

**THE WORLD'S LEADING
PROPERTY
MARKET**

mipim[®]

10-13 MARCH 2015
**PALAIS DES FESTIVALS
CANNES - FRANCE**

PRESS KIT

mipim.com



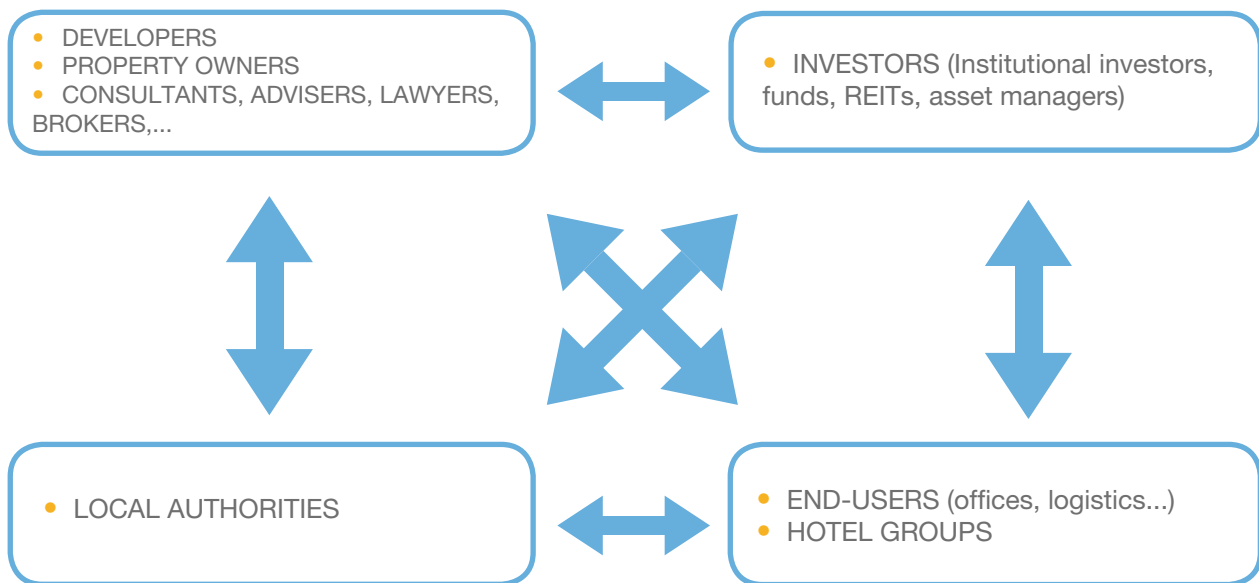
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WHAT IS MIPIM?

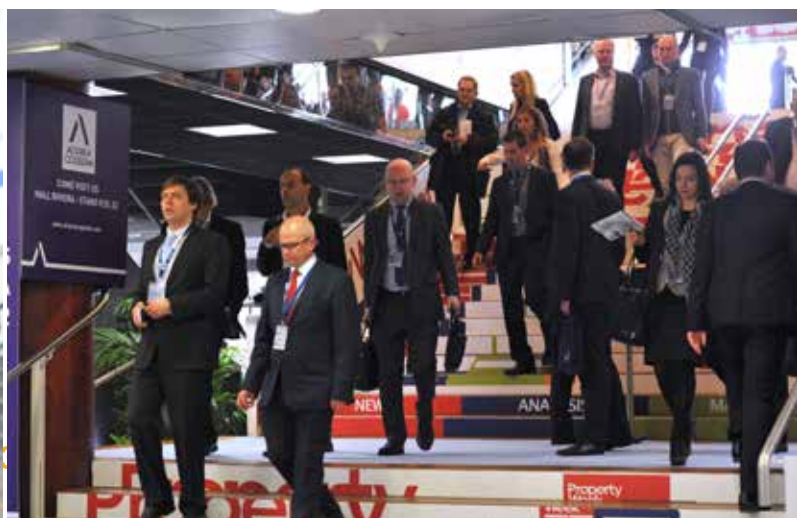
MIPIM, the world's leading property market, brings together all the key actors of the real estate business. Investors, developers, end-users, architects, hotel groups, public authorities and property associations gather in Cannes for four intensive days of networking, matchmaking and development of international business relations.



