



Press release

MIPIM 2020 TRANSFORMS
Autumn gathering to serve MIPIM community in 2020.
Digital service to launch.
MIPIM returns to Cannes in 2021

Paris, 25 March 2020 – MIPIM 2020, scheduled to take place June 2-5 in Cannes, is transforming into a two-day, Paris-based gathering of real estate and technology leaders in September and a new online experience, MIPIM Connect, available year-round. The next edition of MIPIM in Cannes will take place March 16-19, 2021.

MIPIM will organize a gathering of international real estate leaders who wish to conduct business, benefit from timely content and network together to help speed the recovery of the property industry. The programme of conferences, networking opportunities and awards will take place in September, in conjunction with other activities in Paris, focused on innovation in real estate.

MIPIM Connect will launch in April and be free for delegates who have registered for MIPIM 2020. The new online service will feature a range of thought leadership content, networking and business tools, and will be available to real estate professionals worldwide on a year-round basis.

“The situation surrounding COVID-19 is changing daily and government measures are becoming increasingly restrictive. It is clear that holding a large MIPIM tradeshow in Cannes in June is not feasible given the rapid spread, devastating impact and uncertain evolution of the virus. As it is not possible to organize a traditional MIPIM by the end of this year, we are planning a different form of gathering for clients in the autumn in Paris, plus a digital experience, MIPIM Connect. These aim to help the industry start to recover and are the precursors of MIPIM in Cannes in March 2021,” said Filippo Rean, Real Estate Division Director at Reed MIDEM.

The MIPIM team will communicate more details about the September gathering in Paris and MIPIM Connect in the coming weeks.

“We appreciate the support and feedback we received from many MIPIM customers and are grateful for their patience and understanding. Together with our partners in Cannes, we look forward to welcoming everyone back to Cannes in March 2021 for an excellent MIPIM and, in the meantime, we hope people stay connected and, above all, safe,” said Ronan Vaspart, MIPIM Director.

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.
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