

# PARIS REAL ESTATE Week

14-17 September 2020 – Paris, France

Press release

## Propel by MIPIM and MIPIM Urban Forum: the first real estate events of the year 2020

Méka Brunel, Gecina ; Bertrand Camus, Suez ; Karim Habra, Ivanhoé Cambridge ; Alexander Gebauer, Allianz Real Estate ; Guillaume Poitrinal, Woodeum, as well as Valérie Péresse, Carole Delga will be among the speakers

And of course Nicolas Sarkozy and Steve Wozniak, cofounder of Apple, at home via videolink

**Paris, 26 August 2020 – Propel by MIPIM and MIPIM Urban Forum**, the first events in the real estate, urban and innovation sector to take place in 2020, will provide an opportunity for everyone in the industry to get together and discuss major economic, ecological, social and, of course, health issues.

Organised by Reed MIDEM, **Paris Real Estate Week** will be held from 14 to 17 September 2020 in Paris. 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).

Around 50 conferences will be held during this week of real estate events. A number of international speakers, unable to travel to Paris, will contribute via videolink. The full conference programme is available [here](#). The programme is organised so that visitors can attend the conference(s) of their choice.

The first two days of the Week will be dedicated to **Propel by MIPIM**, focused on innovation in the property sector, with an exhibition area, conferences and networking opportunities. It will be held at the CENTQUATRE in Paris.

Propel by MIPIM will welcome more than 50 exhibitors including Impulse Partners, Arcelor Mittal, Saint Gobain and numerous startups. See the list of exhibitors [here](#).

Must-attend Propel by MIPIM conferences:

### **Monday 14 September**

#### **Morning**

**11.15am** - *The impact of the health crisis on proptech investment*

The impact of the health crisis on investments in proptech will be the theme of a conference with **Roxanne Varza**, Director of Station F, **Faisal Butt**, Founder & CEO, Pi Labs, **Mathias Flattin**, Partner, Axeleo Capital and **Jeanne Massa**, French PropTech.

## **Afternoon**

### **1.45pm** - *Learning from digitalization*

In his talk, **Gilles Babinet**, CEO, LAITAO, will discuss the links between technology and sustainability, and the resulting opportunities for the real estate industry.

### **2.45pm** - *A fireside chat about the acceleration of a client-centric approach*

A discussion on innovation and CSR with **Méka Brunel**, CEO, Gecina and **Brendan Wallace**, Co-Founder & Managing Partner, Fifth Wall.

### **3.45pm** - *Cities of tomorrow: new approaches to urban design*

Looking at the example of the regeneration of the HafenCity district in Hamburg, **Jürgen Bruns-Berentelg**, CEO, HafenCity Hamburg GmbH (videolink), **Lionel Grotto**, CEO, Choose Paris Region, and **Olivier Saguez**, CEO & Founder, Saguez & Partners, will discuss the importance of urban planning in building a resilient city.

### **5.00pm** - *Startup Competition*

First stage of the MIPIM Startup competition, whose final will take place next March at MIPIM 2021. Startups will compete in one of four categories: sustainability, data, investment, and user experience.

## **Tuesday 15 September**

### **Morning**

#### **9.45am** - *The EU wants you! Discovering funding opportunities*

**Rudy Aernoudt**, Chief Economist at the European Commission, will present the ESCALAR initiative, a new approach to investment that will support venture capital and growth financing for European start-ups. ESCALAR will provide up to €300 million to increase the investment capacity of venture capital and private equity funds, raising up to €1.2 billion.

#### **10.45am** - *When RE is committed to a greener future*

This panel, with **Guillaume Poitrinal**, co-founder of Woodeum & WO2 and president of ICAMAP, will discuss the crucial role of the real estate sector in creating future for the world in terms of environmental impact and building sustainability. What are the challenges behind green certification and how is sustainability profoundly transforming building design?

