



mipim ®
A Reed MIDEM quality event

Building the World

MIPIM - The world's property market

13 - 16 March 2007
Palais des Festivals, Cannes, France

www.mipim.com

As the world's premier real estate summit, MIPIM draws upon its unique international coverage and reputation to bring together the most influential decision-makers in the market, offering them access to the largest available showcase of development projects.



MIPIM is the leading international real estate forum

Functioning as a global market place, it provides a unique opportunity for industry decision-makers to meet, develop long-term relationships and showcase their latest development projects. This convention attracts the most influential and active investors, financial groups, hospitality corporations, resort developers and international real estate development companies in the world. In the space of four short days, these participants collaborate together to shape the future of the rapidly expanding real estate market.

What does MIPIM offer you?

■ The opportunity to meet with key players from the industry

MIPIM 2007 will attract more than 5,400 investors and end-users from around the world. The market is the most efficient way to meet and do business with the leading partners and prospects.

■ A privileged perspective on the global market

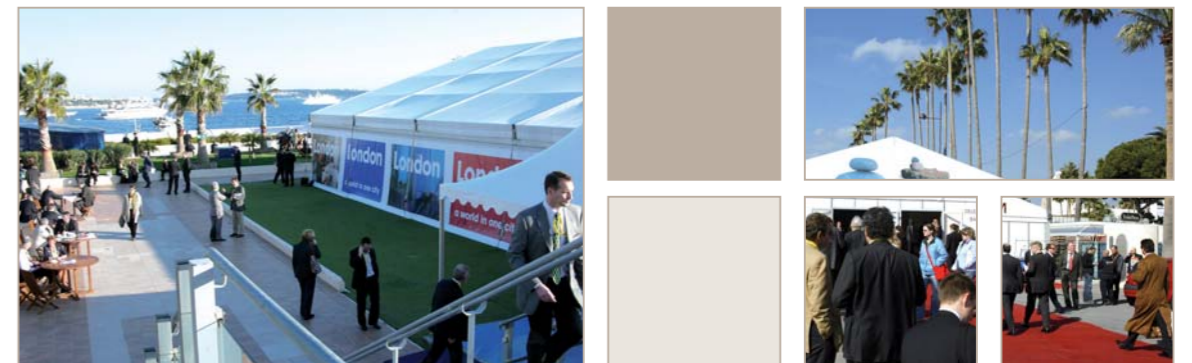
MIPIM also serves as a quality showcase for hundreds of new real estate development projects from more than 74 countries. Whether your interest is in office building, residential or tourism-related properties, MIPIM guarantees you access to a wide range of development possibilities.

■ Intelligent indications about the future

As the leading international real estate forum, MIPIM naturally draws participants and specialists who have access to the most recent information about trends and issues in the industry. At our conference, 21,400 leading international decision-makers meet together to share their views about what lies ahead for the real estate market.

■ A unique international promotion experience for your company

MIPIM is an exceptional opportunity to build awareness about your own activities and projects among investors and end-users. To assist you in your efforts, a large choice of promotional support is available, including on-line and print advertising.





Reach out to the world

MIPIM is the world's premier real estate summit and attracts high-level decision-makers from nearly 74 countries across the globe.

Numbers of companies present at MIPIM 2006



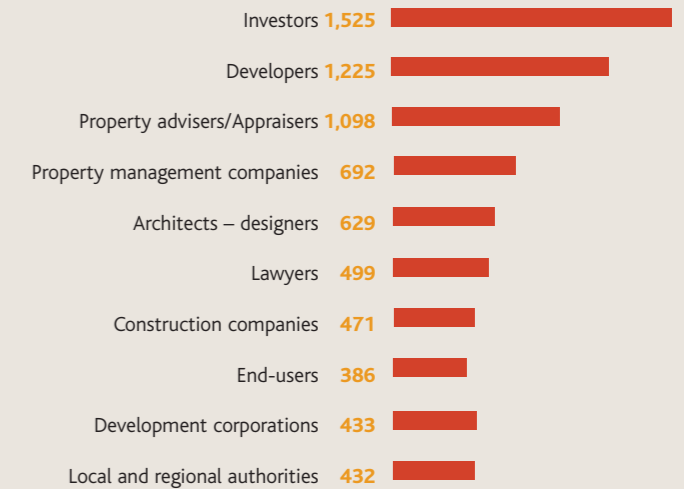
Numbers that speak for themselves

MIPIM has become the annual event for those seeking to develop their business in the real estate industry, from investors to developers, corporate end-users, consultants, financial institutions, local and regional authorities. They have all discovered that MIPIM is a one-of-a-kind occasion to gain new insight into the market, its future challenges and rewards. It is also a much-appreciated forum for the creation and consolidation of business relationships and partnerships.

