



Presentation of the Brussels delegation's flagship projects at MIPIM 2019 in Cannes

At the next edition of MIPIM in Cannes (France) from 12 to 15 March, the Brussels-Capital Region will showcase its major achievements and projects in territorial development, its mechanisms to support investments in sustainable construction and a series of flagship initiatives in the field of transitional urban planning. These themes will be addressed by several regional institutions and various private sector experts during a programme under the aegis of the Minister-President of the Brussels-Capital Region, Rudi VERVOORT, and the Secretary of State for Foreign Trade of the Brussels-Capital Region, Cécile JODOGNE.

The Brussels-Capital Region has long been present at MIPIM. Since 2015 it has co-organised a "Belgium" Pavilion (www.surrealestate.be) with Wallonia and Flanders, which ensures increased visibility for the three Belgian regions. For Rudi VERVOORT, "as the Belgian and European capital, as an international metropolis, Brussels must be present at this essential professional meeting of the real estate sector. To defend its status, to keep up with the latest developments in the private sector and in other major cities, to showcase its ambitions, to promote its talents, to showcase its innovative projects. Brussels aims to set an example both in terms of the rational use of available space and the innovation of urban use. For example, by developing temporary occupations designed as laboratories for new ways of imagining the city."

Wednesday 13 March

11:00 – Brussels, a city of sustainable and profitable investments

hub.brussels is organising a conference entitled "Brussels, a city of sustainable and profitable investments" which will be opened by Cécile JODOGNE. As green city and world leader of sustainable building, Brussels offers several attractive mechanisms for investment. A panel of private sector experts will present the economic (Aurore de Montjoye, Deputy Head of Real Estate Finance Belgium, Real Estate Finance BNP Paribas), tax (Thierry Afschrift, Senior Partner Afschrift Law Firm) and architectural (Xavier Callens, CDO B2Ai) aspects of sustainable real estate in the Brussels-Capital Region, as well as some of its "success stories" (Kris Verhellen, CEO Extensa).

More information:

<https://www.surrealestate.be/brussels-sustainable-and-profitable-investments/>

Thursday 14 March

8:45 - The Region in motion: achievements and projects in Brussels

At the traditional “Breakfast in Brussels”, which brings together several hundred real estate professionals from all walks of life, from the public and private sectors, **Rudi VERVOORT will present Brussels' main achievements since 2014, as well as the main opportunities for the private sector that will be coming up during 2019.** Among these will be the launch of the ambitious [Kanal – Centre Pompidou](#) construction and - in the company of Jean-Paul Philippot, the managing director of RTBF (the French-speaking Belgian public broadcaster) - the development of the [mediapark.brussels](#) creative district, whose objectives were presented at MIPIM 2018.

More information:

<https://www.surrealestate.be/breakfast-in-brussels/>

9:45 - The agile Region: the temporary occupation in Brussels

Following "Breakfast in Brussels", several regional public bodies and a private real estate operator will explain how the Brussels-Capital Region is firmly in line with the current trend of transitional urban planning and will present some key achievements.

- [See U](#) is the transitional occupation beginning this spring on some 25,000m² of the 48,000m² of **a former barracks which will be renovated into a mixed neighbourhood (housing, academic activities, facilities, etc.) as part of the [Usquare.brussels](#) project.** This operation will be presented by Gilles DELFORGE, the managing of the Urban Development Corporation (sau-msi.brussels).
- The CEO of citydev.brussels, Benjamin Cadranel, will discuss the infinite possibilities of temporary use that can be envisaged for buildings and land that are under development: an option that is resolutely beneficial for the socio-economic and cultural development of Brussels but which, in practice, can prove to be full of surprises...
- Isabelle GRIPPA, director of hub.brussels, will focus on the **commercial real estate sector**, because after three years of research and development, her organisation is preparing to **move up a gear: the development of a real commercial incubation network that, beyond the simple pop-up store phenomenon, combines temporary occupation and the support of an economic**, fundamentally urban and local dynamic.
- Cédric MALI, Chief Commercial Officer of Befimmo, will end the round table with [Lab North](#), **a Brussels example of a transitional occupation led by the private sector (Up4North association).**

During this session, the Region's vision for this domain will be presented by:

- Tom SANDERS, director of the Territorial Strategy Department of perspective.brussels, who will discuss the growing importance of temporary occupation as an element of

territorial strategy and present **Brussels' practical guide that highlights the conditions that will allow this tool to be an added value for the city, its citizens and its users.**

- Bety WAKNINE, director of urban.brussels, who will explain that "one of the main issues underlying the preparatory work for the **new laws implementing the Brussels Code on Spatial Planning (CoBAT)**, is the optimal use of existing buildings in Brussels from a sustainable perspective: when architecture meets the circular economy." She will clarify "How and why it is imperative to offer properties awaiting final urban planning permits a quality life and temporary occupation."
- Kristiaan BORRET, Chief architect of the Brussels-Capital Region, who will address **the essential criteria for a quality transitional city.**

The morning will be rounded off by Cécile JODOGNE.

More information here:

<https://www.surrealestate.be/brussels-conference-2019/>

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