

mipim[®]

The Global Urban Festival

11-14 March 2025

Housing Matters! on Monday 10

Palais des Festivals, Cannes

Built by
RX In the business of
building businesses

What is MIPIM?

MIPIM influences and accelerates the transformation of the built environment by crafting a unique, week-long urban festival in Cannes.

Here, face-to-face discussions, workshops and panels offer inspiration and thought-leadership, while creating opportunities to exchange experiences and drive business and professional growth.

As a reference point for the global real estate industry, MIPIM provides unique access to global capital and concrete solutions for making assets more sustainable and resilient in a rapidly changing world.

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20,000+

DELEGATES

90

COUNTRIES

300+

STANDS

€4 trillions

OF ASSETS MANAGED BY INVESTORS FROM
THE TOP 100 ATTENDING

“We have had a presence at MIPIM for nearly 25 years – it’s extremely important to us as an exceptional platform for networking, sharing and comparing innovative ideas”

Yves de Coulon

President

Horizon Léman

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 and inspire the entire real estate community

URBAN PLANNING

Cities and local authorities



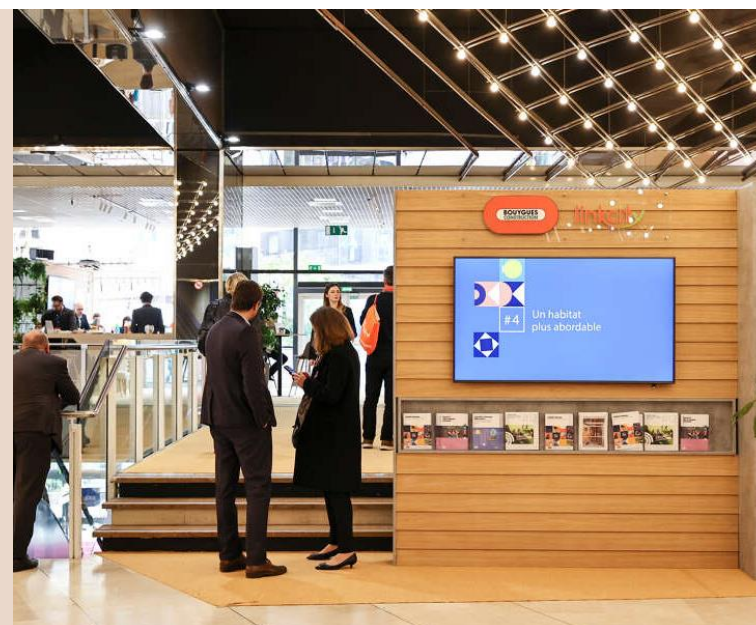
PROJECT FUNDING

Direct & indirect investors



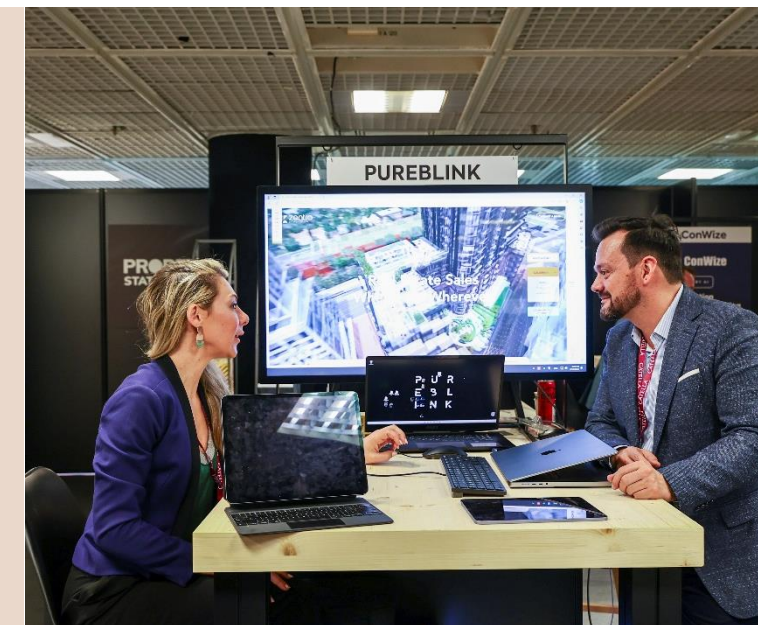
PROJECT PLANNING AND EXECUTION

Developers & architects



PORTFOLIO MANAGEMENT

Business services



PROPERTY MANAGEMENT

Occupiers & service providers



Among 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



Belit Nejat Onay
Mayor
Hannover



Anni Sinnemäki
Deputy Mayor
Helsinki



Emmanuel Grégoire
First Deputy Mayor
Paris



Inmaculada Suez
Vice Mayor
Madrid



Gregory Doucet
Mayor
Lyon



Sophie Hæstorp
Lord Mayor
Copenhaguen



Anders Östenberg
Vice Mayor
Stockholm



Anni Sinnemäki
Deputy Mayor
Helsinki



Vilnis Kirsis
Mayor
Riga



Bev Craig
Leader of the Council
Manchester



Michael Olszewski
Deputy Mayor
Warsaw



Roberto Gualtieri
Mayor
Rome



Ines Medeiros
Mayor
Almada

“This is exactly why I am attending MIPIM” It is a great opportunity to speak with potential future investors taking sustainability, biodiversity and social aspects into account when building and developing the city of Copenhagen”

Sophie Hæstorp Andersen
Lord Mayor of Copenhagen

Delegates split by activity

INVESTORS & FINANCIAL INSTITUTIONS
24%

LOCAL AUTHORITIES
7%

GENERAL BUSINESS SERVICES
(Lawyers, consultants, Accountant & Audit, Marketing agencies)
11%

OTHERS
(technology & solution providers, academics, users, journalists...)
16%



DEVELOPERS & OPERATORS
15%

REAL ESTATE BUSINESS SERVICES
(brokers and architects)
