



mipim[®]

The Global Urban Festival

Next Edition:

11 - 14 March 2025

MIPIM 2024 HIGHLIGHTS

Built by



In the business of
building businesses

► MIPIM 2024

*“This year’s MIPIM provided the global real estate industry with **a platform to discuss new approaches** for addressing the most important challenges facing our cities and society.*

***The main message I took from MIPIM was one of hope.** From the fresh ideas of our future leaders in the MIPIM Challengers to the inspirational speech from Sanna Marin that if we act now it won’t be too late and we will all benefit together in the long run.*

I look forward to hearing from the industry how their MIPIM went and to start planning for another successful Global Urban Festival in March 2025.”

Nicolas Kozubek – MIPIM Director

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Represented by **asap**ATHENS
ATHENS

20,000

PARTICIPANTS

+500

SPEAKERS ON OUR 5 OFFICIAL STAGES

90+

COUNTRIES

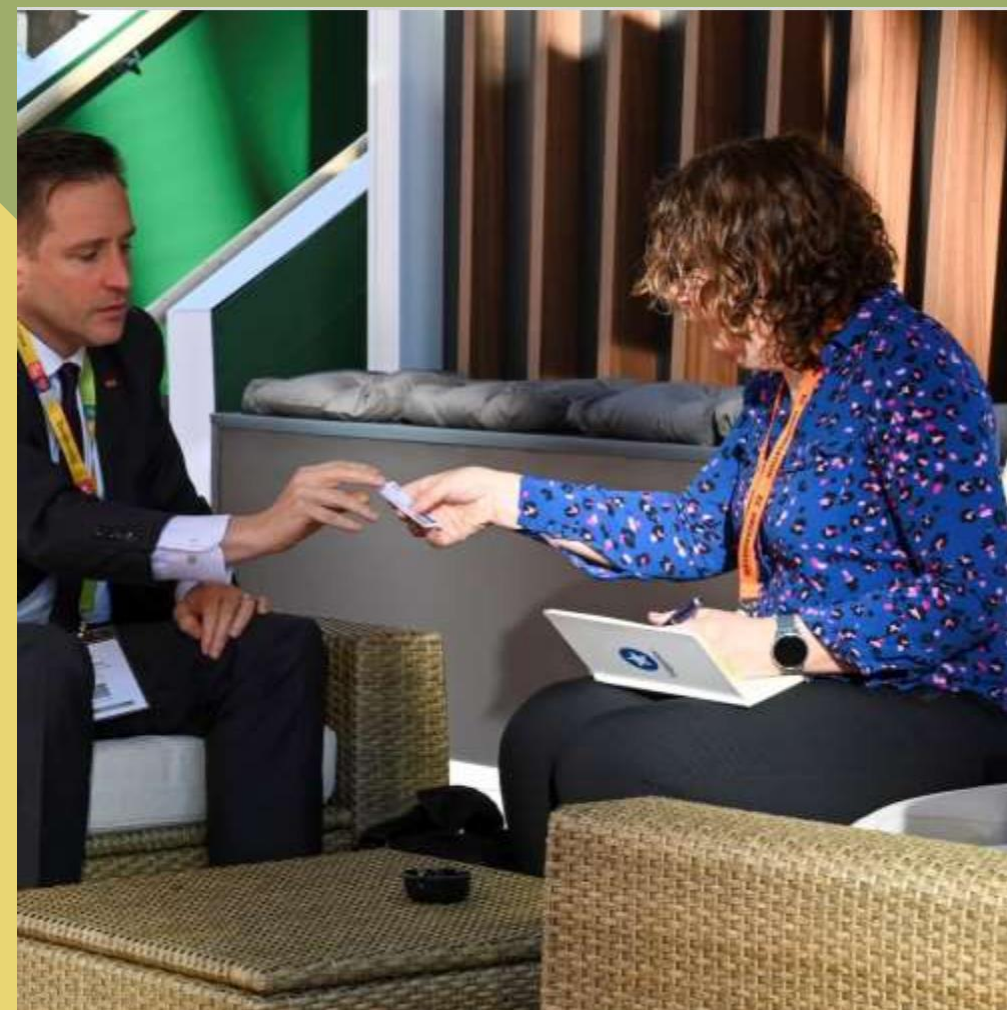
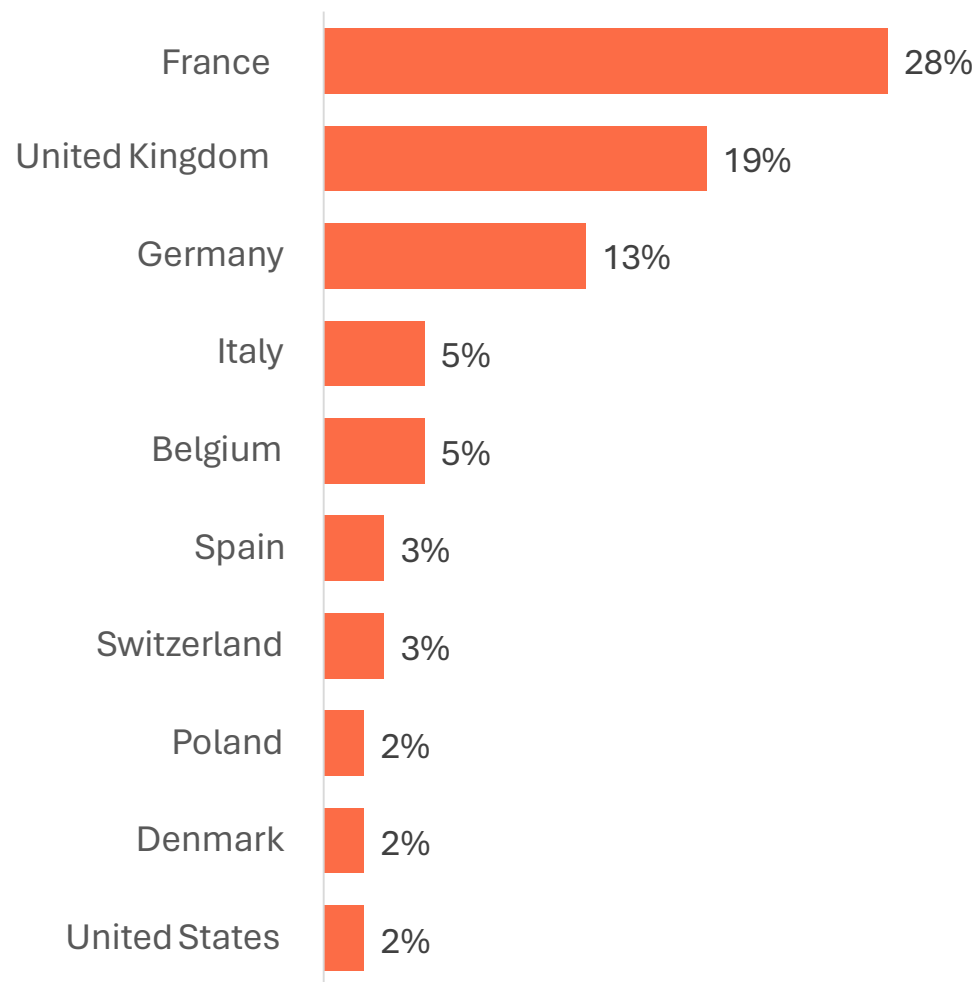
€4 trillion

