

## IPEM Cannes 2025 Communications Kit | Venue + Dates

Thank you for your collaboration and support for IPEM Cannes 2025! We appreciate your participation in spreading the word about the event.

In this Communications Kit, you'll find banners of various sizes and formats designed for sharing on your websites and social media platforms. These assets are tailored to maximize engagement and visibility for the event.

Instructions for sharing:

- 1. Official Hashtag:** Use the hashtag [#IPEMCannes2025](#) in your posts to join the conversation and increase visibility.
- 2. LinkedIn Tag:** When mentioning IPEM on LinkedIn, tag [@IPEM](#) to ensure that we see and engage with your posts.
- 3. Event Details:** Include essential event details in your posts, such as dates, venue, and a brief description of the event's focus:

### [IPEM Cannes | The EMEA Private Market Ecosystem Gathering](#)

January 28-30, 2025 – Palais des Festivals, Cannes, France

Since 2016, IPEM Cannes has brought a different essence to the industry by gathering its key decision-makers in a conducive environment for meaningful exchanges. It cultivates an unparalleled and exceptional atmosphere, building a strong network and evoking powerful emotions. With its vibrant ecosystem, IPEM Cannes provides the ideal platform for investors, fundraisers, dealmakers, and advisors to connect and make impactful deals.

**Key Messages:** Highlight the three pillars and theme of IPEM Cannes 2025 (“Forging Confidence”) in your communications. Emphasize the event's role as the EMEA Private Market ecosystem gathering.

### The three pillars of IPEM Cannes:

#### The EMEA best-in-class private market

- High-level conferences to gain insights and learn from experts.
- Market intelligence sessions to capture trends and innovations.
- Summits to join the conversation on various asset classes.
- Breakout Rooms to stay ahead of emerging practices.

### An Efficient Networking Experience within the PE ecosystem

- A marketplace with 300 exhibitors and sponsorship opportunities that drive connections and visibility.
- The enhanced online database to engage with 550 vetted LPs, 500 GP firms, 300 Advisors / Business Services.
- The IPEM Croisette Express direct train from Paris to Cannes to network with industry peers.

### A Mediterranean Village Atmosphere fostering efficient connections

- The acclaimed destination for business events, accessible from Europe and beyond.
- The special French Riviera atmosphere to enjoy business with your peers.
- A unique Offsite experience designed for you with exclusive breakfasts, lunches, cocktails, dinners and networking events open to all delegates:
  - → Grand Opening Party on Jan. 28th
  - → Morning Run on Jan. 29th & 30th
  - → VC party on Jan. 29th

### Discover IPEM Wealth – The next big opportunity for PE

IPEM Wealth | The Gateway to Private Market's Future Capital

January 29 & 30, 2025 – Palais des Festivals, Cannes, France

Hosted by IPEM Cannes, IPEM Wealth is an invitation for Family Offices, Private Banks, and Wealth Managers to join the first-of-its-kind event in Europe and connect with Fund Managers. This incubator will enable professionals in the private equity industry to explore the full potential of its democratization, including the latest developments in distribution channels, technology, and regulation. Attendees will have the opportunity to engage with peers, discover the ecosystem, enjoy exclusive workshops, and establish new relationships.

### The theme of IPEM Cannes 2025:

The January 2025 edition of our signature Cannes event is set to take place at a pivotal moment for private capital. While macroeconomic challenges have been extensively discussed and can now be considered the “new normal,” fantastic opportunities are also just around the corner for our industry. This year's theme, New Promises for Private Markets, reflects this exciting shift. Private markets are not only poised to outperform but also to continue innovating in deals, creating value, and expanding their investment universe beyond traditional private equity. They are also democratizing rapidly and irresistibly.



The launch of IPEM Wealth heralds a new era of growth for private capital, with the potential to raise \$10 trillion in new capital from high-net-worth individuals and retail investors over the next decade. Before private capital becomes a mass-market product, offering individual investors broad access to the most exciting investments in the real economy, it will need to learn and adapt. This will require significant product innovation, regulatory changes, market education, sales efforts, and ongoing debate. IPEM Wealth aims to bridge the gap between traditional wealth management and the dynamic world of private markets.

**Call-to-Action:** Encourage your audience to learn more about the event by directing them to our website and program page for additional information: <https://www.ipem-market.com/cannes-2025/>

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Feel free to customize the messaging to align with your brand's tone and style. Thank you again for your partnership, and we look forward to a successful collaboration!

Warm regards,

The IPEM Team