

7 MIPIIM TAKEAWAYS

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TOP 7 MIPIM TAKEAWAYS

1

Cities will account for 60% of the world's population by 2030.

Cities rather than countries are now the target for investment. The future is for cities to increase their urban densities, work closely with their citizens and for real estate players to look at social and not just financial profit. Cities are the future for countries.

2

Urban living needs to be re-thought at a global scale to maintain the attractiveness of cities.

We need a new 'map' of world urbanity; one that includes collaboration between the real estate industry and local communities, between the private and public sectors. Cities are growing faster than ever before.

A key challenge is to understand the dual issues of urban density and sustainability; to turn crowded building solutions into dynamic marketplaces for long-term, viable growth.

3

"Learning should be reciprocal between children and adults," said Adora SVITAK. The 20-year-old US writer, speaker and advocate for youth empowerment addressed the audience at the MIPIM 2018 Opening Ceremony.

She said:

"I imagine global cities where neighbours talk to each other;

I imagine global cities where private companies care deeply about resources;

I imagine global cities where urban design is less an expression of social hierarchy and more a statement of our collective dreams.

But I'm just imagining, it's up to all of you to build."



4

Each year MIPIM attracts huge industry personalities: **CEOs, senior politicians, city mayors and heads of non-governmental organisations.**

This year, Nobel Peace Prize laureate, labour activist and former Polish President Lech WALESKA, gave a keynote speech about the future of Europe. He pointed out the need to build with the young generation in mind.

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5

New technologies are helping provide the real estate industry with accurate information to optimise the use of buildings.

The winners of the 3rd **MIPIM Startup Competition**, in partnership with global real estate tech partner MetaProp NYC, were announced in Cannes: 1st place went to **Disruptive Technologies** (mini wireless sensors), 2nd to **Workwell** (office app) and 3rd to **Physee** (data-generating windows that also generate electricity from sunlight).

With the increasing interest in intelligent building solutions, the first **MIPIM PropTech Europe** will be held June 2018 in Paris and the second **MIPIM PropTech NYC** in November.



6

With the countdown to Paris Olympics 2024, the **Greater Paris Metropolis** chose MIPIM to launch its second Inventing the Greater Paris Metropolis competition, Europe's largest town planning and development consultation.

The aim of the competition is to create a range of dynamic and innovative projects for the Paris Region. MIPIM is the place where business starts: 54 projects, 18 exhibitions and 49 partners were represented this year at the United Grand Paris pavilion in Cannes.



7



In celebration of the very best of real estate, the Guest of Honour at this year's **MIPIM Awards** was Alain ROBERT, the 'French Spiderman', who has climbed over a hundred of the world's tallest buildings with his bare hands. Alain reminded the audience of our unique relationship, as human beings, with buildings.

This year, the Awards recognised 11 schemes for their environmental, urban, social and cultural feats. The competition is a special opportunity to highlight the importance of real estate in the creation of city economies.