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Palais des festivals
Cannes, France
mipim.com

MIPIM 2020

THE FUTURE IS

Human

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EDITORIAL

RONAN VASPART

Director of MIPIM markets



The central theme of next year's event - 'the Future is Human' - is a follow-on from last year's discussions about sustainable responsibility. The ambition this year is to put city-dwellers at the heart of the conversation by focusing on the societal dimension of sustainable development.

MIPIM 2020 will turn the spotlight on how cities need to reinvent themselves to meet their inhabitants' aspirations for a better quality of life.

An attractive city is one where the living is good, hosting existing and new residents as well as companies and investors. This virtuous circle must form the baseline for everyone designing and building tomorrow's cities.

What kinds of services and facilities can cities offer their inhabitants in order to make their lives more convenient, safer and greener, as well as more open, connected and inclusive? The MIPIM conference programme will address all these topics, including housing, mobility and inclusive cities.

By giving a voice to all urban stakeholders, from property professionals and political decision-makers, to urban planners, end-users and more, MIPIM will provide a practical, forward-looking vision of the new challenges that will define tomorrow's cities. Looking forward to seeing you next March!

Ronan VASPART
MIPIM Markets Director

CONFERENCES

2020 THEME & HIGHLIGHTS

THE FUTURE IS HUMAN

MIPIM 2020 will turn the spotlight on how cities need to reinvent themselves to meet their inhabitants' aspirations for a better quality of life. The programme of conferences will address different topics, including:

- **Housing** - clearly the major issue in key metropolitan areas. The shortage of affordable housing is a significant challenge at a time when the UN predicts that two thirds of all human beings will be city-dwellers by 2050. New kinds of housing, urban mixing, eco-neighbourhoods, and intelligent buildings are just some of the solutions, and a broad range of experiments are already being carried out to promote a better quality of life.

- **Mobility** is closely linked to housing difficulties and raises questions about its own impact on health and the size of its carbon footprint. The convergence between property and mobility paves the way to models focused on using, sharing and pooling. What are these new forms of civic, eco-responsible mobility and how do they fit into the urban environment?

- **Inclusive cities**, which value social, cultural, gender and intergenerational diversity, also play their part in living comfortably together. MIPIM continues to promote diversity in its various events and conferences. A networking event dedicated to young talent in the industry will be held on Wednesday, 11th of March at 6pm and will create a bridge between today and tomorrow's decision-makers.

Speakers of the conference programme include the most influential real estate doers and makers of the industry - as well as external thinkers and new entrepreneurs.

The conference programme is available [online](#).

Topics of the main theme include:

Demographics & the growing population

- Align infrastructure with increasing demand
- Promote a people-centric approach to urban regeneration
- Supply affordable housing
- Manage population flows
- Face density vs. urban sprawl

Diversity & inclusion

- Strengthen equality
- Engage citizens, communities and, in particular, the young generation
- Leverage social inclusion
- Attract new city dwellers and talent

Social impact & innovation

- Scale up 'impact investing' strategy/ Incorporate 'impact investing'
- Measure social and societal impacts
- Innovate for social purposes

Quality of life & well-being

- Address climate change and environmental issues
- Develop placemaking strategies
- Mobility and urbanism
- Create an attractive social landscape

New city uses

- Enhance co-living, co-working and lifestyle
- Support urban living with innovation and technology
- Promote as hospitality destinations

CONFERENCE HIGHLIGHTS

HOSPITALITY & TOURISM

Exhibition area

A new premium area located in Palais 3 with stands, a terrace, animations, demo zone...

A dedicated track of conferences and talks

- 3 days of Hospitality and Tourism conferences to cover the major hospitality trends in the dedicated Beige Room
- Project Showcases (5 minutes question & answer sessions)

Hospitality Summit: a closed-door event - by invitation only

- Dedicated to the hospitality industry, meant to create an exclusive gathering for high level networking and discussion
- A strategic initiative to engage real estate senior executives and share perspectives on the hospitality industry

MIPIM Awards: Best Hospitality & Tourism Resort

INNOVATION & PROPTech

MIPIM PropTech Day is a full-day of conferences entirely dedicated to «investing in PropTech». It will take place on TBC.

MIPIM Startup Competition finals

- date TBC in the Grand auditorium
- Stay tuned, a special announcement will be revealed!

MIPIM Innovation Forum

Network with the leaders of the whole value chain and re-invent the buildings and cities of tomorrow.

- 1 000 sqm exhibition area
- 7 500+ unique visitors
- 30% of CEOs visit the MIF

INVESTMENT

RE-Invest - by invitation only

RE-Invest brings together the world's foremost sovereign wealth funds, pension funds, insurance funds and other leading institutional investors in the real estate industry. The investors will discuss impact investing and enhancing risk management with environmental, social and governance factors (ESG).