The industry meets at MIPIM:

- 21,400 participants
- 74 countries represented
- 2,277 exhibiting companies
- 5,406 end-users and investors

Companies present in 2006 by sector:





Get the most out of MIPIM

During the show

Before the show

- When you register, you will be given access to the **MIPIM database**, which not only lists all participants but also helps you to target and organise meetings with key contacts. It also features a profile of your own company which will be made available to all attendees.
- One month prior to MIPIM, you will receive a copy of the **MIPIM Magazine: Preview Edition**, providing all of the information necessary to guarantee you make the most of your time at the event.
- Regular **E-Newsletters** will also inform you of the latest events, new registrants to the conferences, and any other useful updates.
- Don't hesitate to make the most of our **Hotel Reservation Service**, which will provide you with preferential rates for accommodation in Cannes and the surrounding area.

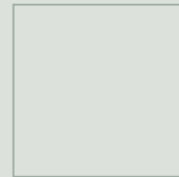
- Upon your arrival, you will be given a complimentary bag containing all of the major MIPIM documents; the **MIPIM Quick Guide** (a lighter brochure containing floor plans, company listings and practical information for your stay) and the **MIPIM News**, a daily publication providing market updates.
- You are also cordially invited to attend the **cocktail party** held on opening night, and of course to join in the **MIPIM Awards ceremony**, which honours the finest real estate projects from around the world.
- Throughout the show, you will have access to the numerous lounges:
 - PARTICIPANTS CLUB:** This area is reserved for delegates who are attending MIPIM without a stand. Facilities are available to organise meetings, receive messages and mails – and the friendly bar is a great way to meet new contacts.
 - YACHT CLUB:** This year, the **VIP and End-Users Village** will be housed at the Yacht Club. Reserved for high-level buyers and investors as well as a selected number of MIPIM VIPs. They can take a break in an atmosphere of luxury, and enjoy the advantages of relaxed surrounding when entertaining potential partners. Away from the hustle and bustle of the main marketplace.
- Free entrance to all the official conferences.
- Meet 570 journalists from the real estate industry.
- A range of services is available including e-mail access, a conciergerie service, a business center and free shuttles services between your hotel and the Palais des Festivals.

After the show

- You will still have access to the **online database**, which will have been updated with information on all MIPIM attendees. This will enable you to pursue your networking opportunities in the weeks that follow the show.
- You will receive a copy of the **MIPIM Magazine: Review Edition**, which features feedback from participants concerning the show and the conferences.
- An **E-Newsletter** giving you key data and a general overview of the market.

Services specially designed for you:

- **MIPIM Hotel Groups' Lounge:** Meet the key-players of the sector and find out more about Hotel & Tourism projects showcased at MIPIM.
- **Special online and print advertising rates**, to help you promote your company before, during and after the show.
- Ongoing access to our **Special Events Department**, to organise any sort of dinner, event or meeting.





Come, hear and learn...

Conferences are an essential part of the MIPIM experience and allow you to discover the latest international news, projects and trends that affect your business. Topics covered include issues such as real estate investment, architecture challenges, new financial products, hotel & resorts, social and economic changes that have an impact on the real estate industry .

Property Talks speakers at MIPIM 2006 included:

- **Sébastien Bazin**, C.E.O., Colony Capital SAS (France)
- **Jean-Paul Betbèze**, Chief Economist and Head of Economic Research Department, Crédit Agricole (France)
- **Bertrand Delanoë**, Mayor of Paris (France)
- **Frank Duffy**, Founder, DEGW (U.K.)
- **Zaha Hadid**, Architect, Zaha Hadid Architects (U.K.)
- **Wai Keong Kwok**, Senior Executive President, GIC Real Estate (U.K.)
- **Paul A. Laudicina**, Vice-President and Managing Director, Global Business Policy Council, A.T. Kearney (U.S.A.)
- **Ken Livingstone**, Mayor of London (U.K.)
- **Nic Lyons**, C.E.O. & Managing Director, The GPT Group (Australia)
- **Jay Mantz**, Managing Director & Global Co-Head of Morgan Stanley Real Estate, Morgan Stanley (U.S.A.)
- **Fernand Perreault**, President, Real Estate Group, Caisse des Dépôts et Placements du Québec (Canada)
- **Jean-Pierre Petit**, Head of European Research and Strategy, Exane BNP Paribas (France)
- **Jorge Silva Puras**, Executive Director, Puerto Rico Industrial Development Company (Puerto Rico)
- **Kenneth Yeang**, Director, Llewelyn Davies Yeang (Malaysia)

...Property Talks' Programme

Three types of formats will be proposed during the conference:

■ MIPIM Academy

Top-rated, world-known industry leaders provide their vision and opinion of relevant and timely topics concerning the real estate industry.

