

THE GREATER CAPE TOWN

belongs on the world stage

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EVERY YEAR,

THE GLOBAL PROPERTY WORLD GATHERS IN CANNES, FRANCE.

To pitch.
To learn.
To connect.

AND WE'RE NOT IN THE ROOM.



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Dr. Mario Draghi
Former President of the Council
of Ministers of Italy
& President of the European
Central Bank (ECB)

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Le marché international des professionnels de l'immobilier

WHAT IS MIPIM?

- The world's leading real estate platform, held annually in Cannes since 1990
- Brings together the entire global property value chain — from cities and developers to investors and policymakers
- A 4-day event combining exhibitions, conferences, and high-level networking
- 20,000m² of exhibition space and hundreds of official and informal meeting points
- A catalyst for bold ideas, capital, and real-world development opportunities
- Focused on sustainable, liveable, and prosperous cities
- Unrivalled access to global projects, funding sources, and ESG-aligned growth
- Where deals are made — and the future of cities is shaped

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mipim
2025



20,000+
delegates



€4 trillion
assets managed by investors attending



90
countries



300+
stands

THESE ARE

THE DECISION MAKERS WHO SHAPE GLOBAL CITIES



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WHY IT MATTERS

- Global networking
- Market insights
- Deal-making
- International visibility
- Brand positioning
- Investor access
- Media exposure
- Momentum

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WHY WE GO



Networking & Partnerships

Connect with global investors, financiers, property funds, and industry leaders.

Explore joint ventures, collaborative projects, or funding opportunities for cross-border expansion.



Market Intelligence and Trends

Gain insights into global and regional property market trends, investment priorities, and innovative development strategies.

Learn about emerging sectors (e.g., sustainable development, smart cities) and regulatory environments in different markets.



Learning and Inspiration

Attend keynote sessions, panel discussions, and workshops led by industry leaders. Gather ideas for sustainable development, urban regeneration, or new technology integration.

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MIPIM 2025

WHAT WE'VE LEARNT



- AI is changing everything.
- Sustainability is infrastructure.
- The housing crisis is global.
- The world is not waiting. Neither should we.

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A MISSED OPPORTUNITY

THE GREATER CAPE TOWN ISN'T JUST A BEAUTIFUL REGION – IT'S A BOLD ONE

- Cape Town 'Best City in the World' by The Telegraph Travel Awards (again)
- Time Out's 'Best City in the World'
- Stellenbosch, Hermanus and Cape Town under 'Leading Places: The 100 Most Loved Destinations Around the World'
- Franschhoek named "World's Greatest Places" by Time Magazine
- A rising star in tech, sustainability, and tourism

AT MIPIM 2025:

- Only 1 African pavilion.
- Only 5 SA firms

**GLOBALLY CELEBRATED,
YET ABSENT FROM THE GLOBAL STAGE**

SHOWING UP

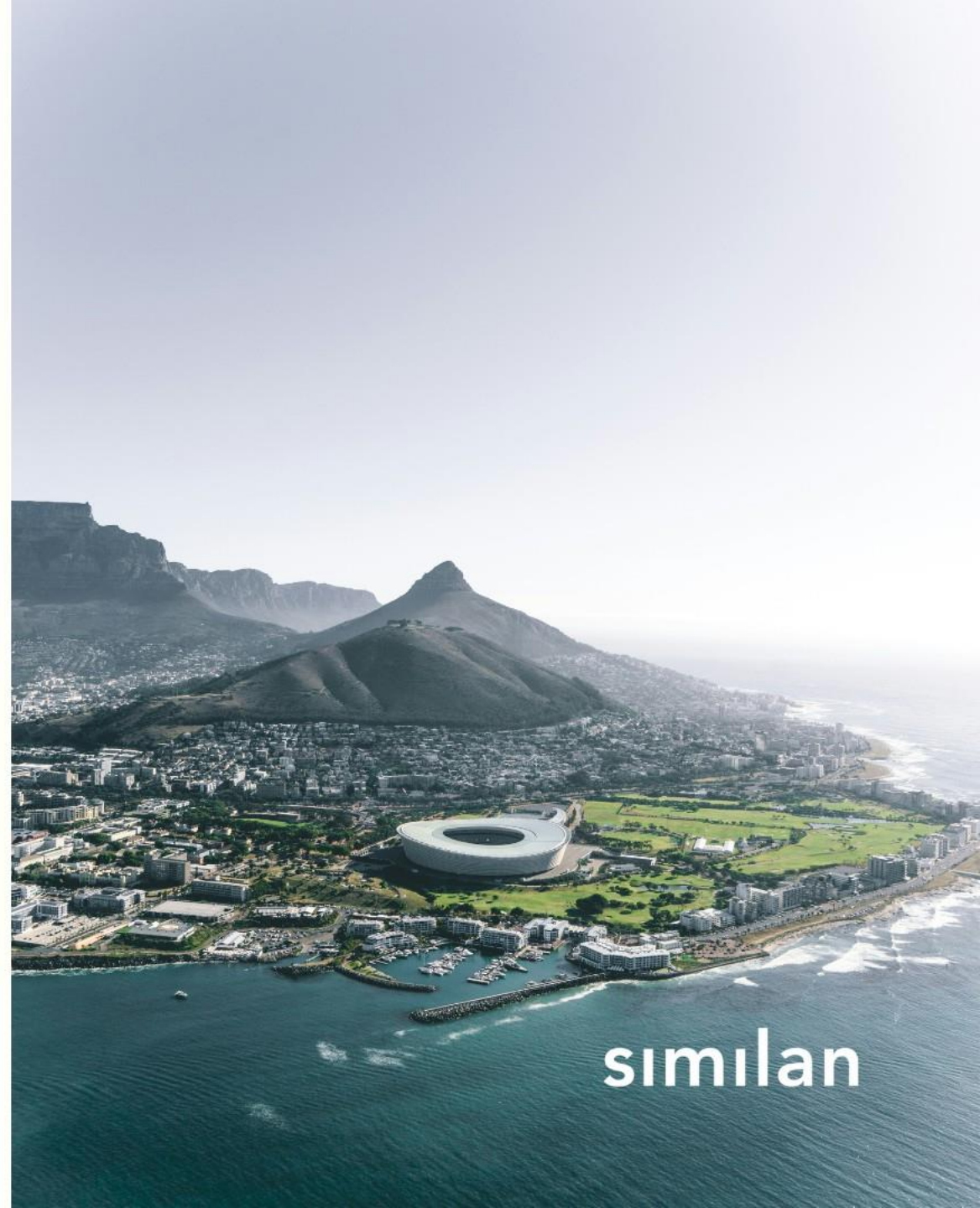
WHY PRESENCE MATTERS

When cities show up, they attract:

- Investment
- Partnerships
- Talent
- Global press

THEY TELL A STORY ABOUT WHO THEY ARE —
AND WHERE THEY'RE GOING

Greater Cape Town deserves that. We've got ideas worth backing. Projects worth showcasing. And a city that can inspire the world, not just tourists.



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Let's ask ourselves...

WHAT IF WE SHOWED UP?

What if the Greater Cape Town had a pavilion — like so many other cities?

What if we pitched our vision to the world's top investors, planners, and media?

It's not just about exposure. It's about agency.

BECAUSE WHEN WE'RE NOT IN THE ROOM, WE DON'T JUST MISS OPPORTUNITIES — WE MISS THE CHANCE TO LEAD.



GREATER CAPE TOWN

CONFIDENT
COLLABORATIVE
READY

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imagine a home.