12%

REAL ESTATE SUPPLIERS
(facility and property managers, construction companies)
13%

Aareal



NEWMARK



ECHO
investment




SEE ALL
PARTICIPATING
COMPANIES IN
2024

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**All real estate
leaders in one
place**

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

 Calais, Bordeaux, Paris, Marseille, Aix, Lyon, Lille, Nice, Montpellier, Nantes, Toulouse

 Austria

 Budapest

 Greece

 Malta

 Vilnius

 Helsinki


 Egypt

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 UK Government, London, Belfast, Cardiff, Central South, Liverpool, Manchester, Newcastle

 Geneva

 Barcelona city and region, Madrid city & Region, Spanish Pavillon

 Italy, Lombardy Region, Milano

 Riga

 Poland

 Stockholm

 Berlin, Dusseldorf, Frankfurt, Hannover, Leipzig, Metropolitan Region Rhine-Neckar, Hamburg, Munich, NRW, Stuttgart

 Belgium

 Porto, Gaia, Matosinhos

 Luxembourg

 Tallinn

 Denmark

 Iceland

 Montréal

 NAR (National Association of Realtors)

 Marica

 Japan

 Thailand

 Qatar

 UAE

 Invest Saudi

 Oman

 Iraq

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Klara Geywitz
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MIPIM welcomed investors managing over €4 trillion of assets

Abrdn, 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 SUMMIT AT THE CARLTON HOTEL IN MARCH 2024

Our commitments

MIPIM 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.

MIPIM 2024 was our most sustainable exhibition to date.

Waste minimisation

- Plastic-free badges and badge holders, recycled after the show
- 3 tons less carpet compared to MIPIM 2023
- Awareness campaigns for 100% of decorators and 6 eco-supervisors during setup
- 100% of food waste collected from MIPIM-organized cocktails
- Donation of materials to organizations for reuse

[Learn more](#)

Diversity, equity and inclusion

- 42% of speakers were female
- 11 partner organizations for DEI
- 16 young professionals under 30 invited to speak on stage through the MIPIM Challengers programme

[Learn more](#)

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Carbon footprint reduction

- Cocktails organized by MIPIM were 70% vegetarian and 30% pescatarian
- Free shuttles from 8 AM to midnight to 40 hotels
- 90% of RX France employees travelled by train for MIPIM 2024
- Support for the industry's decarbonization through our Road to Zero area and the MIPIM Awards

[See more](#)

A positive social impact

- Donation of materials to organizations for reuse
- Food donation from the Opening Reception (40kgs of food distributed by *La Halte de Nuit*)
- Virtuous partners and providers, such as *Architectes de l'urgence*, *Café joyeux*, etc.

