



press release

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REED MIDEM ANNOUNCES MIPIM PROPTech NYC IN NOVEMBER 2019

Panelists Confirmed for Two-Day Event on November 12-13, 2019

NEW YORK – July 1, 2019 – Reed MIDEM and MetaProp NYC are pleased to announce the third annual **2019 MIPIM PropTech NYC** on **November 12-13, 2019** at the **Metropolitan Pavilion in Manhattan**. Reed MIDEM, the leading organizer of global real estate conferences and networking and business events, together with MetaProp NYC, the New York-based venture capital firm focused on PropTech, join forces to organize the flagship event of NYC Real Estate Tech Week. Due to popularity, this year's event has been extended to two days, a first for the summit.

This year's panelists include major PropTech influencers such as **Cleve Adams**, CEO, Site1001; **Ryan Anderson**, VP of Digital Innovation, Herman Miller; **Kai-Uwe Bergmann**, Partner, BIG; **Jeff Berman**, Partner, Camber Creek; **Aaron Block**, Co-Founder and Managing Director, MetaProp NYC; **Mallorie Brodie**, CEO, Bridget; **Steve Shpilsky**, CEO, Stay Open Hotels; **Josh Sirefman**, Head of Development, Sidewalk Labs; **Taylor Wescoatt**, General Partner, Concrete VC; and **Julie Samuels**, Executive Director, Tech:NYC.

The annual MIPIM PropTech NYC has become a global magnet for C-suite real estate leaders and technologists interested in the latest trends shaping the future of their businesses. Last year's summit hosted 1,500 participants from 50 countries and 100 speakers to discuss the current state and potential of the real estate technology industry.

"We're excited to announce this year's expanded event consisting of even more leading professionals in the real estate and technology industries," said Nicolas Kozubek, Director, MIPIM PropTech. "We look forward to hearing their perspectives, experiences and insights on the future of the built environment. The discussions here shape the future of our industry."

A Forward-Looking Built Environment

This year, the summit will deliver a wider approach to the future of the built environment, exploring how the real estate ecosystem—from city planners to developers and asset managers to owners and tenants—are leveraging technologies to improve user experiences. The summit aims to cover the real estate industry's ability to anticipate and meet user needs when quality of life and work is increasingly gauged on a wider range of factors, including health, accessibility, affordability and life-work balance. Additionally, the event's



thought leaders will look to provide solutions to major stakes such as ecological transition and social inclusion.

Panel topics will include: CEO Perspectives: Emerging Trends in CRE Tech; Creating Value with Connected Assets; VC Perspectives: Domestic and International Markets; Beyond Buzzwords: Space as a Service in Action; Will AI Disrupt Commercial Real Estate?; GAFA in the City: What is the Value for Humans?; ConTech: Building a Better Built Environment; How Future Mobility is Impacting Cities, Development and Experience; Cybersecurity for Urban Dwellers.

“The MIPIM PropTech NYC has the power to unite the industry on a global scale, and the best is yet to come,” said Aaron Block, Co-Founder & Managing Director, MetaProp NYC. “Growing off the momentum of last year’s successful event, we have extremely high expectations for the third annual summit. We are hoping to replicate both the size and the diversity of our previous summits, as this diversity is crucial to continued industry growth.”

About Reed MIDEM

Founded in 1963, Reed MIDEM is an organizer 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 Summit in London, MIPIM Asia Summit in Hong Kong SAR, MIPIM PropTech NYC in New York, MIPIM PropTech Europe in Paris for the tech and real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food 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 organizer, with over 500 events in 30 countries. In 2018 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 is a New York-based venture capital firm focused on real estate technology (“PropTech”) industry. Founded in 2015, MetaProp’s investment team has invested in 100+ technology companies across the real estate value chain. The firm manages multiple investment funds for both financial and strategic real estate investors representing a pilot- and test-ready sandbox of 15+ billion square feet across every real estate asset type and global market. The firm’s investment activities are complemented by pioneering community leadership including the PropTech Place innovation hub, MetaProp Accelerator at



Columbia University programs, global events NYC Real Estate Tech Week and MIPIM PropTech NYC, and publications Global PropTech Confidence Index and PropTech 101.

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