

# ImmobilSarda at MIPIM ASIA

A SUCCESS STORY THAT OPENS UP NEW SCENARIOS

The fair has been characterized by an intensive program of lectures and conferences, attended by many real estate professionals. Investors, builders, designers, architects, contractors and representatives from the world of culture and politics have evaluated and discussed together the opportunities for growth and development of real estate in Asia and beyond.

MIPIM Asia has hosted the Nobel prize for economics Joseph Stiglitz, who has focused his speech on the issues on the global economy with a particular focus on the Asia-Pacific area and the real estate industry.

Particularly interesting is the MIPIM Asia Awards, that aims to reward those architectural designs that best meet the criteria of innovation, modernity, sustainability and attention to the landscape and the environment.

## Hong Kong

10 ~ 13 novembre  
**2010**

**Giancarlo Bracco**, partner and founder of ImmobilSarda and president of FIABCI Italy, attended the event as the ambassador of Italian and European real estate, giving visibility to the most exclusive real estate projects and proposals of Italian and European market.

An important showcase for some of the most prestigious Eren projects and residences.



The quality of projects and proposals, reflected the wind of change in the real estate market and adequately responded to the parameters required from new customers who are increasingly attentive to the values of eco-conscious, quality of life and the environment.

To meet consumer preferences, new residential patterns, changing economic structures and environmental needs substantial investments in real estate are required.

Indeed, real estate investment is likely to be a major driver of growth, a vital factor for improving living standards and substantiating the economy.

In this context, the participation in this event was an important step in the development of synergies and partnerships which allow, the European reality to achieve a dominant position in the new global real estate scenario.



For further information:

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Site links:

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