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# MONACO INTERNATIONAL LUXURY PROPERTY EXPO 2019

The world's central B2C exhibition for  
upscale international real estate

Venue:



• over **1,000**  
properties

• more than **200** developers  
from **80** countries

• **1,000** direct  
prospects from  
**25** countries

• a total exhibition area  
of **12,000** sqm



## EXHIBITORS

The global exhibition on high-end real estate will bring together upmarket property developers, real estate companies, and government agencies from 80 countries.



The exhibition will showcase properties valued from **€500,000** to **€50** mln.

## THE EXHIBITION WILL FEATURE



**RESIDENTIAL  
REAL ESTATE**  
(urban and resort properties)



**COMMERCIAL  
REAL ESTATE**  
(hospitality, office,  
and retail properties)



**INCOME-GENERATING  
REAL ESTATE**  
(rental, investment properties)

80  
COUNTRIES

- **EUROPE:**  
Great Britain, France, Italy, Spain, Portugal, Germany, Austria, and others
- **ASIA:**  
Thailand, Philippines, Malaysia, Singapore, and more
- **ISLAND REAL ESTATE:**  
The Caribbean, Hawaii, Canary Islands, Maldives, French Polynesia, and more
- **MIDDLE EAST:**  
UAE, Turkey, Egypt, Jordan

The exhibition will feature properties located in all areas that are attractive to investors.



# MILP 2019

will be attended by  
1,000 private investors,  
representing a  
combined net worth  
of **€15** billion to  
**€20** billion.

## — B2C ATTENDEES —

- Powerful and influential leaders listed among the **Forbes 100** from **15** countries;
- Owners of major banks, hotel chains, industrial and other companies from **15** countries;
- Senior Executives from global industries featured in the Fortune **500**;
- Investors and CEOs of the ground-breaking IT start-ups; and
- Investors from throughout the European Union.

## OVERVIEW OF MILP ATTENDEES BY COUNTRY

The exhibition will be attended by **1,000**  
investors from across the globe:

**30-35%**

OF THESE VISITORS INCLUDE WEALTHY FOREIGN TRAVELLERS AND HOLIDAY-MAKERS WHO WILL BE STAYING ON THE CÔTE D'AZUR AT THE TIME OF THE EXHIBITION

The MILP Expo will be held during the peak season, and overlap with many other high-profile events attended by HNWIs, including the renowned Cannes Film Festival, the historic Grand Prix Monaco, La Fête du Rosé, and other events. Mid-May marks the start of high season in Monaco and the Côte d'Azur, when international property owners return to their summer residences on the Côte d'Azur. All these factors guarantee the attendance of international HNWIs. We have rolled out a massive campaign in the Côte d'Azur aimed at attracting visitors to the Expo.



**25-30%**

OF VISITORS COME FROM THE CIS, INCLUDING RUSSIA, AZERBAIJAN, KAZAKHSTAN, UKRAINE, BELARUS, AND OTHER COUNTRIES

We send personal invitations to visitors from the CIS and via our partners, including banking concierge services, luxury brands, and premium car dealerships. With IELPE events held in the CIS twice a year, we have collected the most comprehensive local investor database in the region. HNWIs from CIS countries favour Monaco as a holiday destination, and come to the Principality to choose a property at the exhibition, then spend a relaxing weekend in one of the world's most celebrated resorts.

**15-20%**

OF VISITORS COME FROM THE EU AND WESTERN COUNTRIES

The EU is a fully developed market with high purchasing power. Analytical reports show that the Europeans tend to invest in real estate, buy second homes, summer residences and income-producing properties. We invite European investors to the Expo personally as well as via our partners and a precisely targeted campaign.

**15-20%**

OF VISITORS COME FROM INDIA

With the Indian real estate market stagnating, local HNWIs are investing in property overseas. We rely on our extensive partner network to draw wealthy Indians to our annual IELPE events in that country, which have seen growing interest among local private investors.

**5-10%**

OF VISITORS COME FROM CHINA

China is the world's largest source country of investment in real estate. We use our local partners, including real estate agents, to attract the country's major investors to the event.

**10-15%**

OF VISITORS COME FROM OTHER COUNTRIES

We use a large-scale advertising campaign and work with leading global media to promote the exhibition among investors. Our partners also include governments and top-tier real estate agencies from around the globe.

## HOW WE PROMOTE OUR EVENT

1

### • A Large-Scale Advertising Campaign

Announcements in major international printed and digital media, on specialized radio stations and TV channels, and on the Internet.

2

### • VIP Invitations

Our VIP clients are offered personalized invitations, which include admission to the exhibition and Gala Party, as well as accommodation at a 5-star hotel. A party at the Hôtel de Paris® Monte-Carlo, Monaco's most gorgeous hotel, will be attended by high net worth individuals from around the globe.

3

### • Partners' Guests

Our partners - private banks, concierge services, upmarket car brands, and luxury brand ambassadors from 15 countries - invite their customers to the event.

4

### • Insider Promotion

We also use agents inside the business and political communities to attract high-profile B2C visitors.

5

### • Concierge Service

Managers of the IELPE Concierge Service communicate with clients directly. Our Concierge Service owns a large global client database.



## OUR REGULAR MEDIA PARTNERS INCLUDE:

**Forbes**

**The New York Times**

**EMIRATES  
24|7**

  
**Коммерсантъ**

**THE TIMES OF INDIA**

**PARIS  
MILP**

## BENEFITS OF EXHIBITING **MILP EXPO 2019**



Meet property  
investors in person



Reach out to your target  
audience



Enjoy the assistance of the IELPE  
Concierge Service in arranging  
appointments with prospective  
investors seeking to buy real  
estate in your region



Enhance your brand's  
reputation by taking part in the  
world's largest exhibition for luxury  
real estate

## OUR REGULAR EXHIBITORS INCLUDE:





# MILP EXPO 2019 FLOOR PLAN

9  
levels

**Indigo**  
USA, Canada, Australia,  
Caribbean and other countries

**Genois**  
Greece, Israel, Croatia,  
Montenegro

**Guelfe**  
Germany, Austria, Switzerland

**Ravel**  
France, Monaco, Italy, Spain, UK, Portugal, Malta,  
Cyprus and other countries. Sponsors

**Main Entrance**  
Reception

**Diaghilev**  
Thailand, Singapore,  
Hong Kong and other  
countries

**The Grande  
Verriere**  
USA, Canada, Australia,  
Caribbean and other countries

Salles Camille Blanc

Salles des Princes (Balcon)

A total  
exhibition area of  
**12,000**

**Salles de  
Commissions**  
UAE, Turkey, Middle East  
and other countries

Forêt des Aulnayes

Salles Prince Pierre

Salles des Princes (Terrasse)

5  
halls

The world's largest B2C exhibition for upscale international real estate.



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