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Press Release

## **MIPIM PROPTech EUROPE: SUMMIT MEETING FOR PROPERTY AND TECHNOLOGY**

**Paris, 28 March 2018** – MIPIM PropTech Europe, the premier international business and networking event for the property and tech sectors, today announces its main theme and the first startup companies to sign up.

Taking place in Paris, June 20-21 and organised by Reed MIDEM, a subsidiary of Reed Exhibitions, MIPIM PropTech Europe's conference programme will focus on "Unexpected Value." During the two-day event, speakers will discuss the role of PropTech in terms of value creation, how to develop the best partnerships between tech and real estate companies and how to involve technology at every level of the property value chain.

MIPIM PropTech Europe will act as a bridge between the worlds of property and tech so that they can build together the cities of tomorrow. To draw all participants out of their comfort zone and trigger discussions between property and technology, the two days of conferences will be made up of short, interactive formats.

The conference programme will consist of some 30 sessions divided into two categories:

- Panel sessions giving a voice to property and tech leaders to provide a forward-looking vision of the sector.
- Practical, highly-targeted sessions giving pride of place to concrete cases and shared experiences.

After the successful MIPIM PropTech New York edition held in October 2017 in partnership with Metaprop NYC, the inaugural MIPIM PropTech Summit is expected to attract around 1,500 delegates from 40 countries

*"The property sector is currently undergoing an unprecedented technology shift, reinforced by changing user expectations. The stakes are particularly high as property is one of the largest sectors of the world economy and has a direct impact on the nature of tomorrow's cities,"* commented Filippo Rean, Director of Reed MIDEM's Real Estate Division. *"With this new European-based event, our ambition is to create a market place that can help forge a common language between all the players that are imagining the cities of the future, both from the real estate and the new technology sectors,"* he added.

Data collection and analysis underlie many technological innovations at all levels of a real estate project. Among the first startups registered for MIPIM PropTech Europe are England's **Asset Mapping**, France's **Kel Quartier** and Germany's **Nestpick**. These three startups use data for very different purposes: Asset Mapping offers a building management solution to make it cheaper to operate more environmentally friendly and healthier buildings for its occupants; Kel Quartier uses open data to provide geolocalized data to

help real estate players select the best locations, and Nestpick is a furnished housing aggregator in Europe.

### **What exactly is MIPIM Proptech Europe?**

The digital revolution in the property industry has been on MIPIM's agenda for several years now, both in the conference programme and in the exhibition space with the MIPIM Innovation Forum existing since 2013.

MIPIM PropTech Europe will be the first European event to bring together decision-makers from both startups and technology companies for two days of networking with leaders from the property sector.

In terms of property, MIPIM PropTech Europe will cover the entire property value chain - developers, architects, marketers, investors, and managers - for all asset classes: residential, commercial, industrial, hotel, leisure and office.

There are an estimated 2,000 proptech startups around the world, and the number is constantly growing. From financing to construction via transaction management, building management, maintenance and occupancy, these companies offer innovative solutions to traditional real estate issues. More broadly, these new technologies will help build future cities that are more connected but also more sustainable, as they consume less energy and can limit greenhouse gas emissions.

Among the tech solutions most frequently offered by proptech startups are the Internet of Things, virtual reality, BIM, 3D and big data. Technologies related to new methods of financing and insuring property as well as crypto-currencies are taking a growing part in proptech and will be widely discussed at MIPIM PropTech Europe.

For more information on MIPIM PropTech Europe, see [www.mipim-proptech.com](http://www.mipim-proptech.com)

#### **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 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.*  
[www.reedmidem.com](http://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](http://www.reedexpo.com)

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