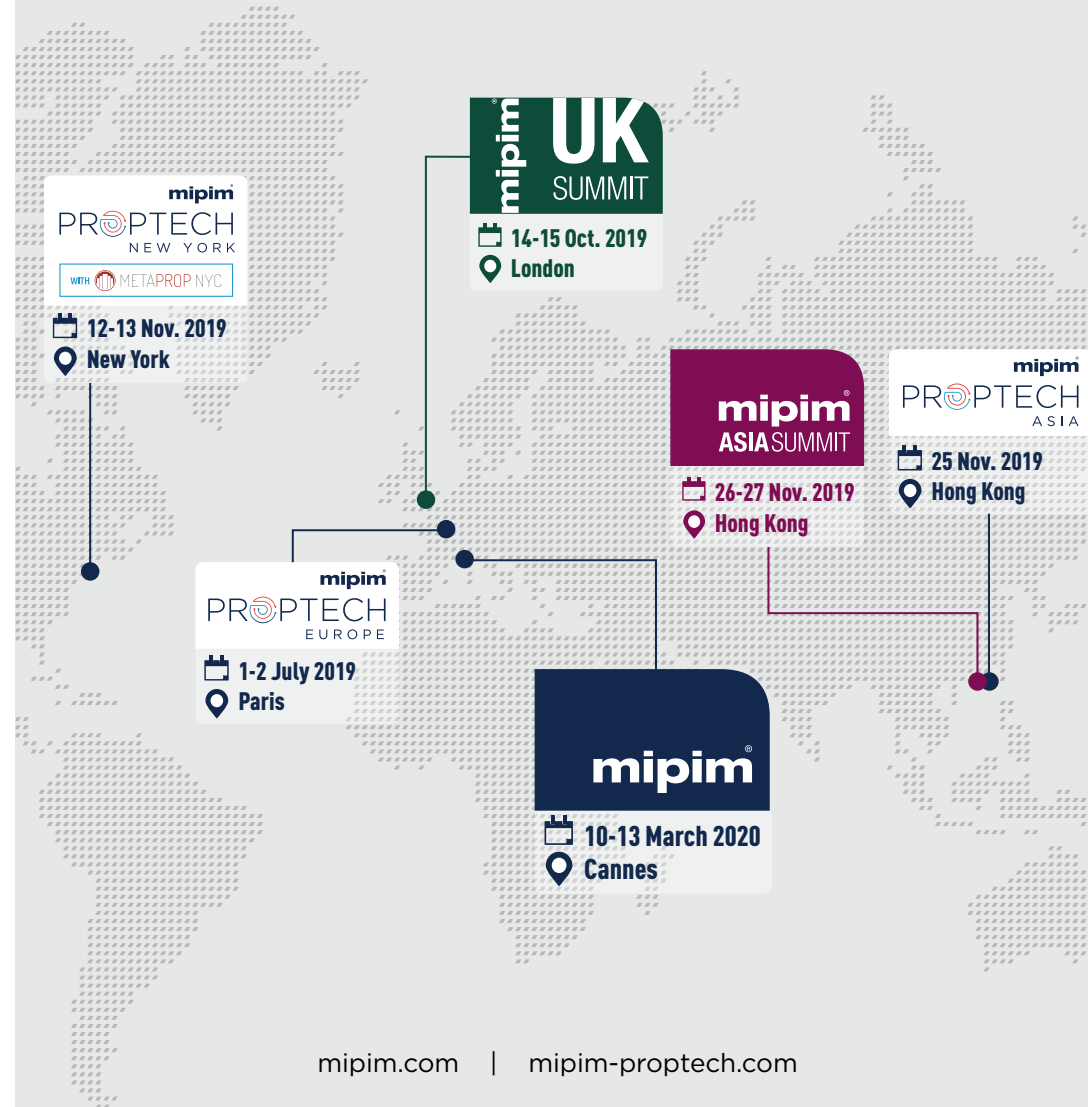
Reed Exhibitions

Reed Exhibitions is a leading global events organiser, with more than 500 events in 30 countries. In 2018, Reed Exhibitions brought together more than 7m event participants from around the world generating billions of dollars in business. Today Reed Exhibitions' events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

www.reedexpo.com

THE MIPIM WORLD

We hope to see you at our next events



mipim.com | mipim-proptech.com