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Press Release

The most important network of property industry in Europe

EXPO REAL 2016: More Exhibitors and More Networking

- The number of exhibitors has increased by 3,3 % to 1.764 (2015: 1.707)
- New app, live streaming from the conference program for the first time, networking with MatchUp! and social media
- Press Navigator for the conference program

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EXPO REAL continues to grow and consequently reflects the mood in the industry. In 2016, 1764 exhibitors will be present at the trade fair in Munich from October 4 to 6 (2015: 1,707). This means growth of 3,3 percent. Digital helpers will be on hand to exploit the potential of the trade fair optimally: an app with new features, live streaming of parts of the Conference program for the first time as well as networking with MatchUp! and social media.

The Press Navigator: Topics that you should not miss

Brexit, the issue of a possible real estate bubble and the new fair concept Grand Plaza for retail trade: the Conference program deals with these and many other trends. We believe that you should not miss some of these dates.

You will find the Press Navigator on this website in the menu "Pictures for this press release".

EXPO REAL App: Plan, Obtain information and Network Better

Who, what and where: The new trade fair app helps you to get an overview all facets of the trade fair. Three new features make the app better than ever: Thanks to the interface to the MatchUp!, you get suggestions for relevant discussion partners. The Discover screen shows selected events. In addition, you can interact in selected forums with hosts and speakers with Session Live Check-In. Download in the App Store.

Live Streaming of Parts of the Conference Program for the First Time

For the first time, selected panel discussions from the EXPO REAL FORUM and from the SPECIAL REAL ESTATE FORUM will be broadcast live on the EXPO REAL YouTube channel.

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MatchUp!

All participants at EXPO REAL can register with the networking service "MatchUp!". The online tool helps you to get in touch with the right discussion partners upfront and during the fair.

You can find MatchUp here: <http://exporeal.net/match-up/index.html>

Information and interaction in the social web

Blog, Twitter, Facebook, XING, LinkedIn, and YouTube: EXPO REAL provides many channels to obtain information and get into contact with others. The managed page "EXPO REAL Social" shows communication in the social web about the trade fair at a glance. An editorial team will report directly from the trade fair during the event. The main program points will also be shown on numerous screen pillars in the trade fair halls and on a large LED screen in the entrance area. The central contact spot is the blog that can be found here: <http://blog.exporeal.net/de/>



Caption: 1.764 exhibitors will exhibit at EXPO REAL 2016 (2015: 1.707).

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.