MIPIM is not only an indicator of global market trends, but also an international marketplace creating dialogue between a variety of real estate professionals, generating new ideas and sealing contracts and partnerships.

MIPIM plays an essential part in developing cross-border deals and facilitating investment projects.

MIPIM has also established itself as an essential meeting place for city administrations who attend in order to both promote inward investment opportunities and discuss major key policy issues that urban conglomerations are facing around the world.



MIPIM IN A NUTSHELL

MIPIM, the world's leading real estate investment trade show, brings together the most influential property players and offers unrivalled access to the greatest number of development projects in all asset classes and sources of capital worldwide.

MIPIM 2014 FIGURES



21,000

Individual participants



2,200

Exhibiting companies



4,500

Investors



3,200

CEOs & chairmen



370

Key political leaders

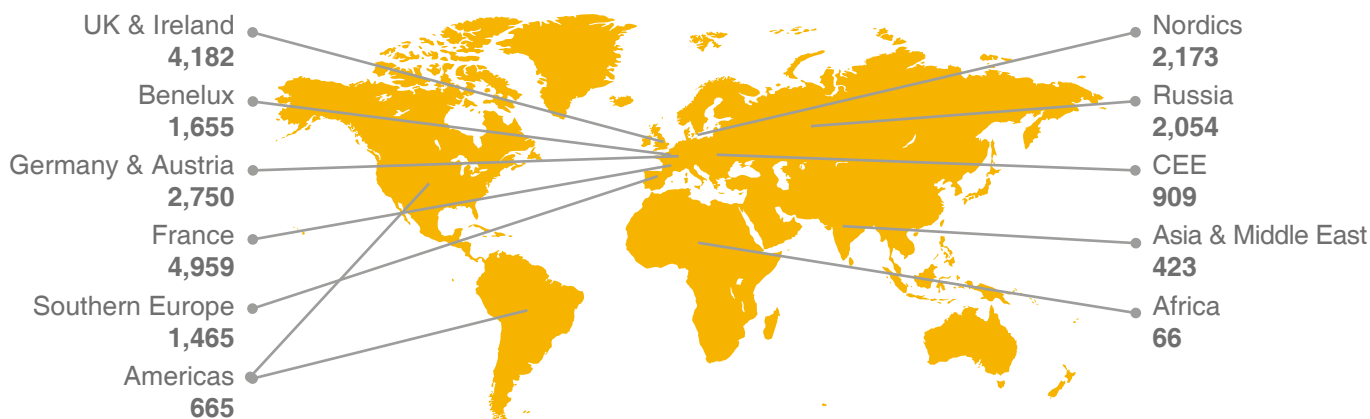


430

Journalists

MIPIM IS THE UNIQUE EVENT GATHERING THE ENTIRE PROPERTY VALUE CHAIN FROM ALL GEOGRAPHIES AND ALL REAL ESTATE SECTORS.

93 COUNTRIES



MIPIM 2014 figures, by participant numbers

AT MIPIM, EVEN THE MOST SENIOR PEOPLE ARE WITHIN REACH!



"We see MIPIM as a key investment to our overall business strategy and our brand positioning. It raises our overall awareness and introduces us to a lot of key participants in the industry that leads to future business for us."

Robert D. Booth
CEO,
Emaar Properties



"MIPIM allows us to get a story out to a wider cross section of the investor and developer world."

Councillor Sir Albert Bore
Birmingham City Council



"MIPIM is a leading exhibition. It has both a European and a global dimension with private representatives, investors, decision makers and politicians from all levels. It's the best team work to be successful."

Gunther H. Oettinger
European Commissioner for Energy



"It's wonderful to be exposed to our international peers and colleagues, especially in a forum and environment that is as positive as MIPIM."

Harry B. Macklowe
Chairman,
Macklowe Properties



"MIPIM is a great place where you meet a whole range of people; either people you can buy assets from, people you can sell assets to, people you can partner with. This is a unique time when they all gather."

