

Paris Real Estate Week

A week of MIPIM and Propel events
dedicated to property, cities & innovation

14 - 17 September 2020 • Paris, France

Conferences & events programme

PARIS
REAL ESTATE
Week

propel
by mipim
The flagship event

mipim
30
AWARDS

mipim
Urban Forum
Forum de la Ville

**Hospitality
Summit**
by mipim

Conferences theme

What is The Paris Real Estate Week ?

A week of MIPIM and PROPEL events dedicated to property, cities and innovation.

The Paris Real Estate Week is the first event to trigger business rebound gathering **international real estate leaders** who wish to **reconnect**, benefit from **timely content** and prepare future **investment strategies**, to **speed the recovery of the property industry**.

With a new concept, the Paris Real Estate Week offers a **full programme of thought-inspiring keynotes, conference sessions and networking events** around 5 main topics:



Innovation



Urban Environment



Investment



Hospitality



Diversity

The first days of the Paris Real Estate Week focus on **innovation in real estate**.

Propel by MIPIM becomes the Week's flagship event with **conference sessions, networking opportunities and an exhibition area** that will address key topics such as data, sustainable development, talent, investing in innovation, and the user experience.

Throughout the week, take the opportunity to attend events that made the success of MIPIM Cannes such as the **Awards Ceremony & Dinner**, the **Startup Competition Finals** and the **Hospitality Summit**.

To complete this unrivaled programme, MIPIM organises the **MIPIM Urban Forum. Themed around "Embracing change"**, the sessions will be designed to analyse all the factors that have changed our urban lives and how they impact the industry and urban development. A "City Forum" dedicated to decision-makers from French local authorities will also take place on 16 September to encourage the sharing of experiences and provide an initial assessment of how Covid-19 has affected real estate.

Our partners will enrich this insightful week with the **Gend'her networking breakfast** organized with **Business Immo** and **KPMG** and **The Young Leaders networking event** brought to you by the **Institut Choiseul**.

PARIS
REAL ESTATE
14-17
SEPT.
2020
Week



The flagship event



mipim
Urban Forum
Forum de la Ville

NOT TO BE MISSED



Propel by MIPIM is delighted to welcome **Steve Wozniak**, Apple co-founder and forward-thinking entrepreneur for a moderated chat.

Thinking differently to deliver innovative solutions is the DNA of Steve Wozniak, who revolutionized the world of technology.

Throughout his career, Steve Wozniak has shown how a business successfully transforms and flourishes through the capacity to innovate. More than ever, technology is an integral part of our lives and the real estate industry is no exception. Its entire ecosystem is reinventing itself.

Tuesday 15 September, 14 :30-15 :15



MIPIM Urban Forum is pleased to welcome **Nicolas Sarkozy** former President of the French Republic.

Widely considered one of the most influential of French presidents to date, Nicolas Sarkozy offers an unparalleled analysis of the most pressing issues of our time.

Nicolas Sarkozy served as the 23rd President of the French Republic (2007 to 2012). Prior to his presidency, Sarkozy served as Minister of State, Minister of the Interior and Spatial Planning and Minister of the Economy, Finance and Industry. A visionary leader who has dedicated his life to public service, Sarkozy is widely recognized for his hands-on tactics and straightforward approach in dealing with the most critical issues of our time-foreign policy, national security, global economics and immigration. Integral in the international community's response to Libya's civil war, he was also involved with brokering an end to the August 2008 conflict between Russia and Georgia and led the European Union's response in establishing the G20 summits. Pragmatic and decisive, Sarkozy was at the forefront of the response to end the Euro Crisis and directed the bridging of a multi-year gap between the leaders of France and Germany. The recipient of numerous humanitarian awards and accolades and the author of several books on politics and the issues facing modern democracies, Sarkozy shares with audiences his perspective on the future and solutions to the challenges we face in the 21st century.