[See more](#)

MIPIM Challengers

Giving young voices a platform

The MIPIM Challengers initiative creates space for the next generation of real estate professionals, sharing their commitment to a sustainable urban environment, while promoting the values of diversity and inclusion.

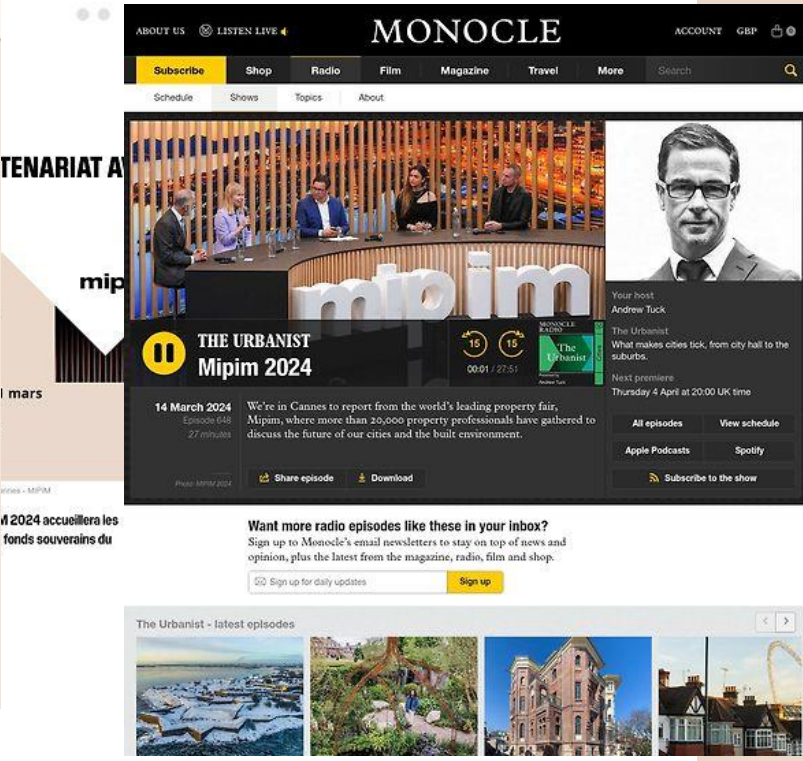
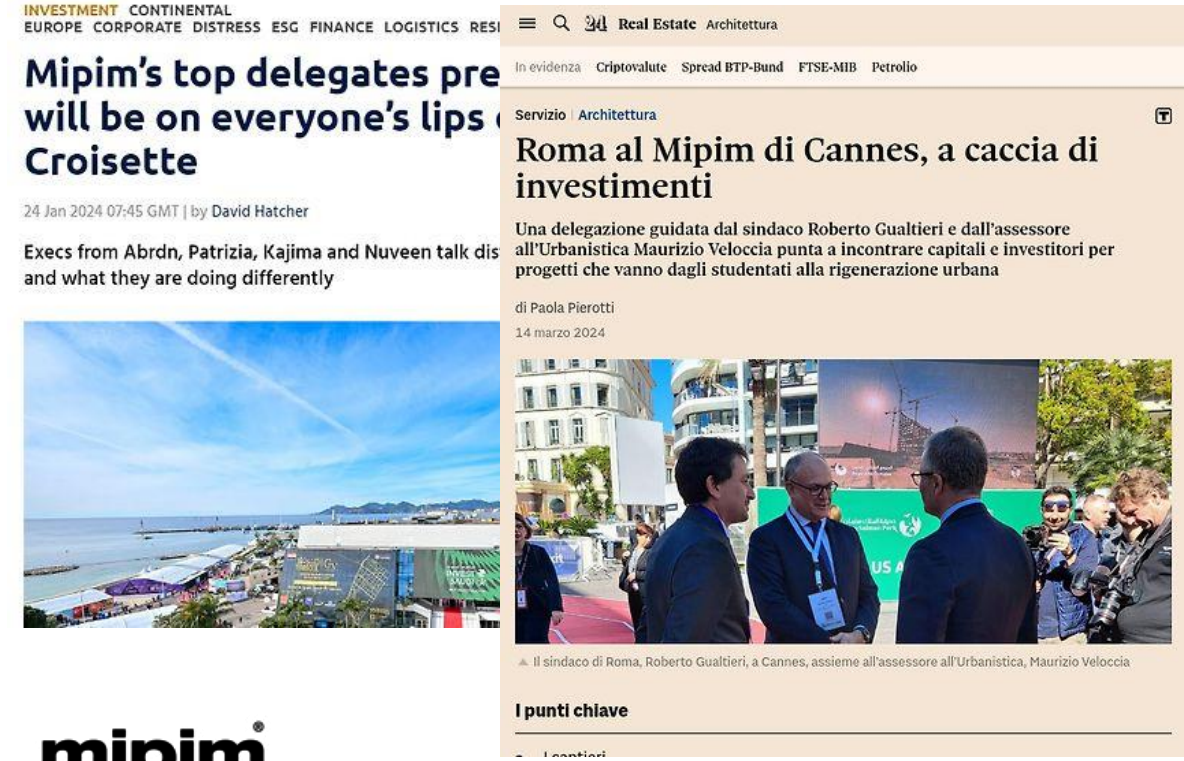
15 professionals under 30 will be selected, to fully participate in MIPIM in Cannes, with free entry and dedicated sessions to platform their views and network with the real estate community.

