



Brussels, 4th October 2018. With its strategy focused on innovation, BESIX Real Estate Development is investing in the development of new concepts in the real estate market. Adopting the policy set by parent company BESIX Group, BESIX RED is teaming up with outside partners such as the Startup Factory to engage in a process of co-creation.

The digital revolution is redrawing the boundaries of many professions, including the real estate sector. To keep pace with ever-changing market demands, BESIX RED has set up an innovation unit tasked with coming up with new concepts in the field of real estate promotion. According to Gabriel Uzgen, CEO of BESIX RED, “Our goal is to offer our clients more than just bricks and mortar. What makes us stand out in the market is our ability to offer not only a product but also a service that meets the needs and expectations of our clients.”

The Unleash program – intra-group innovation

In its quest for new opportunities, BESIX RED is working hand-in-hand with its parent company, BESIX Group. With the aim of encouraging collaborative innovation, last June the group created the BESIX Start-Ups Accelerator, a global acceleration programme for mature start-ups operating in sectors such as real estate, construction 4.0, new construction materials, etc.

Other initiatives have also emerged in recent months, such as the strategic partnership with Proximus for creating innovative solutions in the intelligent buildings sector. “BESIX RED naturally benefits from this drive for innovation within the group. It supports our own search for innovative solutions in the service of the client,” continues Gabriel Uzgen.

Win-win partnerships

It is this same process of innovation based on sharing and collaboration that motivates BESIX RED to develop partnerships with outside firms, such as the Startup Factory based in the centre of Brussels. The Startup Factory’s philosophy is based on corporate venturing: this approach brings together young entrepreneurs brimming with innovative concepts and large financial groups capable of supporting these innovative ideas, while also adding their own professional perspectives to the mix. Applying this co-creation model, BESIX RED is helping to develop a new house-sharing platform called COLIVE.

Launched by Nils Bokanowski (ex- BNP Paribas Fortis) and Laurent Rabinowitch (ex-Boston Consulting Group), COLIVE promotes a shared way of living within a community that appeals to Millennials. During its incubation period within

the Startup Factory, COLIVE refined its business model and finalised the development of its website (colive.eu) and its mobile app - the keys to a 100% digital business.

“Our partnership with COLIVE provides an opportunity to exchange knowledge of the real estate business and, importantly, information on this new emerging target clientele. COLIVE allows BESIX RED to gain a better understanding of the needs and expectations of these future clients so that we are able, in the long term, to tailor our products to this emerging market”.

COLIVE is not the only project supported by BESIX RED as part of its diversification strategy. Other partnerships should be taking shape in the near future, consolidating its position as a key player in its field in terms of innovation.

BESIX Real Estate Development (BESIX RED) is a Belgian real estate development company, operating in residential, office, retail & services properties for over 30 years. As a subsidiary of BESIX Group, the company is present in Belgium and in a growing number of foreign cities.

With a concern to create sustainable buildings that reflect its customers’ needs, societal and ecological components, as well as innovation, form an integral part of its effort to conceive the real estate of tomorrow. www.besixred.com