

## MIPIM 2022: TIME FOR A CHANGE

The central theme of this year's MIPIM, Driving Urban Change, reflects many of the issues that have been brought into stark relief in recent times. That means not only opening debate on the centrality of environmental, social and governance (ESG) matters, but also addressing the importance of housing, of cities that are equipped to serve their citizens, and exploring the future of the workplace.

MIPIM 2022 will also welcome tech actors thanks to the presence of Propel by MIPIM – the leading real estate technology conference – which will take place at MIPIM in Cannes this year for the first time. Technology proved so vital throughout the last two years in facilitating “business as usual” for the property industry, that we thought it was time to place these two themes back on the same stage. As a consequence, nearly 100 start-ups will be exhibiting in Cannes, with many more on site as visitors. At Propel by MIPIM, VC-company Metaprop will present their 2022 Global Proptech Confidence Index to provide the audience with the most up-to-date insights regarding the proptech innovation ecosystem. That also means a double serving of awards, as we take the chance to recognise both the real estate industry's most exciting people and projects with the return of the MIPIM Awards 2022, and also highlight Europe's best tech solutions with our Propel by MIPIM start-up competition.

While we are focused on backing change and the evolution of the real estate industry, we will also be welcoming a wide range of delegates who are looking forward to doing business the MIPIM way once again. As well as being able to confirm similar exhibitor numbers from Europe and the Middle East as were registered in 2019, MIPIM 2022 will open its doors to a wealth of international

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investors returning to Cannes in March. In the fast-moving post-pandemic environment, where European real estate is hitting new record-levels of investment, MIPIM will provide investors with the opportunity to reconnect with the property industry, find assets and nurture strategic partnerships with the world's growing cities and regions.

MIPIM 2022 is also set to be one of the safest events we have ever held, featuring full health and wellbeing protocols, including a mandatory Vaccine Pass. Participants will be required to show a vaccination certificate attesting to a complete vaccination programme (proof of a booster dose for people who have completed their initial vaccination scheme more than four months ago), or a certificate of recovery. Alternatively, a medical contra-indication-certificate is permitted, or proof of a first vaccine dose within the last four weeks, plus a negative test taken in the previous 24 hours.

### Excellence on Site

Former French President François Hollande heads a powerful line-up of speakers at MIPIM 2022, addressing the major challenges and opportunities facing the real estate industry and wider society. After keynotes from ex UN Secretary General Ban Ki-moon and former French President Nicolas Sarkozy at previous events, we have the chance to hear from one of the world's finest political minds once again.

The global firms that we will be welcoming this year include everyone from the Abu Dhabi Investment Council to Union Investment; from Credit Suisse to Quadreal Property Group. Meanwhile, the world's major brokers have pledged to be part of MIPIM's return. CBRE, Colliers, Cushman & Wakefield, JLL, Knight Frank and Savills have all stands that are equal in size or larger to their presence at MIPIM 2019.

We can also confirm that over 90 per cent of Europe's major cities have signed up for MIPIM 2022. Their work will be showcased on individual stands, as well as being pooled in country pavilions. Germany will have one of the strongest presences with stands from Berlin, Hanover, Leipzig, Dusseldorf, Frankfurt, Hamburg, Mannheim, Munich, Nuremberg, Stuttgart and Cologne and represen-

tatives from many of the regions. There is also a dedicated German Pavilion for Excellence in Architecture. One of the highlights of the 2022 programme will be the Re-Invest Summit, a closed-door event which allows wealth, pension and insurance funds, and other capital owners to debate the latest investment strategies, trends, and challenges. A particular focus will be on the ways to integrate ESG into sustainable investment decision making. During a series of roundtables, speakers will discuss the key topics such as the impact that carbon accounting could have on green and brown assets, the role of governments, the impact of Gen-Z on sustainable ESG-adoption and other concerns.

One of the most anticipated panel debates is “Prime Real Estate, Location or Features?”, where experts will discuss the characteristics of real estate which make it appealing in terms of volatility, liquidity and regulation, what value generating assets are thriving in a post-Covid-world, and why does prime real estate continue to stand out. Another important panel discussion in Cannes will be devoted to ESG-principles driving real estate investment with Guy Grainger from JLL, Abigail Dean from Nuveen and Clare Thomas from CMS.

MIPIM will also hold a number of sessions focused on particular regions, which will give us a chance to spotlight European successes. These will include Germany, CEE, France, Italy, the UK and the Nordic countries. With investment into European real estate reaching an all-time high, this year's MIPIM arrives at a crucial moment for the sector as we continue to build on recovery following the pandemic. At the same time, as we turbocharge our efforts to reach a net zero carbon future, it's vital we have decision makers gathered together to find the best solutions to embed ESG criteria into investment strategies. We are therefore really looking forward to continuing this conversation in person as we welcome back the investor community to Cannes in March.

Meanwhile, the MIPIM World 365 digital platform remains accessible the entire year, offering members an opportunity to organise online meetings, discover exclusive content and watch the replays of previous conferences – keeping the spirit of MIPIM alive all year round!