



≡ MENU

Bruce County Promotes Region on World Stage

In March, staff and elected officials from Bruce County attended the annual MIPIM event in Cannes, France. MIPIM is one of the world's real estate and property development conferences. The event saw more than 26,000 attendees and over 2,400 companies — primarily investors and developers — come together with the goal of finding new investment opportunities.



April 21, 2023

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Across the five-day event, Bruce County's delegation focused heavily on generating qualified leads of those interested in investing in the County. The delegation pitched a variety of different investment opportunities in all of Bruce County's key sectors: Agriculture, Tourism and Energy.

“MIPIIM was the first opportunity for Bruce County to promote itself on an international stage, and it showed we have the opportunity to thrive. Well over 200 contacts were made during the event and the leads generated continue to be interested in investing in our area,” says Bruce County Warden, Chris Peabody. “The relationships built during the event will have long-lasting impacts and will likely see continued investment into our area.”

The delegation operated a booth in the event’s new Road to Net Zero conference area, where they initiated interest in Bruce County real estate opportunities, lands and upcoming projects. In addition, the delegation had the opportunity to act as a participant on a panel, attended networking sessions and attend sessions for elected politicians from across the world.

Overall, [Bruce County’s participation at MIPIIM](#) raised the profile of our region on the international stage and is expected to provide positive economic benefit.

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