



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

PRESS RELEASE

MIPIM invites young professionals to challenge the real estate industry



MIPIM gives voice to future leaders who have solutions to the most important challenges facing global urban environment.

MIPIM Challengers initiative is open to all built environment professionals under 30.

16 Challengers selected through essay contest will be invited to MIPIM in Cannes, where they get to pitch their ideas to key real estate leaders.

Paris, 14 September 2023. MIPIM, the global urban festival, has launched [MIPIM Challengers](#), a new initiative that provides an opportunity for young built environment professionals under 30 years old from across the world to make the case at MIPIM for new solutions to the biggest challenges facing the real estate industry.



To apply for MIPIM Challengers programme, candidates are required to submit a 600-word essay in English, addressing the question: *"What is the most crucial challenge confronting global urban development, and how can young professionals contribute to its solution?"*

The first Challengers cohort will be selected from the 16 best essays as judged by a panel of real estate experts. The panel will look for essays that exhibit:

- clear understanding of the problem
- originality
- critical thinking
- a global perspective
- a call to action.

16 MIPIM Challengers will be invited to attend MIPIM's full conference and events programme, which takes place on 12-15 March 2024 in Cannes, France.

MIPIM is the world's premier real estate event that gathers the most influential players from all sectors of the international property industry. Over 22,500 delegates from 90 countries attended MIPIM 2023, including 6,500 investors representing 76 of the world's top 100 investment managers, advising on €4 trillion of assets.

Nicolas Kozubek, MIPIM Director, said:

"If we are serious about transforming real estate, we must hear from those at the cutting edge of the discussion. The MIPIM Challengers initiative empowers young trailblazers with solutions for global urban development's pressing issues and encourage the industry to create a better urban landscape for future generations.

I'm looking forward to facilitating meaningful connections between the next generation of built environment professionals and influential global property experts at MIPIM, which can provide the Challengers with opportunity to learn from political figures, investors, and the wider real estate community.



I can't wait to hear fresh and innovative ideas from our industry's best and brightest."

About MIPIM Challengers

To qualify for the Challengers initiative, participants must be employed in the built environment sector, be under the age of 30 as of March 14, 2024, and have not attended any previous editions of MIPIM.

MIPIM will provide a delegate pass and accommodation for all selected Challengers.

During the four-day event in Cannes, selected MIPIM Challengers will be invited to a high-level roundtable discussion moderated by MIPIM Challengers patron UNESCO Ambassador **Guila Clara Kessous**. There will also be a diversity workshop and an exclusive pitching session where they will be able present ideas directly to leaders of property's biggest companies.

MIPIM Challengers will become an annual event with the 2024 cohort forming the first part of the MIPIM Challengers Network, which will act as an ongoing forum for Challengers to stay in touch, build valuable long-term connections and support future generations of Challengers.

Submissions are open on MIPIM [website](#) till 15 November, 2023.

The winners will be announced in December.

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For more information, please contact:

For press – Marina Safronova, ING Media

+ 44 (0) 20 7247 8334 / + 44 7742 406 029 – marina.safronova@ing-media.com