

# MIPIM 2023: three thoughts that stuck with me

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In March, Team Swish swapped the turbulent UK weather for balmy Cannes, and MIPIM 2023 - the world's leading real estate market event. Each year, around 27,000 property professionals from across the globe gather for four days of exhibitions, panels, conferences, and networking events.

This year was more diverse than ever, with international players

coming together from all parts of the commercial property value chain, along with more than 2,000 investment companies managing almost €4 trillion (£3.53trn) of assets.

Pitched as 'a year's worth of business in four days', covering everything from key trends driving the real estate economy to opportunities for investment and partnerships, I'm left with three key takeaways.



Written by  
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# 1. The rise and rise of technology is met with hungry demand

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MIPIIM '23 showcased a host of technology with a broad range of applications across the sector, from consumer-focused solutions for the home to innovations designed to help developers.

Crucially, our conversations with developers reflect a growing understanding and appetite for the role tech and connectivity should play in their builds if they are to meet the expectations of buyers and offer future-proof homes.

The number of smart devices in the UK home is set to rise, and the expectation from buyers will be to have multiple devices in active use all at once, such as phones, TVs, and laptops, alongside the many additional devices running 24/7 in the background, like temperature control and security. A strong bandwidth is imperative to achieving this, and if conversations at MIPIIM are anything to go by, the industry has started to shift its view, seeing connectivity as the fourth utility. It's now a necessity rather than a nice to have, and conversations are focused on how to make it happen.

## Smart security at home will increasingly be perceived as a standard feature

Smart security devices in the home offers complete freedom to control, check and capture footage, inside or outside of the house, from anywhere, at any given time. Video doorbells and cameras are already proving popular, with 47% of Brits planning to buy one or both<sup>2</sup> in the next few years. Brands like Ring<sup>3</sup> and Arlo<sup>4</sup> offer two-in-one devices designed to notify you whenever someone comes to your house, even if you're on the other side of the world, all from your smartphone. Sci-fi fantasy only one short decade ago, security robots like the Ebo Air<sup>5</sup> are now very much a reality, offering autonomous, camera-packed mobile security to patrol your home, keep an eye on pets, and alert you to problems.

Some brands take smart security even further, offering 24/7 call centre support to check in with you on unusual activity, and even alert the police in an emergency.

Beyond smart doorbells, keyless access offered by brands like Ultion<sup>6</sup> allows homeowners to remotely manage who comes into their home and when, reliant only on a strong Wi-Fi connection. Aside from the convenience of never having to hunt for your keys, there is meaningful potential, whether for people no longer needing to WFH or take time off to wait in for a delivery, or

**>50%**

*More than half of people in the UK would choose a smart home over an identical house without smart technology, according to the Smart Home Survey<sup>1</sup>.*

for people with disabilities having greater freedom and control over letting visitors in.

In the US, the value of the global smart home security market jumped by more than a billion dollars<sup>7</sup> since 2018, growing to \$3.27 billion (£2.63 billion) in 2022, and is expected to exceed \$5 billion (£4.02 billion) by 2025.

With so much at stake, it's inevitable that as smart home technology innovates based on the promise of strong connectivity, the latter becomes an essential part of developers' strategy for attracting buyers.

Beyond appealing to future homeowners, MIPIM reinforced that technology has the great potential to support developers to fulfil their sustainability commitments, too – particularly with respect to the 'Social' pillar of ESG (Environmental, Social and Governance). Digitisation accelerates sustainability, through efficient operations, ultimately leading to lasting behaviour change within the industry. Read on to learn more.

## 2. Sustainability is top of the agenda, so don't get left behind

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**It was evident at MIPIM that sustainability is a priority for developers**, but one with which they would welcome support and innovation from suppliers to fulfil. While sustainable and green solutions are emerging, understanding how best to apply them to meeting industry standards and regulations - and at which stage of the commercial property value chain – is still being explored and far from standard across the sector.

### Fulfilling ESG – the environmental and social value of technology and innovation

**Sensors and smart devices are increasingly being used in the construction phase<sup>8</sup> to reduce the industry's carbon footprint.** For example, vehicles and machinery are fitted with sensors to turn them off when they're idle, significantly reducing fuel waste. Within buildings, smart technology is already used to improve the energy efficiency of elevators, whilst many developments are beginning to build electric vehicle charging points as a key selling feature – but these features are just the beginning.

