Real Belgium

smart cities,
smart people

Partnership opportunities

16–19 March 2027 | Palais des Festivals, Cannes

Connect. Showcase. Experience REAL Belgium at MIPIM.

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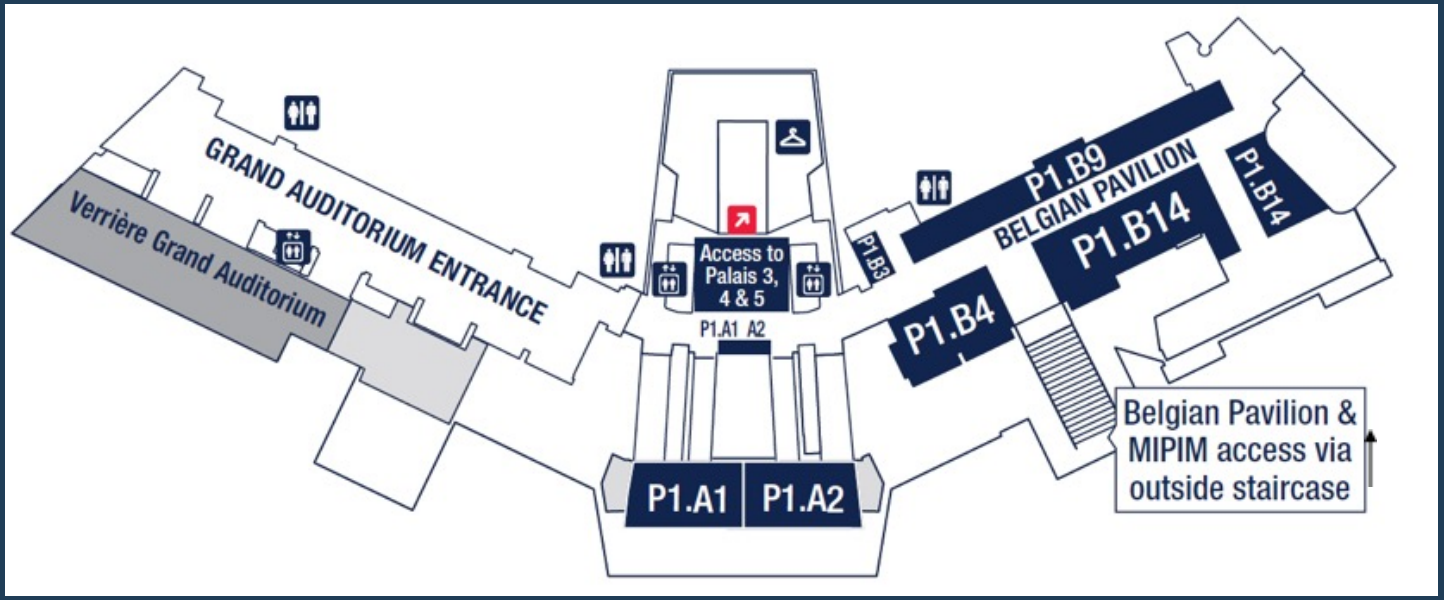
REAL BELGIUM

REAL Belgium is the Belgian Pavilion at MIPIM. More than a stand, it’s a meeting place where real estate meets the authentic spirit of Belgium, bringing business, networking and hospitality together to build meaningful connections and offer a truly Belgian experience.

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BELGIAN PAVILION

- Belgian companies: 186
- Belgian affiliates: 487
- Square meters: 500m^2





CHOOSE THE LEVEL OF VISIBILITY THAT FITS YOUR OBJECTIVES

PARTNER

€ 800 fee

per person

Access-focused

Individual participation, without visibility

SUPPORTING

€ 3.900 fee

per company

Visibility + networking

Basic brand visibility and networking

BUSINESS

€ 7.900 fee

per company

Meetings + visibility

Additional tickets, invitations and a dedicated meeting table

EXHIBITING

€ 7.900 fee + booth

Per company

Showcase

Companies wishing to showcase their products or services from their own booth

PREMIUM

€ 15.900 fee

per company

Headline presence

Maximum visibility and exclusive partnership benefits

PREMIUM PARTNER

21.900 € ex. VAT per company

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PRACTICAL OPTIONS FOR COMPANIES BUILDING RELATIONSHIPS

SUPPORTING PARTNER



€ 3.900

Visibility and access

- Logo on the pavilion Partner Wall, website, newsletter and LinkedIn
- Access to partner breakfast
- Up to 3 reduced-price MIPIM tickets at €1.260 each
- 3 invitations to Belgian Cocktail Night

BUSINESS PARTNER



€ 7.900

Visibility plus a place to meet

- All core Supporting visibility benefits
- 1 free MIPIM ticket + up to 5 reduced-price tickets at €1.260 each
- Dedicated meeting table with screen
- 5 invitations to Belgian Cocktail Night and 10 RealTalks invitations

Choose Supporting for presence; choose Business when you want to host meetings on site.