By empowering young people and giving them a voice to influence decision-makers and industry leaders, we advocate for youth, growth and equitable change.

[APPLY](#)



An outstanding platform for exposure



5,700

DIGITAL ARTICLES IN THE INTERNATIONAL PRESS FROM JAN. TO MARCH 2024

914

ARTICLES IN THE FRENCH PRESS FROM JAN TO MARCH 2024

359

JOURNALISTS AT MIPIM 2024

261,943

IMPRESSIONS ON MIPIM SOCIAL MEDIA DURING THE EVENT

"MIPIM is an amazing gathering of mayors, developers, economists and government ministers, all of whom are here to explain their visions for how we are going to live in cities across the globe. And, depending on where you choose to dive in, you can find yourself discussing how to fix the affordable housing crisis or learning why the demand for data centres could threaten power grids and undercut the push to make our cities more sustainable"

Andrew Tuck
Monocle editor in chief

NETWORKING

Must-attend social events to expand your network

COCKTAILS & EVENTS
ON & OFF SITE



A REVAMPED OPENING
NIGHT IN THE CROISETTE,
PALAIS 3 AND RIVIERA 9



AWARDS CEREMONY AND
COCKTAIL



Croisette Village Opening Cocktail

A revamped opening party in the Croisette and Riviera 9.

The biggest official & must attend networking event during MIPIM with 2,000+ participants

A special event for the 1st time inside the premises of the show (Croisette & Riviera 9) on March 11th 2025 from 7pm to 11pm.



MIPIM Awards

Created in 1991, the MIPIM Awards celebrates the industry's most useful, sustainable and visionary projects.

The jury is composed of **12 high profile real estate experts**, and chaired by Véronique Bédague, CEO of Nexity.

10 categories (2 new this year)

Since 1991:

- + 3800 submissions
- + 240 Awards
- + 100 countries



Networking opportunities

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.

NETWORKING SESSIONS



TARGETED BUSINESS ACCELERATORS

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

EQUALITY OF OPPORTUNITIES IN REAL ESTATE WORKSHOP

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

THEMATIC EVENTS



DEDICATED EVENTS

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

HOUSING MATTERS!

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

Network online before, during and after MIPIM

The Delegates Directory allows every registered attendee to see you who else is attending and to connect.

- Prepare best for your MIPIM and get to know the 20K+ participants before the show
- Engage with delegates prior to the show and set up meetings
- Use to filter target companies and delegates
- Stay in touch after the show, the online directory is open until the next summer



