



MIPIM, 12-15 MARCH 2024 ► STAND NO. R7.E2, ESPACE RIVIERA

MIPIM 2024: New Year. New Opportunities.

Cannes (7.3.2024): Taking place in Cannes from March 12 to 15, 2024, MIPIM, the leading international trade fair for commercial real estate and location marketing, is regarded as the trend barometer of the international real estate markets. No other real estate platform reflects the market so clearly and distinctly – and provides the industry with important momentum, especially in challenging times.

Ongoing political and economic challenges will continue to keep the international real estate market on edge in 2024. The cautiously positive expectations from the end of 2023 have not yet materialized. The current situation on the markets therefore remains very tense. The general tenor is to wait and see and to prepare for the coming years with a good starting position. As a catalyst for specific solutions, a moderator for top-class dialogue and a platform for presenting global developments, MIPIM is once again an excellent partner – and indeed has been for more than 30 years.

The international world of real estate is therefore looking forward with great interest to this year's most important real estate trade fair, which is presenting itself in a very contemporary and self-confident manner with partly new management and some structural and content-related changes. Never before has it been so important for a top-class real estate marketplace to show that not only presence, but above all dialogue is necessary. RX France is thus once again responding to the situation and the resulting uncertainties on the international markets in 2024 with a clear focus on globality.

The real estate marketing agency pia.pink Werbung & Kommunikation, MIPIM representative for Austria and organizer of the AUSTRIA pavilion for more than 20 years, is confronted with a similar situation on the Austrian market. Current events, which have impacted the Austrian real estate market for weeks, have also changed the presence of national players, which had been constant for years.

Gerda Zauner, Managing Partner of pia.pink and, together with her partner *Birgit Oberwalder*, not only the main exhibitor since the beginning, but also responsible for the overall conception and implementation of the AUSTRIA pavilions at MIPIM and EXPO REAL: "It is always very important to us, especially in these volatile times, to ensure a strong Austrian presence at the trade fair. The absence of some major players briefly made us prick up our ears." Zauner sums up: "But the cohesion of the Austrian community is greater than ever. And the opportunity to gain an overview of the market in a top-class environment, to network and to make new, important contacts has convinced existing and new exhibitors."

[AUSTRIA]



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In summary, this is an excellent starting point for an event that will not only provide an update on the international real estate markets, but where the outlook in general and the view beyond European borders will play an even more important role this year than ever before. "The important Austrian players are on board again this year. Despite the focus on the all-important joint platform at MIPIM, we accept that there are companies whose present situation does not currently favour a trade fair presence at MIPIM, whose strategic orientation is being coordinated or which are simply cautious," comments Gerda Zauner.

22 companies will exhibit at the AUSTRIA pavilion in the Riviera Hall (stand number R7.E2) this year. MIPIM is a key event for long-standing exhibitors such as **Vienna Airport, S + B Group, Raiffeisen Bank International, Die Presse Verlagsgesellschaft, Erste Group, EHL, Otto Immobilien, Renovum Projektentwicklung, Value One** and the **City of St. Pölten**. Newcomers from the previous year such as **JP Immobilien**, with its hospitality subsidiary, and **Gropys** will be present again. **Primevest Capital Partners** is this year present. There are also 7 companies that have never exhibited at MIPIM before: **Baumschlager Eberle** with its project company **2226**, exhibiting at an international real estate fair for the first time, **CREE, DLH Real Estate Austria, OE Real Estate, ÖRAG, VMF Immobilien** and **Zoechling RE**.

"The large number of MIPIM newcomers despite the crisis clearly shows that we are making an important contribution with the AUSTRIA pavilions," says *Gerda Zauner*, summing up the successful pia.pink concept. "We motivate our exhibitors to engage in international dialogue and prepare the trade fair thoroughly in order to achieve the desired success." The entire industry is therefore looking forward to Cannes, where the trend barometer is activated.

For pia.pink, the AUSTRIA pavilions at MIPIM and EXPO REAL are more than just two projects in the agency's portfolio. "It is important to us to not only continue these platforms with constant success, but also to make them interesting and ultimately efficient for the exhibitors, their partners and visitors. This often requires flexibility, but also the courage to take risks," *Oberwalder* and *Zauner* summarize their great passion for the two established and very successful AUSTRIA pavilions. Find out more at oesterreichstand.at!

MIPIM, 12-15 March 2024, Palais des Festivals, Cannes

EXPO REAL, 7-9 October 2024, Messe München

MAPIC, 26-28 November 2024, Palais des Festivals, Cannes



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EXHIBITORS AT THE AUSTRIA 2024 STAND

2226® GMBH
6B47 REAL ESTATE INVERSTORS AG
BAUMSCHLAGER EBERLE ARCHITEKTEN GMBH
CREE GMBH
DIE PRESSE VERLAGSGESELLSCHAFT GMBH&CO KG
DLH REAL ESTATE AUSTRIA GMBH
EHL IMMOBILIEN GMBH
ERSTE GROUP BANK AG
GROPYUS AG
JPI HOSPITALITY ADVISORY GMBH
OE REAL ESTATE
ÖRAG ÖSTERREICHISCHE REALITÄTEN AG
OTTO IMMOBILIEN GMBH
PRIMEVEST CAPITAL PARTNERS
RAIFFEISEN BANK INTERNATIONAL AG
RENOVUM PROJEKT GMBH
S+B GRUPPE AG
STADT ST. PÖLTEN / WIRTSCHAFTSSERVICE ECOPOINT
VALUE ONE HOLDING AG
VIENNA INTERNATIONAL AIRPORT
VMF IMMOBILIEN GMBH
ZÖCHLING RE GMBH

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