

Local contingent promotes Nevada at MIPIM conference

The MIPIM conference was held in Cannes, France March 13-16 2018 at the Palais Des Festivals. The annual event is aimed at bringing together the international real estate community with investors, developers and industry leaders for networking, learning and business.

A handful of Silver State REALTORS® served as representatives, promoting Nevada in the National Association of REALTORS® Pavilion. The contingent was comprised of: Greg Martin (past Nevada REALTORS® President), Doug McIntyre (Reno-Sparks Association of REALTORS® President), Tamara Tyrbouslu (2017 Greater Las Vegas Association of REALTORS® Global Business Committee Chair; 2018 Nevada REALTORS® Global Vice Chair), Graeme Latta (2018 GLVAR Global Business Committee Chair), Tiffany Shapouri (2018 GLVAR Global Business Committee Vice-Chair), Jennifer Ott (President Elect for Southern NV CCIM Chapter), Teresa McKee (Nevada REALTORS® CEO), Wendy DiVecchio (GLVAR CEO) and Diane Brown (Nevada REALTORS® Treasurer and 2017 Global Chair). 2018 marked the third-consecutive year Nevada REALTORS® were represented in NAR's MIPIM Pavilion.

Some Nevada members arrived in France a few days early to adjust to the time zone change. Tamara set up a property tour with Kirkor Ajderhanyan (owner of Promenade International Real Estate in Nice, France and 2017 International President of FIABCI) for an educational experience on the region. Kirkor and his team embraced our contingent as family while we learned about Nice & viewed several high-end waterfront properties, which we would've all loved to have called our own. To complete our tour, we enjoyed a meal together to discuss the future of real estate and the importance of international connectivity. Our conver-



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sations were informative and thought provoking and helped us prepare our mindset for MIPIM where 26,000 attendees from more than 100 countries gathered for this year's conference.

The theme for MIPIM 2018 was Mapping World Urbanity, which included innovation, prop tech and data. Tech is an enabler. Many of the sessions spoke of how data can help cities, builders, and designers predict and reinvent the designs of urban areas for the future. The desire to build alliances between cities and businesses to shape greener and economically workable developments in urban areas is one aspect. Another is how cities will adapt to growing environmental pressures, transportation systems and how offices will adapt to the tech effect of a younger generation of workers' needs. Some areas still need improved innovation, but others that focus on autonomous vehicles and Hyperloop transportation systems are already evolving in our lives today. The ability of major cities to be flexible and willing to accommodate change, will decide if they will be successful as cities of the future. Data collection, cultural factors, disrupters of data, following apps and their interpretation of data analysis will shape our future urban environments.

At the wrap-up session, it was surmised that many traditional property investors were trending toward capital investments in the next 24 months.

Our Nevada team informed hundreds of attendees about the opportunities Nevada provides when investing in

our state. We used "app data room" to forward specific information from our state and our available projects as well as capturing emails. Our individual team members' experiences varied as they attended different presentations on market trends, leading-edge technologies and developments from across the globe. Many attendees expressed that they were very happy to see so many people from the United States present at this 29th MIPIM event, typically there are less than 500.

Our team's mission was to educate direct foreign investors on the wealth of opportunities in Nevada. It takes years to build relationships and confidence. Global networking events and expos lead to business transactions and referrals; typically it is not an overnight effect. It takes time. The REALTORS® who benefit most from our global business team's work of the past three years may not even be licensed yet. Our members had a minimum of eight (1-on-1) private meetings with potential investors, encouraging them to expand their projects and portfolios to Nevada. We have gained significant momentum in exposing Nevada's business opportunities at the premier international real estate market.

Our next goal is to be a presenter at the MIPIM conference, which would give Nevada even more exposure. For special rates and to participate in MIPIM 2019 (March 12th-19th) during the 30-year anniversary, contact your Global Business Committee Chair or NAR Global - <https://www.nar.realtor/global/global-meetings-and-events>

To build your global business, check the following websites for programs and conferences that may interest you:

- www.nar.realtor/global
- nvar.org/Global.aspx

Tamara Tyrbouslu, another Nevada REALTORS® Global Business Committee member also contributed to this article.