

# The Global Urban Festival

12-15 March 2024

Pre-opening on Monday 11

Palais des Festivals, Cannes, France

**mipim<sup>®</sup>**

Built by



In the business of  
building businesses

# ► What is MIPIM?

In crafting a unique urban festival during 4 days in Cannes, MIPIM influences and accelerates the transformation of the built environment.

MIPIM is a catalyst for concrete solutions, combining face-to-face discussions, thought leadership, development opportunities and global capital to drive change.

We connect and inspire the international real estate community to create more sustainable, liveable and prosperous places for all.

22,500+

PARTICIPANTS

100+

CONFERENCES

>50%

DIRECTORS AND  
C-LEVEL ATTENDEES

6,500

INVESTORS

2,500

EXHIBITING COMPANIES

90+

COUNTRIES

# ► Consolidate one year of business in one week

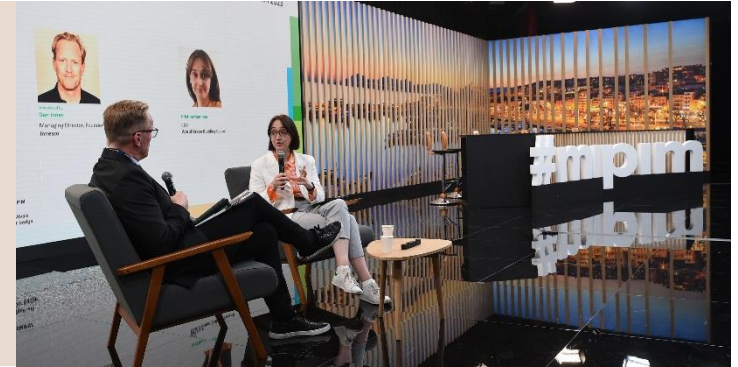
## EXHIBITION

Bring your business into the spotlight



## CONFERENCES

Get key insights to inspire and fuel your business, now and for long



## NETWORKING

Making connections against the elegant backdrop of Cannes



## AWARDS

Celebrate the most visionary, sustainable and useful projects in the world





# ► Connect with and inspire the entire real estate community

## URBAN PLANNING

Cities and local  
authorities



## PROJECT FUNDING

Direct & indirect  
investors



## PROJECT PLANNING AND EXECUTION

Developers &  
architects



## PORTFOLIO MANAGEMENT

Business services



## PROPERTY MANAGEMENT

Occupiers & service  
providers



## ► Delegate split by activity

**INVESTORS & FINANCIAL  
INSTITUTIONS**

**31%**

**LOCAL  
AUTHORITIES**  
**5%**

**GENERAL BUSINESS  
SERVICES**

(Lawyers, consultants, Accountant  
& Audit, Marketing agencies)

**14%**



**REAL ESTATE  
BUSINESS SERVICES**  
(brokers, architects, facility  
managers, constructors)

**22%**

**OTHERS**

(technology &  
solution providers, academics,  
users, journalists...)

**14%**

**DEVELOPERS &  
OPERATORS**

**15%**

# ► MIPIM: real estate leaders, all in one place

Bouygues  
Immobilier

P I M C O

savills

PROLOGIS



SwissLife  
Asset Managers

Aareal

NAI Global

Knight  
Frank

Colliers

AG  
REAL ESTATE

GYODER  
Gayrimenkul Yatırım Ortaklığı Derneği

THOR EQUITIES

CUSHMAN &  
WAKEFIELD

gec1na

Hines

ACCOR

VINCI  
IMMOBILIER

PGIM REAL ESTATE

AXA  
Investment  
Managers

JLL

EY

Schindler

PATRIZIA

REDEVCO

PANATTONI

nexity

nuveen  
REAL ESTATE

THOR  
EQUITIES

BNP PARIBAS  
REAL ESTATE

ALTAREA

ECE

SKANSKA

CBRE

LEGENDRE

CATELLA

PATRIMONE

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# ► A plethora of international cities and local authorities showcasing their investment opportunities



Paris, Marseille, Lyon, Dijon, Nantes, Nice, Grenoble, Montpellier, Cannes, Toulouse



Quebec – Grand Montréal



Ministry of Tourism of Panama



National Investment Agency, Ministry of Tourism, City of Marica, COFECI



Czech Cities & Regions



Invest Cyprus



Copenhagen, Aarhus



Ministry of Housing, The new urban community Authority



Tallinn



Helsinki, Oulu



Luxembourg



Vilnius



London, Liverpool, Newcastle, Cardiff, West of England, Dudley, Lancashire and Central South.