EXHIBITION

Put your business and project(s) in the spotlight



19,300

SQM

300

STANDS

2,500+

EXHIBITORS

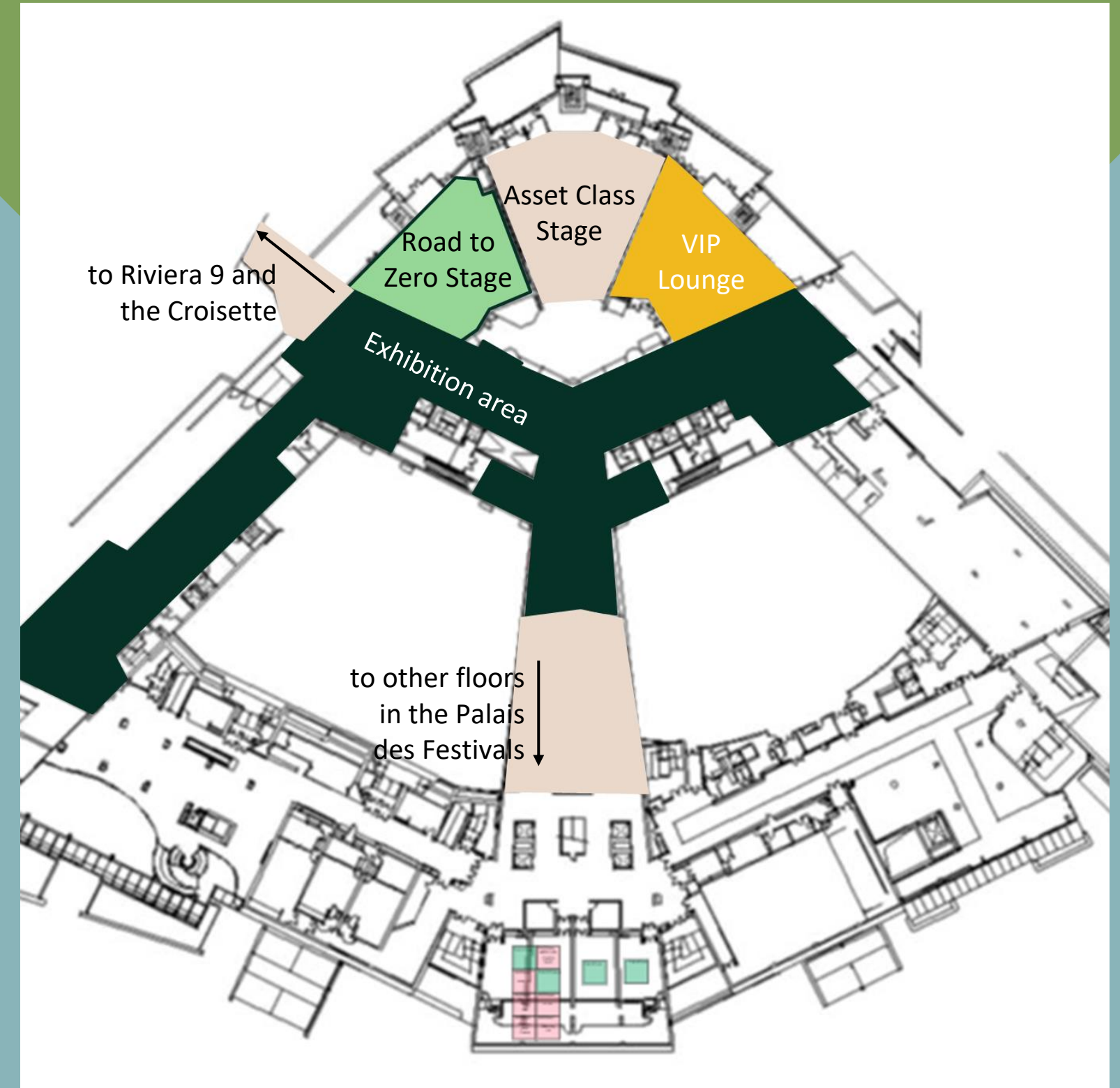
*“MIPIM is to business what CERN is to quantum physics! It’s **an accelerator** – it allows us to reach, in a vanishingly short space of time, leaders and change-makers in the real estate industry who we would otherwise take months to engage with. It as a melting pot – **it brings the entire financial, architectural, technology ecosystems, as well as public and private stakeholders together for one frenetic week.** I mobilise my entire global team here because I see immense value in terms if speed and execution for our clients.”*

Estelle Monod

Senior Vice President, Building Segments President
Schneider Electric

Road to Zero redesigned for MIPIM 2025

- With a new focus on **Low carbon solutions for construction and renovation**
- Moved to **Palais 3**, a **highly frequented area**, also hosting the VIP Lounge
- Large exhibition area, already welcoming **Bouygues Construction**
- Dedicated conference room for panel discussions and networking events



Hotel & Tourism at MIPIM

Check-in the new Hotel & Tourism programme world of MIPIM

The **hotel and tourism industry** is vital to real estate, driving revenue, urban development, diversification, and numerous other opportunities and advantages. It attracts **significant investment** and **international interest**.

