

June 20-21, 2018
Palais des Congrès, Paris
mipim-proptech.com



PRESS KIT

My-Lan CAO - Press Director
+33 1 79 71 95 44
mylan.cao@reedmidem.com

Jessica WHYTE - Press Manager
+33 1 79 71 95 46
jessica.whyte@reedmidem.com

Constance GARCIA Y SANTOS - Press officer
+33 1 79 71 95 65
constance.garciaysantos@reedmidem.com

Tristan LALOT - Accreditation officer
+33 1 79 71 97 16
tristan.lalot@reedmidem.com

UK ING PR & Communications
Kimberley HOPKINS / +44 7540 333518
kimberley.hopkins@ing-media.com

France
Joanna KIRK / +33 6 61 85 56 33
joannakirkpr@gmail.com

WHAT IS MIPIM?

Over the past 29 years, MIPIM has become the leading worldwide property event gathering real estate professionals from all sectors - office, residential, retail, hotel, industrial. It aims to provide an international platform for industry leaders to connect, and do real face-to-face business. Through its internationally rich exhibition floor and comprehensive programme of conferences and events, MIPIM allows participants to find new partners, close deals, discover new projects and gain insight into the latest global market trends.

MIPIM is an international marketplace creating dialogue between real estate professionals from the whole value chain - developers, architects, investors, brokers, local authorities - generating new ideas and identifying new trends. MIPIM has also established itself as an essential meeting place for cities from around the world and their public & private partners to discuss major urban planning issues.

MIPIM 2018 will take place in Cannes, France, from March 13-16.



24,500
PARTICIPANTS

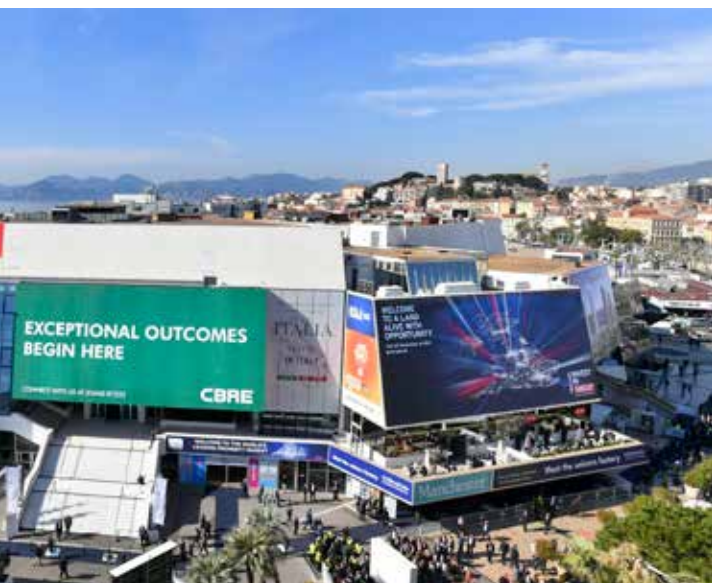
3,100 EXHIBITING
COMPANIES

100
COUNTRIES

3,800 CEOs & C-LEVEL
PROFESSIONALS

5,300 INVESTORS &
FINANCIAL INSTITUTIONS

100+
CONFERENCES



WHAT IS PROPTECH?

