



Press release

## **MIPIM TO LAUNCH MIPIM PROPTTECH EUROPE**

**IN JUNE 20-21, 2018**

Paris, November 9, 2017 – Reed MIDEM, organiser of MIPIM, MIPIM UK, MIPIM Asia Summit and the MIPIM PropTech NYC Summit, today announces the launch of the MIPIM PropTech Europe in June 2018.

The new, two-day event will be held in Paris on June 20-21, 2018. Reed MIDEM launched the first MIPIM PropTech NYC Summit in 2016, in partnership with MetaProp NYC – the world’s premier real estate technology nexus. In October 2017, the second edition of the New York Summit welcomed 820 delegates representing 550 firms from 33 countries and was the flagship event of the NYC Real Estate Tech Week. Delegates were drawn from the Tech sector (50%), real estate (40%) and VCs/Investors (10%). MIPIM PropTech Europe will expand the New York concept to include a significant exhibition zone for Tech companies and startups to showcase their latest projects and ideas.

MIPIM PropTech Europe will cover real estate’s complete value chain and asset classes including residential, offices, retail, hotel and leisure and industrial property. Tech sectors that will be represented include property analytics and data, investment and crowdfunding, smart cities, building technology, workflow solutions, BIM, 3D/Virtual Reality and blockchain. “New Tech companies are rapidly proving the importance of their ideas within the global real estate industry,” says Filippo Rean, Head of Real Estate Markets, Reed MIDEM. “The growing interest of the real estate industry for the Tech sector that we have been addressing these past years at MIPIM in Cannes, coupled with the success of the first two editions of the PropTech Summit in New York, has encouraged us to bring a dedicated event in Europe.”

In 2015, MIPIM in Cannes chose ‘The Digital Revolution’ as its central theme, prompting many real estate companies to comment that this was the first time they had come face-to-face with leading Tech companies and startups within an event. Since then, MIPIM has been host of Tech innovators

that have developed solutions devoted to smart cities, to smart offices, to the use of Big Data, the Internet of Things and Virtual Reality. “The real estate industry may have started just recently to adopt new technology into its strategic thinking but that is changing fast and the real estate tech industry is maturing quickly. In Paris next year, MIPIM PropTech Europe delegates from a real estate background will discover some of the most innovative Tech solutions coming to market. At the same time, Tech startups and companies will access the legacy property sector to accelerate their development,” comments Filippo Rean.

#### **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 and MIPIM PropTech Summit in New York 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. [www.reedmidem.com](http://www.reedmidem.com)*

#### **About Reed Exhibitions**

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