



MIPIM: 14-17 March 2023 - Palais des Festivals, Cannes



MIPIM launches Road to Zero area

The dedicated 400 sqm area will help the real estate industry accelerate on the road to decarbonization

11/01/2022 – MIPIM, the world’s largest international real estate event, has launched the Road to Zero area to accelerate the transformation of the built environment towards a more sustainable model. The new dedicated 400 sqm zone will combine exhibition, networking and conference space with a focus on practical methods to decarbonise the real estate industry.

Road to Zero by MIPIM will gather all the key players of the built environment engaged in this process: from sustainable investors, to developers, industry and innovative solutions providers.

Along with leading companies **Schneider Electric** and **Schindler** as gold and silver sponsors, major names like **PwC**, **Veolia** and **Building Minds** are already confirmed as exhibitors in the area.

Carrying on the “Driving Urban Change” theme from MIPIM 2022, the programme of the Road to Zero panel talks will cover the following topics:

- Decarbonising energy infrastructure and investing in low carbon technologies
- How to implement smart urban tech solutions to develop sustainable cities
- Increasing biodiversity in urban areas
- Sustainable retrofitting
- Implementing net zero data strategies
- Increasing productivity through offsite modular construction, 3D printing & Industry 4.0



The Road to Zero stage is one of the six new stages to be launched at MIPIM 2023. The Road to Zero stage will be curated by **Urban Land Institute (ULI)** as exclusive content partner, along with the **World Green Building Council (WGBC)** and the **World Business Council For Sustainable Development (WBGCS)**.

Nicolas Kozubek, MIPIM Director, said:

"As the real estate industry strives to achieve net zero, MIPIM aims to assist exhibitors and attendees by providing them with best practices and case studies. The Road to Zero stage will shine a spotlight on ESG, innovation and technology solutions that help to accelerate the transformation of the built environment towards a more sustainable model."

MIPIM 2023 takes place on 14-17 March in Cannes, France. Following the post-pandemic hiatus, MIPIM 2022 saw the return of 20,000 delegates from over 80 countries. MIPIM 2022 featured over 360 speakers, with 2,400 exhibiting companies at more than 350 exhibition stands and pavilions across 18,500m² of exhibition area.

About RX France - RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo... and many more. RX France's events take place in France, China, India, Italy, Mexico and the United States. We serve our clients as we accompany their strategic business development and roll out the best of physical and digital events. RX France is part of RX (previously Reed Exhibitions). www.rxglobal.com

About RX Global - RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

For more information, please contact:

Tom Elliott, ING Media

+44 (0) 20 7247 8334 / + 44 (0) 7894 462 341

mipim@ing-media.com

Tom Hawkins, ING Media

+44 (0) 20 7247 8334 / + 44 (0) 7894 462 344

mipim@ing-media.com