

PARIS REAL ESTATE *Week*

14-17 September 2020 – Paris, France

Press Release

LAUNCH OF PARIS REAL ESTATE WEEK IN SEPTEMBER

A week of MIPIM and PROPEL events dedicated to property, cities and innovation

Gecina, BNP Paribas Real Estate, AG Real Estate, Schneider Electric, Pi Labs, Saint Gobain, Prologis, Keys AM and Arcelor Mittal already confirmed in the programme

Paris, June 2, 2020 – Paris Real Estate Week (14 to 17 September) today unveils its initial programme comprising debates, conferences, Awards and an exhibition area that will address key topics in property, city agendas, and innovation.

MIPIM 2020 has been cancelled due to Covid-19. The next edition will take place in March 2021, in Cannes.

Paris Real Estate Week (the **Week**) will therefore be the first event enabling real estate leaders to make an initial assessment of the Covid-19 impact on the industry and discuss future prospects. It will be built around **Propel by MIPIM**, an event formerly known as MIPIM Proptech Europe, which focuses on innovation and brought together last year some 2,000 decision-makers from 41 countries working in the property, technology, and public authority sectors.

The **Week** will combine events organized by Propel and MIPIM as well as by clients and partners. Meanwhile the MIPIM Connect digital platform will continue to operate in parallel.

The following key topics in the property sector will be discussed during the **Week**:

Innovation

In this time of unprecedented crisis, innovation plays an essential role. **Propel by MIPIM** will therefore become the *Week's* flagship event, to be held on September 14 and 15 at the CENTQUATRE in Paris, complete with an exhibition space, conferences and networking opportunities.

Companies that have already confirmed their presence at Propel by MIPIM include Schneider Electric, Prologis, Pi Labs, Keys AM, Saint Gobain, Arcelor Mittal and Metaprop.

"Propel by MIPIM is bringing together all stakeholders in the fields of property and the urban environment to promote the use of technology (and other) innovations that will enable us to work towards what is best, most useful, and most desirable, as we search for a compromise between public and private, individual and collective interests," explains Nicolas Kozubek, Director of Propel.

Propel by MIPIM will specifically address the following topics: data, sustainable development, talent, investing in innovation, and the user experience.

Propel by MIPIM will also host the new edition of the Startup Competition, which rewards the most promising and innovative start-ups in an effort to dynamize the property ecosystem. In addition, for the second consecutive year, the finals of the PropTech Startup Europe Awards, a competition supported by the European Commission's Startup Europe Department and organized by Finnova Foundation, Workero and the EU PropTech House, will take place at Propel by Mipim on Tuesday, 15 September.

The urban environment

A day of conferences, the MIPIM Urban Forum, will be dedicated to the themes of cities and the urban environment on Wednesday, 16 September. Former French President **Nicolas Sarkozy** will give the inaugural speech. Themed around "Embracing change", the sessions will be designed to analyse all the factors that have changed our urban lives and how they impact the industry and urban development.

In particular, the debates will focus on the ecological transition now that the current health crisis has highlighted its importance. It forces people to question urban routines and rethink current models, particularly with regard to mobility, urban density, infrastructure, and land use planning.

A "City Forum" dedicated to decision-makers from French local authorities will also take place on 16 September to encourage the sharing of experiences and provide an initial assessment of how Covid-19 has affected real estate.

Investment

Investment is always a critical issue and will be addressed repeatedly in many of the *Week's* conference sessions. A closed-door event bringing together institutional investors will be organized on 15 September where they can discuss the impact of Covid-19 internationally and define the investment strategy best-suited to this context.

Major projects

Last January, the jury of the **MIPIM Awards** selected [45 outstanding projects](#) from 19 countries in 11 categories.

"In these exceptional circumstances, I would like to call on the global MIPIM community to mobilize so that every one of you can voice your opinion via an online public vote on the outstanding work from these teams around the world. Vote and encourage others to vote, so that the MIPIM Awards ceremony fully reflects our collective ambition! Today, more than ever, our sector must reinvent itself to embrace new urban practices and address sustainability challenges," says Meka Brunel, CEO of Gecina.

Those accredited to MIPIM 2020 and the *Week* will be able to vote online for the projects of their choice between 17 August and 11 September. The winners will be announced at a dinner on 15 September.

Hospitality

This is one of the sectors that has been severely impacted by the coronavirus yet is showing great agility and creativity in the new context. Organized in partnership with MKG Consulting, *The Hospitality Summit* will bring together investors, hotel owners and leaders from the public and private property sector.

Diversity

This is an important theme that must not be side-lined by the coronavirus. Two networking events will be organized on this topic:

- **Gend'Her**, a think tank devoted to the place of women in the property sector, will organize a networking breakfast in partnership with Business Immo and KPMG.
- The **Young Leaders networking event**, organized in partnership with the Institut Choiseul and open to all property professionals aged under 35, aims to forge links between today's and tomorrow's decision-makers.

"*Paris Real Estate Week* is designed to support the property sector during the current global upheaval. We look forward to welcoming leaders in innovation and real estate to this event next September. We continue to work on the operational elements required to ensure the safest environment possible for all delegates," says Ronan Vaspart, Director of MIPIM.

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

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

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