

Our Conference program is extensive and extremely varied. We have compiled a navigation for each day of the fair with specific tips for hot topics.



## Press Navigator for the Conference Program

### Tuesday, October 4, 2016

11.00 – 12.15, Hall A2  
EXPO REAL FORUM

#### Have we seen the end of cyclical thinking?

Opening

*Market analysis has long been based on the accepted thinking of economic cycles, with their ups and downs. But we are living in a changed world. A world with enormous political and economic uncertainties, fast-moving and awash with capital. Is the "old thinking" still valid, or long since obsolete.*

12.30 – 13.20, Hall A2  
EXPO REAL FORUM

#### International capital flows

Opening: The real estate sector within the overall economy

*Around the world capital is looking for places to invest. The numbers involved are truly huge. Real estate, as a tangible asset, is playing a big part here. Where is the money coming from, how much is involved and who is looking for what, and where? How important is international diversification?*

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13.30 – 14.50, Hall A2  
SPECIAL REAL ESTATE FORUM

#### Airbnb & Co:

*Flown in from New York, Murray Cox, the founder of the anti-Airbnb site "InsideAirbnb", will discuss with representatives from cities, project developers, and market researchers about how accommodation agency platforms in the Internet affect urban development and the hospitality industry.*

15.00 – 16.15, Halle C2  
GRAND PLAZA

#### Strategies of Retailers

*For the first time, retail trade has its own networking area at EXPO REAL with Grand Plaza. The current challenges of retail trade will be analyzed in speakers' corner. This slot will deal with questions such as: Which offers are there under which brands? Where, how and for whom? What distribution channels are offered with which "point of sale"?*

17.00 – 17.50, Hall A2  
EXPO REAL FORUM

#### Alternative Investments

*Alternative investments, e.g., healthcare facilities, data centers, micro apartments and parking garages: conventional investments in offices, commercial residential buildings, logistics and hotels have long since been supplemented by others and—in part—new real estate ventures. Many people still speak here of alternative investments, but new asset classes could soon be created if this continues.*

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## Press Navigator for the Conference Program

### Wednesday, October 5, 2016

11.00 – 11.50, Hall A1  
INTELLIGENT URBANIZATION FORUM

#### Barcelona and Berlin

Future prospects about city development

*The city of the future is the focus in the Intelligent Urbanization Forum. The project "Berlin TXL" will be presented on the Berlin side, which is dedicated to the reconstruction of Berlin Tegel Airport after its closure and its conversion into a research and industrial park. Barcelona Project Plan 22@ is the conversion of the former industrial area of Poblenou in the northeast of Barcelona.*

10.00 – 10.50, Hall A2  
EXPO REAL FORUM

#### New people in Germany: Immigration and building

Demographic and sociographic change

*Immigration is bringing about change in Germany. Not least as regards society, but also in terms of demographic development. All cities and regions are affected, yet in the variety of places differences are emerging.*

12.00 – 12.50, Hall A2  
EXPO REAL FORUM

#### New people in Germany: Immigration and building

Challenges for Housing: Answers from the Property Sector

*Immigration is posing very specific challenges, including the need to produce much more living space. How can this be built quickly and efficiently? What long-term perspectives need to be considered? Answers are coming from the construction and real estate industry as well as from the public sector.*

15.00 – 16.15, Hall C2  
GRAND PLAZA

#### Enhancing the shopping experience

*Shopping these days is not just about buying a few essentials. The customers want to have an "experience", something that will tempt them to stay longer and spend more. How can retailing gear up for this? Gastronomic delights and "theme worlds" are two options. What works here?*

16.00 – 16:50, Hall C2  
SPECIAL REAL ESTATE FORUM

#### Let's talk Logistics

*The future of urban logistics: Online trade has greatly increased package volume, and urban and logistics infrastructure must be re-designed and adapted as a result. Representatives of CEP service suppliers (Courier Express Package delivery services) and municipalities discuss with project developers, academics and trade logisticians.*

17.00 – 17.50, Hall A2  
EXPO REAL FORUM

#### Brexit: What is in after out?

*So soon after the referendum on Brexit, nobody knows how things will develop long term. It's also not clear what kind of an impact it will have on property markets. Yet we have to ask: What next? Experts discuss the consequences so far and possible scenarios for the future.*