Wednesday 16 September, 9:00-9:45

They will be at the Paris Real Estate Week:



RUDY AERNOUDT
Chief Economist
European Commission



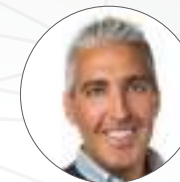
GILLES BABINET
CEO
LAITAO



MAUD BAILLY
Chief Digital Officer
Accor



DANIEL BERGER
Investment Director
Real Estate (Europe)
AustralianSuper



AARON BLOCK
Co-Founder and Managing Director
MetaProp



TOM BLOXHAM MBE
Chairman
Urban Splash



FRANÇOIS BONNEAU
Président de la Région
Centre-Val de Loire



MÉKA BRUNEL
CEO
Gecina



FAISAL BUTT
Founder & CEO
Pi Labs



PUNEET CHHATWAL
Managing Director &
Chief Executive Officer
The Indian Hotels Company Limited



CECILE DE GUILLEBON
Renault VP
Real Estate & Facility Management



JOHN ECKBERT
Chief Executive Officer
FIVE GUYS



RÉGINE ENGSTRÖM
Directrice des Partenariats Stratégiques
NSE et Directrice de la RSE
NEXITY



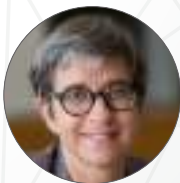
CLAIRE FLURIN
R&D + Innovation Director
Keys AM



JAEBADIAH GARDNER
Founder & CEO
GardnerGlobal, Inc



XAVIER GRANGE
Vice President of Development
Marriott International



CATHERINE GUILLOUARD
Chairwoman and CEO
RATP Group



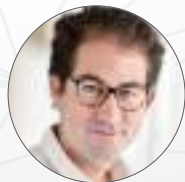
DAN HUGUES
Director
Alpha Property Insight