#### **11.45am** - *Reimagining the workplace: the future of work after the pandemic*

What will the post-covid 19 office look like?

### **Afternoon**

#### **3.15pm** - *The urban mobility equation: challenges & solutions*

This panel will address the role of city service companies in transforming cities and developing urban space. **Bertrand Camus**, CEO, SUEZ, **Catherine Guillouard**, Chairwoman and CEO, RATP Group and **Jonathan Sebbane**, CEO, Sogaris.

#### **5.00pm** - *Moderated chat with Steve Wozniak, co-founder Apple (videolink from home)*

Throughout his career, **Steve Wozniak**, co-founder of Apple, has shown how a company is transformed and prospers through its ability to innovate. Technology is more than ever an integral part of our lives, and the real estate industry is no exception. Its entire ecosystem is now reinventing itself.

**7.30pm** - *Paris Real Estate Week dinner featuring MIPIM Awards (Intercontinental Paris le Grand)* By invitation only.

The **MIPIM Urban Forum** will be held at the Seine Musicale (Île Seguin, Boulogne-Billancourt) with a day of conferences dedicated to new urban challenges.

Among the highlights of the day:

### **Wednesday 16 September**

#### **Morning**

**9.00am** – Opening speech by **Nicolas Sarkozy**

#### **9.45am** - *Covid-19 & trends to watch*

Three experts from different backgrounds give their analysis of the impact of the pandemic on urban life and the global economy. With **Albert Meige**, *CEO, Presans*, **Dr Holger Schmieding**, *Chief Economist, Berenberg (videolink)*, **Anne Senequier**, *Medical doctor and Co-director of global health think tank at IRIS, Institut des relations internationales et stratégiques*.

#### **Afternoon**

#### **2.00pm** - *Investment & creative placemaking*

A high-profile panel will discuss the revival of investments following the health crisis and the kind of urban assets they would look for to invest in. With **Alexander Gebauer**, *CEO West Europe, Allianz Real Estate*, **Daniel Berger**, *Investment Director, Real Estate (Europe), AustralianSuper*, **Karim Habra**, *Head of Europe and Asia-Pacific, Ivanhoé Cambridge*, **Sébastien Pezet**, *Head of Western Europe Region, Generali Real Estate*, and **Peter Plaut**, *Executive Director, Wimmer Family Office*.

#### **2.00pm** – *Forum de la ville*

During this session with decision-makers from French local authorities, the guest speakers will highlight one of their policies that has had a transformative impact on their locality. This could be in housing, transport, energy transition, urban development or social solidarity. With **Valérie Pécresse**, *President of the Île-de-France Regional Council*, **François Bonneau**, *President of the Centre-Val de Loire Region*, **Carole Delga**, *President of the Occitanie/Pyrénées-Méditerranée Regional Council*.

#### **2.45pm** - *Climate emergency: time for radical change*

The panel, co-organised 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. With **Helene Chartier**, *Head of Zero Carbon Development, C40 cities*, **Pierfrancesco Maran**, *Deputy Mayor for Urban Planning, Green Areas and Agriculture, City of Milan* and **Andrew Waugh**, *Founding Director, Waugh Thistleton Architects*

#### **4.00pm** – *What makes a city great?*

**Véronique Bédague-Hamilus**, *CEO in charge of Commercial and Local Authority Clients, Nexity*, and **Cécile De Guillebon**, *VP for Real Estate & Facility Management at Renault*, will discuss new consumer practices in cities.

"The crisis is driving us out of our comfort zone so that every day we have to find new solutions. Which is exactly what we have done in order to offer you this Paris Real Estate

Week, the very first international property event of 2020. My teams and I look forward to welcoming you there in three weeks' time," Ronan Vaspart, Director of MIPIM.

**Find the full programme of Paris Real Estate Week [here](#).**

**More on Propel by MIPIM [here](#).**

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

**Health & Safety** - Reed MIDEM 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 MIDEM 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 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 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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