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Press Release

Europe's Leading Trade Fair for Property and Investment EXPO REAL: New Centerpiece Grand Plaza for Retail Trade

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- Grand Plaza: Almost 500 square meters of networking for the most popular asset class after office properties
- Innovative concept for retail trade provides premieres for exhibitors, returnees and "up-and-comers"
- REWE Group is a key partner of Grand Plaza

Grand Plaza – a unique marketplace for discussions and ideas at EXPO REAL (at Messe München, October 4 to 6, 2016): On approx. 500 square meters in one of the six exhibition halls where retailers mainly exhibit, commercial enterprises and real estate professionals specializing in retail store property have a platform for obtaining and sharing information as well as discussions. The concept is being well received. A total of 13 retail trade companies with 18 brands are exhibiting at EXPO REAL. REWE Group is a key partner of Grand Plaza.

Thanks to Grand Plaza, textile retail stores will be represented for the first time at EXPO REAL. TEDi and Kik are new on board at Europe's largest B2B trade fair for real estate and investments. Lidl is returning to the fair thanks to Grand Plaza. easyApotheke will also be there as co-exhibitor of dennree, which has booked a separate area for the first time. In addition, REWE Group is a key partner of the Grand Plaza; the long-time exhibitor has been an important motivator for the new concept from the start. "Grand Plaza is further evidence of how we develop our exhibition concept constantly, working closely with our customers – a key success factor of EXPO REAL," Klaus Dittrich, Chairman and CEO of Messe München GmbH, explained.

Retailers can further promote their businesses here

Grand Plaza is a new, unique trade fair concept for retailer and their partner. "EXPO REAL provides a high-quality networking area in the middle of the fair, so that our customers can expand their business further," Exhibition Manager Clau-

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dia Boymanns explained. "The concept is addressed mainly to expansion-oriented dealers, retail chain stores, property developers, urban planners, municipal representatives and consultants." Creating specific platforms for individual segments of the real estate industry is an integral part of EXPO REAL, which can be seen by the established special exhibitions 'World of Hospitality' and 'LogRealCampus'. In addition, healthcare will be dealt with in the conference program.

The inspiration for Grand Plaza came directly from retail trade. "As a member of advisory board, I support EXPO REAL in developing the trade fair further," explained Stephan Koof, Head of Expansion Full Range national at REWE Group. "The creation of plazas and food courts found in shopping centers at the trade fair was an obvious step for me. All exhibiting dealers in Hall C2 will benefit from this attraction, and I expect additional exhibitor interest."

Open and bright architecture with market stalls and Speakers Corner

Grand Plaza is a spacious networking area located in Hall C2 on almost 500 square meters, surrounded by the trade fair booths of numerous commercial enterprises. Similar to a marketplace, Grand Plaza provides space for discussions and a star-studded Speaker's Corner. Gastronomy is also an important aspect in a marketplace. REWE Group with its brands Oh Angie!, REWE To Go and Weinfreunde as well as Lidl will provide corresponding offers there. The following brands are represented with trade fair booths at Grand Plaza: Alnatura, basic, dm, dennree, easyApotheke, KFC, KiK, Lidl, REWE Group (with REWE Markt, Rewe Markt, Penny and toom), Rossmann, Subway and TEDi. In addition, EDEKA will be in Hall C1.

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.

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



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with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