Spain, Madrid, Barcelona, Bilbao, Castilla la Mancha, City of Malaga, Murcia Region, ICEX, SEPES



Atlanta, South Carolina Chamber of Commerce, Beverly Hills / Greater Los Angeles Association



Enterprise Greece



Stockholm



Budapest



Invest Iceland



Torino, Genoa, Emilia Romagna Region, Bologna, Lombardi Region, Piemonte Region



Riga



Brussels, Antwerp, Wallonia, Mons



Berlin, Cologne, Duesseldorf, Duisburg, Frankfurt, Hamburg, Hannover, Leipzig, Mannheim, Munich, Nuremberg, NRW.Global Business, Stuttgart, Moenchengladbach, Pro Potsdam, Rhine-Neckar Region



Polish Investment and Trade Agency, Warsaw, Katowice, Krakow, Lodz, Poznan, Pomerania, Gdansk, Gdynia, Sopot and Pruszcz Gdanski Silesia, Wroclaw, Rzeszow, Lublin, Bydgoszcz Metropolitan Area Ministry of Economic Development and Technology



Portugal, Lisbon, Porto, Gaia, Matosinhos, Fundao



Invest Saudi, Ministry of Investment



Istanbul, Turkey Investment office of Presidency



Austria, Vienna



Slovenia public agency



Geneva

# ► Investment at MIPIM

“MIPIM is the **perfect place** to source investment.”

Lord Dominic Johnson - Minister for Investment

Department for Business and Trade, UK

PIMCO PRIME Real Estate, APG Asset Management, GIC Private Limited, Abu Dhabi Investment Authority, AXA Group, Temasek Holdings, CPP Investments, Caisse de dépôt et placement du Québec, Bayerische Versorgungskammer, Teacher Retirement System of Texas, MEAG, Zurich Insurance Group, CNP Assurances, Alberta Investment Management Corporation, Alecta, AustralianSuper, Korea Investment Corporation, ATP, Ilmarinen Mutual Pension Insurance Company, AG2R La Mondiale, Varma Mutual Pension Insurance Company, Aware Super, Blackstone, Brookfield Asset Management, PGIM Real Estate, Nuveen Real Estate, AXA IM Alts, CBRE Investment Management, Swiss Life Asset Managers, UBS Asset Management, GLP, Principal Real Estate Investors, Prologis, Starwood Capital Group, AEW Global, Invesco Real Estate, Hines, DWS, J.P. Morgan Asset Management, LaSalle Investment Management, BentallGreenOak, Clarion Partners, Credit Suisse Asset Management, Deka Immobilien Investment GmbH, Tishman Speyer Properties, Goldman Sachs Asset Management, Abrdn, Union Investment, Patrizia AG, QuadReal Property Group, Morgan Stanley Real Estate Investing, M&G Real Estate, Greystar Asia Pacific, Amundi, Heitman, Barings, Ares Management Corp, Charter Hall, IGIS Asset Management, Harrison Street, Aviva Investors, Bridge Investment Group, BlackRock, Cerberus Capital Management, Heimstaden, BNP Paribas Real Estate Investment Management, Angelo, Gordon & Co, Lendlease, Schroder Real Estate Investment Management, EQT Exeter, CIM Group, Savills Investment Management, Square Mile Capital Management, Commerz Real, USAA Real Estate, Rockpoint Group, Northwood Investors, NREP AB, Bouwinvest Real Estate Investors, Partners Group, DTZ Investors, MEAG, Tristan Capital Partners, CenterSquare Investment Management, Edmond de Rothschild Real Estate Investment Management, DeA Capital Real Estate, Jamestown, ...

2,000+

INVESTMENT & FINANCIAL COMPANIES

76

REAL ESTATE  
INVESTORS FROM THE  
WORLD'S TOP 100

\$ 3,7trn

ASSETS UNDER MANAGEMENT  
BY TOP 100 FUND MANAGERS

\$ 800bn+

ASSETS UNDER MANAGEMENT  
BY REINVEST SUMMIT INVESTORS



# ► Our commitments

MIPIIM has pledged to be a pioneering event in matters of sustainability. Our commitment is woven into the fabric of our events, initiatives, and partnerships. We intend to actively involve our clients in this journey.

MIPIIM 2024 will be our most sustainable exhibition to date, distinguished by four main engagements to making MIPIIM cleaner, greener, more diverse and more equitable.



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## Minimising waste

In 2023, MIPIIM generated **32% less waste** than in 2022, despite an increase in visitor numbers. To continue reducing waste, we are **partnering with Cannes-based non-profit GreenBee**, which specialises in upcycling materials used at events. In 2023, **72% of decorators were made aware** of the why and how for more eco-friendly stands. All Propel Station and Road to Zero materials and **all the furniture used at MIPIIM were rented** and all interior signage for the show was converted from Forex to Abiplex cardboard.

## Diversity, equity and inclusion

At MIPIIM 2023, **42% of speakers were female**. All conference panels with three or more participants will feature at least 1 woman. We offer partnership opportunities to support and promote female and diverse speakers. MIPIIM is committed to being inclusive, accessible, and secure for all attendees.