Building with asset management in mind is still an under-explored opportunity for appealing to building owners through efficiency. Embedding connectivity



technology designed for heavy use of smart features, round the clock, at the build stage will allow owners to track the habits and needs of building users like never before. Supported by a strong broadband connection, each itemised asset from single lightbulbs to whole floors will be visible through a live dashboard, helping companies increase the efficiency of their assets through informed automation. For example, office buildings which track the footfall coming in and out are better equipped to manage lighting and heating efficiently.

In Berlin, Sensorberg<sup>9</sup>, is using smart devices to digitise buildings by mapping out both Co2 emissions and energy consumption, then using this data to find additional ways to improve these metrics. By giving homeowners, landlords and tenants a better understanding of their energy usage and waste, everyone is able to enjoy lower costs and a smaller carbon footprint.

To ensure the property industry as a whole is hitting sustainability targets, the UK government will introduce new building regulations from 15 June 2023<sup>10</sup>. These include a new metric for measuring energy efficiency, heating and lighting systems efficiency through the installation of new controls, and the infrastructure for electric charging points – all of which will demand a connection fit for constant monitoring, reporting, and automation.

## The key focus of the new regulations

The government have also set out a separate heat and buildings strategy<sup>11</sup>, with a goal to decarbonise the building sector by between 47% to 62% by 2035. Developers are already taking strides towards integrating sustainability into their business models, incorporating these smart energy efficient devices in their builds. But there's still a way to go in order to bridge the gap between developers and a sustainable future. It's no secret that the path to net zero by 2050 runs through the heart of the global real estate industry<sup>12</sup>. In order to fully encapsulate ESG practices, building projects need to address environmental and social justice issues<sup>13</sup>. For example, if sustainable building takes away affordable housing opportunities, then one issue will be replaced with another.

There's huge social value potential within buildings that have invested in a better connection for asset management. A strong connection ensures that those renting or buying a home within their building are less likely to face digital exclusion from a smarter society, exclusion from jobs that allow working from home, and exclusion from living, working, and playing in the Metaverse, should it come to fruition in the way it's expected to.

**31%**

***New regulations:  
Reduction of carbon  
emissions in domestic  
new builds by 31%,  
and in non-domestic  
new builds by 27%.***

### 3. Investment is key to achieving our shared industry goals

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**Undoubtedly the most enjoyable aspect of MIPIM is always the opportunity to meet and chat with the people shaping the future of development.**

During our week, we took part in a dinner debate, 'BE Entrepreneurs: The Originals vs The New Wave', alongside the BE News team and Freeths, and on the final night, co-hosted a cocktail party with James Andrews International and United Trust Bank Limited, an event that has been running for 27 years.

The sharp uptake in investors and those seeking investment was noticeable from previous years, with talks such as 'City and growth: Opportunities for investment and partnerships', and 'UK: Latest on levelling up, real estate and infrastructure investment opportunities' leading the discussion around investment within the UK. But a repeated key question was, "what are investors looking for?" – and undoubtedly, a common answer was, "companies with promise for innovation and future-proofing the development industry".

Companies such as WeWork<sup>14</sup>, who provide environmentally-friendly flexible office spaces for businesses and entrepreneurs by using renewable energy, reducing waste and promoting sustainable transportation, are paving the way when it comes to the future of developments and how they can be utilised. This is exactly the space Swish Fibre fits in, and it plays a huge role in our own investment success.

Swish has a team focused on helping developers to build with buyers in mind by delivering ultrafast fibre broadband on a network that is endlessly upgradable and future-proofed for generations. We're already working with industry leaders Kebbell, Elivia Homes, Palatine, Taylor Wimpey and, Redrow.

With market-leading commercial offers available to our partners, our 10-gigabit network has the capacity to power the ever-increasing number of smart devices across your developments, ensuring the correct infrastructure is there for the technology to thrive.

John Browett, Chairman of Fern Trading's fibre division, said: "In the coming years, the UK fibre market is going to experience exponential change, driven by the massive need to ensure homes and businesses in every part of the UK have access to a fast and fairly priced internet service. We expect to see continued consolidation within the industry, and by combining these successful businesses now, we will be in a fantastic position to take advantage of those market opportunities as they unfold".





# Looking forward to making more connections in the UK

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I'm delighted that we don't need to wait for MIPIM 2024 to connect again with developers and investors in the UK in person. We'll be at UKREiif in Leeds from 16-28 May where you'll find us in New Dock Hall at stand E30, serving fresh full fibre juices and giving all our visitors the chance to win tickets\* to see the Red Hot Chili Peppers and Beyoncé live.

