

Patrocinador Principal:

fotocasa

Entidad Colaboradora:

laSalle  
Technova Barcelona

Entidades Organizadoras:

elCONSORCI  
barcelona

Tecnoapi

RENT  
Real Estate  
& New Tech

api

BARCELONA  
MEETING  
POINT

# INMOTECNIA RENT

Real Estate & New Technologies

46 exhibitors and over 1,000 visitors

## INMOTECNIA RENT OPENS ITS FIRST EDITION WITH A GREAT SUCCESS IN TERMS OF PUBLIC AND EXHIBITORS

**May 4, 2017** - The first edition of **Inmotecnia Rent**, a trade for real estate technology, has opened this morning in Sala Comillas, Barcelona Royal Shipyards.

The event was attended by **Meritxell Borràs i Solé**, minister for Governance, Public Administration and Housing of the Generalitat of Catalonia; **Carles Sala**, Housing secretary at the Department of Governance, Public Administration and Housing of the Generalitat of Catalonia; **Montserrat Grané**, director of Regional Services at the Department of Governance, Public Administration and Housing of the Generalitat of Catalonia; **Joaquín Gay de Montellá**, president of Foment del Treball; **Jordi Cornet**, Special State delegate at El Consorci de la Zona Franca de Barcelona; **Joan Ollé**, president of the real estate group (API); and **Hervé Parent**, president of NEWTECH.

*"We are very pleased with the successful reception of this first Inmotecnia Rent," said Jordi Cornet, Special State delegate at El Consorci, "with 46 exhibitors and over 1,000 professional visitors." Cornet has highlighted that "Inmotecnia Rent shows technology tools to update the real estate business and make it more transparent. Our aim is to provide maximum transparency and technical assistance for the real estate consumer choice."*

In Inmotecnia you find companies specialized in tours and 3D maps, drones for aerial images, CRM management, virtual reality, or big data management software, and so on. This fair has an emerging companies section, managed by LaSalle Technova Barcelona.

It is the first fair of its kind in Spain. It is patterned on RENT (Real Estate New Technologies event), which took place four years ago in Paris, with a great success in terms of public and exhibitors. To export this idea to our country, El Consorci de la Zona Franca de Barcelona, by its subsidiary company Barcelona Meeting Point, and the Catalonia real estate group (API), have associated with NEWTECH, RENT Paris organizer.

***"Inmotecnia Rent Barcelona has already exceeded the number of participants of the RENT Paris first edition" said Hervé Parent.***

**Inmotecnia Rent** is a two-day discussion and reflection space (from 10:00 to 18:30 h), with talks and round tables. It is intended to show technology tools and services as more efficient and transparent solutions, for better "trained" users and professionals, and not as elements of confrontation and competition.

**Sergi González**, co-founder of Fotocasa, made the opening speech about the digital transformation of the real estate business. **Vincent Lecamus**, co-founder of Immobilier 2.0, talked about social networks in a real estate business; and **Dídac Lee**, entrepreneur, technology investor, and CEO of Inspirit –9 online marketing technology, e-commerce and security companies–, closed the talks.

Inmotecnia Rent is only for professionals. The entrance fee is 120 € one day, and 190 € two days.

You can download the opening session photo of by clicking [here](#).

**For more information:** [www.inmotecnia.net](http://www.inmotecnia.net)

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