RE-Allocate - by invitation only

RE-Allocate will bring together institutional family offices and other capital owners to discuss the impacts of their future investment strategies in round-table discussions. How are the Urbanization trends in global cities impacting your Real Estate investment decisions?

The Nordic Investment Summit - by invitation only

The Summit will bring together the Nordic investment community, Local & Public Authorities and International capital holders looking into Nordics to gain market insights, identify the future investment opportunities and create new synergies.

A range of closed-door networking events, geo-focused investment panels and investment focus panels

- Closed-door: Japan Breakfast, Asia Lunch etc.
- Geo-focused panels: «Asia: a focus on powerhouses», «A focus on Japan», «Investment strategies in top markets in Asia Pacific»
- Investment focused panels: «Investment: addressing risks», «Investment: finding value in demographics»

MIPIM **STARTUP** COMPETITION

For the fifth year, the **MIPIM Startup Competition**, in partnership with global real estate tech partner **MetaProp NYC**, will reveal the most promising and innovative startups that tackle the biggest urban challenges around the world.

The MIPIM Startup Competition 2020 edition will stop by Paris, New York and Hong Kong, three major international hubs for PropTech, where the selected startups will pitch their ideas and business models to move the real estate ecosystem forward.

Three rounds across the globe:

- **Paris** - 1-2 July 2019 at MIPIM PropTech Europe
- **New York** - 12-13 November 2019 at the MIPIM Proptech New-York
- **Hong Kong** - 26-27 November 2019 at the MIPIM Asia Summit
- **FINALS** AT MIPIM IN **CANNES** - date TBC

STARTUP
COMPETITION | 

 **Union
Investment**
Global partner

FINALISTS TO PITCH AT MIPIM 2020

Paris

- **Askporter** (UK): AI manager & concierge for any space
- **Mayordomo Smart Point** (Spain): Smart points connect smart buildings to their cities

New-York

- **Enertiv** (USA): PropTech company that transforms building data into asset value
- **Foyr** (USA): visualization solution that provides an end-to-end interior design experience
- **Swtch** (Canada): provides turnkey electric vehicle charging and energy management solutions
- **Geopipe** (USA): instantly provides detailed models of the real world

Hong Kong

- **REOMNIFY** (Singapore): A location data intelligence platform enabling better decision-making in real estate and retail
- **MaiBlocks Technology** (HK): Make Real Estate Investments simpler for all via digitized funds



 **mayordomo**
Smart Point

 **enertiv**

 **geopipe**

 **Foyr**
Your online interior designer

 **SWTCH**

 **REOMNIFY**
Real-time Property Intelligence

 **MaiBlocks**

MIPIM AWARDS

For 29 years now, the MIPIM Awards have honoured outstanding real estate projects throughout the world. In January, the jury shortlisted the finest projects from each of 11 categories. Now, it is down to the MIPIM delegates to choose the winners.

Since 1991 the MIPIM Awards have seen more than 2,400 submissions, 165 trophies given to winners, 88 countries represented.

THE JURY

- **Méka BRUNEL**, CEO, Gecina (France) & **President of the jury**
- **Kai-Uwe BERGMANN**, Partner, Bjarke Ingels Group (Denmark)
- **Hala EL AKL**, Director, PLP Architecture (UK)
- **Serge FAUTRE**, CEO, AG Real Estate (Belgium)
- **Paolo GENCARELLI**, Head of Real Estate and Procurement, Poste Italiane (Italy)
- **Marco HEKMAN**, Managing Director Continental Europe, CBRE (The Netherlands)
- **Aqil KAZIM**, Chief Commercial Officer, Nakheel (UAE)
- **Frank KHOO**, Group Chief Investment Officer, City Development Officer (Singapore)
- **Sergey KUZNETSOV**, Chief Architect, Moscow City (Russia)
- **Thierry LAROUÉ-PONT**, CEO, BNP Paribas Real Estate (France)
- **Tim NEAL**, President, RICS (UK)

MIPIM Awards ceremony
TBC
Grand Auditorium



THE CATEGORIES

- Best futura project (total surface area <150,000 sqm)
- Best futura mega project (total surface area ≥ 150,000 sqm)
- Best cultural & sports infrastructure
- Best hotel & tourism resort
- Best healthcare development
- Best industrial & logistics development
- Best mixed-use development
- Best office & business development
- Best refurbished building
- Best residential development
- Best shopping centre
- Best urban project



ABOUT US

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, 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 The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector

Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2018 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries

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