MICHAËL KNAUTE
Director
Sustainable Cities, Paris&Co



CAROLINE LAMAUD
Co-Founder
Anaxago



LOÏS MOULAS
CEO
OID - Observatoire
de l'Immobilier Durable



PETER PLAUT
Executive Director
Wimmer Family Office



JONATHAN SEBBANE
CEO
Sogaris



MARIE-CÉCILE TARDIEU
DG
Business France



BRENDAN WALLACE
Co-Founder & Managing Partner
Fifth Wall

PARIS
REAL ESTATE
14-17
SEPT.
2020
Week



propel
by mipim

Le CENTQUATRE-PARIS

30 years
mipim
AWARDS

InterContinental
Paris le Grand

mipim
Urban Forum
Forum de la Ville

La Seine Musicale

PARIS
REAL ESTATE
Week

At a Glance Programme

Monday 14 September

Tuesday 15 September

Wednesday 16 September

Thursday 17 September

08.00

propel
by mipim

The flagship event

2,500
attendees

36
Conferences in 2 days

LE CENTQUATRE

08.00

propel
by mipim

The flagship event

LE CENTQUATRE

08.00

mipim
Urban Forum

Including
Forum de la Ville

LA SEINE MUSICALE

18.00

08.00

Hospitality Summit
by mipim

By invitation only

PULLMAN
TOUR EIFFEL

13.00

08.00

Gend'Her Breakfast

By invitation only

10.30

18.00

OPENING RECEPTION

propel
by mipim

The flagship event

PARIS REAL ESTATE Week

LE CENTQUATRE

20.00

20.00

mipim AWARDS

Paris Real Estate Week dinner featuring MIPIM Awards

INTERCONTINENTAL PARIS LE GRAND

24.00

PARIS REAL ESTATE Week
14-17 SEPT. 2020

Monday 14 September LE CENTQUATRE

Tuesday 15 September LE CENTQUATRE

	ROOM 400	ROOM 200	ROOM 100
09.00	09.00 09.15 Welcome note		09.00 09.45 MAPIC inno's coffee
09.30	09.30 10.00 Urbanization vs. ruralization, is the city big enough?		
10.00		09.45 10.30 Innovation, so what?	
10.30	10.30 11.15 Change management in action: a human approach		
11.00		11.00 11.45 Why people are the real driving force behind innovation?	
11.30			
12.00	11.45 12.30 The impact of the health crisis on proptech investment		
12.30		12.15 13.00 Minimizing business impact when shutting down and restarting commercial buildings	
13.00	13.00 13.45 Learning from digitalization, an inspirational keynote by Gilles Babinet		
13.30		13.30 14.15 EU wants you! Discovering funding opportunities	13.30 15.30 Serious Game Urban development
14.00			
14.30	14.15 15.00 A fireside chat about the acceleration of a client-centric approach		
15.00		14.45 15.15 Report on the future of buildings	
15.30			
16.00	15.30 16.15 Cities of tomorrow: new approaches to urban design	15.45 16.30 Assessing value creation from building high	16.00 17.15 Design Thinking - Circular and collaborative economy
16.30			
17.00		17.00 18.00 Startup competition	
17.30			18.15 20.00 OPENING RECEPTION
18.00			 

	ROOM 400	ROOM 200	ROOM 100
09.00	09.00 09.15 Welcome note		
09.30	09.30 10.15 Public authorities addressing housing stakes	09.30 10.15 Predictability, time to use your data	
10.00			
10.30			
11.00	10.45 11.30 PropTech M&A: time for maturity	10.45 11.30 Healthcare RE, an international perspective	
11.30			11.15 12.30 Design Fiction - Circular and collaborative economy
12.00	12.00 12.45 When RE is committed to a greener future	12.00 12.45 Reimagining the workplace: the future of work after pandemic	
12.30			
13.00			
13.30	13.15 14.00 The risks of data collection, from legal to ethics	13.15 14.00 Climate change risks management: new approaches and opportunities	13.15 15.00 Serious Game Urban development
14.00			
14.30	14.30 15.15 Moderated chat with Steve Wozniak, Co-Founder, Apple		
15.00			
15.30			
16.00	15.45 16.30 The urban mobility equation: challenge & solutions	15.45 16.30 Data analytics and AI: the transformation of the RE industry	15.45 16.45 Student challenge finals
16.30			
17.00	17.00 17.45 PropTech plus: the future lies in tech infrastructures	17.00 18.00 PropTech Startup Europe Awards - PropTech House	
17.30			
18.00			

TALENT

11.00 > 11.45 | Room 200

Why people are the real driving force behind innovation?

Companies and organisations need to have innovation in their DNA, rather than relying on start-ups or specialist teams to make innovation happen. Be inspired by fresh ideas on how to make your business more innovative. What is the best way to unlock innovation through your people and across your teams?



Maud Bailly
Chief Digital Officer
Accor



Annemie Ressa
Founder - PurpleBeach /
Managing Director - Innogy
Innovation Hub

USER EXPERIENCE

11.15 > 11.45 | Room 400

Learning from digitalization, an inspirational keynote by Gilles Babinet

Where does the digital revolution come from and why is it fundamentally accelerating, while transforming our social and economic organizations? Digital entrepreneur and adviser Gilles Babinet talks about the links between technology and sustainability, and how they are bringing a whole new world of opportunities to real estate.



Gilles Babinet
CEO
LAITAO

INVESTMENT

11.45 > 12.30 | Room 400

The impact of the health crisis on proptech investment

The health crisis has affected the core of our societies and economies, including investment in proptech. How can we measure the degree and consequences of this impact?



Faisal Butt
Founder & CEO
Pi Labs



Roxanne Varza
Director
Station F



MODERATOR
Natasha Terinova
Program Director
Reach

INVESTMENT

13.30 > 14.15 | Room 200

EU wants you! Discovering funding opportunities

Discover ESCALAR, the European Commission's newly launched investment programme designed to provide growth finance for start-ups and scale-ups so that they stay in Europe. As a pilot, ESCALAR is providing up to €300m, with the aim of increasing the investment capacity of venture capital and private equity funds, triggering investments of up to €1.2bn. Meet the opportunities!