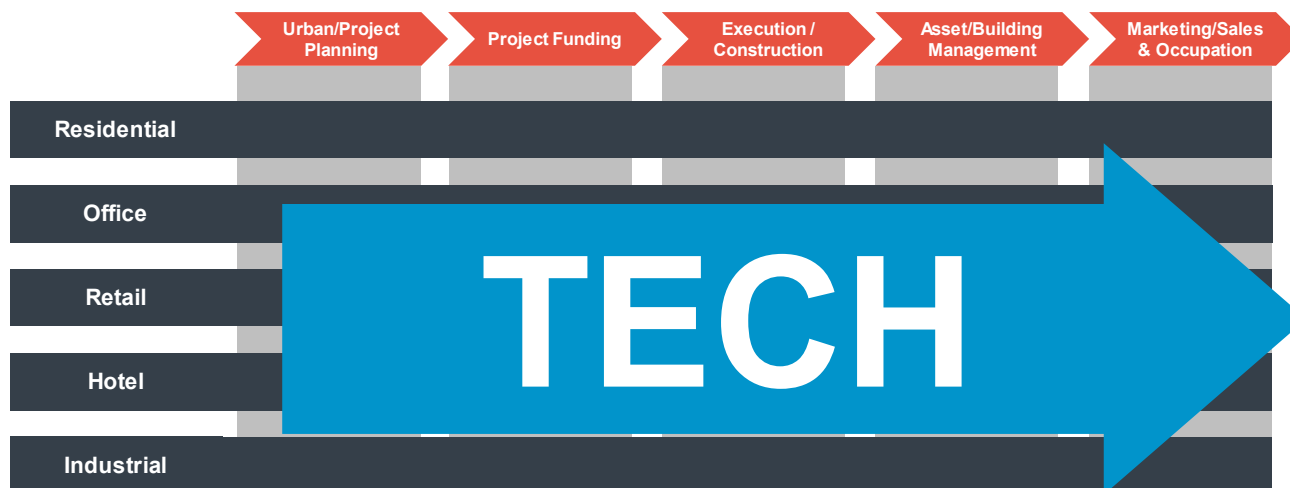
Why is proptech so topical?

Proptech deals with new technologies that address traditional property issues. Property has reached a new frontier that involves both a technology revolution and a shift in needs of building users, and more generally urban dwellers. There is a real convergence between the digital revolution and societal developments in technology. The great opportunity for the world of property today is to be able to rely on digital innovation to meet the new expectations of tomorrow's city users.

Proptech brings on board a whole series of new players, both startups and established companies that are positioning themselves in the property sector. New companies are developing new approaches based on big data, virtual reality, crowdfunding, blockchain, artificial intelligence...

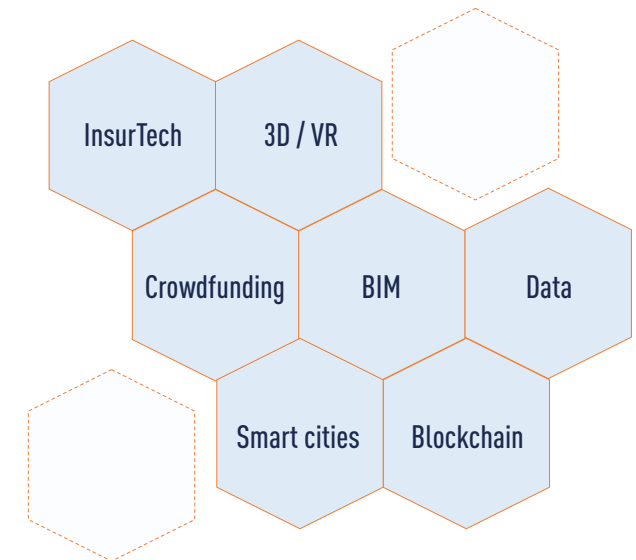
Proptech impacts the entire value chain, from financing, transaction management, building, and maintenance to occupancy, construction and more broadly urban design.

The stakes are huge as property is one of the largest sectors of the global economy, so it can offer the most opportunities to tech companies and VC firms that are beginning to invest in this field.



Which technologies?

Many technologies can change the real estate industry. Data processing and the multiple applications it can generate, artificial intelligence that facilitates the analysis of information, but also virtual reality, the Internet of things, blockchain or robotics.



MIPIM PROPTech EUROPE

MIPIM PropTech EUROPE is the premier property and tech event in Europe gathering key decision makers from all property sectors and technology companies to take their business to the next level and build the future of property in the European market.

The ambition of MIPIM PropTech is to create a venue that can forge a common language between all the players who are thinking about the city of tomorrow, both in the property sector and in new technologies.

1,500
participants

40
countries

1,000
companies

100
speakers

Who is meeting who and why?

Real estate leaders

- Anticipate the industry's evolution
- Discover startups and new technologies
- Leverage their business



Tech companies

- Showcase and sell their solutions
- Increase business opportunities with Real Estate
- Raise funds



VC & Investors

- Discover the future unicorns of proptech
- Access potential sources of investment
- Network with property leaders



Why Paris?

