

# PARIS REAL ESTATE Week

14-17 September 2020 – Paris, France

Press release

## Paris Real Estate Week: a programme fully focused on the future of cities

Executives from Nexity, Berenberg Bank, Gecina, the European Union and Urban Splash will speak in the conference programme.

Hamburg joining forces with the Métropole du Grand Paris in the Propel by MIPIM exhibition area to take discussions about urban innovation to a European level

**Paris, 9 July 2020** – What kind of cities do we want to live in, and how can public and private urban development companies respond to these aspirations? The health crisis has rendered these questions even more tangible, and they will drive discussions and reflection during **Paris Real Estate Week**.

To kickstart the debate, MIPIM has partnered with industry publication Business Immo to produce an exclusive white paper that examines the issue of metropolisation from different angles. Entitled "**Metropolisation: acceleration or deceleration**", it is available online at [MIPIM Connect](#). (*Note to Editors: Please contact us if you cannot access the white paper*).

Organised by Reed MIDEM, **Paris Real Estate Week** will be held in Paris from 14 to 17 September 2020. It will include **Propel by MIPIM** on 14 and 15 September at the CENTQUATRE and the **MIPIM Urban Forum** on 16 September at the **Seine Musicale** (Boulogne-Billancourt).

**Former French President Nicolas Sarkozy** will give the inaugural speech at the MIPIM Urban Forum on 16 September at 9am and will share his vision of the city of tomorrow and the challenges of demography and urbanisation.

### They'll be speaking at Paris Real Estate Week...

- **Rudy Aernoudt**, Chief Economist, European Commission
- **Gilles Babinet**, CEO, LAITAO
- **Maud Bailly**, Chief Digital Officer, Accor
- **Daniel Berger**, Investment Director, Real Estate (Europe), AustralianSuper
- **Tom Bloxham MBE**, Chairman, Urban Splash
- **François Bonneau**, Président de la Région Centre-Val de Loire
- **Méka Brunel**, CEO, Gecina
- **Philippe Chiambaretta**, Architect and Founder of PCA-STREAM
- **Cécile De Guillebon**, Renault VP, Real Estate & Facility Management
- **John Eckert**, CEO, Five Guys
- **Régine Engström**, Directrice des Partenariats Stratégiques NSE et Directrice de la RSE, NEXITY
- **Catherine Guillouard**, Chairwoman and CEO, RATP Group

- **Dan Hughes**, Director, Alpha Property Insight
- **Michaël Knaute**, Director Sustainable Cities, Paris&Co
- **Giorgio Manenti**, Managing director, Eastdil Secured
- **Dr Holger Schmieding**, Chief Economist, Berenberg Bank
- **Jonathan Sebbane**, CEO, Sogaris
- **Marie-Cécile Tardieu**, DG, Business France
- **Cecile Tricault**, Regional Head Southern Europe, Prologis
- **Steve Wozniak**, Co-fondateur d'Apple

The key topics to be covered in the conference sessions include the following:

### **Sustainability and mobility**

Due to the ecological transition, we are being forced to question the way we behave in cities and to rethink existing models, particularly with regard to mobility, urban density, infrastructure and land use planning.

- *Climate emergency: time for radical change - 16 Sept. at 2:45pm, Seine Musicale*  
This panel, co-organized by the **C40**, will focus on the thorny issue of greenhouse gas emissions from buildings, which produce 40% of the world's greenhouse gas emissions and consume 30% of the world's resources.
- *The urban mobility equation: challenge & solutions - 15 Sept. at 3:30pm, CENTQUATRE*  
A panel about the role of urban actors in the transformation of a city and of urban space planning. Key representatives try to find solutions to the current technological, economic, and ecological challenges.
- *Urbanization vs. ruralization, is the city big enough? - 14 Sept. at 9:15am, CENTQUATRE*  
A conference exploring the radical transformation of rural areas on a global scale in terms of climate change, migration and preservation.

### **Governance and economic development**

- *Revisiting governance models - Wednesday, 16 Sept. at 11:00am, Seine Musicale*  
Representatives from European cities will share the lessons learned from the health crisis and the initiatives implemented to make their cities more resilient in terms of housing, density, planning and infrastructure.
- **Forum pour la ville, Forum for the city, Wednesday, 16 Sept at 2:00pm. Seine Musicale**  
This forum dedicated to decision-makers from French local authorities will encourage the sharing of experiences and provide an initial assessment of the impact of Covid-19 on the French real estate situation.
- *UK real estate in the new normal/post Covid-19 – What next? 16 Sept. at 12:30pm (lunch), Seine Musicale*  
This special session dedicated to the UK market will discuss the consequences of the health crisis on real estate investments in the UK in a context of economic recession and Brexit.

### **Planning and infrastructure**

Cities will also be analysed from the user point of view. Due to the health crisis, we are being forced to question urban routines and rethink current urban models. Several conference sessions will deal with this topic:

- *Cities of tomorrow: the new approaches of urban design* - 15 Sept. at 11:45am., CENTQUATRE
- *Addressing tomorrow's challenges* - 16 Sept. at 12:15pm., Seine Musicale
- *What makes a city great?* - 16 Sept. at 4:00pm., Seine Musicale

**Check out the programme of Paris Real Estate Week [on our website.](#)**

**More information on Propel by MIPIM [on our website.](#)**

**Follow us on Twitter! @MIPIMWorld and @PropelbyMIPIM with the hashtags #MIPIM and #PropelbyMIPIM**

**Health & Safety** - Reed MIDEEM and Reed Exhibitions are pooling their combined experience to establish a robust programme of advanced measures to ensure all events meet the safety requirements set by the relevant local authorities and the benchmarks established by Reed Exhibitions based on the best practices and experience learned from their 500+ events.

French Government and public health guidelines are being closely followed. In the coming weeks Reed MIDEEM will be issuing guidelines for safely gathering and exhibiting in the Palais des Festivals and other event venues. Measures will cover a wide range of protocols including physical distancing, increased medical facilities, as well as enhanced cleaning, sanitation and hygiene.

**About Reed MIDEEM** - Founded in 1963, Reed MIDEEM 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; MIDEEM 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 Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. [www.reedmidem.com](http://www.reedmidem.com)

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