

# [ AUSTRIA ]

MIPIM, 11-14 MARCH 2025 ▶ STAND NO. R7.E2, ESPACE RIVIERA

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## MIPIM 2025: New Year. New Opportunities.

**Cannes (3.3.2025):** MIPIM, the leading international trade fair for commercial real estate and location marketing, takes place in Cannes from 11 to 14 March 2025 and is regarded as the trend barometer of the international real estate markets. No other real estate platform reflects the market so clearly and distinctly – and provides the industry with important momentum, especially in challenging times.

Ongoing political and economic difficulties on the global markets will continue to keep the international real estate community under pressure in 2025. The cautiously positive expectations at the end of 2024 give the industry more confidence than before, but the market is not yet ready for any concrete forecasts. The current situation in the international real estate world therefore remains very tense. The general tenor is still to wait and see and to prepare for the coming years with a good starting position. As a catalyst for concrete solutions, a moderator for top-class dialogue and a platform for the presentation of global developments, MIPIM is once again an excellent partner – and indeed has been for 35 years now.

**With harbour and globalisation topics.** The industry therefore once again looks with great interest at the largest real estate trade fair, which presents itself in a very contemporary and self-confident manner this year, above all with changes in organisation and content. For example, the harbour will become part of the exhibition grounds for the first time – bringing a very interesting dynamic to the trade fair. *Gerda Zauner*, Managing Partner pia.pink and, together with her partner *Birgit Oberwalder*, not only a main exhibitor since the beginning, but also responsible for the overall concept and implementation of the AUSTRIA pavilions at MIPIM and Expo Real: “MIPIM has been captivating for decades with its location by the sea, among other things. The traditional ‘Palais des Festivals’ and the boats in the harbour, that was and still is a combination that works in the trade fair scene – with a bit of glamour.” Zauner emphasises: “Now you no longer have to choose between exhibition stand or boat. Both support top-class dialogue and that’s what exhibitors and visitors ultimately expect.” Another new aspect is that the MIPIM sees itself more as a global platform for learning, innovation and collaboration than a marketplace for the real estate industry in the future. It will actively support the dialogue between business and politics – as can be seen from the top-class conference programme – and thus promote the implementation of joint ideas and goals. Never before has the number of political players been so high. RX France sends out a strong signal here and also assumes responsibility to a certain extent – with a clear focus on globalisation.

**AUSTRIA pavilion location with a view.** For the real estate marketing agency pia.pink Werbung & Kommunikation, the MIPIM representative Austria and organiser of the AUSTRIA Pavilion for more than 20 years, the organisational changes reflect the times. The connection between the exhibition grounds and the harbour is a benefit for exhibitors and visitors. Unnecessary routes and access barriers have been eliminated, and the entire exhibition area has been enlarged.

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“The location of the AUSTRIA Pavilion is one of the best in the Palais des Festivals, with a view of the harbour. Our stand can now be reached quickly from the boats, which in a certain sense were already part of the exhibition in the past. The flow of visitors to the Austrian stand has thus been optimised. Our partners will be delighted,” says *Gerda Zauner*.

In summary, it is an excellent starting point for an event that will not only provide an update on the international real estate markets, but where the outlook beyond European borders will play a more important role this year than ever before. Gerda Zauner comments: “In line with the economic and political situation, we are all called upon to work together to present Austria as a real estate location in the best possible light. The strong presence of Austrian players at this year’s MIPIM underlines this claim. We have the important Austrian players on board again this year.”

This year, 20 companies are represented as exhibitors in the AUSTRIA Pavilion in the Riviera Hall (stand number R7.E2). MIPIM is a fixture for long-standing exhibitors such as **Vienna Airport, S + B Group, Die Presse Verlagsgesellschaft, Erste Group, EHL, Gropius, JPI Hospitality Advisory, Otto Immobilien, Renovum Projektentwicklung** and the **City of St. Pölten**. Newcomers from last year such as **Baumschlager Eberle** with its project company **2226, CREE Buildings, OE Real Estate** and **Zoechling RE** will be back again. New exhibitors in the AUSTRIA Pavilion this year are **Buwog Group, Climcycle, Nxt Value One, Urbanek Law & Real Estate** and **Walter Real Estate**.

“After an exceptionally strong Expo Real last October, we are certain that MIPIM will once again prove to be the kick-off event for the international real estate world,” says *Gerda Zauner*, summing up the successful pia.pink concept. “We are working very closely with the organiser, RX France, to provide our exhibitors with the best possible support for their trade fair appearance in preparation for and during the fair.” The entire industry is therefore looking forward to Cannes, where the trend barometer is activated.

For pia.pink, the AUSTRIA pavilions are more than just two projects in the agency’s portfolio. “It’s important to us not only to keep these platforms consistently successful, but also to make them as interesting and ultimately as efficient as possible for the exhibitors, their partners and visitors. This often requires flexibility, but also the courage to take risks,” *Oberwalder and Zauner* sum up their great passion for these two established and very successful AUSTRIA pavilions at MIPIM and Expo Real. **Find out more at [oesterreichstand.at](https://oesterreichstand.at)!**

MIPIM, 11-14 March 2025, Palais des Festivals, Cannes

EXPO REAL, 6-8 October 2025, Messe München

MAPIC, 4-6 November 2025, Palais des Festivals, Cannes

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## EXHIBITORS AT THE AUSTRIA 2025 STAND

2226® GMBH  
BAUMSCHLAGER EBERLE ARCHITEKTEN GMBH  
BUWOG GROUP AG  
CREE BUILDINGS GMBH  
CLIMCYCLE  
DIE PRESSE VERLAGSGESELLSCHAFT GMBH&CO KG  
EHL IMMOBILIEN GMBH  
ERSTE GROUP BANK AG  
GROPYUS AG  
IMMOBILIEN MAGAZIN  
JPI HOSPITALITY ADVISORY GMBH  
NXT VALUE ONE GMBH  
OE REAL ESTATE  
OTTO IMMOBILIEN GMBH  
RENOVUM PROJEKT GMBH  
S+B GRUPPE AG  
STADT ST. PÖLTEN / WIRTSCHAFTSSERVICE ECOPOINT  
URBANEK LAW & REAL ESTATE  
VIENNA AIRPORT  
WALTER REAL ESTATE GMBH  
ZÖCHLING RE GMBH

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