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Fourcountryregion Bodensee is presenting itself at the MIPIM in Cannes

The Bodensee Standort Marketing GmbH (BSM) is presenting the business venue Fourcountryregion Bodensee again in 2013 at MIPIM (Marché International des Professionnels de l'Immobilier). The world's leading real estate exhibition is taking place in the French city of Cannes from March 12 to March 15.

This year's top themes are innovation, investor communication and transnational cooperation. "Our trade fair presentation is intended to promote the business venue Lake Constance among investors, project developers, board manager and chief executive directors from all over the world and to show attractive investment possibilities", says Thorsten Leupold, CEO of BSM. The Fourcountryregion Bodensee convinces particularly by its diversity of supply. The four countries around the lake cover the whole spectrum: from small areas to larger industrial parks, from single offices to entire factory plants, everything exists and can be provided.

For the second year in a row, BSM is presented with its own booth at MIPIM. Thanks to the very positive and impressive trade fair experience in 2012, Bettina Kühn-Kräußlich, the project manager for investor services and location marketing wants to repeat or even exceed the achieved success of the year before. "MIPIM provides important impetus and an overview to the trends of the real estate markets, enriching our work for the Fourcountryregion Bodensee", says Kühn-Kräußlich. By showing particular investment projects at the booth, the whole potential of the region can be presented in an exemplary way.

The motto of MIPIM in 2013 is: „Join the world's property market“. Last year, 1.833 exhibitors from 90 countries were represented at MIPIM. More than 18.000 visitors came from all over the world in order to inform themselves about the global real estate supply and possibilities of investment. As a supraregional business promotion service, the Bodensee Standort Marketing GmbH has been providing consultation on the business venue of the Fourcountryregion Bodensee for more than ten years now.

Further information: www.bodensee-standortmarketing.com