

Where

game changers shape

a better built environment

Press kit

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September 14-15
LE CENTQUATRE, Paris

propel

by **mipim** — PARIS

INTRODUCTION BY

Nicolas Kozubek, director Propel by MIPIM



In September, Propel by MIPIM will be the flagship event of the Paris Real Estate Week, a series of events to be held on 14-17 September in Paris to bring together the international real estate community. As it could not be held in Cannes last March, MIPIM will also feature conferences, forums and events on other key real estate and city related topics.

Propel by MIPIM is mobilizing all stakeholders in the field of urban property and environments to promote innovations (mainly but not only technological) that will lead to the best, most useful, and most desirable outcomes when seeking a compromise between public and private, individual and collective interests.

In these times of unprecedented crisis, innovation is at the heart of many debates because the pandemic is forcing us to look at all our activities from a different angle. Propel by MIPIM will be a privileged moment to reflect on the post-COVID-19 economic, social and sustainable environment in order to develop new sorts of collaboration and discuss future prospects.

More than ever, professionals need to be informed and, above all, to exchange with their peers. Nothing can replace face-to-face exchanges which are a source of creative energy, motivation and team spirit and I look forward to welcoming you in September.

ABOUT PROPEL BY MIPIM

Meet the game changers of real estate

The real estate industry, the tech ecosystems, investors, public authorities and thought leaders are all attending Propel by MIPIM-Paris 2020. They are taking part to develop new business opportunities, discover new projects and ideas, to be inspired and to celebrate creativity.

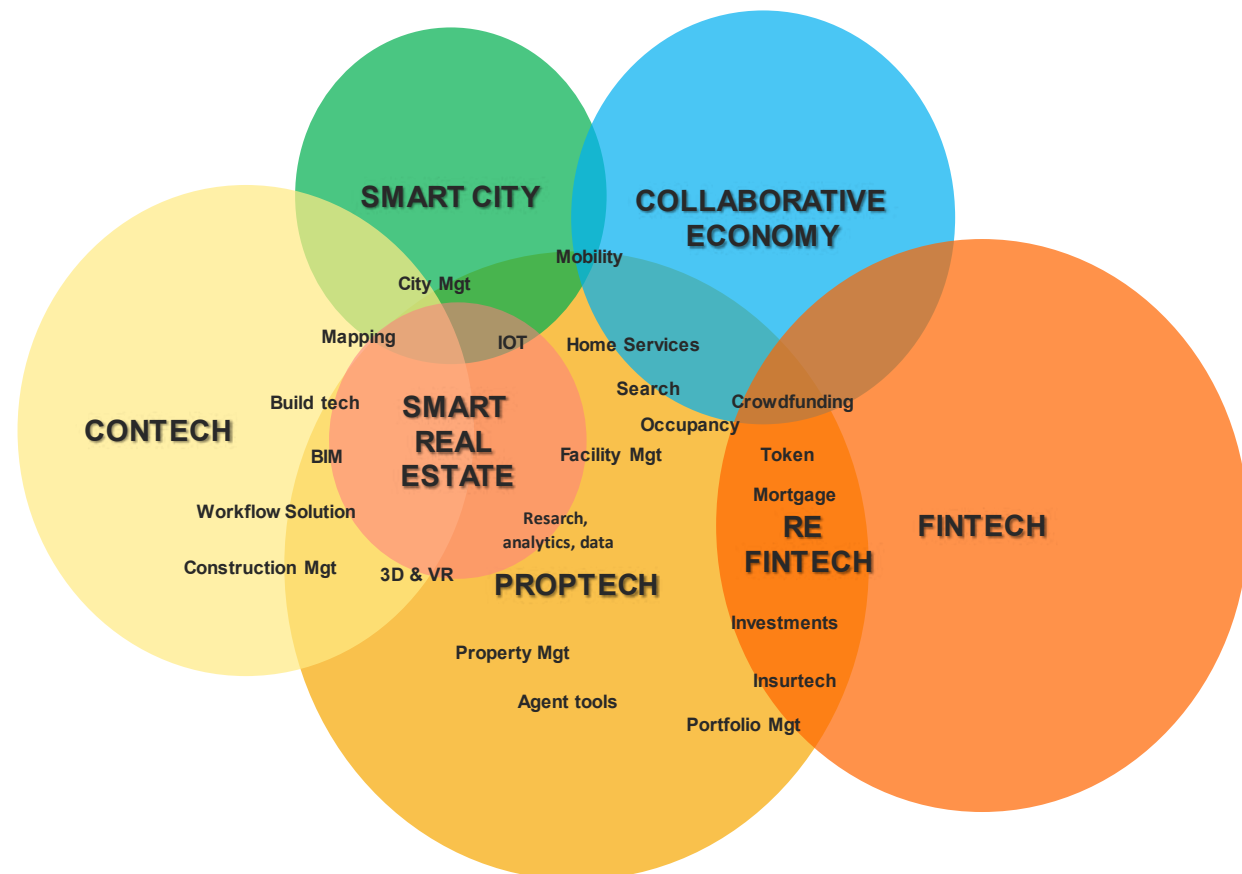
Propel by MIPIM-Paris is the meeting place for game changers looking to **(re)create a sustainable, desirable and prosperous built environment**.