Olivier Piani
Chief Executive Officer,
Allianz Real Estate

CONFERENCE PROGRAMME: THE DIGITAL REVOLUTION

Big Data, Smart Cities, Crowdfunding, BIM, the Sharing Economy, Open Data, Millennials,...the Digital REvolution is here.

The MIPIM 2015 conference programme will explore the **Digital REvolution**, and its challenges and opportunities for the real estate community. Has the real estate community measured all the disruptive changes the digital revolution will bring to business? Has it anticipated the risks? Is it leveraging all the new opportunities? These are some questions to which the MIPIM will try to bring answers.

HIGHLIGHTS

Digital economy disrupts real estate sector: crusadors at the door

Wednesday 11 March, 15.00- 16.30, Grand Auditorium

Based on the TV shows 'Shark Tank' in the USA and 'Dragon's Den' in the UK, the session will feature a panel of investors, who will consider offers from inspiring start-ups seeking to raise awareness / investments for their business or product.

Towards the end of ownership?

Tuesday 10 March, 17.00 - 18.30, Green Room

Big players from the sharing economy will explain their vision of our world's future and debate with our real estate experts on the basics of our industry: property ownership.

Crowdfunding: industry game-changer?

Tuesday 10 March, 14.30 - 15.30, Red Room

How real estate crowdfunding is changing the rules? How crowdfunding could reshape and will affect the future of real estate investing ? Process, risk and regulation: how does it work? Crowdfunding vs traditional funding?

Big and Open Data: the impact on the property market

Thursday 12 March, 16.00 - 17.00, Blue Room

MIPIM Open Stage

MIPIM Open stage is a new international crowdsourcing competition that invites the online real estate property community to be part of the MIPIM 2015 conference programme by submitting a conference topic regarding "Big and Open Data: the impact on the property market". The winner will be announced on **9 January 2015**.



MIPIM

A PLACE WHERE PEOPLE MEET

MIPIM is a place that facilitates the interaction between the different real estate sectors but also an opportunity for professionals from the same business activity to meet. The RE-Invest Summit, the Mayors' Think Tank and the new Occupiers' Workshop are platforms created to facilitate this dialogue.

OCCUPIERS' WORKSHOP

Wednesday 11 March 2015, 11.00 - 13.00, Majestic Hotel (by invitation only)

The Occupiers' Workshop is a closed-door brand new format dedicated to corporate real estate professionals. It will provide a forum for debate and discussion for international public and private occupiers. The Occupiers' Workshop will be organised around open and interactive roundtable discussions preceded by a keynote presentation.

Discussion Topics:

Change management: How to involve employees in a workplace restructuration and engage them with their new environment

Outsourcing Strategies: A key success factor in the next future.

Profiles of attendees:

Corporate Real Estate Professionals

Public Sector Occupiers

Leading Occupiers' Associations

MAYORS' THINK TANK

Wednesday 11 March 2015, 11.00 - 13.00, Majestic Hotel (by invitation only)

The Mayors' Think Tank is a closed-door event for urban political leaders who wish to share their experiences, thoughts and best-practices. For the first time this year, a conference session dedicated to the same topic as the Mayors' Think Tank will be organised in the afternoon.

DISRUPTIVE STRATEGIES FOR ATTRACTING INVESTMENT IN CITIES

Wednesday 11 March 2015, 16.00 - 17.00, Blue room

Speakers: Nicolas BUCHOUD, Founding Principal of Renaissance Urbaine

Nick FOWLER, Managing Director of Elsevier

Cities need private investment to deliver transformation in all sectors, from housing and leisure to transport and digital infrastructure. The session will highlight latest strategies and creative innovations, including crowd funding.

RE-INVEST SUMMIT

Tuesday 10 March 2015, 08.00 - 12.30, Carlton Hotel (by invitation only)

RE-Invest is the MIPIM Real Estate Institutional Investors Summit that gathers high level decision-makers to tackle key issues faced by real estate institutional investors.

This year, the summit will go through the **Real Estate Strategies in a Changing World**.

Through interactive roundtable discussions, key representatives of pension funds, sovereign wealth funds, insurance funds, family offices and other institutional investors will have the opportunity to debate different trends of the industry:

- Are investors too far ahead of fundamentals?
- Which sectors have been most impacted by the internet and which are the risks?
- How to invest in a turbulent world?

