

**THE WORLD'S LEADING
PROPERTY
MARKET**

mipim[®]

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

**RECOMMENDED
TOUR**

CRE DIRECTORS

mipim.com



TENTS AND OUTSIDE PAVILIONS



Mipim Innovation Forum

A 1,300 m² pavilion showcasing the most innovative solutions and practices to increase the value and performance of real estate assets.

Architecture Café

A vibrant social hub with a bar, terrasses, complete F&B offering and a daily architecture programme, the Architecture Café is also the extension of the « Innovation Forum » exhibition area

Istanbul Chamber of Commerce – Turkey

Discover a giant 96m² Istanbul city model, Istanbul's future mega projects and public investments. Also discover models of Beyoglu region, Atasehir region and the Sea Pearl project. Just a stone's throw away, discover the Turkish Pavilion (level 0, main entrance) to learn about developments in Ankara, Balikesir and the projects of private partners like Emlak Konut, Sögüt Construction and Vadistanbul.

Holland City – Netherlands

Presence of local authorities : Haarlemmermeer, Havenbedrijf Amsterdam, Rotterdam, Den Haag, Zaanstad and private players : Bouwinvest, OGA, Dura Vermeer

Paris Region

Projects showcase by many partners : EPA Senart, Epadesa, Epamarne, Epamsa, AFTRTP, Société du Grand Paris, Epa Orly Rungis-Seine Amont, Paris Region Entreprises, Mairie de Paris Dir. De l'urbanisme / Paris Batignolles Aménagement

RIVIERA HALL - 7



A

Japan Pavilion

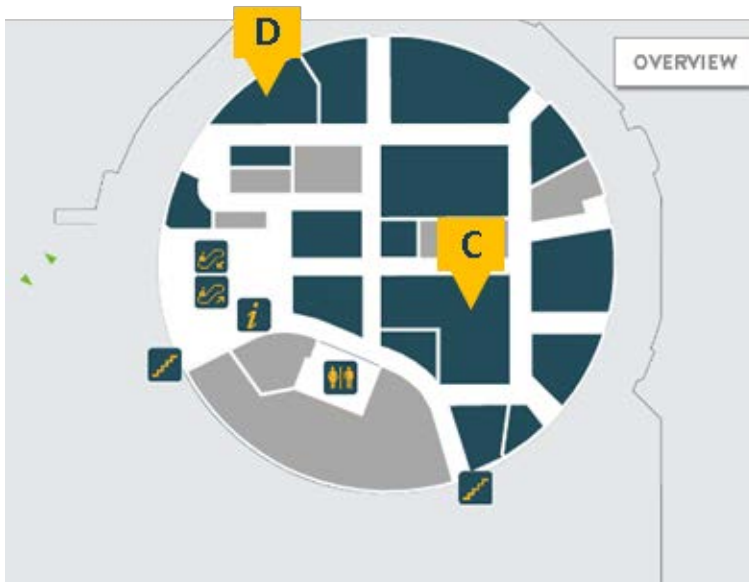
Meet some of the market's key real estate players : Mitsui Fudosan, Mitsubishi Estate, Tokyu Group, City of Tokyo, Tokyo – District of Shibuya, City of Osaka, Seibu Property

B

Lyon – Communauté Urbaine DGDE – DRP

Lyon and partners : Centre d'Etude de la Conjoncture, EPA Saint-Etienne, Fédération des promoteurs immobiliers

RIVIERA HALL - 8



C

ICE – Italian Trade Agency

In collaboration with ANCE – The Italian National Association of Construction Companies. Four major territories will be showcasing projects, namely the Marche, Piedmont and Tuscany Regions, the Province of Trento, along with the joint-stock company under public control Cassa Depositi e Prestiti.

D

City of Warsaw

PALAIS -1



C

Cofeci – Brasil

A Brazilian 300,000 members non-government association of real estate professionals. COFECI seeks new opportunities on behalf of their members to expand the market outreach, with high level service and ethical practices for all stakeholders. COFECI is a founding member and an institutional sponsor of CILA, the Latin American Real Estate Confederation.