What began as a niche at MIPIM has now become a **primary focus**, drawing an increasing number of key players each year to **network and create opportunities**.

NEW LOCATION

Croisette Tent, Plage Jean Macé

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FASTEST GROWING SEGMENT OF MIPIM

1000+

KEY PLAYERS FROM THE HOTEL,
TOURISM & INVESTMENT SECTOR

>75%

DIRECTORS AND
C-LEVEL ATTENDEES

+400

ATTENDEES AT CONFERENCES
AND NETWORKING EVENTS

+30

COUNTRIES REPRESENTED

+20

EXHIBITORS

Meet MIPIM's HTL collective

Amongst 23-24 exhibitors, sponsors & partners



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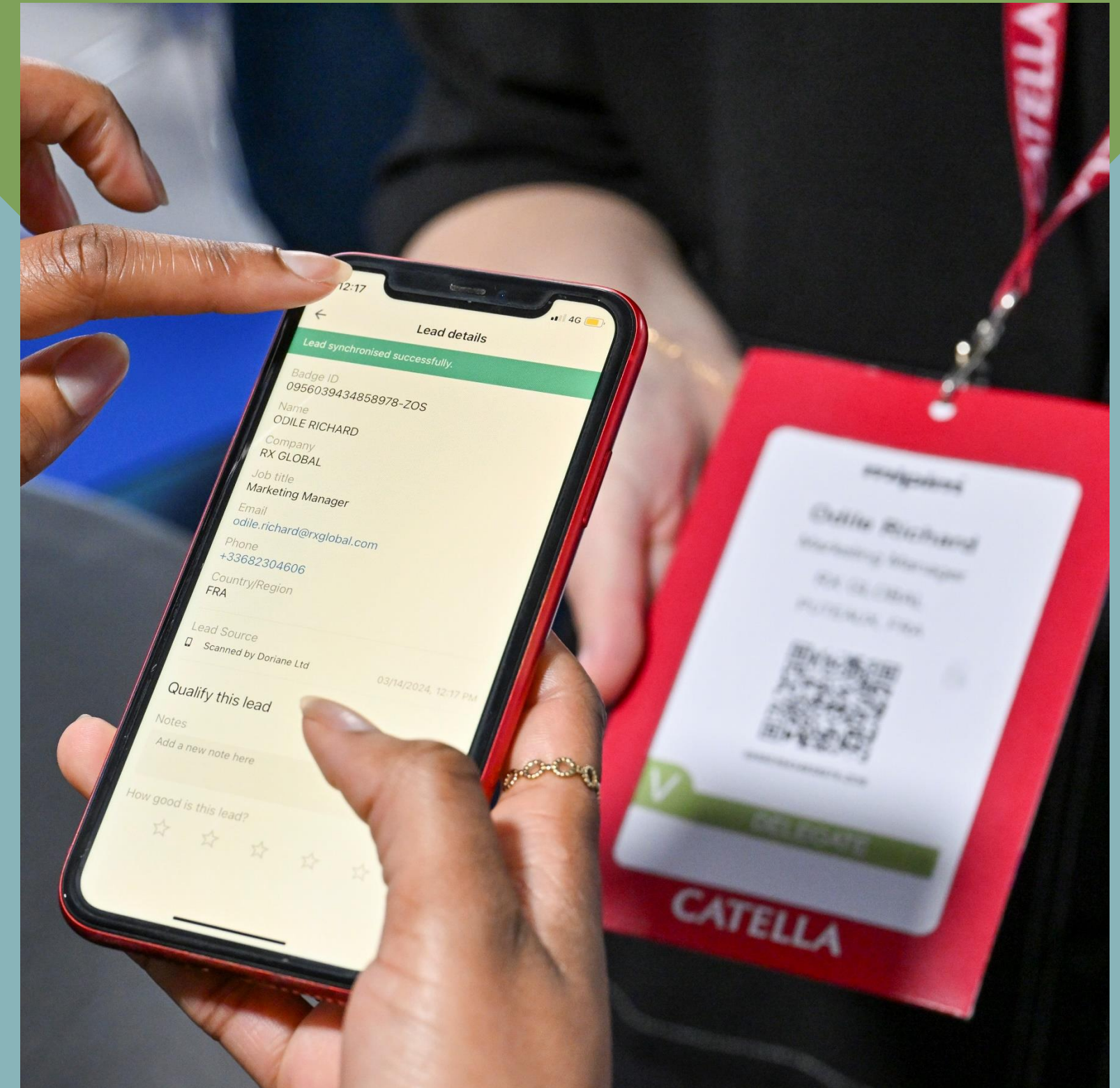


