



November 6, 2018, Metropolitan Pavilion, New York

Press release

**MIPIIM PROPTech NEW YORK NAMES TECH:NYC EXECUTIVE DIRECTOR JULIE SAMUELS
KEYNOTE SPEAKER FOR 2018 CONFERENCE**

**SAMUELS AMONG LEADING VOICES FOR NEW YORK TECH SECTOR, RUNS 650+
MEMBER ADVOCACY ORGANIZATION**

NEW YORK – September 26, 2018 – MIPIM PropTech NY is pleased to announce today that **Julie Samuels, Founder and Executive Director of [Tech:NYC](#)** will be the keynote speaker at this year’s conference. **Peter Grant**, Reporter at the Wall Street Journal, will moderate Samuels’ keynote presentation. **MIPIM PropTech NY**, which is the flagship event of NYC Real Estate Tech Week, will take place on **Tuesday, November 6, 2018**, at **The Metropolitan Pavilion at 125 W 18th Street**. The event is being jointly organized by **[Reed MIDEM](#)**, a veteran organizer of global real estate conferences, networking and business events, and **[MetaProp NYC](#)**, the world’s leading early stage PropTech investment, advisory and startup acceleration firm.

Growing an Ecosystem to Support Creativity

Today’s announcement revealed that Samuels will be the keynote speaker for the session titled “Propelling Tech for Sustainable Cities”. Samuels’ extensive background in technology, local and national government, public policy and journalism gives her unique insight into the complex intersection of urban development and technology - a major point of emphasis of the conference. Tech:NYC is a coalition of over 650 companies that collaborate to foster a dynamic, diverse and creative New York. The goal of the organization is to produce an ecosystem in New York that stimulates innovation, retains talent and celebrates local companies. Tech:NYC operates at the nexus between government, policy and technology to ensure New York remains competitive and innovative now and in the future.

Geography as a Catalyst for Innovation

In her keynote presentation, Samuels will explore how geography and the private and public sector together can either motivate or deter technological revolution. She will highlight how and why New York City continues to be a hot spot for startups and innovative ideas. Samuels

will also analyze how the City fosters the development of industries like PropTech and Fintech while it navigates their urban impacts. She will discuss the City's economic development in relation to these new sectors and how New York attracts international talent to the five boroughs.

"I am pleased to be featured as a keynote speaker at this progressive event," **said Samuels**. "Technology has allowed various sectors that typically do not interact to connect in interesting ways. The crossover of these industries provides a new window of opportunity to collaborate and find modern solutions to traditional problems. I am proud to work in a city that provides the necessary resources for these companies to flourish. MIPIM PropTech NY is a great way to highlight the incredible work that local and international companies are doing to grow the ecosystem."

Samuels earned her Juris Doctor from Vanderbilt University and was recently named one of Crain's New York 40 under 40. Prior to founding Tech:NYC, Samuels served as Executive Director at Engine, a nation-wide nonprofit focused on technology entrepreneurship and advocacy.

Please find the [complete MIPIM PropTech NYC conference programme](#).

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 UK in London, MIPIM Asia Summit in Hong Kong, MIPIM PropTech NYC in New York and MIPIM PropTech Europe in Paris for the real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC Food & Beverage in Milan and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2017 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. www.reedexpo.com

About MetaProp NYC

[MetaProp NYC](#) is the world's premier real estate technology nexus. Based in the heart of Manhattan's Silicon Alley, the MetaProp NYC 22-week Accelerator and 8-week Pre-Accelerator at Columbia University are the leading programs for high growth PropTech startups. Each year, up to 20 of the best technology

driven real estate industry ideas are selected to participate in intensive education, mentorship and growth hacking programs, culminating in exclusive Graduation Defense panels and bi-coastal Demo Days for partners, investors, VCs and media. Founded in 2015, the accelerator boasts 100+ mentors, 10 renowned corporate partners and widespread media coverage from the Wall Street Journal, Forbes, New York Post, TechCrunch, Inman, Bisnow, Real Estate Weekly, and more. MetaProp NYC's team and strategic seed stage funds have invested in 60+ technology companies across the real estate value chain. The companies have raised more than \$2 billion and employ 1,500+ people globally. MetaProp Advisors provides strategic advisory services, growth consulting, communications, event management and market research for real estate companies that are serious about innovation.

Contact: Sarah S. Berman
The Berman Group, Inc.
(212) 450-7300
sberman@bermangrp.com