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PRESS RELEASE

MONACO GOVERNMENT WORKS WITH ESCP

TO REVOLUTIONISE THE REAL ESTATE MARKET

The Government of Monaco has chosen ESCP to start a permanent strategic collaboration to promote sustainability through the “Real Estate tech Innovation Program”: an ambitious research plan on new real estate technologies.

Under the leadership of Frédéric Genta, Country Chief Digital Officer of the Principality of Monaco and alumnus, and Jaime Luque, Associate Professor at ESCP and Director of the Master of Science in Real Estate, the ESCP-Monaco Program will transform the real estate sector by embracing new technologies that will promote a more sustainable future.

Alongside this, the newfound collaboration will see a number of initiatives introduced, such as an annual international ‘Monaco Real Estate Tech Conference’ – gathering academic and industry leaders from the real estate technology sector; the publication of a study, looking into technological innovations in the real estate sector; and the introduction of internships and junior international consultancy projects for ESCP graduate students, in the Monegasque private real estate market.

These initiatives, among others, will bring the real estate sector into a new era of more responsible, sustainable and environmental friendly practice, and will position Monaco’s real estate market at the forefront of innovation.

According to HSH Prince Albert II of Monaco:

“The technological revolution that the real estate sector is experiencing today offers new solutions to reconcile sustainability with the continued upgrade of infrastructure. The Government of Monaco has chosen ESCP, the world first Business School and champion in real estate education and research, to start a permanent strategic collaboration. The goal will be to promote sustainability through an ambitious research plan on new real estate technologies. For Monaco, we envision the outcome of this agreement being a more responsible, sustainable and environmentally friendly real estate sector.”

H.S.H. Prince Albert II of Monaco has been awarded The Docteur Honoris Causa Insignia of ESCP Business school on November 26th, 2019 in recognition of His long-lasting commitment for the sustainable development and His actions done through His Foundation dedicated to the preservation of the environment on a global scale. A conference has been given as part of

the Executive Education conference cycle "Stand Up For a Sustainable World" of which is "**Acting for climate and biodiversity : key conditions for a sustainable world**"

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About ESCP Business School

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu

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