

Munich, 16. August 2022

Press Release

Trade fair overview

EXPO REAL: Exhibitor number up over 50 percent

- Over 1,900 exhibitors registered
- Innovative solutions concentrated in Hall A3
- Overarching topics: ESG, housing, interest rate policy, climate protection

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Getting information, exchanging ideas and networking are more important today than ever before—and for the real estate industry to do so, EXPO REAL, the international trade fair for real estate and investment from October 4 to 6 in Munich, is the most important platform. This is reflected by the considerably increased number of exhibitors. Also the varied conference program will offer orientation in challenging times.

"After many companies' reluctance to exhibit in the past two years due to the pandemic, the desire for information and exchange in the real estate industry is high. We can thus look forward to more than 1,900 exhibitors at EXPO REAL 2022—over 50 percent more than in 2021 which attracted 1,198 exhibitors," reports Claudia Boymanns, Exhibition Director of EXPO REAL. "And we sense this desire in all areas: in the residential, office, hotel, logistics and retail asset classes, but also in the international joint pavilions and the joint pavilions of the regions and cities, all of which have more partners on board again."

Innovative solutions more needed than ever

"One central concern of EXPO REAL was and is to introduce the real estate industry to innovative solutions and opportunities that can help to address the increasing demands on the industry," explains Claudia Boymanns. In Hall A3, start-ups will be concentrated in the Tech Alley, as well as former start-ups that now occupy their own space as established technology companies. In addition, the REAL ESTATE INNOVATION FORUM will offer a discussion platform.

"Many companies, locations and associations will also bring start-ups to the fair themselves," Claudia Boymanns continues. In Hall A3, there will again be the guided Innovation Tours—and for the first time ESG Tours to highlight solutions for environmental, social and governance requirements. Both can be booked on the website from September.

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Trend-setting topics in the industry: ESG, housing, interest rate policy

General conditions in the real estate industry will be discussed at the EXPO REAL FORUM. The focus here will be on ESG, climate protection, the creation of affordable housing and the current interest rate policy. Speakers will include Klara Geywitz, Federal Minister of Building, Verena Bentele, President of the German Social Association VdK, Dr. Jörg Krämer, Chief Economist at Commerzbank, and Dr. Gertrud Traud, Chief Economist at Helaba. The PLANNING & PARTNERSHIP FORUM will highlight the individual asset classes and the DISCUSSION & NETWORKING FORUM will be open to exhibitors for topics directly related to the real estate industry.

Networking and matchmaking

Seven exhibition halls with many meeting areas will offer plenty of space for discussions and networking. The EXPO REAL app will support all registered trade fair participants in finding matching contacts. This also includes the search for junior staff: the CareerDay—with 46 exhibitors and thus more companies than ever before—on the third day of the trade fair will be the perfect opportunity here.

More information on EXPO REAL 2022 is available at www.exporeal.net

Exhibitor directory: <https://exhibitors.exporeal.net/industrydirectory/2022/start/>



EXPO REAL 2022: great desire for face-to-face exchange

About EXPO REAL

EXPO REAL is Europe's largest trade show for property and investment and a central hub for market players from all around the world. Besides focusing on digitalization and associated innovation, the trade fair covers both the different real estate segments—office, retail, hotel, logistics and residential—and the entire life cycle of buildings, ranging from project development and investment to finance, marketing and operation. EXPO REAL 2021 attracted 1,198 exhibitors from 29 countries and 19,200 visitors from 52 countries. The next edition will take place from October 4 to 6, 2022.

About 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 exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad.

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Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. 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.