

PRESS RELEASE

Stuttgart, 8 February 2013

MIPIM 2013 – Fritz Kuhn, Günther Oettinger and Werner Sobek as Keynote Speakers at the Stuttgart exhibition stand

Stuttgart: Developing the city with new energy

High-profile speakers from politics and the property industry await visitors to the MIPIM joint stand of the Business Development Department of the State Capital of Baden-Württemberg and IWS Immobilienwirtschaft Stuttgart e.V., the Stuttgart Property Association, in Cannes. This year, the initiators succeeded in attracting the new Lord Mayor of Stuttgart, Fritz Kuhn, EU Energy Commissioner, Günther Oettinger, and Prof. Dr. Dr. E.h. Werner Sobek, President of the Stuttgart Institute of Sustainability (SIS). They will speak on the first three days of the trade fair, from 12 to 14 March 2013, taking over the “Sundowner” time slot – the afternoon lecture at 17:30. The morning time slot (“Brunch”, 11:30) is reserved for specialist lectures.

Fritz Kuhn took up office as the first green Lord Mayor of a state capital on 7 January 2013. His welcome speech on **Tuesday, 12 March at 17:30** at the official opening of the Stuttgart exhibition stand is keenly awaited. Under the heading “Sustainability – stop talking about it, do it.” Lord Mayor Kuhn examines the concept of “sustainability” and explains his vision of a multifaceted, urban state capital.

The EU Energy Commissioner, Günther Oettinger, was Prime Minister of Baden-Württemberg from 2005 to 2010 and is therefore well acquainted with the local conditions in this federal state and in the state capital, Stuttgart. In view of the fact that, worldwide, cities account for 75% of all energy consumption and 80% of all greenhouse gas emissions, these are the areas in which there are major opportunities and a need for savings and environmental protection measures. EU Commissioner Oettinger will deal with this potential in his presentation “Energy efficiency – the role of the city in Europe’s energy policy” on **Wednesday, 13 March at 17:30.**

On **Thursday, 14 March 2013 at 17:30** an architect, scientist, consultant engineer and eminent property practitioner will finally take to the podium. For Prof. Dr. Dr. E.h. Werner Sobek “sustainability” is the key word of our time, “... but how can we make it a self-evident component part of our built environment?” To get closer to answering this question, in 2011 Sobek co-founded and became President of the Stuttgart Institute of Sustainability (SIS). His presentation “Building the City of Tomorrow“ offers an insight into the pioneering research

carried out by his institute into new materials, programmes and structures – and how they can become a part of our daily lives.

“I am very proud“, says Peter Brenner, President of IWS Immobilienwirtschaft Stuttgart e.V. and Managing Director of the Zweckverband Flugfeld Böblingen/Sindelfingen, “that we have succeeded in attracting these three high-profile speakers. In doing so, we have also succeeded in fulfilling our claim of using the MIPIM trade fair as a communication hub for the sharing of experiences, assessments and findings.“

Information about the Economic Development Department of the City of Stuttgart

As a pilot, driving force and service provider for companies, investors, start-up operations and scientists, the Economic Development Department of the City of Stuttgart supports economic dynamism. The range of services embraces assistance to investors when businesses are being set up or relocated, support in securing business settlement and the development of existing firms.

www.stuttgart.de

About IWS Immobilienwirtschaft Stuttgart e.V.

Founded in 2004, within just a few years IWS Immobilienwirtschaft Stuttgart e.V. became the industry association representing the interests of over 100 members throughout the entire metropolitan region of Stuttgart. Its objectives include promoting the property industry and location, furthering corporate governance, recording, disseminating and presenting relevant market data, conferring the Stuttgart Building Award and being present at national and international real estate fairs and forums.

www.iws-stuttgart.de

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