MIPIM INNOVATION FORUM

THINK SMART, BUILD VALUE



Located in the Gare Maritime, next to the Palais des Festivals, the **MIPIM Innovation Forum** brings together all innovation stakeholders - corporate occupiers, investors, architects & planners, cities, local and public authorities - **to showcase the most innovative solutions** and practices to increase the value of property assets.

The MIPIM Innovation Forum is an exclusive space that puts buildings and users at the heart of the industry conversation through expert-led conferences, a dedicated exhibition area. It will expand this year with an area dedicated to architects, the **Architecture Café**.

Architecture Café: the new place to be this March

Furnished by Vitra, this new business area will extend from the MIPIM Innovation Forum with a networking area, an exhibition area, a pitching area to present project and concept and a terrace.

KEY 2015 TOPICS

- Smart Buildings
- Smart Cities
- Big & Open Data
- Digital economy
- The end of ownership
- Crowdfunding

2015 EXHIBITORS & PARTNERS

- AFEX • Barcelona Catalonia • BASF • Building Research Establishment • CNOA • COFECI • Daikin • Derby • Echosystems • GDF Suez • Grontmij • ICADE • KALITI • Schneider Electric • Sogeprom • SOITEC Lighting • Stereograph • UTC

MIPIM AWARDS 2015

For 25 years now, the MIPIM Awards have honoured outstanding real estate projects throughout the world. The international jury will meet in January to select four finalists in each category and MIPIM delegates can vote in the Awards Gallery at the heart of the exhibition area.

This year, the international jury will be chaired by **Barbara KNOFLACH**, Chief Executive Officer, SEB Asset Management AG, and will be composed of leaders from different sectors of the real estate industry: investors, developers and funds, world-known architects and local authorities.

MIPIM AWARDS 2015 JURY

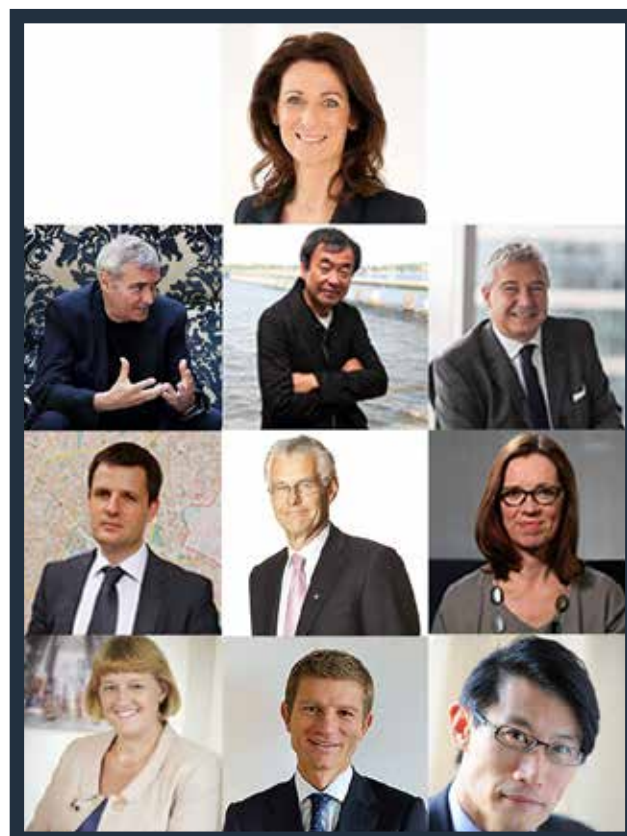
- **Barbara KNOFLACH**, Chief Executive Officer, SEB Asset Management AG (Germany)
- **Louise BROOKE SMITH**, President, RICS (UK)
- **Madeleine COSGRAVE**, Senior Vice President, Real Estate, GIC Real Estate (UK)
- **Serge FAUTRE**, Chief Executive Officer, AG Real Estate (Belgium)
- **Paolo GENCARELLI**, Head of Group Real Estate, UniCredit Group (Italy)
- **Frank KHOO**, Global Head of Asia, AXA Real Estate (Singapore)
- **Kengo KUMA**, Founder & Architect, Kengo Kuma & Associates (Japan)
- **Sergei KUZNETSOV**, Chief Architect, City of Moscow (Russia)
- **Dominique PERRAULT**, Founder & Architect, Dominique Perrault Architecture (France)
- **Olof ZETTERBERG**, Chief Executive Officer, Stockholm Business Region (Sweden)