OF ASSETS MANAGED BY TOP INVESTORS ATTENDING AMONG THE TOP 100 RANKING

340

STANDS & PAVILIONS

► Top 10 countries



► Amongst the officials who attended MIPIM 2024



Sanna Marin
Former Prime Minister
& Head of Government
of Finland



Klara Geywitz
Federal Minister for
Housing, Urban
Development and
Building of Germany



Srettha Thavisin
Prime Minister of
Thailand



Guillaume Kasbarian
Ministre délégué chargé
de la Ville et du
Logement de France



Lord Dominic Johnson
Minister for Investment, UK
Government



Lee Rowley
UK Housing Minister



Dr. Khalfan Al Shueili
Minister of Housing and
Urban Planning of Oman



Eliza Reid
First Lady of Iceland



Sophie Haestorp
Lord Mayor
Copenhagen



Anni Sinnemäki
Deputy Mayor
Helsinki



Belit Nejat Onay
Mayor
Hannover



Roberto Gualtieri
Mayor
Rome



Gregory Doucet
Mayor
Lyon



Michael Olszewski
Deputy Mayor
Warsaw



Political Leaders Summit

A closed-door Summit, held on Tuesday, for major city leaders to share perspectives and priorities.



UK Stage

A dedicated UK programme summit bringing together UK's leading Public and private stakeholders

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A plethora of international cities and local authorities

	Paris, Aix-Marseille, Lyon, Lille, Nantes, Nice, Montpellier, Cannes, Toulouse, Bordeaux, Calais, Sophia Antipolis		London, Manchester, Liverpool, Cardiff, Central South (Portsmouth, Southampton) Newcastle, Belfast, Derby, Leicester, Ebbsfleet, Lincolnshire		Berlin, Dortmund, Duisburg, Düsseldorf, Frankfurt, Hamburg, Hannover, Cologne, Leipzig, Mönchengladbach, Munich, Potsdam, Stuttgart, Metropole Ruhr, Metropolregion Rhein-Neckar and NRW.
	Montréal, Mission, Manitoba, Winnipeg		Madrid, Barcelona, Castilla la Mancha, Castilla y León, City of Malaga, Invest in Murcia, ICEX - Invest in Spain, SEPES		Polish Investment and Trade Agency, Warsaw, Katowice, Krakow, Lodz, Poznan, Pomerania, Gdansk, Gdynia, Sopot and Pruszcz Gdanski, Silesia, Wroclaw, Rzeszow
	City of Marica, Rio de Janeiro, Sao Paulo, Ministry of Tourism		Stockholm, Linköping		Lisbon, Porto, Gaia, Matosinhos, Fundao, Almada, Vila Franca de Xira
	Copenhagen, Aarhus		Budapest		Invest Saudi (Ministry of Investment), Ministry of Culture
	Enterprise Greece		Rome, Milan, Genoa, Bologna, Trieste and the regions of Emilia-Romagna, Lombardy, Piedmont, Tuscany, ICE		Office of the Prime Minister of Thailand
	Government of Malta - Ministry for Transport, Infrastructure and Public Works		Riga		St Pölten
	Ministry of Tourism, Invest Cyprus		Brussels, Wallonia, Antwerp		Ljubljana, Slovenia Business Development
	Helsinki, Oulu,		UAE, Masdar		Geneva
	Chamber of Commerce of Luxembourg		Sultanate of Oman, Ministry of Housing and Urban Planning		Administrative Capital for Urban Development
	Vilnius		Investment Promotion Agency Qatar		Tallinn
	Business Iceland		Ministry Of Construction And Housing & Municipalities And Public Works, Baghdad		
	Ministry of Land, Infrastructure, Transport and Tourism, Osaka				
	Ostrava, Liberec Region				

► MIPIM welcomed investors managing over €4 trillion of assets

Abdn, Abu Dhabi Investment Authority, Abu Dhabi Investment Council, AIMCo, APG, APG Asset Management, Aware Super, Axa IM Alts, Bayerische, Versorgungskammer, Bouwinvest Real Estate Investors B.V., Cadillac Fairview / Ontario Teachers' Pension Plan, CNP Assurances, CPP Investments, Fidelidade Property Europe, GIC Pte Ltd, Healthcare Of Ontario Pension Plan (HOOPP), Ilmarinen Mutual Pension Insurance Company, Investment Corporation of Dubai, KLP, Korea Investment Corporation, Laegernes Pension, Oman Investment Authority, OTPP / Cadillac Fairview, P+, Pensionskassen for Akademikere, Patrizia, PBU, PFA Pension, PGGM, PIMCO Prime Real Estate, PSP Investments, Qatar Investment Authority, QuadReal, Redevco, Teacher Retirement System of Texas, Temasek, Varma Mutual Pension Insurance Company, Zurich Insurance, Blackstone Group, Brookfield Asset Management, MetLife Investment Management, PGIM Real Estate, Nuveen Real Estate, CBRE Investment Management, AXA IM, Swiss Life Asset Managers, GLP Capital Partners, UBS Asset Management, Hines, Invesco Real Estate, AEW Global, Prologis, DWS, BentallGreenOak, J.P. Morgan Asset Management, LaSalle Investment Management, Clarion Partners, Greystar, Tishman Speyer, Deka Immobilien Investment, Apollo Asset Management, Union Investment Real Estate, Goldman Sachs Asset Management, Credit Suisse Asset Management, Morgan Stanley Real Estate Investing, QuadReal Property Group, PATRIZIA, Amundi, Barings, abrdn, Ares Management, M&G Investments, Harrison Street Real Estate Capital, IGIS Asset Management, Generali Real Estate, BlackRock, Heimstaden AB and many more....



RE-Invest 2024

A unique event serving as a focal point for discussions on investment trends, strategies, and opportunities in the real estate market for the past decade.