Propel by Mipim-Paris 2019 in numbers:

- > **2,500** participants
- > **50** countries
- > **100** speakers
- > **1,100** companies

Beyond Real Estate and Proptech

Proptech, fintech, smart cities, contech, smart real estate, collaborative economy... all key topics that are changing the real estate industry with a creative and innovative approach. They are part of the Propel by MIPIM programme.



CONFERENCE PROGRAMME

Propel by MIPIM conference programme tackles topics that go beyond B-to-B.

KEY PILLARS OF THE PROGRAMME



Green is the new Grey

How innovations in the built environment approach the topics of sustainability, mobility, energy efficiency and how the real estate industry can deliver social and environmental benefits.



When money floods the market

Are we heading to a startups and funds market saturation? How different regions around the globe address tech investment in the real estate market? Is there a winning strategy from the real estate side?



Towards a new use of the data

We are now heading towards a new use of the data. How to generate relevant information through the amount of data available? How to use it to grow the relationship with clients? What about cybersecurity and ethics?



Into the War-for-Talent

In the era of the digital transformation, how should companies recruit new talents? How to keep them and to make them evolve with the market? Is the real estate industry ready to attract innovative minds?



(re)Design the access

Fostering technologies enable the real estate industry to anticipate and meet user needs. From city planners to developers, how innovation can help the user experience?



Steve Wozniak, Apple co-founder, will deliver a much anticipated keynote speech on Tuesday 15 September, particularly at a time of lively debate about the use of digital tracing as a weapon against the development of the pandemic.

STARTUP COMPETITION



STARTUP COMPETITION |

For five years, the **MIPIM Startup Competition** has highlighted the most promising and innovative startups for transforming the property ecosystem.

Propel by MIPIM-Paris will be the first stage of the 2021 edition of this competition, which will then move to New York during **Propel by MIPIM-NYC** (Nov. 9-10, 2020) and to Hong Kong during the **Propel by MIPIM-Hong Kong** (Dec. 1-2, 2020). The selected finalists in each city will be in the fast-lane to join the **finals at MIPIM 2021 in Cannes**.

The presentation of the selected startups will take place on Monday 14 September at 16:15. They will be given five minutes to present their solutions followed by five minutes of Q&A with the jury.

Proptech StartUp Europe Awards

The **Proptech StartUp Europe Awards** aim to promote visibility and support for the most promising and innovative startups in the property sector. They form a new category of the StartUp Europe Awards competition which rewards European startups from 23 sectors of activity.

Promoted by the European Commission, the PropTech StartUp Europe Awards are managed by Finnova Foundation, PropTech Lab, and EU PropTech House.

The presentation of the selected startups will take place on Tuesday 15 September at 17:00.

PROPEL AROUND THE WORLD

Propel by MIPIM offers a full journey through innovation: your main stops will be Paris, New York and Hong Kong.



Propel by MIPIM - Paris

Join us at Le CENTQUATRE in Paris on September 14-15 for 2 days devoted to creativity, networking, and deal-making.



Propel by MIPIM - New York

The 5th edition of Propel by MIPIM – New York, in partnership with MetaProp, will bring together a C-level audience and decision-makers that will take your business to the next level.



Propel by MIPIM - Hong Kong

The last stop of your 2020 journey through innovation takes you to Hong Kong as part of the MIPIM Asia Summit experience.

PARIS REAL ESTATE WEEK

PARIS
REAL ESTATE
14-17
SEPT.
2020 | *Week*

The Paris Real Estate Week is the first event to trigger business rebound gathering international real estate leaders who wish to reconnect, benefit from timely content and prepare future investment strategies, to speed the recovery of the property industry.