Rudy Aernoudt
Chief Economist
European Commission



MODERATOR
Dirk Paelinck
Chairman
European PropTech
Association

INVESTMENT

14.15 > 15.00 | Room 400

A fireside chat about the acceleration of a client-centric approach

When Méka Brunel and Brendan Wallace met earlier this year, they talked about Gecina's approach to innovation and CSR. Since then the health crisis has accelerated key trends in the proptech world. They now catch up over a fireside chat to exchange views about the rapid move towards a more client-centric approach.



Méka Brunel
CEO
Gecina



Brendan Wallace
Co-Founder & Managing Partner
Fifth Wall

USER EXPERIENCE

15.45 > 16.30 | Room 200

Assessing value creation from building high

As "vertical urbanisation" takes off, is it time to rethink the smart city? Is high-rise architecture just as desirable today? A strategic view on how to enhance the use of space in cities as we build skywards, and how high rises affect the social interaction of occupants.



Pablo Nakhlé-Cerruti
CEO
Viparis



Robin Rivaton
Investment Director
Idinvest Partners

SUSTAINABILITY

15.30 > 16.15 | Room 400

Cities of tomorrow: new approaches to urban design

Good urban planning is one of the keys to building resilience. We look at how urban design can enhance the life of not only the city but also its inhabitants in socio-economic and environmental terms. Using the example of Hamburg's waterfront HafenCity, we show how mixed-use development is fundamental to good urban design.



Jürgen Bruns-Berentelg
CEO
HafenCity Hamburg
GmbH



Lionel Grotto
CEO
Choose Paris Region

INNOVATION

17.00 > 18.00 | Room 200

Startup competition

The first, European stop of the Propel by MIPIM Startup Competition, with the final of the global roadshow taking place in Cannes in March 2021. Come and meet the most innovative European start-ups in our four categories: sustainability, data, investment and user experience.



Aaron Block
Co-Founder and Managing Director
MetaProp

INVESTMENT

10.45 > 11.30 | Room 400

Proptech M&A: time for maturity

Leading venture capitalists are attracting more and more investment globally. Which VC platforms and teams are leading the pack in terms of funding power and tech ecosystems? What makes for a top global investment strategy? What does the future hold? And in Europe?



Arnie Sriskandarajah
Managing Director
Round Hill Ventures

SUSTAINABILITY

13.15 > 14.00 | Room 200

Climate change risks management: new approaches and opportunities

In terms of likelihood and impact, extreme weather events and failure in implementing climate-change mitigation and adaptation actions are among the top 3 risks according to the World Economic Forum (2019), the third being natural disasters. Framework of actions to reduce climate change risks are being implemented on the real estate value chain, it is time for new approaches and opportunities.



Loïs Moulas
CEO
OID - Observatoire
de l'Immobilier Durable

SUSTAINABILITY

10.45 > 11.30 | Room 200

Healthcare RE, an international perspective

Find out how and why investors and REITs are playing an ever more important role in the healthcare sector. Join us for an overview of trends and developments in healthcare real estate, including a reflection on the next generation of smart buildings and how to meet the new workplace needs of healthcare employees.



Caroline Lamaud
Co-founder
Anaxago

TALENT

15.45 > 16.45 | Room 100

Student challenge finals - More details coming soon



Clément Alteresco
Founder and CEO
Morning



Régine Engström
Directrice des Partenariats
Stratégiques NSE
et Directrice de la RSE
NEXITY



Diego Ferri
Director of Strategy
Fabernovel



Claire Flurin
R&D+Innovation
Director Keys AM



Sylvain Grisot
Urbaniste et fondateur
dixit.net



Michaël Knaute
Director Sustainable Cities
Paris&Co



Caroline Lamaud
Co-founder
Anaxago

INVESTMENT

15.45 > 16.30 | Room 200

Data analytics and AI: the transformation of the RE industry

How are data analytics and artificial intelligence transforming the real estate industry? We discuss key ethical questions about the collection, analysis and value of data. We also look at the risks behind sharing data, especially with so many more people working from home.



