

PARIS REAL ESTATE *Week*

14-17 September 2020
Paris, France

Press kit

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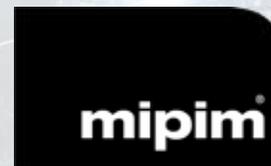
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The flagship event



mipim
Urban Forum
Forum de la Ville

INTRODUCTION BY **RONAN VASPART**, DIRECTOR OF MIPIM



The Paris Real Estate Week, which will be held from 14 to 17 September, is designed to support the property sector during the current global upheaval. As MIPIM 2020 could not take place due to Covid-19, Paris Real Estate Week will therefore be the first event enabling real estate leaders to make an initial assessment of the impact on the industry and discuss future prospects.

The Week will be built around Propel by MIPIM 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.

It will combine events organized by Propel and MIPIM as well as by clients and partners, such as a MIPIM Urban Forum, the Investors Think Tank, the City Forum and the MIPIM Awards ceremony. Meanwhile the MIPIM Connect digital platform will continue to operate in parallel to help property professionals recover.

More than ever, professionals need to be informed and, above all, to exchange with their peers. The Paris Real Estate Week will be the unmissable event of 2020 to engage the international real estate community to help the industry begin to recover.

ABOUT PARIS REAL ESTATE WEEK

The Paris Real Estate Week is the first event to trigger business rebound gathering international real estate leaders who wish to reconnect, benefit from timely content and prepare future investment strategies, to speed the recovery of the property industry.

The Paris Real Estate Week will be composed of a series of events including:



The flagship event



mipim[®]
Urban Forum
Forum de la Ville

In September, meet and discover:

- The largest amount and quality of real estate innovation under one roof, from exhibitors to visitors
- The real estate industry at its best: forward thinking companies and individuals, ready to learn, buy and teach
- Investors who are looking for business opportunities
- Exciting and educational content focused on what really matters: data, user experience, investment, talent, sustainability
- The highest experience for money: an event is about stimulating 5 senses

