



Reed MIDEM and MetaProp NYC hosts annual 2019 MIPIM PropTech NYC event November 12-13

December 17, 2019 - Front Section

New York, NY Reed MIDEM and MetaProp NYC hosted their annual 2019 MIPIM PropTech NYC November 12-13 at the Metropolitan Pavilion with conference sessions taking place at the Altman Building. Throughout the event, industry disruptors in real estate and innovative exhibits demonstrated and discussed emergent technological innovations disrupting and shaping New York's real estate ecosystem. The technologies and insights offered at the event provided attendees with creative solutions and an exciting look at the future of the real estate industry. The event was attended by over 1,300 delegates each day.

Expert-led panels discussed environmental sustainability, new technologies optimizing real estate management in the digital era and strategic ways to adapt and invest in the ever-changing real estate industry.

This year's headliners included Anthony Malkin, chairman and CEO, Empire State Realty Trust; Scott Rechler, chairman and CEO, RXR Realty LLC (RXR); Michael Rudin, senior VP, Rudin Management Co.; Dr. Andrea Chegut, research scientist, MIT Center for Real Estate; Vicki Been, deputy mayor of housing & development in New York; and Lisa Picard, president and CEO, EQ Office - a Blackstone-owned company.

During the event, winners of the annual MIPIM Start Up Competition and REBNY PropTech Challenge 2019 were announced. The MIPIM and REBNY competitions joined forces for this year's show and judged startup finalists in following categories with first place winners joining the global finals in Cannes at MIPIM 2020: Winners include:

AEC & Development:

- 1st place: Geopipe;
- 2nd place: Parafin;
- 3rd place: AVVIR.

Blockchain:

1st place: SWITCH Energy;
2nd place: SolidBlock;
3rd place: Coadjute.

Brokerage:

1st place: Foyr;
2nd place: myPlanit;
3rd place: JuJu Suite.

Operations & Maintenance:

- 1st place: Enertiv;
- 2nd place: Disruptive Technologies;
- 3rd place: JouleSmart.

Throughout the New York event, Reed MIDEM and MetaProp NYC hosted delegations from all over the globe. This year's summit was supported by over 60 exhibitors and 22 sponsors traveling from countries including Israel, Canada, Japan, Spain, the Netherlands, Norway, Brazil, Colombia and France. Notable international exhibitors and sponsors included Nanopixel, a high-end 3D visualization software for commercial real estate use; Coyote, an award-winning commercial real estate management tool from the United Kingdom; Eddy Solutions, a manufacturer of smart water metering products that monitor water environments in multi-dwelling units from Canada; Icex, a Spanish agency that promotes the expansion and growth of PropTech across Spain; Madubo, a Polish manufacturer that specializes in the production and ships off-site homes; and Smartpixel.TV, a software program that develops fully realized 3D tactile surfaces and multitouch applications for the real estate industry from Canada.

"The tech bubble, that ended up really being a bubble, planted the seed and foundation for tech companies, which then led to their ability to recognize vast development at a rapid rate," said Rechler. "Technology not only innovates, but also creates a greater sense of community to build a more connected and engaged workplace."

"If you can actually start to see those little pieces of the future, and collect them, you can start to see the future," said Kai-Uwe Bergmann, partner, Bjarke Ingels Group. "By utilizing new technologies and robotics, the construction industry can continue to grow and innovate."

"We need new solutions to a broad suite of old problems, and I believe it starts here," said Been. "Bringing organizations together to start the conversation and find innovative solutions is the

direction we need to head in.”

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