N

National Association of Realtors (NAR) – USA

The National Association of Realtors (NAR) is the largest trade association and one of the most powerful lobbying groups in North America, having spent more than \$99 million between 1999 and 2012. It has over 1.2 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries. NAR also functions as a self-regulatory organization for real estate brokerage. Currently, The Greater San Diego Association of Realtors, Illinois Association of Realtors, Birmingham Association of Realtors, and MIAMI Association of Realtors will join NAR in the US pavilion at MIPIM

F

Firjan – Rio de Janeiro – Brasil

Institutions that work together at Sistema FIRJAN include: FIRJAN - Federation of Industries of the State of Rio de Janeiro, CIRJ - The Industrial Center of Rio de Janeiro, SESI - Industry Social Services, SENAI – National Industrial Training Service and the Euvaldo Lodi Institute – IEL. The prime objective of these organizations is to guarantee that the industrial segment of the State of Rio de Janeiro occupies a privileged position in the political, social and economic spheres in Brazil

W

World Trade Center Associations – USA Logistics & Industrial Pavilion

The World Trade Centers Association stimulates trade and investment opportunities for commercial property developers, economic development agencies, and international businesses looking to connect globally and prosper locally. Joining WTCA at MIPIM this year, World Trade Center Abuja, Gibraltar, Rennes Bretagne, and Kongeegen A/S.

M

Madrid – Spain

S

Stockholm Business Region Development – Sweden

RECOMMENDED CONFERENCES & EVENTS

TUESDAY 10th March

SHARING SPACES: SAME SOLUTIONS FOR ALL?

16:00 - 17:00, **Green room**

More information available soon

Speaker:

De Ponfily Isabelle, Managing Director, Vitra
Chiambaretta Philippe, Architect - CEO, PCA

Moderator:

Saunders Jeffrey, Chief Consultant, Signal
Architects

DATA REVOLUTION REINVENTING OCCUPIERS', INVESTORS' STRATEGIES

16:00 - 17:30, **Blue room**

Asset Management : costs and energy management savings, real estate fund rating - Dynamic & Flexible merchandising : customer's buying experience & loyalty,...

Speaker:

Frøde De La Forêt Sylvain, Partner Projects &
Buildings Business Vice-President, Schneider Electric
Dumas Christophe, TECHNICAL & INNOVATION
DIRECTOR, SOGEPROM

TOWARDS THE END OF OWNERSHIP?

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 ...

Speaker:

Alteresco Clément, CEO, Bureaux à Partager
Ferrary Nicolas, Country Manager, Airbnb
Galadima Souleymane-Jean, Associate Director, WiSEED
Immobilier
Piani Olivier, CEO, Allianz

Moderator:

Epp Melanie, Head of Communications, Allianz Real Estate
Hickel Cécile, Head of Research Department, Allianz Real Estate France

MIPIM OPENING COCKTAIL

19:30 - 21:30, **Carlton hotel**

Open to all MIPIM Participants

WEDNESDAY 11th March

OCCUPIERS' WORKSHOP

11:00 - 13:00 - **Majestic Hotel**

- The Occupiers' Workshop is a brand new format dedicated to corporate real estate professionals.
- The Occupiers' Workshop will provide a forum for debate and discussion for international public and private occupiers.
- A closed door and invitation-only event dedicated to Corporate real estate professionals and none else !

Relevant Industry Topics:

- Change management
How to involve employees in a workplace restructuring to 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' LUNCH

13:00 - 14:30, **Majestic hotel**

More information available soon.

DIGITAL ECONOMY CHALLENGES REAL ESTATE SECTOR : DISRUPTORS AT THE DOOR

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...

Speaker:

Bailey Ross, CEO, Appear Here
Henry Simon, Co Founder and Co CEO, Juwai.com
Picken Scott, Founder and Senior Managing Partner, Wealth Migrate
Siren Samuli, Managing Director, Redstone Digital GmbH
Weber Brandon, Founder & CEO, Hightower
Mandel Michael, CEO, CompStak
Prouveur Renaud, CEO, Spallian
Morgan Juliette, C&W Global Tech Group Leader – London/Head of Property Tech City UK, Cushman & Wakefield