Paris is an attractive global city closely connected to Europe as a whole. The French capital is a breeding ground for startups, where French Tech is being internationally recognized and as an innovation-driver, Paris is one of the most sought-after metropolises in the European property market with a special focus on urban living issues.

ADVISORY COUNCIL

To offer the most effective and insightful event, MIPIM PropTech Europe received support from elite property and tech professionals directly invested in the future of real estate. Advisory Council members act as ambassadors by endorsing the event and provide valuable perspectives on the property and technology industries.



Aaron Block - Global Advisor
Co-founder and MD
MetaProp NYC



Dan Hughes
Founder
Alpha Property Insight



Daniel Kraft
Head of Proptech Ventures
Stronghold Invest



Emilio Matthaei
Managing Partner
Colinus



Robin Rivaton
Founder
Real Estech



Ian Thomas
Chief Investment Officer
Lend Invest



Taylor Wescoatt
Founder
Concrete VC

CONFERENCE PROGRAMME

Unexpected value

MIPIM PropTech Europe is bridging the gap between two very different industries: tech and real estate. New technologies are now a differentiation factor that create new sources of income. The topic of the programme of conferences – "Unexpected value" – will analyse how, with technology, the value of real estate evolves towards multiple values – business, investment, human, in-use, intangible.

- Where does the technology process implementation start and end?
- How to implement the technology process at every level of the value chain?
- How to create the best partnership RE and Tech?
- What is the role of proptech in terms of value creation?

The programme of conferences will offer more than 30 sessions, including keynotes and the now inevitable Startup Competition. The conferences will be divided into two categories:

- Panel sessions focusing on the challenges and opportunities of proptech, giving a prospective vision of the sector.
- Specialised sessions highlighting pragmatic examples and favouring the sharing of experience.

Creating dialogue

To bring all the participants out of their comfort zones and trigger discussions between the real estate and the tech industries, short interactive formats will punctuate the two days of conferences by putting the two worlds face to face on stage.

New dynamic conference formats



Fail Academy 30'

Sessions to dissect a business failure and how to make a fresh start



Flash Talk 2'

Short and informal presentation of a tech solution. Presentations will be grouped by theme



Master Class 30'

Address on a personal business story and sharing of best practices



Reverse Pitch 15'

A real estate professional pitches his business to tech companies



Snack Knowledge 15'

