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Presseinformation

EXPO REAL 2017

Grand Plaza: the growing marketplace for trade

- Grand Plaza goes into its second edition at EXPO REAL 2017
- Six new exhibitors on board
- Supporting program with trend topics like e-commerce and changes in customer behavior

The network for trade and its partners: Grand Plaza is going into its second edition at EXPO REAL in 2017 and is now enlarged with the addition of six new exhibitors. Trend topics like e-commerce, the boom in outlet centers and the shopping centers of tomorrow are examined at Speakers' Corner.

“Grand Plaza is growing, the number of new exhibitors has risen by six. New additions here are the sales chains Action Deutschland, BLACK.de, Feneberg Lebensmittel, Woolworth and Kaufland”, explains Claudia Boymanns, Exhibition Director of EXPO REAL. The new concept meets the needs of the market because commercial property is still one of the most popular asset categories. “This combination of marketplace, exhibiting companies and supporting program works outstandingly well—you can inform yourself, maintain existing contacts and establish new ones, you can exchange experiences and develop new ideas”, continues Claudia Boymanns. Grand Plaza is aimed particularly at expansion-oriented traders, developers of retail projects, urban planners, municipal representatives and advisers.

17 brands are represented at Grand Plaza in 2017

The concept of Grand Plaza is being continued similar to last year: a marketplace on 500 square meters with catering and a Speaker's Corner in Hall C2; grouped around the marketplace are the exhibition stands of trading companies. In 2017, these are Action Deutschland, Alnatura, BLACK.de, Dennree, dm, Feneberg, Kaufland, KiK, KFC, Lidl, REWE Group (REWE, PENNY and toom), Rossmann, Subway, TEDi and Woolworth. In addition to these, EDEKA and Netto are exhibiting in Hall C1. The catering partners at Grand Plaza are REWE to Go, Weinfreunde, Lidl and Kaufland as well as Pano. “With the focus on trading companies, Grand Plaza has a really interesting range on offer. Here, all those taking part in the fair who deal with trade and

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commercial property can find out specifically about trends and developments in trade”, says Claudia Boymanns.

Topics that affect trade

The conference program at Grand Plaza takes up the topics that affect trade most of all. E-commerce and changes in customer behavior are right at the top of the list here. These developments concern not only trade and commercial property—more and more, they also preoccupy city leaders who want to keep their inner cities attractive. At the same time, the off-price segment is booming: numerous outlet centers are being planned, new concepts are pushing onto the market. Further topics are the future strategies and sustainable concepts for shopping centers, the development of the market for branded products—with old names disappearing, new labels coming onto the market—the ever-increasing importance of catering in shopping centers and larger retail facilities, and how the food product market has to adapt itself to online trading more and more.

You can find further information on the EXPO REAL website <http://exporeal.net/trade-fair/visitors/theme-areas/retail/index.html> and the EXPO REAL blog at <http://blog.exporeal.net/de/>.



Marketplace for trade: Grand Plaza goes into its second edition at EXPO REAL

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 2016 the International Trade Fair for Property and Investment, which is staged annually at the Messe München site, was attended by 38.101 participants from 77 countries and 1.768 exhibitors from 29 countries. The next EXPO REAL will be held from 4 to 6 October 2017.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the

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exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.