## Carbon footprint reduction

RX is a founding partner of the UFI pledge which commits the events industry to achieve net zero carbon by 2050, RX pledged to achieve it by 2040. MIPIIM is developing its own net zero pathway, tailored around the event. We **offer free all-day shuttle service** between the Palais des Festivals and many hotels, all official MIPIIM **cars are electric or hybrid** and the paper used for MIPIIM publications comes from sustainably managed forests. We work with caterers with **eco-responsible labels** and the Palais des Festivals has its own certifications. Cannes was also recently rewarded “**sustainable innovative destination**”.

## Positive social impact

We collect and reuse a range of materials through our partnership with non-profit association GreenBee, to share resources with local communities.

[Learn about further actions here >](#)



# NETWORK

# ► Unmissable events to boost your contacts, reach and potential

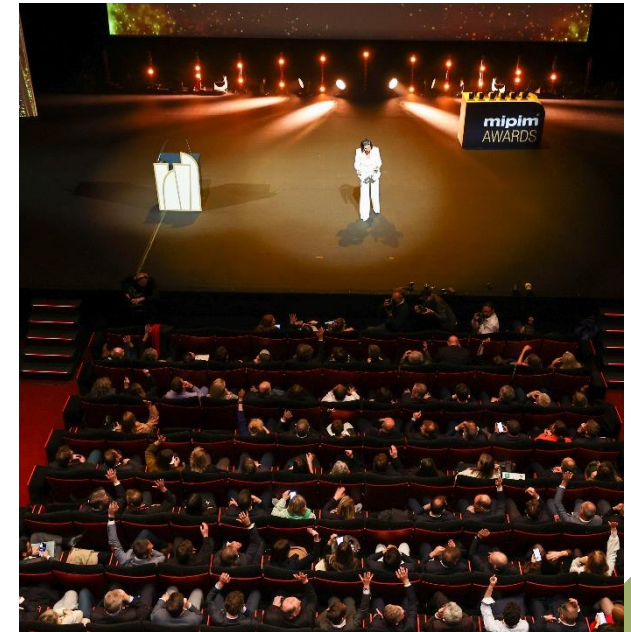
COCKTAILS & EVENTS  
ON AND OFF SITE



WELCOME RECEPTION



MIPIM AWARDS CEREMONY



# ► Networking events

## THOUGHT LEADERS SUMMIT



### THE MIPIM RE-INVEST SUMMIT

A closed-door summit for sovereign wealth, pension and insurance funds, and other capital owners.

### POLITICAL LEADERS SUMMIT

A closed-door summit for the world's mayors and top political leaders to discuss key issues.

### FORUM DES ELUS

A closed-door conference gathering the 100 influential French political leaders and private decision makers.

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## NETWORKING SESSIONS



### TARGETED BUSINESS ACCELERATORS

Roundtables focused on one sector to connect supply & demand in a fast & effective way.

### A PRE-OPENING FOR HOUSING

A dedicated summit on Monday afternoon to foster industry collaboration and find solutions to the current housing crisis.

### WOMEN'S EVENT

An open to all event to foster gender equality in the Real Estate industry.

## THEMATIC EVENTS



### DEDICATED EVENTS

Lunches & Breakfasts focused on Mayors, Propel Station, RTZ, Investors, Hospitality, countries, etc.

# ► Digital tools to make the most of your MIPIM

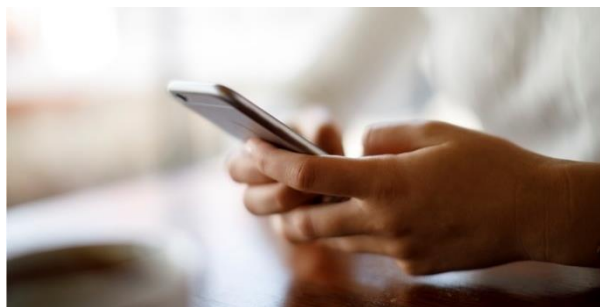
## ONLINE DIRECTORY



- Prepare best for your MIPIM and **get to know the 22,500 participants** before the show !
- **Engage with delegates prior to the show** and set up meetings
- Filter the targets who interest you the most, by company activity or company
- **Stay in touch after the show**, the online directory is open until the next summer

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## BADGE SCANNING MOBILE APP



- To capture leads at MIPIM with a simple scan of a badge
- Facilitated and effective follow-up, Emperia captures trusted data from badges used for show registration
- Can be used by multiple stand staff, so you never miss a lead

**In 2023, 30,000+ connections  
made through our app**

## EXHIBITOR DASHBOARD



**ANALYTICS PROVIDING A QUANTIFIABLE VIEW OF THE PERFORMANCE BEFORE AND AFTER THE EVENT:**

- Visit to your company profile
- Traffic to your website
- Access to your online and onsite leads



# EXHIBITION

# ► Exhibit: put your business in the spotlight

EXPO  
18,500M<sup>2</sup>



STANDS  
350+



EXHIBITORS  
2,400+



# ► Propel Station

## Unlock the power of innovation for sustainable growth

**Propel Station** is a world-class program hosted by MIPIM in Cannes designed for real estate leaders looking to move forward the industry by implementing the most innovative technologies and business models.