Sébastien de Lafond
Co-founder & CEO
Meilleurs Agents



Dan Hughes
Director
Alpha Property Insight

SUSTAINABILITY

15.45 > 16.30 | Room 400

The urban mobility equation: challenge & solutions

A panel about the role of urban actors in the transformation of a city and of urban space planning. Key representatives try to find solutions to the current technological, economic, and ecological challenges.




Catherine Guillouard
Chairwoman and CEO
RATP Group



Jonathan Sebbane
CEO
Sogaris

Notes

Tuesday 15 September

15.00	
15.30	
16.00	
16.30	
17.00	
17.30	
18.00	
18.30	
19.00	
19.30	
20.00	 <p>Paris Real Estate Week dinner featuring MIPIM Awards</p> <p>InterContinental Paris Le Grand</p>
20.30	


Wednesday 16 September

mipim
Urban Forum
Forum de la Ville

LA SEINE MUSICALE

	Main stage	Room 1	Room 2
08.00		08.00 09.00 Leaders' Breakfast <i>By invitation</i>	
08.30			
09.00	09.00 09.45 Opening keynote session with President Sarkozy		
09.30			
10.00	09.45 10.30 Covid-19 & environmental risks: trends to watch		
10.30			
11.00	11.00 11.30 Networking break		
11.30	11.30 12.15 Revisiting governance models - Political leaders		
12.00			
12.30	12.15 12.45 Addressing tomorrows' challenges		
13.00			12.30 14.00 Young talent networking Lunch <i>By invitation</i>
13.30		12.45 14.00 Lunch Break	
14.00	14.00 14.45 Investment & creative placemaking	14.00 15.15 Forum de la ville: Regions are transforming	
14.30			14.30 17.30 Asset class on-stage interviews: Post Covid-19 strategy insights
15.00	14.45 15.30 Climate emergency: time for radical change <i>Co-organised by C40</i>		
15.30	15.30 16.00 Networking break		
16.00	16.00 16.45 What makes a city great?	15.30 16.30 Forum de la ville: Data and cities	
16.30			
17.00	16.45 17.30 Closing Keynote		
17.30			

Thursday 17 September

09.00	09.00 12.30 Hospitality Summit <i>by mipim</i>	09.00 10.30 Gend'Her Breakfast <i>By invitation only</i>
09.30	<i>By invitation only</i>	
10.00		
10.30	 Pullman Tour Eiffel	
11.00		
11.30		
12.00		
12.30		
13.00		
13.30		
20.00		
20.30		



The MIPIM Awards 2020 Jury



Chairman of the jury
Méka BRUNEL
Gecina
CEO



Kai-Uwe BERGMANN
Bjarke Ingels Group
Partner



Hala EL AKL
PLP Architecture
Director



Serge FAUTRE
AG Real Estate
Chief Executive Officer



Paolo GENCARELLI
Poste Italiane
Head of Real Estate
and Procurement



Marco HEKMAN
CBRE
Managing Director
Continental Europe



Aqil KAZIM
Nakheel
Chief Commercial
Officer



Frank KHOO
**City Developments
Limited**
Group Chief Investment
Officer



Sergey KUZNETSOV
Moscow City
Chief Architect



Thierry LAROUÉ-PONT
BNP Paribas Real Estate
CEO



Timothy NEAL
RICS
President,

INNOVATION

08.00 > 09.00 | Room 1

Leaders' Breakfast

The Leaders' Breakfast provides a unique opportunity for worldwide business leaders to gather and network with their international counterparts.

This by-invitation-only event gathers around 80 corporate senior officials and is a unique opportunity to meet and share best practices.