PROGRAMME PARIS REAL ESTATE WEEK

Monday 14 September

08.00



The flagship event

LE CENTQUATRE

18.00

17.30



WELCOME DRINKS



The flagship event



LE CENTQUATRE

20.30

Tuesday 15 September

08.00



The flagship event

LE CENTQUATRE

18.00

19.30



Paris Real Estate Week dinner featuring MIPIM Awards

INTERCONTINENTAL PARIS LE GRAND

22.30

Wednesday 16 September

08.00



Urban Forum

including Forum de la Ville

LA SEINE MUSICALE

18.00

Thursday 17 September

08.00

Hospitality Summit
by mipim

By invitation only

PULLMAN TOUR EIFFEL

13.30

09.00

Gend'Her Breakfast

WELLJO PARIS MONTMARTRE

11.00

PROPEL BY MIPIM

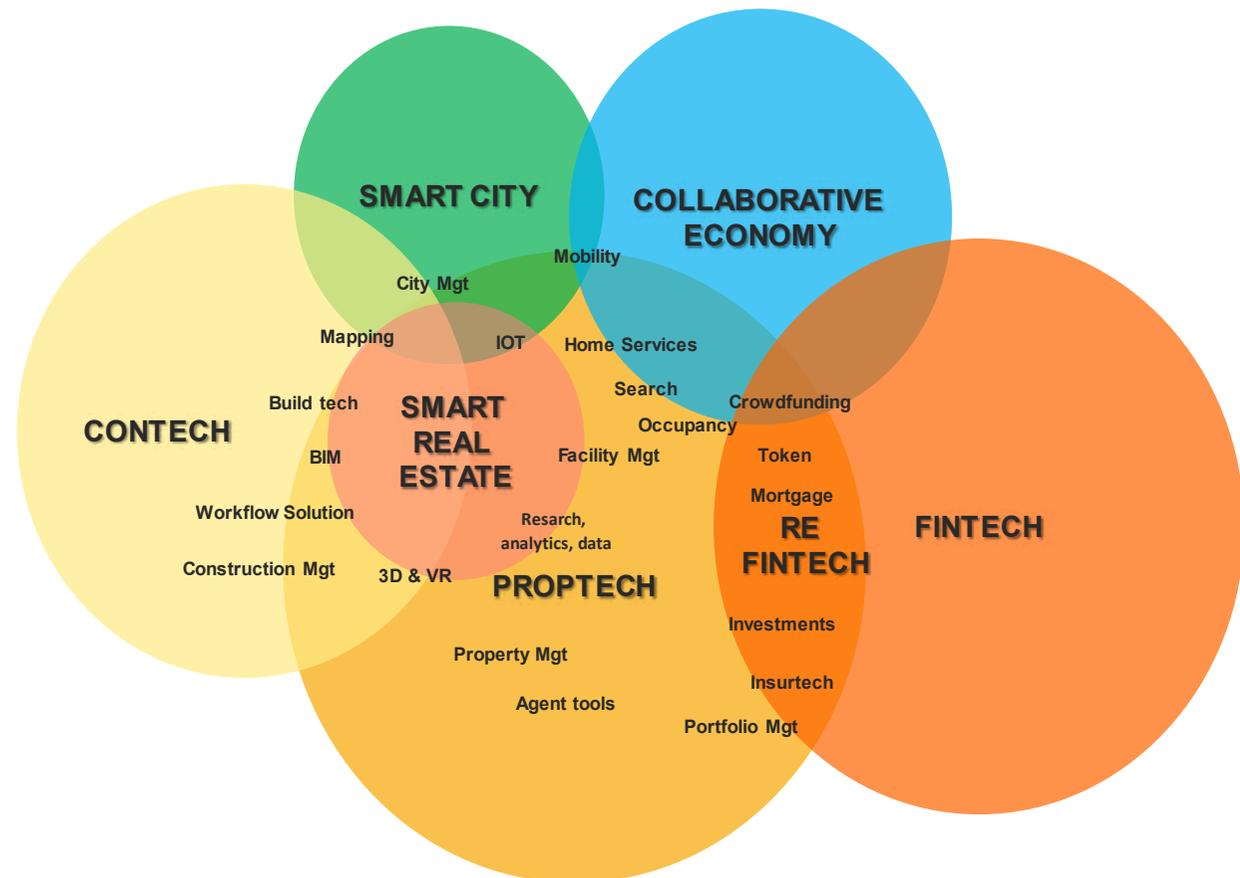
Meet the game changers of real estate

The real estate industry, the tech ecosystems, investors, public authorities and thought leaders are all attending Propel by MIPIM-Paris 2020. They are taking part to develop new business opportunities, discover new projects and ideas, to be inspired and to celebrate creativity.

Propel by MIPIM-Paris is the meeting place for game changers looking to **(re)create a sustainable, desirable and prosperous built environment.**

Beyond Real Estate and Proptech

Proptech, fintech, smart cities, contech, smart real estate, collaborative economy... all key topics that are changing the real estate industry with a creative and innovative approach. They are part of the Propel by MIPIM programme.



PROPEL BY MIPIM

Propel by MIPIM conference programme tackles topics that go beyond B-to-B.

KEY PILLARS OF THE PROGRAMME



Green is the new Grey

How innovations in the built environment approach the topics of sustainability, mobility, energy efficiency and how the real estate industry can deliver social and environmental benefits.



When money floods the market

Are we heading to a startups and funds market saturation? How different regions around the globe address tech investment in the real estate market? Is there a winning strategy from the real estate side?



Towards a new use of the data

We are now heading towards a new use of the data. How to generate relevant information through the amount of data available? How to use it to grow the relationship with clients? What about cybersecurity and ethics?



Into the War-for-Talent

In the era of the digital transformation, how should companies recruit new talents? How to keep them and to make them evolve with the market? Is the real estate industry ready to attract innovative minds?



(re)Design the access

Fostering technologies enable the real estate industry to anticipate and meet user needs. From city planners to developers, how innovation can help the user experience?



Steve Wozniak, Apple co-founder, will deliver a much anticipated keynote speech on **Tuesday 15 September**, at a time when innovation, the questioning of economic models and the importance of technology have never been so strong.

MIPIM URBAN FORUM

A day of conferences, the MIPIM Urban Forum, will be dedicated to the themes of **cities** and the **urban environment** on Wednesday, 16 September. 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.



Inaugural speech
by former French
President **Nicolas
Sarkozy** on 16
September

Insightful content and tools for action:

- What are the short, mid and long-term impacts of this current situation?
- How to reconsider relationships between the public and private sector? Is it a new era for other partnerships?
- What will the city of tomorrow look like? How will it transform urban life - mobility, governance, infrastructure...?
- Will there be a new mapmaking of real estate? What does it mean from an investment outlook?
- In which countries are the major challenges? How are asset classes responding to new levels of supply and to new type of demand?
- Is there a need to accelerate the adoption and adaptation of technology in Real Estate?

OTHER EVENTS



Depuis 1991, les MIPIM Awards récompensent les projets immobiliers les plus remarquables à travers le monde.

Les accrédités au MIPIM 2020 et à la Week pourront **voter en ligne** pour les projets de leur choix entre le 17 août et le 11 septembre. Les gagnants seront annoncés lors d'un dîner le 15 septembre.

Hospitality Summit by mipim

C'est l'un des secteurs très touché par le coronavirus mais qui fait preuve d'une grande agilité et créativité dans le nouveau contexte.

Organisé en partenariat avec MKG Consulting, le **Hospitality Summit** réunira investisseurs, hôteliers et leaders du secteur public et privé de l'immobilier.

diversity

Gend'Her, think tank dédié à la place des femmes dans le secteur de l'immobilier et lancé en partenariat avec Business Immo et KPMG, organisera un petit-déjeuner de networking.

Le **Young Leaders networking event**, organisé en partenariat avec l'Institut Choiseul, et ouvert à tous les professionnels de l'immobilier de moins de 35 ans, et dont l'objectif est de créer du lien entre les décideurs d'aujourd'hui et de demain.

ABOUT US

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 NYC, 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 TheHappetite in Milan, and MAPIC India in Mumbai for the retail real estate sector.

www.reedmidem.com

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