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OPTIONS FOR COMPANIES WITH EXTRA VISIBILITY

EXHIBITING PARTNER



€ 7.900 + booth

Visibility plus a place to meet with your own booth

- All core Business visibility benefits
- 4 entrance tickets included in the price of the both

The details for a personal booth of 10 m^2:

- €892/m^2 floor rental price (Rx) x 10 = €8,920
- €709/m^2 for graphic design, setup, dismantling, and transport of their stand x 10 = €7,090
- €4.500 per company for registration fees (Rx Global fees) – includes Digital Services Pack and 4 free accreditations

PREMIUM PARTNER



€ 15.900

Own the spotlight!

- 4 free MIPIM tickets, plus up to 6 reduced-price tickets
- 20 invitations to Belgian Cocktail Night
- 20 invitations to REAL BELGIUM TALKS
- Main-partner at Cocktail Night
- Branding on pavilion arch, BeTalks, rooftop and partner wristband
- Unlimited reduced-price MIPIM tickets at €1.260 each

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ACCREDITATIONS

BELGIAN PAVILLION AFFILIATES

Early Bird 1	**€1.260**	Trough Belgian Pavilion Until 15 February 2027
Early Bird 2	**€1.370**	Trough Belgian Pavilion Until 4 March 2027
Standard rate	**€2.125**	Trough Belgian Pavilion From 5 March 2027

MIPIM VISITORS

Startup Pass	**€1.260**	Through MIPIM website
Early bird non-affiliate rate	**€2.125**	Through MIPIM website (until 19/11/2026)
1 Day Pass	**€1.500**	Through MIPIM website

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WHAT EACH PACKAGE UNLOCKS

BENEFIT	PARTNER 800 €	SUPPORTING 3.900 €	BUSINESS 7.900 €	EXHIBITING 7.900 € + booth cost	PREMIUM 15.900 €
Reduced-price MIPIM tickets at €1.260 each	1 per person	Max 3	Max 4	Max 5	Unlimited
Free MIPIM tickets	—	—	1	4	4
Partner Wall + digital logo **Corporate movie**	— —	**Yes** —	**Yes** **Yes**	**Yes** **Yes**	**Yes** **Yes**
Cocktail Night access	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**
	1 per affiliate	1 per affiliate + 3 invitations	1 per affiliate + 5 invitations	1 per affiliate + 10 invitations	Main partner + 20 invitations
Meeting table + screen	—	—	**Yes**	Yes	Yes
Dedicated booth (min 10 m^2)	—	—	—	**Yes**	—
Premium pavilion / event branding	—	—	—	—	**Yes**
REALTalks access	1 per affiliate	1 per affiliate	1 per affiliate + 10 invitations	1 per affiliate + 10 invitations	1 per affiliate Content Owner 20 invitations

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BELGIAN HOSPITALITY AGENDA

TUESDAY, 16:00

REAL BELGIUM TALKS & CONFERENCES

Expert perspectives on the trends shaping real estate.
Access by invitation through Belgian partners.



TUESDAY EVENING

BELGIAN COCKTAIL NIGHT

The pavilion's flagship networking moment for partners and invited guests.



WEDNESDAY MORNING

REAL BELGIUM BREAKFAST

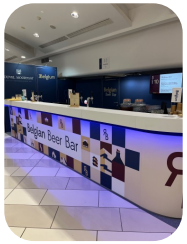
A partner-focused breakfast for informal conversations and new connections.



EVERY DAY

REAL BELGIUM BEER BAR

A distinctive hospitality partnership that puts Belgian beer culture at the heart of the pavilion.



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Welcome to Wallonia
The place to be


2 à 24
nextensa·
nextensa·
PLACES
YOU PREFER


Wallonia.be
Proud Partners
Belgian Pavilion






ARCADIS




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AWARDS


eightyseven
87


Belgium
ARCADIS
interalu
FLYINGC


DUVEL MOORTGAT
Belgium


extensa


Real Belgium


ARCADIS
LNG
Interparking
interalu


ARCADIS
bopro
BVI EU
eightyseven
Flamelusion
GRE LIEGE
idea
IMMOGRA
RE... DEFINING PLACES
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Real Belgium

smart cities,
smart people

REAL BELGIUM | A shared platform for Belgian business, connections and hospitality.

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