Included for exhibitors: lead capture app

Capturing better leads, made simple

Lead Manager (Emperia) lets you capture leads at MIPIM with a **simple scan of a badge** and facilitates effective follow-up. **Lead Manager** captures **trusted data** from show registration and can be **used by multiple stand staff**, so you never miss a lead.

- Includes customised questions and lead scoring
- Your content and contact details automatically shared with visitors scanned
- Works offline with a lightweight app



CONFERENCES

Conference Focus

The built-environment industry faces multiple challenges and opportunities, including demographic change, rising insurance costs and the need for affordable housing, reimagined assets and city centres. Additionally, exploring the potential of new technologies like AI is crucial for cities and real estate. Successful public and private partnerships are more than ever important to attract investment.

Expert speakers will provide the latest on macroeconomics, geopolitics and energy shocks, showcase best practices and address key challenges and opportunities.

MIPIM will continue to **connect key players to accelerate and empower change towards a more diverse, sustainable, user-centric and profitable real estate.**



6 official stages to get inspired

LEADERS PERSPECTIVE STAGE

Debate big picture topics including attracting talent, music's role in placemaking, how to be a change maker, demographic change, and the latest macroeconomics, finance challenges and rising insurance costs.



MAKE IT HAPPEN STAGE

Find out about mixed use and collocation best practices, building successful public private partnerships, use of data for better decision making, and what AI could do for cities and real estate.



ROAD TO ZERO STAGE

Dive into the deep end and find out firsthand about the many innovative initiatives the real estate community is taking on the road to net zero. Walk away feeling inspired to do even more.



ASSET CLASS STAGE

Hear all you need to know via six comprehensive workshops on residential, logistics, offices, healthcare, data centres and life sciences. Network, learn and debate with your peers in these not to-be-missed sessions.

NEW HOSPITALITY STAGE

Gain insights into the latest investment trends and strategies, retrofitting and repurposing projects, and tech innovation in the food and beverage, and the business, resorts and luxury hotel sectors.

GEO FOCUS STAGE

Join special dedicated focuses on the key MIPIM markets of France, Germany, the Nordics, Middle East, Africa, Asia, and Central and Eastern Europe.

Get insights from dozens of local markets and meet their most active representatives

UK Stage

A 2-day conference programme to explore the latest trends, opportunities and challenges in the UK, including attracting investment, the levelling up agenda and affordable housing solutions.



Forum des Elus

A closed-door event for 100 French elected representative and private leaders to debate on cities issues & solution and innovation public-private partnerships



Geographical focuses

France, Germany, the Nordics, Middle East, Africa, Asia, and Central and Eastern Europe.



Exhibitor events

Barcelona, Paris, London, Berlin, Japan... Discover stands and pavilions dedicated programmes



Lunches & breakfasts

Engage with local players from local markets willing to develop their territories



Make it Happen: A revamped Stage

This year the Make it happen stage will focus on innovative mixed use and collocation best practices, what it takes to build successful public private partnerships, the use and control of data for better decision making, and what generative AI could do for cities, the investment community, and real estate development and operations.



Housing Matters! on Monday 10

In a context of growing and urgent demand for new residential living spaces, MIPIM will host on Monday afternoon Housing Matters! an international summit dedicated to foster industry collaboration and find solutions to the current housing crisis.

A tailored format mixing high quality networking, best practice exchanges and inspiration.

Monday 10, 2025

13.00 – 22.00

Palais des Festivals, Cannes

[LEARN MORE](#)



PARTICIPATE

How to participate to MIPIM 2025?

EXHIBIT



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

BOOK YOUR STAND

VISIT



- **Discover** prime projects, buildings and assets
- **Network** with business leaders
- **Get inspired** by industry trends and innovations
- Find your next **business opportunity**

REGISTER

SPONSOR



- **Maximize your visibility** before, during and after MIPIM. Opportunities include the MIPIM website, emailings, publications, social media and more.

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Thank you

Built by
RX In the business of
building businesses