**Become an industry leader today by securing fast, reliable broadband for your developments with Swish Fibre. If you'd like support, talk to our team.**

**Email: [property@swishfibre.com](mailto:property@swishfibre.com)  
or visit: [swishfibre.com/property](https://swishfibre.com/property)**



\*T&Cs apply, visit [www.swishfibre.com/ukreiffconcertticketcompetition](https://www.swishfibre.com/ukreiffconcertticketcompetition) for more details.



# Swish fibre™

## Sources

<sup>1</sup><https://www.theecoexperts.co.uk/smart-homes/statistics>

<sup>2</sup><https://www.mgsecuirical.com/smart-homes-on-the-rise-in-the-uk/>

<sup>3</sup>[https://en-uk.ring.com/?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=UK\\_English\\_Search\\_Brand\\_Core\\_BMM\\_Google\\_CPC&utm\\_content=Core\\_BMM+%2F+ring&utm\\_term=%2Bring&maas=maas\\_adg\\_api\\_592117393280586961\\_macro\\_1\\_1&ref\\_aa\\_maas&aa\\_campaignid=1758518538&aa\\_adgroupid=72750306190&aa\\_creativeid=ad-530832658047\\_kwd-1404906971\\_dev-c\\_ext-&gclid=Cj0KCQjww4-hBhCtARIsAC9gR3aBqB6QXdtfkZrEjRiOS6QEP1KLOTBMKagxEdGsho-hZP\\_GX3w1gaAm\\_VEALw\\_wcB](https://en-uk.ring.com/?utm_source=google&utm_medium=cpc&utm_campaign=UK_English_Search_Brand_Core_BMM_Google_CPC&utm_content=Core_BMM+%2F+ring&utm_term=%2Bring&utm_source=google&utm_medium=cpc&utm_campaign=UK_English_Search_Brand_Core_BMM_Google_CPC&utm_content=Core_BMM+%2F+ring&utm_term=%2Bring&maas=maas_adg_api_592117393280586961_macro_1_1&ref_aa_maas&aa_campaignid=1758518538&aa_adgroupid=72750306190&aa_creativeid=ad-530832658047_kwd-1404906971_dev-c_ext-&gclid=Cj0KCQjww4-hBhCtARIsAC9gR3aBqB6QXdtfkZrEjRiOS6QEP1KLOTBMKagxEdGsho-hZP_GX3w1gaAm_VEALw_wcB)

<sup>4</sup>[https://www.arlo.com/en\\_gb/home](https://www.arlo.com/en_gb/home)

<sup>5</sup><https://na.enabot.com/ebo/AIR>

<sup>6</sup><https://www.ultion-lock.co.uk/ultion-nuki-4/>

<sup>7</sup><https://www.statista.com/topics/2430/smart-homes/#statisticChapter>

<sup>8</sup><https://www.hlb.global/how-technology-can-help-us-to-build-more-sustainable-real-estate/>

<sup>9</sup><https://sensorberg.com/>

<sup>10</sup><https://www.denaploymanuals.co.uk/new-building-regs-june-2022/page>

<sup>11</sup><https://www.nortonrosefulbright.com/en-gb/knowledge/publications/4acaa0b8/changes-to-the-building-regulations-to-help-deliver-net-zero>

<sup>12</sup><https://www.unpri.org/pri-blog/esg-incorporation-in-real-estate-what-best-practice-looks-like/10272.article>

<sup>13</sup><https://boden-group.co.uk/property-blog/sustainability-in-property/>

<sup>14</sup>[https://www.wework.com/en-GB/waysyouwork?utm\\_campaign=9516202228&utm\\_term=102496390928&utm\\_content=594321162202&utm\\_source=ads-google&utm\\_medium=cpc&gclid=Cj0KCQjww4-hBhCtARIsAC9gR3Y-TCISqAvppDl655SKr8FA2Q49uQgiPfsX4XPAaGFA2gCl-gOJcaAriLEALw\\_wcB&gclsrc=aw.ds](https://www.wework.com/en-GB/waysyouwork?utm_campaign=9516202228&utm_term=102496390928&utm_content=594321162202&utm_source=ads-google&utm_medium=cpc&gclid=Cj0KCQjww4-hBhCtARIsAC9gR3Y-TCISqAvppDl655SKr8FA2Q49uQgiPfsX4XPAaGFA2gCl-gOJcaAriLEALw_wcB&gclsrc=aw.ds)