Tech players from all over the world showcase the latest technologies for the real estate industry. At the heart of MIPIM, in the most visited floor of the palais:

- Existing and replicable solutions and approaches selected by MIPIM
- A dedicated networking zone
- A dedicated conference room

## They were in Propel Station in 2023 :



# ► Road to Zero

## Decarbonization at the heart of MIPIM

**Road to Zero** brings together protagonists from every aspect of the built environment: from traditional real estate companies to cutting edge PropTech, to the world's brightest consultancies and thought leaders in the battle for sustainability.

- At the heart of Mipim, in the most visited floor of the palais.
- Existing and replicable solutions and approaches selected by MIPIM
- A dedicated networking zone
- Dedicated conference room

**Our Road to Zero partner in 2023:** Life Is On | Schneider Electric

**They took part in Road to Zero in 2023:**



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# ► The Road to Zero Coalition, launched in 2023

At MIPIM 2023, the Road To Zero alliance took up and extended its commitments for more responsible real estate policies. The coalition has one goal: **investing in the future and harnessing PropTech talent to reduce carbon impact and adapt to climate change.**

Many innovative companies in the real estate and construction sector are already taking part in the fight against global warming. Because capital and regulations won't do everything, it is essential that we mobilize alongside financial players in favor of positive-impact technological solutions, supported by the right tools for arbitrage, decision support and decarbonization. This is what the Road To Zero alliance proposes, bringing the whole industry together to act better and faster.

## The Road to Zero Coalition Members:





# CONFERENCES

# ► MIPIM 2024 conferences focus

## Getting Beyond

Real Estate is currently facing a challenged financing market, while still urgently having to fight against climate change and ensuring decent housing for all.

But more structurally, the evolution of long-term drivers such as geopolitics, demographics, technology and end-users' expectations, are an extraordinary opportunity for key players to accelerate change towards a more diverse, sustainable, user-centric and profitable real estate.

In this context, MIPIM will help the international community:

- anticipate through prospective information and top decision makers' vision
- collaborate through high-level networking and discussions
- implement solutions to improve operational excellence



# ► 5 stages to get inspired, learn and meet the community

## Leaders Perspective Stage

Imagine the future of Real Estate with star players from inside and outside the community: what our industry should, and will be? Geopolitics, AI and demographics forecasts



## Make it happen Stage

Operational excellence is key to answer the current market issues. Get beyond through case studies and awards projects presentations



## Geo Focus Stage

1 hour to gain insights into local markets : a keynote presentation to gather quantitative insight on the market, followed by a panel discussion



## Asset Class Stage

Workshops dedicated to main asset classes incl. infrastructure, to gain insights and new connections. 1-hour sessions will also be dedicated to Data centers and Life sciences



## Road to Zero Stage

1-hour sessions to learn and implement solutions to decarbonate Real Estate, organized by partner associations recognized in the industry



# ► New this year!

## A HOUSING SUMMIT ON MONDAY



A dedicated summit on Monday afternoon to foster industry collaboration and find solutions to the current housing crisis.

Monday 11 March  
14:10 – 22:00

## AN INFRASTRUCTURE WORKSHOP



A dedicated workshop on Tuesday morning to dig into the state of adjacent industries (energy, transport, waste management, water,...) and their impact on real estate.

Tuesday 12 March  
11:10 – 13:10

## THE NEXT GENERATION'S VIEW



A dedicated workshop on Tuesday for the next generation to discuss the upcoming challenges for urban development. Their ideas and solutions will be shared and challenged by the wider MIPIM community on Thursday.

Tuesday 12 March  
14:10 – 16:10

Thursday 14 March  
14:10 – 15:10



# PARTICIPATE



# ► How to participate

## EXHIBIT



- **Promote** your projects, your know-how and achievements
- **Network** with partners and find new-clients
- **Source** capital and strike deals
- **Position** your company internationally

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## VISIT



- **Discover** prime projects, buildings and assets
- **Increase** your network of business leaders
- **Learn** about industry trends and innovations
- **Find** your next business opportunity

REGISTER ONLINE

## SPONSOR



**Drive** your business by promoting your projects, products and organization before, during and after MIPIM. Opportunities include the official MIPIM website, newsletters, publications, onsite ads and more

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**Thank  
you**

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