



Invest Scotland

MIPIIM 2027

Partnership Opportunities

Championing Development • Boosting the Economy • Investing in our Future

THE CAMPAIGN

One team. One voice.

Invest Scotland MIPIM 2027 is bringing together a Team Scotland approach that brings the country's property community to MIPIM as one delegation: one Scottish presence, one shared agenda for investors, developers and city leaders who decide what gets built next.

Delivered by Real Estate:Scotland with the Scottish Government.



01



Convene

Invest Scotland MIPIM 2027 panel sessions on the UK Stage, putting Scotland's story in front of a global audience.

02



Showcase

Scotland's pipeline, places and partners presented as one confident, investable proposition.

03



Connect

Join Scotland's official MIPIM Reception and hosted introductions that turn conversations into business.

Invest Scotland MIPIM 2027

Invest Scotland MIPIM 2027 is a new partnership between the Scottish Government and Scotland’s real estate industry, led by Real Estate:Scotland, to present Scotland to global investors with one voice.

REAL ESTATE:SCOTLAND

The industry’s voice

The voice of Scotland’s real estate industry, which accounts for 1 in 13 jobs. Part of the Real Estate:UK Group, working with policymakers and partners to shape Scotland’s built environment. Leads and delivers Invest Scotland for MIPIM 2027, bringing the industry together.

SCOTTISH GOVERNMENT

Backing Scotland’s pitch

Supports the partnership as part of its wider drive to attract private investment for economic growth. Brings government to the table alongside local authorities and industry.

Invest Scotland carries Scotland’s national brand.

TOGETHER

What it sets out to do

- Promote Scotland as a place to invest
- Connect investors directly with government, local authorities and industry leaders
- Showcase Scotland’s investable projects
- Build relationships and generate business that extend beyond MIPIM.

The world's property market, in four days

20,000+

participants from 90 countries

€4tn

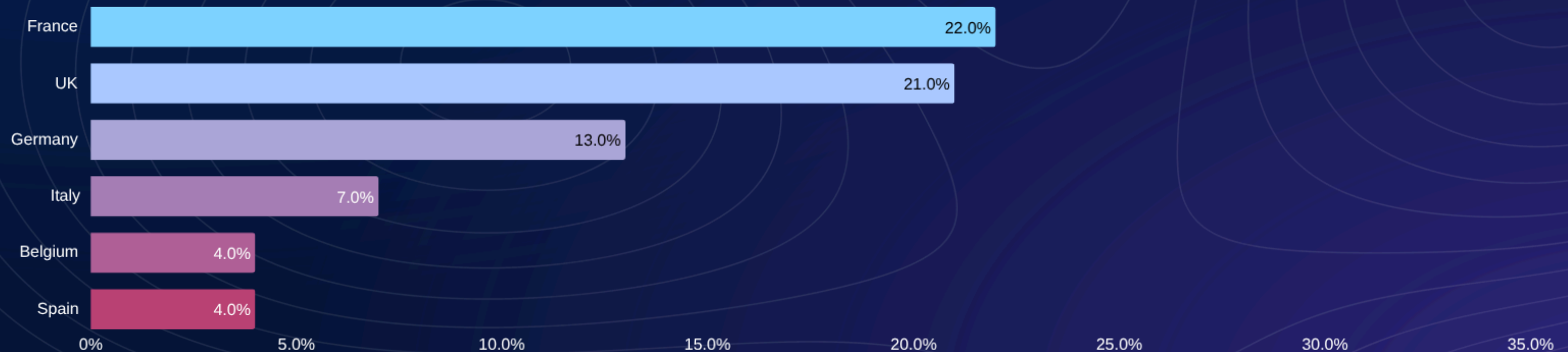
in assets managed by the investors attending

21%

of delegates from the UK, the largest audience after France

Who you'll meet

Top countries attending based on delegation size · based on recent editions



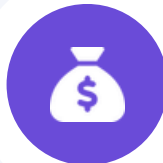
WHO IT IS FOR

Open to all of Scotland's property sector

Invest Scotland MIPIM 2027 is a collective of companies championing Scotland at the world's most important real estate event. The invitation is open to every Scottish property business that wants to join.



