

Press release

EXPO REAL expands NOVA³ concept

4. September 2023

- Tech Alley with startups from different sectors
- Special “Decarb” show premieres in NOVA³
- REAL ESTATE INNOVATION FORUM with forward-looking discussions

What could the real estate industry look like in the future? This year, once again, the NOVA³ hall at EXPO REAL, taking place in Munich from October 4 to 6, 2023, is presenting ideas, solutions, and practical examples on this topic. Alongside Tech Alley and the REAL ESTATE INNOVATION FORUM, there will also be a special “Decarb” show here for the first time. In addition, the ESG and NOVA³ tours start here.

“By expanding the NOVA³ concept, EXPO REAL is offering a platform for innovations, exchange, and forward-looking ideas,” says Claudia Boymanns, Exhibition Director of EXPO REAL, explaining the concept. “The real estate industry faces a host of challenges, which is why we deliberately wanted to present approaches, ideas and innovations from our exhibitors and partners this year in NOVA³ and especially in the DECARB Forum

REAL ESTATE INNOVATION FORUM and Tech Alley

A technical highlight of NOVA³ is also the REAL ESTATE INNOVATION FORUM, at which current ideas and collaboration in the tech and real estate industry will be examined, and recommendations for action given. New this year are three VC sessions at which international venture capitalists will present what a startup needs to have in order to successfully secure funding in these challenging times. The accompanying Tech Alley is once again home to startups from different sectors, including Izix, ImmoCheckout, Tower360, dagobertinvest, Stonal, Reesca, PRODA, Urban Energy, MyTraffic, BIMension, blue auditor, SYTE, FCR Innovation, Bots4You, BPS International, and Casa Safari.

Special ‘EXPO REAL Decarb’ show

The special “EXPO REAL Decarb – make the climate change work” show is celebrating its premiere. Its focus is on how planned projects can be implemented in a climate-neutral way, and old buildings be modernized in a

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climate-friendly manner. It should primarily be aimed at startups, scaleups, and companies covering the areas of 'real estate as an ecosystem', 'decarbonizing the property portfolio', and 'climate-neutral district and city development'. As partners, Sunrock Investment, Mer Germany, The Mobility House, Numbat, Buro Happold, and the PreZero Foundation will take part in the exhibition.

The special show will be supplemented by discussion sessions and presentations on an integrated stage. Klara Geywitz, Germany's Federal Minister for Housing, Urban Development and Building, is expected at the panel discussion "Housing construction: cooperation not confrontation". Other topics include "Decarbonization of business districts and office clusters", "Decarbonization of urban logistics" and "Remaking cities for healthy people and planet".

Further information on NOVA³, the special DECARB show, the REAL ESTATE INNOVATION FORUM, and Tech Alley can be found at:

<https://exporeal.net/en/discover/topics/nova3/>

More information about EXPO REAL can be found at: <https://exporeal.net/en/>

About EXPO REAL

EXPO REAL is Europe's largest real estate and investment trade fair, and is regarded as a networking and business platform for market players from all over the world. The trade fair covers both the different segments in the real estate industry – office, retail, hotel, logistics, and living – and the entire property life cycle, from project development to investment, financing, marketing, and operation. A further focus on the topics of sustainability, digitalization, and transformation of the real estate industry. The next EXPO REAL will be held from October 4 to 6, 2023.

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. 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.