

Hamburg, 24 April 2019

Managing transformation the right way

PropTech Innovation Summit brings together digital technologies, innovation and extensive real estate expertise in Berlin for third time

On 16 May, the German capital will once again be hosting the international proptech scene. The motto of the PropTech Innovation Summit 2019, which is being organised by Union Investment and the German Tech Entrepreneurship Center (GTEC) for the third year in succession, highlights the shared mission of the approximately 400 participants: Transforming the Real Estate Industry. This ambitious objective requires collaboration between company founders with bold visions and established real estate players who are ready to embrace change.

“Innovation often comes about through interdisciplinary cooperation,” said Professor Marion Peyinghaus, managing director of the Competence Center Process Management Real Estate. “Platforms such as the PropTech Innovation Summit make an important contribution to the ongoing evolution of the real estate industry and its ability to meet future challenges.” In this vein, Professor Peyinghaus will be presenting the results of a recent sector analysis entitled “How much agility does the real estate industry need?” to the professionals gathered in Berlin.

Special guest Andreas Ekström has made a career of breaking through existing paradigms and encouraging lateral thinking. The Swedish futurologist is a leading expert on the digital revolution. In his keynote speech at the PropTech Innovation Summit, he will suggest ways in which the real estate sector can successfully achieve digital transformation.

At the summit, the ten finalists of the PropTech Innovation Award 2019 will present the most exciting options for taking the industry forward. Over 150 ideas and concepts from a total of 48 countries were entered for the international competition. The startups that made it through to the final round will compete against each other in a live pitch across five different categories for prize money totalling EUR 40,000. “We are delighted by the range and international reach of the submissions, which show an infectious enthusiasm for new horizons and digital solutions,” said Jens Wilhelm, Member of the Executive Board of Union Asset Management Holding AG.

The proptech companies taking part in the pitch come from many different countries, including Germany (VOXELGRID, REOS GmbH, casavi GmbH, PINESTACK.io, DABBEL Automation Intelligence), Switzerland (PrepayWay), Belgium (Bao Living), the Netherlands (LTO Network), Israel (Datumate) and – for the first time – Japan (Tatami).

“Competitions like the PropTech Innovation Award bring people from a variety of different sectors of society together to find creative ways of addressing the growing global need for new infrastructure, new ways of working and living, as well as buildings with a strong focus on customer needs and operational efficiency,” said Tina Paillet, chair of RICS in Europe and one of the nine jury members who will select the three best concepts of the year at the event. “We are therefore very pleased to once again be supporting this global technology competition in Berlin.” Alongside RICS, the partner network for this year’s event includes Berlin Partner, the German Property Federation (ZIA), Reed Midem and PropertyEU.

Registration for the PropTech Innovation Summit is open until 10 May at: <http://bit.ly/ptis2019>

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