An expert presents an idea or concept and is challenged by an outside speaker



PROGRAMME OF CONFERENCES

WEDNESDAY 20 JUNE

BORDEAUX ROOM

10.00-10.45

Opening keynote speaker

11.00-11.45

Real Estate organisations:
adapting to a fast
moving environment

14.00-14.30

Keynote speaker

14.45-15.30

Technological
implementation:
accelerating the process

16.00-16.45

Real Estate & Tech:
creating the best
partnership

HAVANE ROOM

11.00-11.30 - Fail Academy

Customer experience:
integrating tomorrow's
demand & change

11.45-12.45

STARTUP
COMPETITION |

14.45-15.15 - Fail Academy

Sharing economy:
make the most
of the co-era

15.30-15.45 - Snack knowledge

Blockchain:
transparency & efficiency
in the investment process

16.00-16.15 - Snack knowledge

IoT: optimization of
building efficiency

16.30-17.00 - Fail Academy

ROOM 1

11.00-11.30 - Master class

Artificial Intelligence:
changing the future
of financial services

11.45-12.00 - Reverse pitch

12.15-12.30 - Reverse pitch

12.45-13.00 - Reverse pitch

14.45-15.15 - Master class

Workspace:
magnets for talents

15.30-15.45 - Snack knowledge

BIM: a catalyst for change
/ for collaboration

16.00-16.15 - Snack knowledge

VR: new tool to find
the best place to invest

16.30-17.00 - Master Class

Asset classes: prioritization
in the PropTech adoption

ROOM 2

11.00-11.45

Matchmaking session

12.00-12.45

Matchmaking session

14.45-15.30

Matchmaking session

15.45-16.30

Matchmaking session

THURSDAY 21 JUNE

BORDEAUX ROOM

10.00-10.45

Opening keynote speaker

11.00-11.45

Reimagine city:
urban life and governance

14.00-14.30

Keynote speaker

14.45-15.30

Developer & Investors:
reviewing to ensure
up to date building

16.00-16.45

Real Estate & Tech:
creating the best
partnership

HAVANE ROOM

11.00-11.30 - Fail Academy

11.45-12.45

STARTUP
COMPETITION |

14.45-15.15 - Fail Academy

15.30-15.45 - Snack knowledge

Blockchain: implementation
for a better collaborative city

16.00-16.15 - Snack knowledge

IoT: make of the most
of your building

16.30-17.00 - Fail Academy

ROOM 1

11.00-11.30 - Master class

Artificial Intelligence:
reshaping the job market

11.45-12.00 - Reverse pitch

12.15-12.30 - Reverse pitch

12.45-13.00 - Reverse pitch

14.45-15.15 - Master class

Data: maintaining
security in an open world

15.30-15.45 - Snack knowledge

Drones: impacting logistics'
environnement

16.00-16.15 - Snack knowledge

Artificial intelligence:
shifting for better or for worth

16.30-17.00 - Master Class

ROOM 2

11.00-11.45

Matchmaking session

12.00-12.45

Matchmaking session

14.45-15.30

Matchmaking session

15.45-16.30

Matchmaking session

ABOUT US

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 MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong, MIPIM PropTech Summit 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 China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the retail real estate sector; 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.

www.reedmidem.com

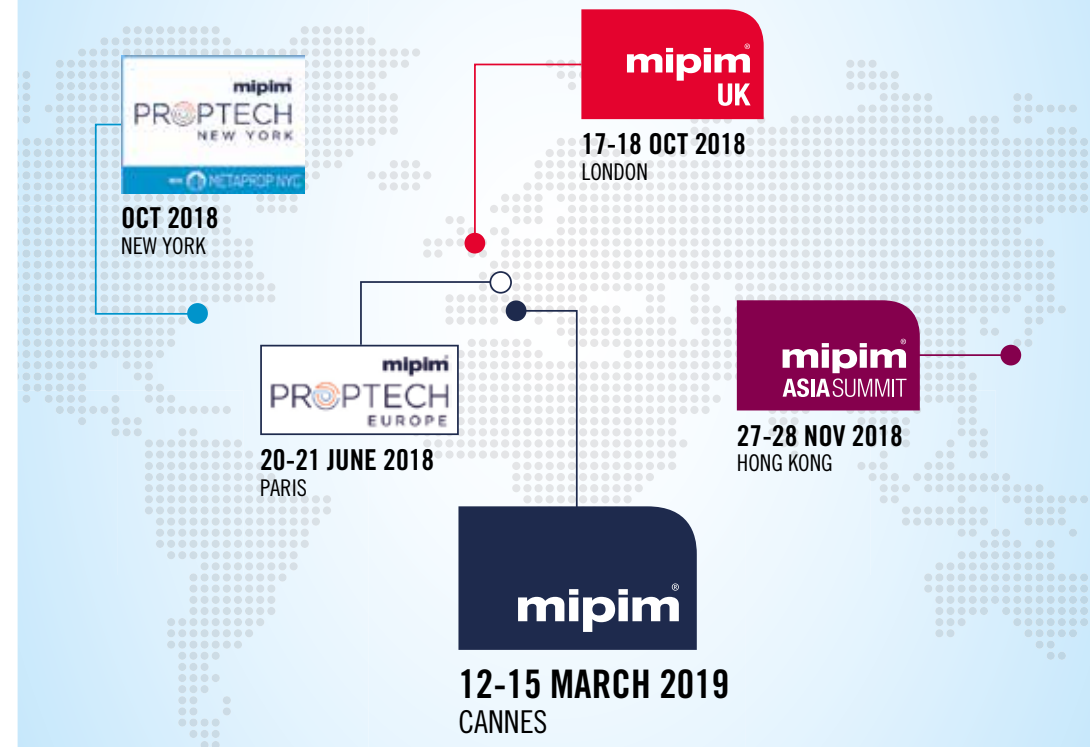
Reed Exhibitions

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

THE MIPIM WORLD

We hope to see you at our next events



mipim.com | mipim-proptech.com