



20-21 June 2018 - Palais des Congrès Porte Maillot, Paris

Press Release

MIPIM PROPTech EUROPE: 40 conference sessions to prepare for property 2.0

Paris, June 4, 2018 - MIPIM PropTech Europe will offer a very business-oriented conference programme that will explain the key issues of technology for the property industry.

Organised by Reed MIDEM, a subsidiary of Reed Exhibitions, MIPIM PropTech Europe will take place in Paris on 20 and 21 June 2018.

The conference programme will include more than forty sessions grouped under three main themes:

How does technology transform property?

These conferences will address topics such as smart cities, the changing workplace, customer experience and new end-user expectations.

- To introduce this theme, the conference on "*How property is adapting to a rapidly changing environment*" will be held on 20 June at 12:15pm, bringing together **François Bertière**, CEO of Bouygues Immobilier (France), **Chris Grigg**, CEO of British Land (UK), **Coen Van Oostrom**, CEO & Founder of EDGE technologies, a new subsidiary of OVG Real Estate (The Netherlands) and **Melanie Leech**, Chief Executive of the British Property Federation (UK)
- The **smart city** topic with **Jean-Louis Missika**, **Deputy Mayor of Paris**, Rick Robinson, Digital Properties and Cities leader at Arup, Andy Pike, UK Head of Real Estate, KPMG and Matt Ellis, CEO & Founder of Measurabl, in the session on "*Cities & technology: achieving sustainable goals*" (20 June, 2:45pm)
- **Aaron Renn** Senior Fellow, **Manhattan Institute for Policy Research**, tasked with developing and disseminating new ideas on urban life, will discuss the impact of digital transformation on cities (20 June at 4.00pm)
- The intelligent office, developed by **Kati Barklung**, Senior Solution modern workplace specialist at **Microsoft** (June 20 at 5.00pm)
- Improving the customer experience through technology, with Philippe Boyer, Director of Innovation, **Covivio** (ex Foncière des Régions); Michael Ewert; Head of Business Solutions & Business Intelligence EMEA, **JLL** and George Yates, Director of Strategic Relations, EMEA, **WeWork** (21 June at 4:15pm)

What are these technologies?

What practical use can we make in property of big data, IoT, BIM, blockchain, and artificial intelligence?

- **Rand Hindi**, Founder of the startup **Snips** and artificial intelligence visionary (June 20 at 11 am)
- **Roma Agrawal**, a structural engineer who has designed skyscrapers with renowned architects, including **The London Shard**, the tallest building in Western Europe packed with technology innovations (21 June at 10am)
- **Jamie Woodruff**, an ethical hacker, made a name for himself in his twenties by breaking through Facebook's security system during a student competition and revealing to the world the security strengths and weaknesses of the most widely used platforms such as Facebook, YouTube, Apple and Google (21 June at 2pm)
- **Jessica Barker**, cybersecurity expert considered one of the twenty most influential women in the field of cybersecurity in the United Kingdom (20 June at 2.00pm)
- **The Internet of Things** with Franck Lirzin, Residential Executive Director, GECINA "IOT: optimizing building efficiency" (20 June at 4.00pm)
- **Big data** with Stefan Heitmann, Chairman of Price Hubble, a Swiss startup that uses artificial intelligence to improve data analysis, and Ragnar Martens, IT & Analytics Director, GRESB assesses the sustainability performance of real estate and infrastructure portfolios and assets worldwide (21 June 12.15pm)
- **Blockchain** with **Reda Berrehili**, Chief Technology and Product Officer, One Fine Stay, and serial entrepreneur said to be the "Moroccan Mark Zuckerberg"

Which startups for which solutions?

Alongside exhibitors, the conference programme will close the loop with tech players who are shaking up the property business.

- Short, informal presentations of tech solutions: Flash Talk, throughout the two days.
- Sessions that provide an overview of the proptech industry in different countries (France, UK, Germany, Belgium, Netherlands, and Scandinavia)
- The first stage of the **Startup Competition 2019**, **organised in partnership with Metaprop NYC**. For three years, the Startup Competition has highlighted the most promising and innovative startups for transforming the property ecosystem. MIPIM PropTech Europe will be the first stage of the 2019 edition, which will then move to New York and Hong Kong during the MIPIM events held in these countries. The grand finale will take place at MIPIM 2019 in Cannes.

And of course, many topical **networking** sessions, such as the session on venture capitalists and startups, or on women in proptech.

Not to mention the **opening cocktail party** to be held on 19 June at **Faust** (Pont Alexandre III - Rive Gauche, 75007 Paris).

For more details, download the conference programme from [our website](#).

For more information on MIPIM PropTech Europe, see www.mipim-proptech.com

À propos de Reed MIDEM :

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À propos de Reed Exhibitions :

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For more information on MIPIM, please contact:

My-Lan CAO - Press Officer

+33 1 79 71 95 44

mylan.cao@reedmidem.com

Constance Y GARCIA SANTOS – Press Attaché

+33 (0) 1 79 71 95 65

constance.garciaysantos@reedmidem.com

