



MIPIM: 10-14 March 2025 - Palais des Festivals, Cannes

MIPIM's inaugural Challengers programme returns to shape the future of urban spaces



Image: M. FOGLI / IMAGE&CO

MIPIM announces its second Challengers initiative to empower young built environment professionals

Adina David, founder of Ladies in Real Estate, becomes a patron for 2025 Challengers cohort

London, 12 September 2024. MIPIM, the global urban festival, has launched its second *MIPIM Challengers* initiative, encouraging built environment professionals aged 30 and under to bring fresh ideas and new perspectives to the industry. Sixteen challengers, selected through an essay contest, will be invited to present their ideas to key real estate leaders at MIPIM 2025 in Cannes.

To apply for MIPIM Challengers programme, candidates are required to submit a 600-word essay in English, addressing the main question:

"What is one disruptive idea or experiment in your field (e.g., architecture, construction, real estate, urban planning) that could significantly improve urbanisation but has been overlooked?"

A panel of real estate experts will select 16 essays that exhibit:

- clear understanding of the urbanisation problem
- originality
- global perspective
- critical thinking
- references supporting the argument (e.g. quotes from open sources or industry experts)



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16 MIPIM Challengers will be invited to attend MIPIM's full conference and events programme, which takes place on 11-14 March 2025 in Cannes, France.

The first MIPIM Challengers initiative was introduced in 2023 and attracted over 150 submissions from 20 countries including Mauritius, South Africa and USA.

The 2024 Challengers cohort formed the first part of the MIPIM Challengers Network, which now acts as an ongoing forum for Challengers to stay in touch, build valuable long-term connections, and support future generations of built environment trailblazers. This growing community was further strengthened by a networking event in London, with the 2024 cohort returning to MIPIM 2025, where a dedicated networking session for young professionals will take place on Thursday, providing a platform for collaboration and innovation within the industry.

Nicolas Kozubek, MIPIM Director, said:

"Our first 2024 Challengers programme highlighted just how vital young voices are for bringing diversity and fresh perspectives to the real estate conversation. MIPIM Challengers is back in 2025 to empower young disruptors with bold ideas in architecture, construction, urban planning, and beyond—ideas that could reshape urbanisation but have been overlooked for too long.

I'm thrilled to connect these rising stars with global property leaders at MIPIM, offering them a chance to learn from top political figures, investors, and industry experts."

The MIPIM Challengers initiative provided a powerful platform for growth and recognition of young built environment professionals' careers. Rachel Munro, Senior Associate at Shoosmiths, was nominated for Inspiring Women in Property, and architect Federica Sanchez from Lombardini22 gained major visibility for her neuroscience work.

About MIPIM Challengers

To qualify for the Challengers initiative, participants must be employed in the built environment sector, be under the age of 31 as of 30 March 2025, and have not attended MIPIM in the last three years. Essay answers must be in English.

MIPIM will provide a delegate pass and accommodation for all selected Challengers. Participants are required to attend a series of informative webinars scheduled between January and March. Each webinar, lasting between 30 to 45 minutes, will provide crucial insights, key information, and relevant content to empower and prepare our Challengers for their impactful journey at MIPIM.

This year, Adina David, founder of Ladies in Real Estate, one of the largest international networks for women in the industry, will become a patron for 2025 Challengers cohort, while UNESCO Ambassador Guila-Clara Kessous will conduct a coaching session for the participants.



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At MIPIM, Challengers will participate in a conference session where they will be able to present ideas directly to leaders of property's biggest companies.

Submissions are open on MIPIM [website](#) till 25 October 2024.
The winners will be announced in December.

MIPIM is the world's premier real estate event that gathers the most influential players from all sectors of the international property industry. Over 20,000 delegates representing 90 countries attended MIPIM 2024, including 70% of the world's top 100 investment managers, managing over €4 trillion of assets.

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

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