

[AUSTRIA]

MIPIM, 10-13 MARCH 2026 > STAND NO. R7.E2, ESPACE RIVIERA

mipim®

MIPIM 2026: Driving the Future with Confidence and Momentum

VIENNA (15 February 2026) – MIPIM, taking place in Cannes from 10–13 March 2026, is the international leading trade fair for commercial real estate and location marketing and is widely regarded as the world’s premier real estate event. It offers unique access to global capital and tangible solutions. No other real estate platform reflects the market as clearly and comprehensively – while providing the industry with essential impetus, particularly in challenging times.

Ongoing political and economic challenges across global markets require strategy, authenticity and a healthy degree of optimism in the international real estate sector. The market remains cautious in making forecasts, and the global real estate landscape continues to evolve in 2026. For nearly four decades, MIPIM has served as a catalyst for concrete solutions, a moderator of high-level dialogue and a platform for showcasing global developments. This year, it also introduces further organizational enhancements designed to future-proof the MIPIM marketplace and make it even more attractive – particularly for the next generation of industry players.

Nicolas Boffi, the new MIPIM Director at RX France, is consistently advancing the strategy of developing the leading trade fair into a unique marketplace for the international real estate community that extends well beyond the Palais: “MIPIM’s influence is exceptional. At a time of profound geopolitical and economic transformation, it provides an outstanding setting for the global real estate industry to come together with leading figures from around the world to understand the future and seize new opportunities.” Boffi also emphasizes that strengthening dialogue between the public and private sectors is critical to positive market development: “MIPIM must be the place where these conversations take place, where strategies are developed and uncertainty is transformed into opportunity for the future of our cities.”

Gerda Zauner, Managing Partner of pia.pink, who together with her partner **Birgit Oberwalder** has been not only a main exhibitor from the outset but also responsible for the overall concept and implementation of the AUSTRIA Pavilions at MIPIM and Expo Real, adds: “As representatives of MIPIM in Austria, we are directly involved in shaping the direction of the fair in close collaboration with RX France. The changes are timely,” she notes, adding critically: “We must respond to new requirements, reassess opportunities for dialogue and presentation, and set strong impulses that also resonate with the next generation of players.”

[AUSTRIA]

MIPIM, 10-13 MARCH 2026 > STAND NO. R7.E2, ESPACE RIVIERA

mipim®

This creates a strong starting position for an event that will not only provide an update on international real estate markets but will, this year, place an even greater emphasis than ever before on perspectives beyond Europe. "Following a successful Expo Real last October, we are confident that MIPIM will once again prove to be the kick-off event for the international real estate community," Gerda Zauner summarizes the successful pia.pink concept. "We work closely with the organizer, RX France, to ensure the fair is well positioned for the future. Only together will we succeed." The entire industry is therefore once again looking to Cannes, where the sector's trend barometer is set.

This year, 18 companies are exhibiting in the Austria Pavilion in the Riviera Hall (stand no. R7.E2). Long-standing exhibitors such as **Flughafen Wien, S + B Gruppe, Die Presse Verlagsgesellschaft, Erste Group, EHL, Gropyus, JPI Hospitality Advisory, Otto Immobilien, Renovum Projektentwicklung, Ecopoint Marketing St. Pölten** and **TG Group** regard MIPIM as a fixed date in their calendars. Returning participants include last year's newcomers **Buwog Group, RE Nxt Development, Walter Real Estate, OE Real Estate, Urbanek Real Estate** and **Zoechling RE**. **CC Real Invest** will be exhibiting for the first time. A particular highlight this year is the capital of Lower Austria, St. Pölten – an exhibitor at MIPIM for many years – which celebrates its 40th anniversary in 2026. The occasion will be marked at the Austria Pavilion with a regional wine tasting.

"In light of the current economic and political environment, we are all called upon to present Austria as a business location in the best possible light," concludes Gerda Zauner. "Our goal for the upcoming real estate trade fairs is therefore to partially rethink and further modernize the 'AUSTRIA Pavilion' platform, particularly at MIPIM." Reflecting the intensive focus on trade fairs and dialogue, she adds: "We are already working on it."

For pia.pink, the AUSTRIA Pavilions represent more than just two projects within the agency's portfolio. "It is important to us not only to ensure their continued success but also to make these platforms as engaging and ultimately as efficient as possible for exhibitors, their partners and visitors alike. This often requires flexibility – and the courage to take calculated risks," conclude Zauner and Oberwalder, underscoring their strong commitment to the two established and highly successful AUSTRIA Pavilions at MIPIM and Expo Real. Further information is available at oesterreichstand.at.

MIPIM, 10-13 March 2026, Palais des Festivals, Cannes
EXPO REAL, 5-7 October 2026, Messe München

[AUSTRIA]

MIPIM, 10-13 MARCH 2026 > STAND NO. R7.E2, ESPACE RIVIERA

mipim®

EXHIBITORS AT THE AUSTRIA 2026 STAND

BUWOG GROUP GMBH
CC REAL INVEST GMBH
DIE PRESSE VERLAGSGESELLSCHAFT GMBH&CO KG
EHL IMMOBILIEN GMBH
ERSTE GROUP BANK AG
GROPYUS AG
JPI HOSPITALITY ADVISORS GMBH
OE REAL ESTATE GMBH
OTTO IMMOBILIEN GMBH
RE-NXT DEVELOPMENT GMBH
RENOVUM PROJEKT GMBH
S+B GRUPPE AG
ST. PÖLTEN
TG GROUP GMBH
URBANEK REAL ESTATE GMBH
VIENNA AIRPORT
WALTER REAL ESTATE GMBH
ZÖCHLING RE GMBH

FURTHER INFORMATION: PIA.PINK WERBUNG & KOMMUNIKATION GMBH, WIENERBERGSTRASSE 11/12A, 1100 VIENNA
GERDA ZAUNER & BIRGIT OBERWALDER, MESSEN@PIAPINK.AT, +43/1/99460-6540, OESTERREICHSTAND.AT / PIAPINK.AT