

Munich, August 11, 2016

Press Release

Three questions to Claudia Boymanns, Exhibition Manager

EXPO REAL: Sound out markets and develop future strategies

- Consequences of Brexit, a look into the European market, and new exhibition concept Grand Plaza for retail trade
- EXPO REAL 2016, Europe's leading trade fair for real estate and investments, at Messe München on October 4-6, 2016.

The international property and investment industry meets at EXPO REAL. It's about specific transactions and cultivating contacts. However, it also deals with major economic and social issues. Claudia Boymanns, Exhibition Manager of EXPO REAL, addresses the core topics in 2016: the consequences of Brexit, a look into the European markets, and the new exhibition concept Grand Plaza for retail trade.

1. EXPO REAL will open its doors at Messe München from October 4 to 6, 2016. What are the main topics at this year's fair?

A topic that generally preoccupies all of us is Brexit. Because the British decision will affect European real estate markets, the topic will of course be dealt with in our conference program. Real estate markets are still booming, but the question is increasingly being posed of how long capital pressure and pressure on yields will continue and what this development means for long-term investments. For example, the big players will discuss their investment strategies, look more closely at capital flows and consequently also answer the question of how long this positive situation will prevail. However, irritation is increasing despite all success. Especially in this regard, we provide the best platform as a leading international trade fair to sound out developments and markets as well as to discuss future challenges for the real estate industry.

2. EXPO REAL is positioned as Europe's most important network for property and investments. How are you securing this position?

We are the largest B2B trade fair of the industry in Europe. Exhibitors demand is also high this year, so that the six exhibition halls with 64,000 square

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meters are almost fully booked. We also expect a positive development among participants.

In addition to many international companies from the real estate industry, cities and regions from all over Europe are going to exhibit: from Stockholm to Rome and from Lisbon to Moscow. There will also be several country pavilions such as Club France, Swiss Circle, Holland Metropol and Holland Property Plaza, Austria and another joint stand from Austria (Europa's Mitte), the North America Meeting Point and Luxembourg. A large-scale Italian joint stand is new this year. Exhibitors of the respective country exhibit together there and draw attention to the site in general.

Our conference program also has a consistent international orientation, both with respect to topics and panel discussion participants. For example, international markets are the focus in the INVESTMENT LOCATIONS FORUM that is dealing specifically with Western Europe and the Iberian Peninsula, but also Central and Eastern Europe, the United States and—new this year—Africa south of the Sahara.

3. You have developed a new offer for retail trade. What is 'Grand Plaza' and what are your goals with it?

With Grand Plaza, retail trade is getting its own platform for information, exchange and discussions. We have created a 500 square meter networking area for it located in Hall C2. It is designed to address expansion-minded retailers, project developers, investors and partners of retail trade. We developed the concept of Grand Plaza together with and for our customers. The positive response has confirmed our idea. With it, we are picking up on similar, highly successful concepts for tourism and logistics. Like the World of Hospitality and LogReal Campus, Grand Plaza will be a focal point for all companies and exhibition participants involved in retail trade.

EXPO REAL also provides information continually on its blog <http://blog.expo-real.net/en/>.



Claudia Boymanns,

Exhibition Manager of EXPO REAL



EXPO REAL is Europe's leading

network for property and investments

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