■ MIPIM Forum

Respected industry professionals speak in round table discussions on current challenges concerning the industry. Following these debates, attendees are invited to express their own views and ask questions.

■ MIPIM Workshop

These workshops are open debates, introduced by industry representatives who then lead the participants as they share what they have learned in a wide range of professional situations.

Opening night, when everyone is a star !

As a MIPIM attendee, you will be cordially invited to the Opening Night Cocktail Party, the first of many occasions to make yourself known to key players and to meet other participants. It is the first of many successful networking events that are planned over the four-day period.

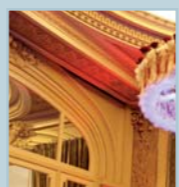
The MIPIM Awards

Every year, MIPIM recognises the finest real estate projects from around the world. The Awards will be given by an international jury featuring some of the most respected names in the industry.

The MIPIM Awards are given in five separate categories:

- Business Centres
- Shopping Centres
- Residential Developments
- Refurbished Office Buildings
- Hotels & Tourism Resorts

Why not participate in this year's challenge, 2007 could be your company's year!





Raise your profile

MIPIM is the perfect occasion to get noticed by your prospects and partners. MIPIM offers you an unrivalled range of promotional options, designed to provide great exposure before, during and after the event.

What are your advertising options?

■ Print publications

The **MIPIM Magazine: Preview Edition** will be sent directly to thousands of registered and prospective MIPIM attendees several weeks before the beginning of the show.

The **MIPIM Guide** is the annual reference for global real-estate business, providing a Who's Who of everyone at the market, contact details for their company, country of origin and main activity.

The newly redesigned **MIPIM News** is a must-read, as it provides up to date details of the market's latest events and daily news in an easy to read newspaper format.

■ MIPIM website and new media

Advertising on the MIPIM website and database allows you to promote your message throughout the year. Industry professionals visit our site before, during and after the show, using this advanced online tool to identify and target new contacts. Both banner and skyscraper adverts are available.

■ Advertising panels

Strategically-placed advertising panels are located around the Palais des Festivals, allowing you to get great exposure to all attendees.

■ Sponsorship

A huge number of sponsorship opportunities are available at MIPIM – from the conference programme to official events and parties.

You can find out more about advertising possibilities at MIPIM when visiting our online Advertising section. www.mipim.com and click on "Advertise".

Alternatively, contact the MIPIM team directly to find out how we can help you achieve your business objectives.

How to attend MIPIM 2007

There are several ways in which you can participate in MIPIM, depending on your business needs and objectives.

■ Participate as an exhibitor

The best way to optimise the excellent networking opportunity is to have your own stand, as it acts as a showcase for your company and allows you to meet a large number of decision-makers in a professional environment.

■ Participate with a Hospitality Suite

A Hospitality Suite enables you to enjoy the benefits of your own private office area and to experience comfort and discretion at the very heart of the market. Hospitality Suites provide you access to a spacious lounge with an open bar, waiter and hostess service. They may be booked by the hour, the half-day or the day and enable you to carry out your business.

■ Participate without a stand

All MIPIM delegates have full access to the exhibition zones and conferences and therefore to future partners and prospects. We offer a number of complimentary services that enable you to make the most of the market. Register online now at www.mipim.com.

MIPIM prices:

Exhibitors, 9 m ² stand	
Price depends on surface area and zone	€ 6,565
Visitors	€ 1,280
Hospitality suite, per hour	€ 370

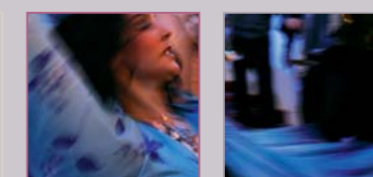
All prices excluding VAT.

Visit www.mipim.com
or call your sale representative for further information

What MIPIM 2007 has in store for you

Our commitment is to provide you with:

- **New and creative ways to network** and transact business.
- Increased **access to international players** and the global arena.
- Effective contacts with a **greater number of focused and interested investors**.





www.mipim.com

FOR THE LATEST UPDATES AND DOWNLOADS

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