

## Press Release

Stable participation

### **EXPO REAL to highlight solutions for the real estate industry**

**September 20, 2023**

- Nearly 1,850 exhibitors from 36 countries
- Industry faces various challenges
- Conference program addresses pressing industry issues

The explicit aim of EXPO REAL (October 4–6, 2023) is to provide the real estate industry with a platform to discuss challenges and opportunities, and to learn about potential solutions. At present, the biggest challenges facing the industry are the high interest rates, increased construction costs, climate change and cutting CO<sub>2</sub> emissions in the construction and operation of buildings. To this end, Messe München will be addressing the economic issues in detail in this year's supporting program and will be featuring the special show "EXPO REAL Decarb—make the climate change work" for the first time.

#### **Number of participants remains stable**

"EXPO REAL is the platform for discussing and developing solutions not only in good economic times, but also in difficult ones. And one thing is clear: the trade fair could not be taking place at a better time, as we are currently experiencing circumstances that we have never seen before. Economic, financial and other uncertainties have changed almost everything concerning real estate, construction and investment. However, this is of course always associated with opportunities", explains Stefan Rummel, CEO of Messe München. He adds: "With nearly 1,850 exhibitors, this year's participation is very stable, clearly indicating how important EXPO REAL is for the industry."

#### **Key topic: decarbonization**

This is especially true when it comes to pressing issues. To achieve the climate targets and mitigate climate change, it is essential not only to reduce CO<sub>2</sub> emissions, but also to decarbonize all areas of life to the greatest extent possible. Around 30 percent of these emissions are caused by the construction and use of buildings, while transport accounted for 18.4 percent last year. In both areas, there is tremendous potential for savings. Yet this is also associated with

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a fundamental transformation in the building and mobility sector. Both are major challenges—not only for the real estate industry, but also for cities and municipalities—and require technological and innovative solutions.

These climate change challenges come at a time when the economic outlook is less than bright and the construction and real estate industries are struggling with higher costs in general and skills shortages. The changed framework conditions will also take center stage at the EXPO REAL Forum under the banner of “Changes.” The first event in this section will focus on “Climate action: walk the talk!” This will be the first time that solely female experts will discuss ways to a better climate and open up a slightly different perspective on the matter.

### **Other topics: ESG, digitalization and changing demographics**

The EXPO REAL Forum will also focus on the continuing major topics of ESG, digitalization and demographic change, as well as urban development and the transformation of cities. The latter will also concern the experts at the GRAND PLAZA, who will especially be looking at the future role of retail and retail properties in city centers. Special topics such as housing, office, the Hospitality Industry Dialog and insights into North America will be covered in the PLANNING & PARTNERSHIP FORUM. Anyone seeking information on innovative ideas and solutions will enjoy the REAL ESTATE INNOVATION FORUM with its varied range of topics.

One of the highlights of EXPO REAL will be the speech that Dr. Parag Khanna, Indian-American political scientist and founder and managing partner of FutureMap, a data- and scenario-based strategy consulting firm, will give on Friday, October 6, at the Ristorante Rialto at the heart of the trade fair (parallel broadcast in the EXPO REAL FORUM). He attracted widespread attention with his 2021 book “Move: how mass migration will reshape the world—and what it means for you.” His keynote will delve into the topic “From climate risks to climate opportunities.”

For Claudia Boymanns, Exhibition Director of EXPO REAL, this topic is also the core message of this year's EXPO REAL: “It is imperative for the industry to shift its mindset and develop new business models now.”

**More information is available at <https://exporeal.net>**

### **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. The next edition will take place 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.