



REED MIDEM AND METAPROP ANNOUNCE NORTH AMERICA’S LARGEST VIRTUAL REAL ESTATE EVENT

BACK BY POPULAR DEMAND: PROPEL BY MIPIM - NYC ONLINE, IN PARTNERSHIP WITH METAPROP

DECEMBER 8 – 11, 2020

A VIRTUAL SUMMIT TO ADDRESS GLOBAL INNOVATION IN REAL ESTATE

NEW YORK – October 16, 2020 – Reed MIDEM and MetaProp are pleased to announce that **Propel by MIPIM – NYC Online, in partnership with MetaProp, and NYC Real Estate Tech Week 2020** will be hosted **virtually on December 8-11, 2020**. Reed MIDEM, the leading organizer of global real estate conferences and networking and business events, together with MetaProp, the premier real estate innovation VC Firm, have again joined forces to organize this flagship event in an online format including networking, one-on-one expert presentations, panels, specialty workshops, and industry insights. **The summit will be the largest, global, and virtual real estate & technology event, highlighting innovation in the built environment.**

NYC Real Estate Tech Week, which was launched in 2015 by MetaProp, the NYCEDC, and various corporate and industry partners, has become the Davos of real estate innovation. The annually-held week of events is anchored by Propel by MIPIM NYC. Through this marquee conference and dozens of other events each year, top government, business, and technology minds from around the world come to the center of the real estate innovation universe, New York City, to learn, network, and do business.

The annual MIPIM-hosted event, which launched the new event name Propel by MIPIM in 2020, has become a global magnet for C-suite real estate leaders and technologists interested in the latest trends shaping the future of their businesses. Last year’s summit hosted 1500 participants from 50 countries and 100 speakers across 30 conferences to discuss the current state and trends in the real estate technology industry.

“We’re excited to announce this year’s online event consisting of even more leading professionals in the real estate and technology industries,” said Nicolas Kozubek, Director, Propel by MIPIM. “We look forward to hearing their perspectives, experiences and insights on the future of the built environment. The discussions here will shape the future of our industry.”

This conference is the catalyst for a broader, global partnership between MetaProp and Reed MIDEM building upon their long-standing relationship. Both organizations have recommitted to their shared mission to foster innovation in the built environment around the world.

A Forward-Looking Built Environment

This year, the summit will deliver several innovative formats such as Online Learning Expeditions for Israel, United Kingdom and others, an Investor Summit focused on new trends, an Occupier Summit to engage participants around the future of the Workspace, and intimate interviews and fireside chats with role models and industry leaders.

An extensive group of tech companies will showcase their innovative solutions with a specific focus on the recipes for successful adoption of innovation in large organizations. AI, Digital Twins, sustainability and wellness, life sciences and R&D will be prominent.

Inclusion, Equity and Diversity will be a focal point throughout the event and an advisory group including MetaProp, New York City Economic Development Corporation, Sidewalk Labs and Real Estate of the Future has been established to further this initiative. According to New York City Economic Development Corporation's Chief Operating Officer, Rachel Loeb, "Propel by MIPIM – NYC Online, in partnership with MetaProp, could not come at a better time as New York is working to rebound and when innovation is playing a leading role in helping companies to pivot, adapt and identify future growth. This event has showcased some of New York's greatest innovators and thought leaders and we look forward to supporting this event at a time when our region depends on creativity and the effective implementation of technology in so many areas."

"The Propel by MIPIM – NYC Online, in partnership with MetaProp, and NYC Real Estate Tech Week event has the power to unite the industry on a global scale, and the best is yet to come," said Maureen Waters, Partner at MetaProp. "Growing off the momentum of last year's successful event, we have extremely high expectations for the fifth annual summit. We are hoping to replicate online both the size and the diversity of our previous summits, as this diversity is crucial to continued industry growth."

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 in partnership with MetaProp, Propel by MIPIM - Paris and Propel by MIPIM - Hong Kong for the tech and real estate industry; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happendite 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. www.reedexpo.com

About MetaProp - [MetaProp](#) is a New York-based venture capital firm focused on the real estate technology (“PropTech”) industry. Founded in 2015, MetaProp’s investment team has invested in 125+ technology companies across the real estate value chain. The firm manages multiple funds for both financial and strategic real estate investors that represent a pilot- and test-ready sandbox of 15+ billion square feet across every real estate asset type and global market. The firm’s investment activities are complemented by pioneering community leadership including the [PropTech Place](#) innovation hub, [MetaProp Accelerator at Columbia University](#) programs, global events [NYC Real Estate Tech Week](#) and [MIPIM PropTech NYC](#), and publications [Global PropTech Confidence Index](#) and [PropTech 101](#).

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