

PREPARE FOR MIPIM

BEST PRACTICES



AN ADVISORY
GUIDE



THE GOALS

UNDERSTAND THE GOALS TO FORM THE ACTION PLAN

MIPIM is the leading business development and networking conference in the world. MIPIM attracts thousands of sophisticated commercial investors and real estate executives from over 100 different countries. The MIPIM audience is commercial-driven and deal-oriented.

Our MIPIM goals are simple:

- 1) raise global awareness of Texas;
- 2) attract investments to our state;
- 3) position our members as trusted economic-development partners.

Thorough preparation and collaboration with a team of economic-development stakeholders are essential to maximizing these goals and your MIPIM participation.

The following advisory guide contains best practices for planning, forming a strategic coalition, and developing a high-level regional pitch.



WE KNOW WHY
TEXAS IS A GREAT
PLACE TO LIVE AND
DO BUSINESS.

IT'S TIME THE REST
OF THE WORLD
KNOWS TOO.

PLANNING TIMELINE

JANUARY-APRIL

Begin the fact-gathering process to determine whether MIPIM participation is meaningful for your market.

- Contact other local boards that have participated before.
- Contact Texas REALTORS® with questions.
- Consider opportunities to partner with local economic-development stakeholders (chamber of commerce, EDC, developers, city authorities, etc.) Conduct preliminary outreach to these groups to gauge interest.
- Consider the financial resources needed and possibility of sponsorship.

EARLY SUMMER

Notify Texas REALTORS® Global & Commercial Services that you wish to participate.

If you intend to send representatives to MIPIM, begin assembling your local delegation and securing airfare and accommodations.

- Fly into Nice Côte d'Azur Airport
- Cannes accommodations may be difficult to secure for MIPIM dates. Many attendees opt to stay in Nice for affordability and ease of commute.

SUMMER-FALL

Work with local economic-development experts and real estate stakeholders to develop a plan for market promotion, business-development, and follow-up with investors.

MID-FEBRUARY

Finalize all presentation materials and consider logistics for transporting market collateral (if attending in person).

2ND WEEK OF MARCH

MIPIM, Cannes France

STRATEGIC COALITION

ALIGN YOURSELF WITH
INDUSTRY EXPERTS

MIPIM isn't just a conference-- it is the single largest real estate business development event with access to the greatest sources of capital worldwide.

Of the investors that Texas met with at MIPIM 2019, the average investor represented an investment power of \$250-\$500 million. To strategically represent your market on-location at MIPIM, consider forming a team based on the following areas:

MARKET KNOWLEDGE

Most MIPIM attendees will be unfamiliar with the overall health of your local market. Be prepared with a quick overview sharing what makes your market unique and desirable to investors.

PRACTICAL COMMERCIAL EXPERIENCE

MIPIM is a commercial-forward audience and most attendees will be familiar with sophisticated commercial transactions. Practical commercial experience is recommended to ensure productive meetings.

AGGRESSIVE NETWORKING

MIPIM requires an extrovert personality willing to initiate a conversation.



EXPERTISE,
EXPERIENCE,
ENGAGEMENT.

Do not expect a typical trade show where visitors voluntarily walk up to the Texas booth.

MIPIM necessitates proactive networking throughout the entire venue to maximize the number of investors you connect with. Texas REALTORS® staff will be present at the Texas space, providing your MIPIM team the freedom to actively engage with other attendees across the showrooms.

Utilize the Texas space as a meeting center once the connection has been established.

ECONOMIC-DEVELOPMENT FAMILIARITY

Economic-development factors are considered when making investments at this scale. An understanding of trade infrastructure, industry concentrations, workforce demographics, population growth, and development incentives is helpful when promoting your market.

SOPHISTICATED PROMOTION

BE EQUIPPED WITH A
GLOBAL MARKETING PITCH



Consider preparing a high-level, versatile marketing pitch and accompanying pitch book (which would contain additional specifics on market highlights and investment opportunities). This can serve as a networking tool that delivers relevant information quickly and effectively. **A sample pitch is as follows:**

INTRODUCTION

Located in the American Southwest and South Central Texas, San Antonio is the 7th largest city in America with a population of over 1.3 million people. It is one of the fastest growing cities in the United States and its strategic geographic location coupled with a diverse economy as well as an eager and growing workforce make it an ideal location for companies big and small.

REGIONAL HIGHLIGHTS

San Antonio's vibrant culture, low cost of living and steady economy attract residents and tourists alike. The city is home to an array of top performing industries including information technology/cyber security, new energy, bioscience/healthcare, aerospace/aviation, military/defense, financial services and advanced manufacturing. San Antonio also features 15 colleges and universities in the area, with nearly 160,000 students, as well as four military bases, leading to one of the largest active and retired military populations in the nation.

INVESTMENT OPPORTUNITIES

Brooks

There are 350 acres undeveloped and 200 acres of redevelopment opportunity.

Undergoing master plan update which will identify places for mixed use apartments and create higher density potential at Brooks.

Port San Antonio

Port San Antonio currently has a 1,900 acre campus that is accessible by air, rail and truck within a Foreign-Trade Zone. Key industries include aerospace, advanced manufacturing, cyber technology, defense, business support and logistics.

LEAD FOLLOW-UP

KEEPING THE MIPIM CONNECTION

Your pre-MIPIM preparation should include a manageable action plan for handling leads from MIPIM. Establishing a comprehensive local network of economic-development stakeholders and experts will ensure that lead follow-up is timely and effective.

Within this network, determine which entity or individual is best-suited to handle a particular lead. This should consider factors such as:

- At what stage is this potential investment?
- What are the goals of the investor?
- What are the site requirements needed?
- What real estate or industry sector is being targeted?

Based on these considerations, a REALTOR® or a REALTOR® association may not be the best candidate to follow-up on a lead. It may even be detrimental to the connection, resulting in a loss of confidence if the REALTOR®/ REALTOR® association does not have the expertise to assist with the lead.

Accordingly, establishing a local network of economic-development stakeholders and experts is critical to keeping the relationship and positioning the REALTOR® as a trusted economic-development partner. This allows the REALTOR® association to act as the advisor, connecting leads to the right people and facilitating that business development.



By serving in this role, the REALTOR® association will be at the top of mind when that investment reaches a stage at which a REALTOR® is needed. This is how associations can deliver value to the membership at large.

**JOIN US AT
MIPIM!**

QUESTIONS?

Texas REALTORS® Global &
Commercial Services is here to help!

Contact Tiffany Wu
twu@texasrealtors.com

