



1-2 July 2019 – Le CENTQUATRE-Paris

MIPIIM PropTech Europe 2019: Innovation in support of users

Fifth Wall, Google, Microsoft, WeWork, Lime together with British Land, JLL, BNP Paribas Real Estate, Unibail-Rodamco-Westfield, and Union Investment Real Estate will all be speaking in the conference programme

Paris, 6 June 2019 – The theme of MIPIIM PropTech Europe will focus on users' expectations. Quality of life at work, at home and in the urban environment, the fight against global warming, the sharing economy, and affordable housing are just some of the challenges that technology innovation in the property business must address in order to give a deeper meaning to its vitality.

Organized by Reed MIDEM, a subsidiary of Reed Exhibitions, MIPIIM PropTech Europe will be held in Paris on the 1st and 2nd of July.

Personalities from the world of property, technology and public authorities, together with researchers in the humanities and behavioural sciences, and experts in innovation, will discuss the answers that proptech can offer to meet users' expectations during the two days of the MIPIIM PropTech Europe.

The following are among the main themes of the conference programme:

Property innovation to address quality of life

- Viewpoints of industry leaders: Three sessions offering a human-centric overview of property.
“*CEO Perspectives: key trends shaping the future of real estate*” with **Melanie Leech**, CEO, **British Property Federation** and **Michael Phillips**, President, **Jamestown L.P.** (USA). (1st July at 10:15 am)

“*CEO Perspectives: Vision and strategies for a human-centred real estate*” with **Sally Jones**, Head of Strategy & Investment, **British Land** ; **Thierry Laroue Pont**, CEO, **BNP Paribas Real Estate** and **Ryan Simonetti**, Co-Founder & CEO, **Convène** (1st July at 2:30 pm)

“*Decision-makers facing the challenge of employee experience*” with **Tania Bontemps**, Chairwoman, **Union Investment France** ; **Gilles Betthaeuser**, Chairman, **Colliers International** ; **Henri-Claude Lambert**, Head of Real Estate, Facility and Records Management, **Sanofi** and **Taro Nakamura**, Manager, **Mitsui Fudosan** (1st July at 3:30 pm).
- How can we face the challenges of the 21st century by building on the philosophy of the past paired with the scientific knowledge and technology of tomorrow? This is the agenda for **Anders Indset**, a Business Philosopher, who was cited in 2018 by [Thinkers50](#) in its list of management thinkers worth following. (1st July at 12 noon).

- What does it mean to be a landlord in the 21st century? [Drog Poleg](#), founder of Rethinking RE, will explore this issue. He advises major property and technology companies on their innovation strategy, including British Land, Polimeks, Kardan and Cushman & Wakefield. (1st July at 5:30 pm).
- How can we create buildings that will meet user expectations for both well-being and productivity? Psychologist **Anne Wernand**, a behavioural researcher at [Mapiq](#) and **Florian Troesch**, VP Business Innovation The PORT Technology at **Schindler**, will attempt to answer these questions on 1st July at 10:30 am during the session on *“Leveraging a seamless experience in buildings.”*

Living in a better urban environment

Technology is redesigning cities. How far can it make it them more enjoyable for their inhabitants?

- **Brendan Wallace**, co-founder and Managing Partner of **Fifth Wall**, one of the leading venture capital firms dedicated to proptech, will give his perspective on how technology is transforming cities and communities. Fifth Wall has raised a total of \$764.6 million since it was founded in 2016. (1st July at 2:00 pm).
- **Ed Parsons**, Geospatial Technologist at **Google**, will share his company’s ambition in the field of geolocation technologies. (2nd July at 12:00 pm)
- Scooters and other new forms of transport will be central to discussions during the session on *“Mobility revolution, from concepts to case studies”* with **Arthur-Louis Jacquier**, General Manager France at **Lime** ; **Nicolas de Crémiers**, Head of Marketing at **Navya** ; **Ross Douglas**, CEO and Founder, **Autonomy** and **Elie Finegold**, Venture Advisor, **MetaProp NYC**. (2nd July, 2.15 pm)
- Can technological innovation promote property purchasing power? This will be discussed during the session on *“Increasing the purchasing power for real estate services through innovation”* with **Eric Groven**, CEO, Sogeprom and **Marc Oppenheim**, CEO, CA Immobilier. (2nd July at 11.30 am)

Innovation and architecture

Three architects with very different profiles will each present a different facet of architectural innovation.

- Preserving our built heritage with technology. This will be developed by architect **Kai-Uwe Bergmann**, partner at **BIG**, during his keynote on 1st July at 9:30 am. In particular, BIG worked with New York City on the city's plan to protect it from floods, storms and other impacts of climate change.
- **Michael Pawlyn (UK)**, an architect specialized in biomimicry on how imitating nature can be both highly innovative and contribute to the preservation of the environment (2nd July, 4:00 pm).
- Property helping in the fight against climate change. Danish architect **Kåre Stokholm Poulsen**, Head of Innovation at **GXN Innovation**, will explain how he draws his inspiration from the behaviour of users while placing himself in a circular economic logic. He was named by the Danish

business magazine Berlingske Business as one of the 100 talents under 35 years of age in 2018 (2nd July at 4:15 pm)

Check out the complete MIPIM PropTech Europe [conference programme](#).

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To find out more about MIPIM, please contact:

My-Lan CAO – Press Director

+33 1 79 71 95 44

mylan.cao@reedmidem.com