Courtney Fingar
 Editor-in-Chief FDI
 NS Media Group



Steve Wozniak
 Co-Founder
 Apple

URBAN PLANNING

12.15 > 12.45 | Main stage

Addressing tomorrow's challenges

The panel will focus on the what the industry may action to address the issues that were highlighted by the pandemic. How can we rethink current models for the built environment?



Olivier Estève
 Deputy CEO
 Covivio



Paul Jaeger
 Managing Director
 Russell Reynolds
 Associates



Courtney Fingar
 Editor-in-Chief FDI
 NS Media Group

SUSTAINABILITY

09.45 > 10.30 | Main stage

Covid-19 & environmental risks: trends to watch

Draw on the knowledge of our experts to analyse the impact of the Covid-19 pandemic on the global framework. What does the scientific community think? What next for our urban lives? What to expect for the world economy?



Albert Meige
 CEO
 Presans

TALENT

12.30 > 14.00 | Room 2

Young talent networking Lunch - *By invitation only*

The Young Leaders networking event, organized in partnership with the Institut Choiseul and open to all property professionals aged under 35, aims to forge links between today's and tomorrow's decision-makers.

Co-organised by **Institut Choiseul**



Courtney Fingar
 Editor-in-Chief FDI
 NS Media Group



Jaebadiah Gardner
 Founder & CEO
 GardnerGlobal, Inc

URBAN PLANNING

14.00 > 15.15 | Room 1

Forum de la Ville - Regions are transforming

As the main actors of local government, they are adapting to meet the world's major challenges, and strive to offer decent quality of life and positive perspectives to their inhabitants. In this session, Region Presidents will present one of their policies, which has had a transformative impact on their territory. This can include housing, transport, energy transition, urban development or local solidarities.



François Bonneau
Président de la Région
Centre-Val de Loire


**LA SEINE
MUSICALE**



1 île Seguin
92100 Boulogne-Billancourt

INVESTMENT

14.00 > 14.45 | Main stage

Investment & creative placemaking

The panel focuses on how to connect impact investors and creative placemaking in a post pandemic environment. What are the drivers that makes a city attractive for investors? Who is needed at the table and do we need to design a next framework for public-private partnerships?



Daniel Berger
Investment Director,
Real Estate (Europe)
AustralisSuper



Alexander Gebauer
CEO West Europe
Allianz Real Estate



Karim Habra
Head of Europe and
Asia-Pacific
Ivanhoé Cambridge



Sébastien Pezet
Head of Western
Europe Region
Generali Real Estate



Peter Plaut
Executive Director
Wimmer Family Office

SUSTAINABILITY

14.45 > 15.30 | Main stage

Climate emergency: time for radical change *Co-organised by C40*

Buildings generate 40% of greenhouse gas emissions and use 30% of global resources. Construction will only intensify: we are on track to build a city the size of Stockholm per week until 2050. The way we design and build today defines tomorrow's world. C40 & ArchitectsDeclare invite you to a Climate Mobilization Act.



Helène Chartier
Head of Zero Carbon
Development
C40 cities



Andrew Waugh
Founding Director
Waugh Thistleton Architects

INVESTMENT

14.30 > 17.30 | Room 2

Asset class on-stage interviews

Post Covid-19 strategy insights

Covering hospitality, healthcare, logistics, retail, offices/co-working, co-living and housing/residential, this conference stream will contain a series of keynote speaker interviews providing their insights on the challenges and opportunities for their key individual asset classes during these unprecedented times of Covid-19. The interviewer will pose a series of questions for all asset class speakers, such as how do you plan to relaunch the business and what are the major difficulties now being faced? In so doing the audience will learn about the future strategies of different asset classes, which will provide insights to help them, their company and sector overcome the crisis towards the road to future recovery and prosperity.



