



PRESS RELEASE
Cannes, 9 December 2019

Historic partnership between Cannes and Reed MIDEM
**- MIDEM, MIPIM, MIPTV, MIPCOM, MAPIC and Esports Bar –
6 international events confirmed in Cannes for 5 years
An economic impact of €1.25 billion for the town!**

Cannes, December 9, 2019 - David Lisnard, Mayor of Cannes, Paul Zilk, Chief Executive of Reed MIDEM, organizer of internationally-renowned conferences and exhibitions, Claire-Anne Reix and Didier Boidin, respectively Chair and Managing Director of the SEMEC, which runs the Palais des Festivals et des Congrès de Cannes today signed a new partnership contract. This agreement confirms their long-standing working relationship and the presence of six major Reed MIDEM events in Cannes for a period of at least five years, from 1 January 2020 to 31 December 2024.



“I am especially proud of this long-term partnership. This contract bears witness to the solid and lasting relationships formed between the City of Cannes and Reed MIDEM, and I salute Paul Zilk, a trusted business leader and valuable supporter of Cannes. The big winner is our town’s tourism sector, comprising a multitude of businesses, benefitting employment and commercial activity, as the six Reed MIDEM events generate 170,000 overnight hotel stays and an economic return of €250 million every year for the city,”
emphasised David Lisnard, Mayor of Cannes.

Longevity of the partnership between the SEMEC, Cannes and Reed MIDEM

This contract renewal strengthens the **historic partnership** between Cannes and Reed MIDEM. The parties have had close links **for over 50 years**. Reed MIDEM, a global leader in organizing B2B events for professionals, first held MIPTV in Cannes in 1965. Today, the Palais des Festivals et des Congrès de Cannes hosts **six** of the organizer's **events** every year: MIDEM, MIPIM, MIPTV, MIPCOM, MAPIC and ESPORTS BAR, bringing together over 62,000 leading executives from 130 countries on an annual basis. These unmissable events in the international calendar of the industries concerned (music, television, real estate and esports) generate an average of 170,000 overnight hotel stays and an economic return of €250 million per year for Cannes.

This new partnership agreement reaffirms both the **confidence** of Reed MIDEM and its **deep attachment** to Cannes and acknowledges the work and services of the city's professionals and the performance of the Palais des Festivals et des Congrès teams.

"Reed MIDEM has been organizing major international business events in Cannes since MIPTV in 1965. The city is transforming itself in a positive manner, thanks to public and private investment that continually develops its services and its international competitiveness. Cannes and Reed MIDEM are working hand in hand to offer exceptional services to our clients. It is a pleasure to renew our partnership for the next five years," commented Paul Zilk, Chief Executive of Reed MIDEM.

Transformed and enhanced, Cannes is a preferential destination for international events

For over ten years, Cannes' Town Hall administration has undertaken a **voluntary overall improvement policy** and made this a reality for the city and the services offered to delegates. David Lisnard, Mayor of Cannes reiterated, *"the emotional links woven over the years and the experiences shared by Reed MIDEM and the City of Cannes where several of these exhibitions were launched. The investment made by the city's public and private stakeholders has contributed to boosting its safety, its cleanliness, its logistics, the quality of its transport and services. These major improvements, made to every district, have rendered our city even more attractive and provided a metamorphosis that boosts our overall offer and leads our international partners to choose Cannes"*.

Reed MIDEM's last five years in Cannes have been marked by several developments:

- Launch of the Esports BAR in 2017
- Partnership with the International TV Series Festival, CANNESERIES and MIPTV
- The 30th anniversary of the MIPIM, the No. 1 real estate exhibition and conference in the world, with Cannes lit up in the event's colours.

These events, to which the launch of LeisurUp (*retail entertainment concepts*) will be added next year, fall within the same dynamic: offering **new event formats** and responding to **economic, industrial and societal changes**.

This major contract allows Reed MIDEM, the Town Hall and the SEMEC to make a success of international, professional exhibitions in Cannes. It strengthens the historic links between Cannes, its Palais des Festivals et des Congrès and Reed MIDEM.

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