

Press release

New area in Hall A3 Transform & Beyond by EXPO REAL

2. April 2024

- Future and transformation topics all together in one place
- Meeting place for technology providers, industry companies and start-ups
- Area is supplemented by a conference program, solution tours and networking events

The real estate industry faces key challenges in view of the requirements for decarbonizing the property portfolio, digitalization and demographic changes. Transform & Beyond by EXPO REAL now provides an area dedicated to these future and transformation topics in Hall A3 of EXPO REAL, taking place in Munich from October 7 to 9, 2024.

Jessica Swoboda, Deputy Project Manager of EXPO REAL, explains the new area: “Transform & Beyond by EXPO REAL is THE place at EXPO REAL that brings together the future topics of the construction and real estate industry. There is also a new design with different stand packages and individual stand spaces, panel participation, pitches, and special themed days.”

Companies with industry-compatible solutions and products for decarbonizing existing buildings, for smart buildings, for AI & robotics, for energy management solutions for districts, for space management and user communication, or for cleantech solutions can exhibit. This area also offers start-ups and scale-ups the opportunity to present their innovative and forward-looking solutions and products to the industry and test their practical suitability. They then have the chance within the EXPO REAL network to identify other companies and develop holistic solutions together with the real estate industry.

Sabine Wagner
PR Manager
Tel. +49 89 949-20802
Fax +49 89 949 97-20802
sabine.wagner@
messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de

The concept of Transform & Beyond by EXPO REAL is supplemented by a broad-based conference program that addresses the topics of sustainability in existing buildings, sustainable construction, digitalization and innovations in the real estate industry, and much more. Solution tours will also be offered to provide orientation for EXPO REAL participants.

More information about Transform & Beyond by EXPO REAL can be found online at <https://exporeal.net/en/transform/>

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 7 to 9, 2024.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.