Tom Bloxham MBE
Chairman
Urban Splash



Frederic Dib
President
MoZaiC Asset Management



Frédéric Durousseau
Chief Real Estate and
Development Officer
Korian



John Eckbert
Chief Executive Officer
FIVE GUYS



Jan Garde
Founder & chairman
THE EMBASSIES



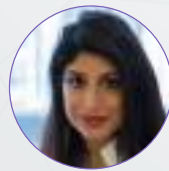
Jamie Hodari
CEO and Co-founder
Industrious



Giorgio Manenti
Managing director
Eastdil Secured



Patrick Nelson
Head of Europe Executive
Vice President
WeWork



Gahir Rajdeep
Director
CoCreations/ Room



Ian Sandford
President
EUROFUND & INTU COSTA
DEL SO



Marie-Cécile Tardieu
DG
Business France



Cécile Tricault
Regional Head
Southern Europe
Prologis

URBAN PLANNING

15.30 > 16.30 | Room 1

Forum de la Ville – Data and cities

The Champs Elysées Committee entrusted the agency PCA Stream and its architect Philippe Chiambaretta to imagine a complete redevelopment the avenue, its gardens and its squares (Place de la Concorde, Place de l’Etoile). The ensuing project, called “reenchanting the Champs-Élysées” was shown to the public at the Pavillon de l’Arsenal, in Paris, and was voted on by 100 000 participants through the online platform make.org. The project has been endorsed by the Mayor of Paris

The study drawn up by the architect is based on a robust scientific approach, with data points from several different sources : car and pedestrian traffic, ad hoc opinion surveys, noise and atmospheric pollution, post-project traffic simulation, etc...The underlying idea is that data should help city planners to enhance a city’s attractiveness, its inclusiveness and its sustainability. It should also help to measure the impact of urban developments through a test and learn process.



Philippe Chiambaretta
 Architect and Founder
 PCA-STREAM

URBAN PLANNING

16.00 > 16.45 | Main stage

What makes a city great?

The panel will discuss what citizens and end-users seek as a lifestyle and gauge new ways of consuming the city: home office, amenities and services needed. Debates will focus on the ecological transition now that the current health crisis has highlighted its importance. It forces people to question urban routines and rethink current models, particularly with regard to mobility, urban density, infrastructure, and land use planning.



Cécile De Guillebon
 Renault VP, Real Estate &
 Facility Management

HOSPITALITY

09.00 > 12.30

Hospitality Summit: close door–event

The next paradigm

The hospitality sector has of course been severely impacted by Covid-19 and will need to show great adaptability, creativity and innovation in future. Organised in partnership with MKG Consulting and consisting of a keynote address, roundtables and a panel discussion, this Summit will gather in a closed-door environment CEOs from the major hospitality groups along with political leaders, developers and investors to debate the challenges of continuing the trends of previous years. In particular, it will discuss how operators and investors should join forces to achieve a necessary diversification of revenues and rebalance the marketing mix between local and international guests. In addition, it will debate to what extent sustainable development can create value for assets and operations



Sylvie Bergeret
 Chief Operating Officer
 MKG CONSULTING



Puneet Chhatwal
 Managing Director & Chief
 Executive Officer, Indian Hotels
 The Indian Hotels Company
 Limited



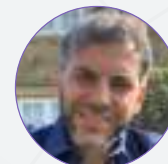
Franck Gervais
 CEO Europe
 Accor



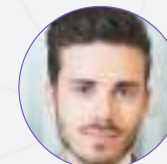
Xavier Grange
 Vice President
 Development
 Marriott International
 Management



Adrien Lanotte
 Senior Analyst
 MKG Consulting



Giorgio Manenti
 Managing director
 Eastail Secured



Philippe Rossini
 Portfolio Manager
 SwissLife Asset
 Managers France



Alexander Schneider
 President
 Nikki Beach Hotels &
 Resorts



Kati Soini
 Senior Business
 Advisor
 Helsinki Business Hub



Olivier Vershelde
 Head of Service DNA - Senior Consultant
 EHL Advisory Services