2015 MIPIM AWARDS CATEGORIES

- Best futura project
- Best futura mega project
- Best hotel & tourism resort
- Best industrial & logistics development
- Best innovative green building
- Best office & business development
- Best refurbished building
- Best residential development
- Best shopping centre
- Best urban regeneration project

Results will be announced at the
MIPIM AWARDS CEREMONY

Thursday 12 March 2015
7pm, Grand Auditorium



PRESS INFORMATION ON MIPIM.COM

NEWS & EVENTS

Find out about the MIPIM conference programme and speaker profiles, check the calendar of events to organise your MIPIM schedule, and read about industry and show news in MIPIM publications.

<http://bit.ly/WOSeFL>



JOURNALIST ACCREDITATION

To obtain an accreditation as a journalist – what documents you need, deadline for registering

<http://bit.ly/Wq5cf2>

JOURNALIST INFORMATION

Read all MIPIM's press information in our new Press Room

<http://bit.ly/1G9mOS7>

If you are accredited to the show, you have access to the latest press releases published by attendees.

<http://bit.ly/1GdLqav>



MIPIM ONLINE DATABASE

Find contact information on participants (company and project details) via the MIPIM Online Database (access with a username and a personal password) for accredited attendees.

<http://bit.ly/XcD7pJ>

PRESS INFORMATION ON MIPIM.COM



PHOTO GALLERY & VIDEOS

Download photos of MIPIM and watch the latest videos of the event:

Photos album on Flickr:
<http://bit.ly/1eX397X>

Reed MIDEM PhotoBank:
<http://bit.ly/RUkBF3>

Videos on YouTube:
<http://bit.ly/RUkoS9>

STAY CONNECTED TO MIPIM

Stay on top of the latest news and trends in the real estate industry by connecting with the most influential leaders in the property community.

Follow the real estate community on MIPIMWorld blog, and MIPIM's official LinkedIn, Twitter and Facebook.

Contact our community manager on:
Twitter: @MIPIMWorld
johannah.cantwell@reedmidem.com



MIPIM OFFICIAL PUBLICATIONS

Track news from MIPIM with our magazines MIPIM Preview, MIPIM Daily et MIPIM Review all available on the MIPIM website.

<http://bit.ly/1kxOvLS>

Check out what's been going on at MIPIM by watching the MIPIM News Feed available during the fair on the official YouTube channel and on the official blog.

<http://bit.ly/1ny0Xsm>
<http://bit.ly/Mismmw>

PRESS INFORMATION ON MIPIM.COM

MIPIM PRESS CLUB

MIPIM Press registration desk opening hours :

Sunday 8 March	2pm - 7pm
Monday 9 March	9am - 7pm
Tuesday 10 March	8.30am - 8pm
Wednesday 11 March	8.30am - 7pm
Thursday 12 March	9am - 7pm
Friday 13 March	9am - 1pm