The Week will be composed of a series of events including:



The flagship event

mipim
Urban Forum
Forum de la Ville



AT A GLANCE PROGRAMME

Monday 14 th Sept. 2020	Tuesday 15 th Sept. 2020	Wednesday 16 th Sept. 2020	Thursday 17 th Sept. 2020
<p>8:00</p> <p>Propel the flagship event</p> <p>2,500 attendees 20,000 Recommended contacts sent by Propel to participants</p> <p>50 Conferences in 2019</p> <p>LE CENTQUATRE</p> <p>18:00</p> <p>OPENING RECEPTION Propel & PREW</p> <p>24:00</p>	<p>08:00</p> <p>Propel the flagship event</p> <p>LE CENTQUATRE</p> <p>19:00</p> <p>Investors Think Tank LE CENTQUATRE</p> <p>MIPIM Awards InterContinental Paris Le Grand</p> <p>24:00</p>	<p>8:00</p> <p>MIPIM Urban Forum</p> <p>19:00</p> <p>RE Tech Dinner & Summit <i>By Invitation only</i></p> <p>24:00</p>	<p>8:00</p> <p>Hospitality Summit</p> <p>13:00</p>

MIPIM URBAN FORUM

PARIS
REAL ESTATE
14-17
SEPT.
2020 | *Week*

A day of conferences, the MIPIM Urban Forum, will be dedicated to the themes of **cities** and the **urban environment** on Wednesday, 16 September. Themed around **Embracing change**, the sessions will be designed to analyse all the factors that have changed our urban lives and how they impact the industry and urban development.

In particular, the debates will focus on the ecological transition now that the current health crisis has highlighted its importance. It forces people to question urban routines and rethink current models, particularly with regard to mobility, urban density, infrastructure, and land use planning.

A **City Forum** dedicated to decision-makers from French local authorities will also take place on 16 September to encourage the sharing of experiences and provide an initial assessment of how Covid-19 has affected real estate.



Inaugural speech
by former French
President **Nicolas
Sarkozy** on 16
September

Insightful content and tools for action:

- What are the short, mid and long-term impacts of this current situation?
- How to reconsider relationships between the public and private sector? Is it a new era for other partnerships?
- What will the city of tomorrow look like? How will it transform urban life - mobility, governance, infrastructure...?
- Will there be a new mapmaking of real estate? What does it mean from an investment outlook?
- In which countries are the major challenges? How are asset classes responding to new levels of supply and to new type of demand?
- Is there a need to accelerate the adoption and adaptation of technology in Real Estate?

OTHER EVENTS

PARIS
REAL ESTATE
14-17
SEPT.
2020 | *Week*



**Investors
Think Tank**
by mipim | an event of
**Paris Real
Estate Week**

**Hospitality
Summit**
by mipim | an event of
**Paris Real
Estate Week**

diversity

Created in 1991, the MIPIM Awards is an internationally-renowned real estate competition at MIPIM. It honours the most outstanding and accomplished projects, completed or yet to be built, around the world, the very best of the real estate industry.

For the 30th edition of the MIPIM Awards, those registered to MIPIM 2020 and the Week will be able to **vote online** for the projects of their choice between 17 August and 11 September.

The winners will be announced at a dinner on 15 September.

Investment is always a critical issue and will be addressed repeatedly in many of the Week's conference sessions.

A closed-door event bringing together institutional investors will be organized on **15 September** where they can discuss the impact of Covid-19 internationally and define the investment strategy best-suited to this context.

This is one of the sectors that has been severely impacted by the coronavirus yet is showing great agility and creativity in the new context.

Organized in partnership with MKG Consulting, **The Hospitality Summit** will bring together investors, hotel owners and leaders from the public and private property sector.

Gend'Her, a think tank devoted to the place of women in the property sector, will organize a networking breakfast in partnership with Business Immo and KPMG.

The **Young Leaders networking event**, organized in partnership with the Institut Choiseul and open to all property professionals aged under 35, aims to forge links between today's and tomorrow's decision-makers.

ABOUT US

About 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 Asia Summit in Hong Kong SAR, Propel by MIPIM - NYC, Propel by MIPIM - Paris and Propel by MIPIM - Hong Kong SAR for the tech and real estate industry; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and TheHappetite in Milan, and MAPIC India in Mumbai for the retail real estate sector.

www.reedmidem.com

About Reed Exhibitions

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries.

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