

Tuesday, March 15, 2022

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Málaga will be represented again at MIPIM, the largest international real estate investment exhibition, with a focus on its candidature to Expo 2027

Málaga City will have a stand at the Spanish Pavilion together with various Spanish institutions and businesses with the purpose of promoting its suitability to host new projects and attract proposals looking for a location to develop.

The Town Council, through a Commission of the Local Town Planning, Buildings and Infrastructures Management Body and Promálaga's Investor's Bureau will be present in MIPIM (Marché International des Professionnels de l'Immobilier) since today, proposing Málaga's candidature to Expo 2027 as its main objective. The largest international real estate investment exhibition is held from 15 to 18 March at the Palais des Festivals de Cannes, bringing together 100 participating countries, over 3,300 exhibiting businesses and over 5,000 investors from all over the world to the French city.



In addition to presenting the investment opportunities of the city, Málaga will particularly focus on promoting its candidature to host an international exhibition in 2027, which was previously presented by the Spanish Government on 26 January at the Bureau International des Expositions (BIE). The Town Council began to work in this initiative known as "The Urban Era: Towards the Sustainable City" in 2019.

The theme of the exhibition will encourage a reflection upon the main challenges of our society in the middle and long terms, i.e., the alignment of population growth and town development at the same time as the protection of the environment and the adoption of solutions to ensure the quality of life of city residents. The theme of choice is closely related with the Sustainable Development Goals of the United Nations for 2030, allowing an exchange of knowledge, experience and innovative solutions.

The information on the theme, location, post-exhibition practices and the latest news on the project are available to the public on <https://expo2027.malaga.eu/es/> [<https://expo2027.malaga.eu/es/>] and in the project's social media official profiles that are accessible through the above web page.

BUSINESS DEVELOPMENT AND NEW AREAS OF OPPORTUNITY

The Málaga Commission will be present at the Spanish Pavilion, together with various Spanish institutions and businesses with the purpose of promoting its suitability to host new projects and attract proposals.

A comprehensive schedule of technical meetings with investors, businesses, real estate consultancies, institution representatives and architect teams amongst others, will be drawn up. The purpose is to offer as much information as possible on the main areas of opportunity of the city that present highly attractive to investors in the real estate, production, commercial and hotel industries, with the aim of creating new urban centres and state-of-the-art architectural hubs. To support this, a new interactive app has been presented which highlights the main areas of opportunity of PGOU (General Town Planning). Meetings will also be held with potential investors, offering soft-landing services as well as cooperation opportunities with local companies. Some of the objectives of this initiative are boosting the visibility of Malaga's businesses, promoting their internationalisation and targeting investors for the most strategic areas of development of the city.

