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Presseinformation

Europe's Leading B2B Trade Fair for Real Estate and Investment

EXPO REAL: All Eyes of the Real Estate Industry on Brexit

- Brexit and the future of Europe, migration, housing bubble: the who-is-who of the industry will discuss these issues at EXPO REAL (Munich, October 4 to 6, 2016)
- US star economist Nouriel Roubini and Airbnb opponent Murray Cox as guests
- Additional highlights: "Grand Plaza"-concept for retailer, Barcelona and Berlin as cities of the future, a top event for students

The real estate and investment industry are also concerned with Brexit and the question behind it: What does the future of Europe look like with national barriers? The who-is-who of the industry will discuss that at EXPO REAL; the most important guest will be US economist Nouriel Roubini. Additional highlights: Marketplace "Grand Plaza" for retail trade, Barcelona and Berlin build the city of the future, and students get deep insights into the industry.

"National isolation is not an option for economic success," Klaus Dittrich, CEO of Messe München, explained. "The real estate and investment industry can prosper only if international trade functions smoothly." EXPO REAL is a perfect example for this. Project Manager Claudia Boymanns added: "We are the most important European B2B hub for real estate and investments. Concrete business deals are made here."

Star Economist and Airbnb Opponent in the Conference Program

The star guest at EXPO REAL 2016 will be Nouriel Roubini. The US economist was one of the few who predicted the real estate bubble burst in 2007. Murray Cox will also generate heated discussions; he is the founder of the website "Inside Airbnb". He analyzes the new social portals in hospitality and residential market competition. "EXPO REAL attracts many high-profile decision-makers, experts and politicians. They market their projects and use the excellent network on site," Ms. Boymanns explained.

Additional topics in 2016: international capital flows; is thinking in cycles a thing of the past; are we facing an imminent housing bubble; the investment strategies

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of the big players; where are we headed in times of declining income and rising purchase prices; migration and housing.

Innovative concept for retailer: Grand Plaza.

Grand Plaza is a unique new exhibition concept for the retail industry and its partners. "We are providing a high-quality networking area in the middle of the fair, so that our customers can expand their business further," Ms. Boymanns explained. Grand Plaza is created like a marketplace with food services and a supporting program. "The offer is addressed mainly to expansion-oriented, retail chain stores, property developers, urban planners, municipal representatives and consultants," Ms. Boymanns stated. The concept is attractive, demonstrated by the fact that tedi and kik could be signed on as new exhibitors and Lidl is returning to EXPO REAL. Rewe, Rossmann, dm, Alnatura, basic, Subway, denree, KFC and easy Apotheke are also participating.

City of the Future Projects from Barcelona and Berlin

Barcelona and Berlin are presenting exciting projects in the intelligent urbanization Forum in 2016. "Berlin TXL" is dedicated to the future of Tegel Airport in Berlin after it is closed. A research and industrial park for the city of the future is to be created there. Barcelona is presenting "Plan 22 @", a former industrial site in the middle of transformation into a diverse city district.

Career Day for students: practically oriented and comprehensive

Another highlight: Career Day. "It is the only career event in the industry, which is integrated into a trade fair. In addition: The ticket is valid not only for Career Day, but also for the entire three days of EXPO REAL including the conference program," Ms. Boymanns explained. In addition to the Career Corner with exhibiting companies, the special conference program and an application portfolio check are very popular with the students.

About EXPO REAL

EXPO REAL, International Trade Fair for Property and Investment, is the trade fair for networking when it comes to cross-sectoral and transnational projects, investments and financing. It encompasses the entire spectrum of the property industry and offers an international networking platform for the important markets of Europe, via Russia and the Middle East to the USA. The comprehensive conference program with around 400 speakers provides a solid overview of current trends and innovation in the property, investment and financing market. In 2014 the International Trade Fair for Property and Investment, which is staged annually at the Messe München site, was attended by 37,857 participants from 74 countries and 1,707 exhibitors from 33 countries. The next EXPO REAL will be held from 4 to 6 October 2016.

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Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.