

BMP ENDS TODAY ITS 22ND EDITION AND ANOUNCES THAT ITS NEXT MEETING WILL BE HELD ON AUTUMN 2019

BARCELONA MEETING POINT 2018 HAS CLOSED ITS MOST SOCIALLY-CONCERNED EDITION

- Barcelona Meeting Point 2018 has been visited by 16,663 registered visitors surpassing last year's ones by a 5%
- A 29.8% of BMP 2018 visitors have the intention of renting an apartment in the following months while approximately a 17.2% want to buy a property.
- A 69.5% of the Barcelona Meeting Point visitors were between 33 and 55 years old, 60.3% of them are men and 39.7% are women
- A 91% of the registered visitors would recommend a friend to visit BMP and a 53.9% has visited the exhibition for the first time this year

Barcelona, 28th of October of 2018. – Barcelona Meeting Point, organized by the **ConSORCI de la Zona Franca de Barcelona**, has closed today its 22nd edition with a new success of visitors and sales. **Pere Navarro**, Special Delegate of the State at the Consorci de la Zona Franca de Barcelona and President of Barcelona Meeting Point has pointed out that ***“this year we are celebrating a Barcelona Meeting Point that is more socially-concerned and that is the line that we want to boost in the future. Our valuation is very positive. We are proud of the work done because we have received more than 16,600 visitors and we are aware of most of the participating companies’ satisfaction”***. Navarro has added that ***“BMP has favored the relationship and has boosted the cooperation among the different actors implied in the real estate sector that we understand that is the best mechanism to solve the problems that the industry has nowadays. We want to boost a real estate industry at the people’s service, especial of the young people that see how access to housing is a real burden to build their life’s option”***.

The Special Delegate of the State at the Consorci de la Zona Franca of Barcelona and President of BMP has also recalled that ***“this year, our conference’s program has also included a meeting with the WIRES -Women in Real Estate Spain- Association to revendicate the equality of professional opportunities for men and women since, unfortunately, nowadays we are far away from the compulsory parity and very few women have managing positions in the real estate sector”.***

EXHIBITION FIGURES

• Registered visitors	+16,663
• Participating companies	280
• Participating countries	21
• Symposium speakers	85
• Symposium sessions	24
• Local registered journalists	239
• International registered journalists	21

BMP 2018 VISITORS’ FACTOS

Visitors’ profile:

- **60.3%** men and **39.7%** women.
- **20 to 34** years old visitors: **19.5%**
- **35 to 44** years old visitors **22.2%**
- **45 to 56** years old visitors: **47.3%**
- **57 to 65** years old visitors: **7.9%**
- **65** years old and onwards visitors: **3.1%**
- **A 53.9%** of the visitors come to BMP for the first time
- **A 46,1%** of the visitors had been to BMP before
- **A 91%** of the visitors would recomment to visit BMP to a friend

Reasons for visiting BMP 2018:

- To buy a property: **17.2%**.
- To rent a property: **29.8%**
- To look for financing: **7.3%**.
- To learn about the latest trends and innovations **20.3%**.
- Industry’s information: **11.6%**.

- To sell a property: **4%**
- Other reasons: **9,8%**.

Among the visitors that want to buy or rent:

- **A 60.4%** is looking for a main residence.
- **An 18.3%** is looking for a second residence.
- **An 8.6%** is looking for a space to carry out an economic activity (office, premise, shop, warehouse).
- **A 6.1%** is looking for a **parking lot**.
- **A 5.8%** is looking for a storage room.
- **A 0,8%** is looking for another real estate product.

BMP aligns itself with the new technologies

BMP 2018 has also carried out in the present edition a great work to bring over the latest in innovation and real estate trends with the creation of an area where more than 50 startups have participated. In this area, the exhibition visitors have been able to get to know first-hand emerging real estate financing services, technologies to make cities and buildings more efficient, energetic efficiency solutions and new building formulas, marketplaces and technologies that are facilitating new ways of living. In this sense, Pere Navarro has assured that ***“connecting the real estate sector with the new technologies is not just an option but an urgent need to achieve a much more sustainable sector, respectful of the environment. The latest in innovation and real estate trends has been present at BMP”***.

First Exhibition Acceleration Program

Barcelona Meeting Point is the first real estate exhibition in Europe that has created an acceleration program aimed to startups. The ten best startups that have participated in the **Startup Connection Hub** will participate in the “BMP Accelerator Program” that lasts six months. This real estate accelerator will provide the tools to identify, develop and create market opportunities, provide methods that enable the internationalization of these business initiatives, to boost startups investment and to increase networking with potential corporate partners. This acceleration program is developed by the Consorci de la Zona Franca de Barcelona and managed by La Salle Technova. In the following days, a committee of experts in the industry will choose the best 10 startups that have been present at BMP 2018 and that will participate in the acceleration program.

The largest real estate exhibition in Spain

Barcelona Meeting Point has proved, once again, that it is the leading real estate exhibition in Spain. A good proof of this statement is that a 91% of the visitors that have attended this edition state that they would recommend a friend to visit BMP. Pere Navarro has also recalled that *“this year we have organized several networking activities that have favored networking contact that in some cases have turned into business deals, in opportunities or interchange of experiences that have helped to resolve doubts or get enriching ideas”*.

Lastly, Pere Navarro wants to thank all the authorities, national and international associations that collaborate with the Symposium, sponsors and very especially our Main Sponsors, **BuildingCenter, CaixaBank y Servihabitat**, our Leading Sponsors, **Fotocasa, Asociación de Agentes Profesionales Inmobiliarios – API, Neinor Homes, Anticipa, BCN Fira District, Engel & Völkers, JLL y API – Colegios y Asociación de Agentes Inmobiliarios**, and our other sponsors, **Savills Aguirre Newman, Colonial, Deloitte, ST Sociedad de Tasación, CBRE y Merlin Properties**, our Communications Sponsor, **La Vanguardia**, and the collaborating **ESADE, IESE, WIRES, APCE, RICS, La Salle Technova y ULI**, exhibitors, national and international participants, visitors and press media, and the city of Barcelona for its collaboration and enthusiastic participation, that has made possible the success of the 22nd edition of Barcelona Meeting Point Real Estate Exhibition & Symposium.

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