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► Awards

209

projects from 39 countries

40

finalists from 3 continents

[See the list of winners](#)

Rewatch the ceremony



See all photos



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LEADER IN BUILDING AWARDS

► MIPIM Challengers

Next generation of real estate leaders presented solutions to making the industry smarter and greener

“We had more than 150 entrants from across the globe and selected 16 of them. Some of the ideas aren’t necessarily new but they’re left in the university curricula and aren’t broadcast to a wider audience, such as urban farming and how it could work in places like South America. Our hope is that people at MIPIM see these as solutions to real-life problems and don’t stick to the status quo.”

Muyiwa Oki, RIBA President

[Meet the jury and the 2024 cohort](#)



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LEADER OF THE FUTURE

► MIPIM 2024, our most sustainable edition so far

Waste minimisation

- A new print-at-home, plastic-free badge
- 3 tonnes or 8,500 sqm reduced carpet usage at MIPIM 2024 compared to 2023
- Help and support provided to all our clients' decorators to sort waste properly
- 100% of our furniture (tables, chairs etc.) is rented and reused
- Sorting of bio-waste to high quality compost for all MIPIM-organised events
- Interior signage that is eco-friendly and recyclable
- Donation of materials to local associations
- Cigarette butts collected for a second life by MéGo

Carbon footprint reduction

- Opening Reception and Awards Cocktail with pescatarians and vegetarian menus only
- Free shuttle service to/from hotels
- Continuation of our Road to Zero initiative launched last year
- A MIPIM sustainability pledge signed by exhibitors
- All MIPIM printed documents use paper coming from sustainably managed forests
- Measurement of MIPIM 2024 carbon footprint to help identify pathways of further reduction in the future

Diversity, equity and inclusion

- MIPIM Challengers gave voice to professionals under 30
- Female representation on every conference panel
- Partnerships with associations promoting diversity
- Free navigation app with specially tailored routes for people with disabilities
- A quiet room available for all attendees

Positive social impact

- Donation of event materials to local organizations
- Food donation after Opening Reception (equivalent of 84 meals)
- Architectes de l'urgence (Emergency Architects) as guest of honour for MIPIM 2024
- Using sustainable partners/providers, such as GreenBee Upcycling, Ezymob, Climeet, Résine Esterel, Café Joyeux, etc.

► Consolidate one year of business in one week

EXHIBITION

Bring your business into the spotlight



CONFERENCE

Set 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



PORTOFOLIO MANAGEMENT

Business
services



PROPERTY MANAGEMENT

Occupiers & service
providers



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REAL ESTATE ALLIANCE

► 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%



NETWORK

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ΕΠΙΧΕΙΡΗΣΙΑΚΗ ΑΝΑΠΤΥΞΗ

► Unmissable events to boost your contacts, reach and potential

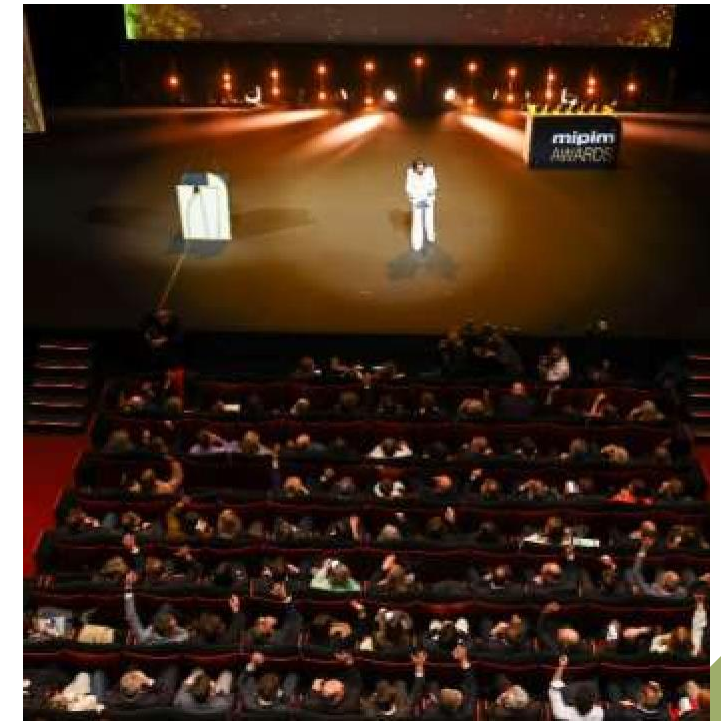
COCKTAILS & EVENTS ON AND OFF SITE



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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REAL ESTATE ADVISORS