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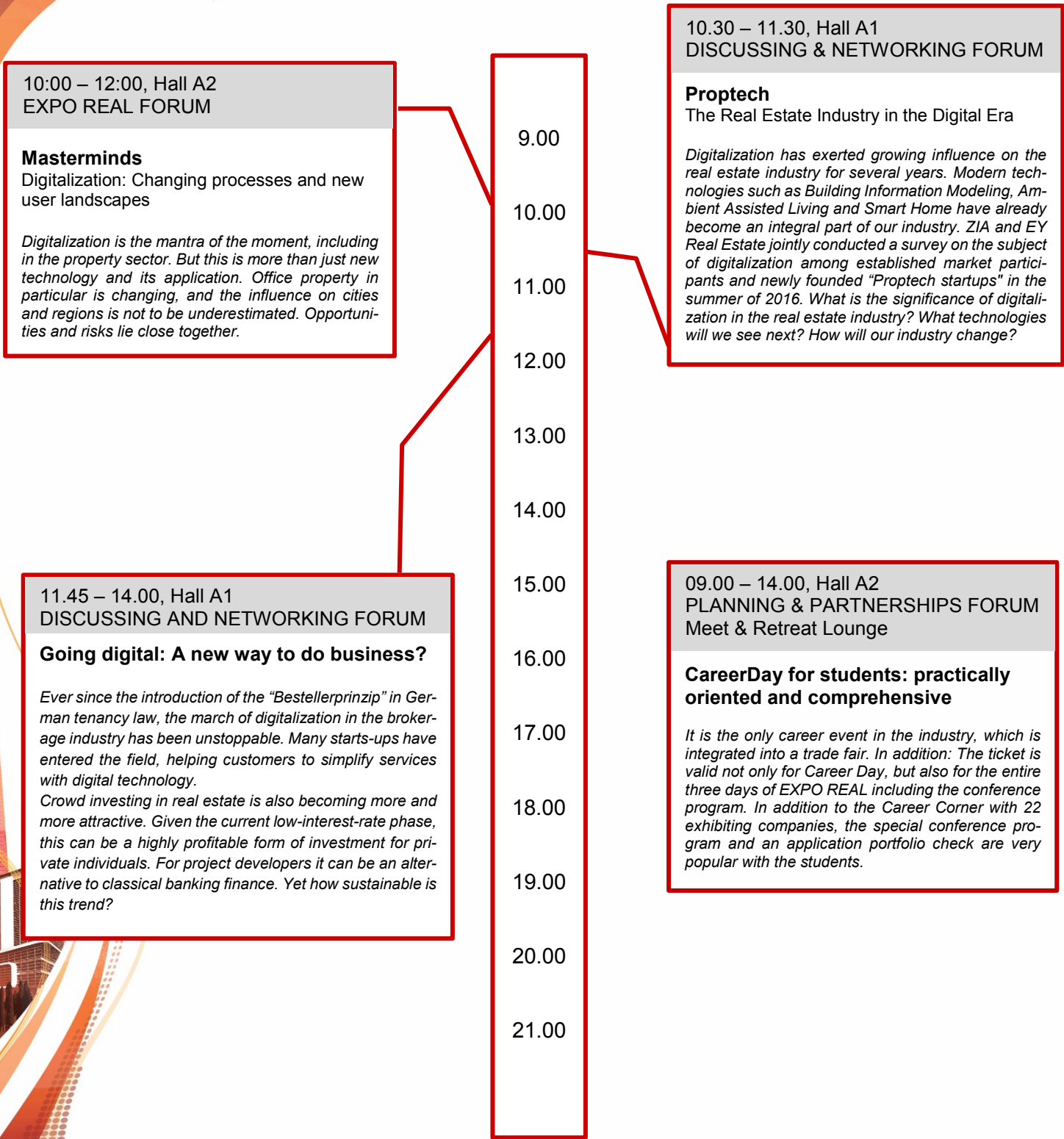
21.00

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## Press Navigator for the Conference Program

### Thursday, October 6, 2016



Do not miss anything: Download the EXPO REAL App:  
<http://exporeal.net/trade-fair/at-the-fair/app/index.html>