

Event:

Energy in Buildings Athens Conference 2025

Date:

Saturday November 15, 2025

Place:

Divani Caravel Hotel Athens, Greece



#	Florian Huemer	
Title:	Co-Founder & CEO of PropX	
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Presentation title:	Digital Twin Cities - The Next Urban Evolution	
Your city’s biggest risk isn’t the budget. It’s guesswork. We're still making billion-dollar decisions about our most valuable assets—our cities—using static blueprints and siloed spreadsheets. It’s like performing surgery with a map instead of an MRI. The result? Projects run over budget, decisions are made in the dark, and costly mistakes are literally set in concrete. We're holding our cities back from their full potential. But what if you could trade that guesswork for certainty? What if you could build a living, breathing virtual replica of your city—a place to simulate, test, and perfect every single decision before a shovel ever hits the ground? That's what we do at PropX. We build dynamic, data-driven Digital Twins, powered by elite technology from partners like NVIDIA and Unreal Engine. We help you: ✔ See the Future: Visualize the real-world impact of new zoning, traffic flows, and infrastructure projects with stunning accuracy. ✔ Break Down Silos: Unify data from every city department into one interactive, interoperable command center. ✔ Decide with Confidence: Run dozens of "what-if" scenarios to find the optimal solution for sustainable growth and resiliency. Stop just <i>planning</i> your city's future. Start seeing it. Testing it. Perfecting it.		
Short CV :		
Our next speaker went from writing the laws that build cities to programming the virtual worlds that perfect them. He has a Masters in Banking and Finance from Fachhochschule des BFI Wien. As a former senior cabinet member and attorney, he grew tired of watching costly guesswork shape our future. So, he founded PropX to build data-driven digital twins—the ‘SimCity’ for the real world.		

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CV:

Florian Huemer

Founder & CEO, PropX

I used to write the laws that shaped cities. Today, I build their digital twins.

It might seem like a radical career shift, but for me, it was the only logical next step. For years, I operated at the highest levels of urban policy, serving as a senior cabinet member for the Austrian Vice Chancellor and as an attorney specializing in real estate and development law. I was in the engine room, navigating the complex machinery of how our cities are planned, approved, and built.

From that vantage point, I saw the deep-seated problems firsthand: data trapped in silos, decisions clouded by uncertainty, and costly, irreversible mistakes set in concrete—all because we were planning 21st-century cities with 20th-century tools. I knew there had to be a better way to build our future.

That conviction led me to found PropX.

We moved beyond the blueprint to create the world's most realistic, data-driven digital twins of entire cities and regions. Think of it as SimCity for the real world—a living, breathing virtual environment where you can simulate, test, and perfect every decision before a single shovel hits the ground.

We empower city officials and developers to de-risk major projects, visualize long-term impacts, and unlock unprecedented efficiency. Whether it's optimizing the energy grid for a new district or launching a real estate project in the Fortnite universe, we are bridging the gap between the physical and virtual worlds to build cities that are more sustainable, resilient, and inspiring for everyone.

The era of building on guesswork is over.

I'm here at the conference to connect with fellow innovators who believe in building smarter. If you're ready to see the future of your city, let's talk.