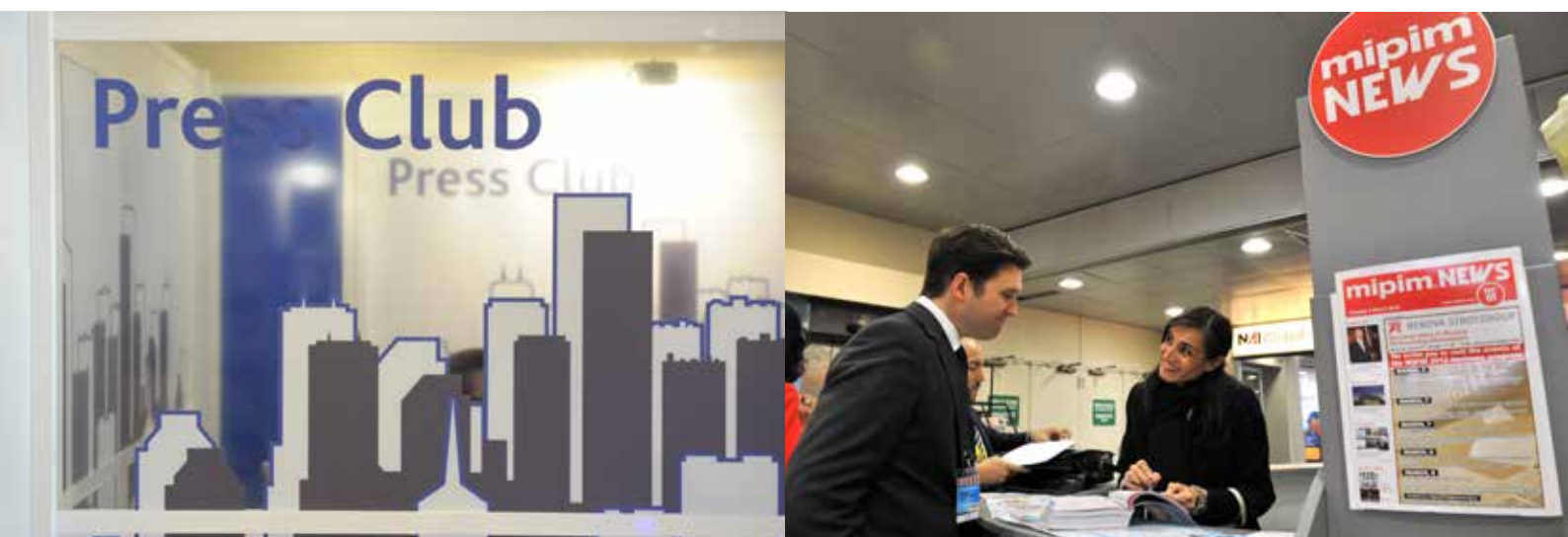
MIPIM Press Club opening hours :

Tuesday 10 March	9am - 7pm
Wednesday 11 March	9am - 7pm
Thursday 12 March	9am - 7pm
Friday 13 March	9am - 3pm

Services and documents available at the Press Club during the four days of the MIPIM:

The MIPIM Press team offers its help to journalists in order to collect relevant information for their articles and to meet with personalities (conference speakers, exhibitors, participants) present at MIPIM.

- An editorial room reserved for journalists, equipped with computer, Internet connection and a printer (free access).
- A lounge area equipped with Wi-Fi, where journalists can meet with MIPIM participants and conduct their interviews (this facility is equipped with a bar serving refreshments and coffee).
- A billboard on which journalists can have a look at the clients'press events.



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ABOUT REED MIDEM



Founded in 1963, Reed MIDEM organiser of professional, international markets has become essential platforms for key players in the sectors concerned. This MIPTV, MIPDOC, MIPCOM, and MIPJUNIOR for the television and audio-visual and digital content industries, MIDEM for music professionals, LeWeb Paris for the web industry, MIPIM, MIPIM Asia, MIPIM UK, MIPIM Japan for the real estate industry and MAPIC and Retail Real Estate Market brought by MAPIC in Shanghai for the retail real estate sector.

Reed MIDEM is a division of Reed Exhibitions, the world leader in event organisation, with over 500 events in 43 countries. In 2014 Reed brought together over seven million active professionals around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific, Africa and organised by 41 offices and agents located. Reed Exhibitions serves 43 key industrial sectors, through events for professionals and the general public, and is part of Reed Elsevier Group plc, a world leader in the publishing and dissemination of information. www.reedexpo.com

For further information about Reed MIDEM, visit www.reedmidem.com.



1st edition : 20 - 21 May 2015 (Tokyo)
The Real Estate Forum for Japanese and Global Leaders



2nd edition : 21 - 23 October 2014 (London)
The UK Property Marketplace



21st edition : 18 - 20 November 2015 (Cannes)
The International Retail Property Market



9th edition : 1 - 2 December 2015 (Hong Kong)
The Property Leaders Summit in Asia Pacific



27th edition : 15 - 18 March 2016 (Cannes)
The World's Property Market