



REED MIDEM AND METAPROP PRODUCE NORTH AMERICA'S LARGEST VIRTUAL REAL ESTATE TECHNOLOGY EVENT

*Propel by MIPIM – NYC Online, in Partnership with MetaProp from December 8-11,
2020*

A Virtual Summit to Address Global Innovation in Real Estate

NEW YORK – December 11, 2020 – Reed MIDEM and MetaProp successfully hosted North America's largest virtual real estate event, **Propel by MIPIM – NYC Online, in partnership with MetaProp, and NYC Real Estate Tech Week 2020** from December 8-11, 2020.

Reed MIDEM, the leading organizer of global real estate conferences and networking and business events, together with MetaProp, the premier venture capital firm focused on the real estate technology ("PropTech") industry, have once again joined forces and organized this flagship event in an online format which included networking, one-on-one expert presentations, panels, specialty workshops and industry insights, among others. **The summit was the largest global and remote real estate technology event, spearheading innovation in the built environment.**

Propel by MIPIM – NYC Online kicked off by canvassing global opinions, finding consensus on the supremacy of data, and addressing sustainability concerns. "We have decided to curate less content than ever but focus on greater pragmatism," announced **Nicolas Kozubek** Director Propel by MIPIM – NYC as he kicked off the digital event. "They're saying that innovation is dead. Long live innovation," he quipped. Propel by MIPIM – NYC 2020 launched with the intent to "solidify New York's place at the center of the PropTech ecosystem, while continuing to internationalize the PropTech space", according to **Aaron Block**, Managing Partner of co-organizer MetaProp.

A Forward-Looking Built Environment

A panel conversation with **Don Anderson**, Senior Managing Director, The Blackstone Group, **Eric Duchon**, Global Head of Real Estate ESG, Blackstone, and **Cormac Crossan**, Global Head of Business Development, Smart Real Estate Solutions & Services, Schneider Electric was also featured during Day One of the event to discuss their successful partnership. This session explained the collaboration through active energy management programs and the tens of millions of dollars in energy costs savings from sustainability efforts and strategic energy sourcing. Eric Duchon noted Blackstone's "15% emissions reduction target is extremely exciting to me. It shows that sustainability is coming from the top down. We're also using Schneider Electric to verify that, and not just rest on our laurels once we reach 15%."

A moderated panel discussion with VTS and RXR was also featured on Day Two of the event. **Nick Romito**, Founder and CEO, VTS and **Scott Rechler**, Chairman & CEO, RXR Realty discussed their first successful

digital partnership between these companies. Scott said, "Covid has definitely been the accelerant of our digital transition. We were building the foundation as Covid hit, and were then able to roll out the underlying infrastructure that enables us to digitize our buildings, and ultimately bring people back to the workplace."

Additional speakers during the multi-day event included, **Raj Bhatti**, Chief Information Officer, Newmark, **Maureen Waters**, Partner, MetaProp, **Faisal Butt**, Founder and Chief Operating Officer, PiLabs, **Mike Sroka**, CEO and Co-Founder, Dealpath, **Sonya Huffman**, Chief Operating Officer, Blackstone's Industrial Platform. Using the event platform, participants had the opportunity to select their desired session to attend, throughout the multi-day event, by choosing to view a fireside chat or panel conversation, opportunity to meet the experts in pre-organized 1:1 meetings, or select more intimate networking opportunities.

Vicki Been, Deputy Mayor for Housing and Economic Development for the City of New York, also spoke during the event and charted the city's recovery from the first Covid outbreak, how it is tackling the second wave, and presented strategies for future health crises. "PropTech fits squarely in NYC's economic recovery model, especially in promoting health, sustainability & equity. We've watched the surge in invention around healthy buildings, from disinfection to air quality. These innovations help us safely return to our offices" she said.

Inclusion, Diversity and Equity

Lauren Weston, Investment Associate, Thomvest Ventures, and **Craig Robinson**, Board Director, Roofstock, also spoke on the impact and opportunities of diversity in the Commercial Real Estate and PropTech Space in a session moderated by Sonya Rocvil, Real Estate Investor, Asset Manager. Bedrock Real Estate Investors. "Innovation is not happening in places where everyone around the table looks the same and comes from the same experiences. So, diversity is something that people should be embracing, not being dragged to do reluctantly," explained Craig Robinson.

Learning Expeditions

In addition to panels and fireside chats, Government representatives from the UK, Israel, Canada and Japan curated online international Learning Expeditions to give opportunity to the US innovation and tech community to meet talents and public and private leaders from these countries. The Online Learning Expeditions were composed of three exclusive formats: panel sessions, meeting with the experts in roundtable discussions, and pre-organized matching with 1:1 meetings.

During the Israeli PropTech panel, **Michal Gologorsky**, CEO, PropTech Zone said, "There are more and more VCs looking at Israel and we are also mentoring the younger generations to think about tech solutions," she noted. The Israeli PropTech scene, currently boasts 240 active PropTechs as of 2020, compared to 170 last year. Breakout sessions enabled participants to check in with experts from INFRALAB, BuiltUp Ventures, and Cleantech & Smart Infrastructure unit Israel Export Institute as well.

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. This year's 1,900 active users with half of them from the United States and 106 speakers across 38 sessions to discuss the current state and trends in the real estate technology industry.

During the event the Startup competition winners were announced which were:

- Urban Ground for the User Experience category
- Equisafe for the Investment category
- drizzleX for the Sustainability category

- StratoDem Analytics for the Data category

The next step of the Startup Competition will take place at MIPIM Asia Awards Forum which will be the next MIPIM event (Hong Kong, January 26, 2021). More information on this event on the [website](#).

The replay of each session will be available at the beginning of January 2021 and will remain available for several weeks.

View the final conference program on [the website](#).

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 Happpetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

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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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