Developers & operators



Investors & funders



Architects & designers



Legal, tax & advisory



Agents & consultants



Local authorities & public bodies



THE OFFER

Two ways to join Invest Scotland MIPIM 2027

TIER ONE

Invest Scotland MIPIM 2027 Partner

£6,000*

- Two MIPIM 2027 passes included (worth now c. £3700)
- Your organisation highlighted as a Team Scotland Partner on our website, social and print
- Opportunity to take part in Invest Scotland panel sessions (subject to availability)
- Priority invitation to Invest Scotland's events and 'Road to MIPIM' events
- Help shape the programme in Cannes
- Opportunity to feature in Invest Scotland MIPIM 2027 content and media coverage

+more

TIER TWO

Invest Scotland MIPIM 2027 Delegate

£1,750*

- One MIPIM 2027 pass (worth now c. £1850)
- Part of the official Team Scotland delegation
- Listed in the Team Scotland delegate directory on our website
- Attend pre-event briefing and post-MIPIM events

+more

Want more visibility? Ask us about options beyond the Tier One Invest Scotland MIPIM Partner package

**All prices exclude VAT*

What your partnership includes



01

Two MIPIM 2027 passes

Full delegate access for two of your team across the week in Cannes.



02

'Road to MIPIM' events

Invitations to Invest Scotland MIPIM briefings and events, so your team arrives prepared.



03

Partner branding and exposure

Your logo featured as an Invest Scotland MIPIM partner on our website, social, digital, and print MIPIM materials.



04

UK Stage panels

Opportunity to take part in Invest Scotland MIPIM 2027 panel sessions, subject to editorial selection.



05

Shape the programme

Provide input and help shape Invest Scotland MIPIM agenda and activity in Cannes.



06

Scotland's Reception

An invitation for your team to join the official Invest Scotland MIPIM Reception in Cannes.

Take the stage for Scotland

-  Possibility to present or sit on a panel; subject to availability
-  Invest Scotland MIPIM 2027 Partner branding at the stand
-  Invest Scotland MIPIM 2027 Partners acknowledgment in events
-  Mentions in social media posts throughout the event
-  Priority access to facilitated introductions to speakers and attendees
-  Invest Scotland MIPIM 2027 sessions promoted in MIPIM's official programme



Before, during and after MIPIM

1

Before

Building the buzz

- Branding on promotional editorial articles and mailshots
- Branding on our events calendar, seen by 2000+ property professionals a month
- Invest Scotland MIPIM 2027 programme listed in the events bulletin to 16,000+ members all over UK
- Social media announcements of your sponsorship

2

During

In the room in Cannes

- Possibility to present or sit on a panel (subject to availability)
- Branding on slides and print material at the event
- Mentions in social media posts during the event
- In-person introductions to pre-selected speakers and attendees

3

After

Keeping the momentum

- Branding in the event write-up on Invest Scotland MIPIM 2027 LinkedIn
- Event photography and video on our LinkedIn page, and for your own marketing
- Social round-up mentions, archived write-up and online analytics
- Invitation to post-MIPIM events

Your story, told across every channel

8

content and media touchpoints for every Partner

With our media partner (to be confirmed)



Your team on camera

A video comment piece for our official social media page



Launch article

Published with your quote, images and contact details



Event write-up

Branding in the official write-up of the week



Session data capture

Details of the delegates who attend your sessions



LinkedIn campaign

Branded announcements and posts before, during and after



MIPIM-week coverage

Invest Scotland features in MIPIM-week media, where available



Official photography

A copy of the official photography for your own marketing



Online coverage

Your brand aligned with our online Team Scotland coverage

ALREADY ON TEAM SCOTLAND

Public and private, working together

These organisations have already joined Invest Scotland MIPIM 2027, alongside Real Estate:Scotland and the Scottish Government.



Add your brand at the heart of Scotland's MIPIM delegation

Join Team Scotland delegation to MIPIM 2027 as a Partner and stand alongside the businesses leading it.

[Become a Partner](#)



INVEST SCOTLAND · MIPIM 2027

Join Invest Scotland MIPIM 2027

Secure your place in Scotland's delegation to MIPIM 2027.



For more information contact us at scotland@realestateuk.org