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

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

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

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

EXHIBITION

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► Exhibit: put your business in the spotlight

EXPO
18,500M²



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

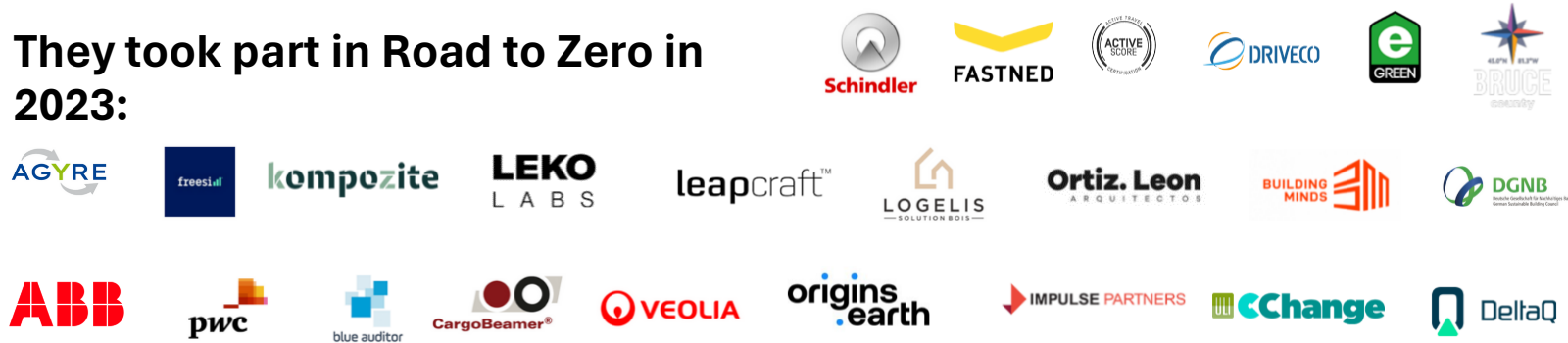
Decarbonization at the heart of MIPIM

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:  

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

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► 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

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► 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

THE GREEK CONFERENCE on

"Unveiling Sustainable Investment Opportunities"

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ΕΛΛΗΝΙΚΗ ΕΠΙΧΕΙΡΗΣΙΑΚΗ ΑΣΟΤΕ

► Greek Conference: 'Unveiling Sustainable Investment Opportunities'



Speakers: **Marinos Giannopoulos** - CEO - ENTERPRISE GREECE
Dimitrios Politis - Chief Executive Officer - Hellenic Republic Asset Development Fund
Theodore Tzouros - Executive General Manager, Chief Corporate & Investment Banking - Piraeus Bank
Claire Camplisson - Director - Casa Collective Hotels

Moderator: **Fanis Papathanasiou** - International Correspondent - ERT TV

PARTICIPATION

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► 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

MARYAM GRANDELA
maryam.grandela@rxglobal.com

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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GREEK EXHIBITORS

(19 Exhibitors / 100+ Participants)

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► Greece in MIPIM 2024: (Organized by Enterprise Greece)



▶ Greece in MIPIM 2024: (Organized by Enterprise Greece)

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• Kounali Mountain Resort• Deloitte Greece• DKG Development• Georgaki & Partners Law firm• Hellenic Republic Asset Development Fund• Q Res | <ul style="list-style-type: none">• Kentriki Savills• Kourtidis Group• Leptos Estates• MIBS Group• Mitsis Hotels• Noval• Plasis Real Estate• & Development | <ul style="list-style-type: none">• PMD Real Estate Network• Premia Properties• Prodea Investments• Sioufas & Associates• Southrock Asset Management• Tetraktis |
|---|---|--|

► Greece in MIPIM 2024: (Organized by Enterprise Greece)



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REGIONS & CITIES

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► Regions & Cities



► Regions & Cities



► Regions & Cities



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► Regions & Cities



Architects

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► Architects



PROJECTS & AWARDS

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► Project Awards



Submit your project for the MIPIM AWARDS based on:

1. Overall sustainability
2. Integration of the project in its environment and community
3. Quality of the user experience
4. Economic contribution
5. Originality of the concept
6. Architectural qualities

The Global Urban Festival

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Built by
RX In the business of
building businesses

Represented
in Greece, Cyprus, Malta & Romania by



Greek pavilion organized by

