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Press Release

Start-ups and technology companies on board

EXPO REAL 2017—a new forum for innovation

- Technical innovation and digitization get their own platform
- Centerpiece: the Real Estate Innovation Network (REIN)
- Exhibitors show keen interest, EXPO REAL practically booked out

The real estate industry continues to boom in 2017 and exhibitors are showing great interest in EXPO REAL—the ideal conditions for successful networking and concrete business transactions. At the same time, the fair is focusing more closely on innovation and digitization. At the center of this is the Real Estate Innovation Network (REIN), which wants to bring together international start-ups, technology companies and the property industry.

“With Real Estate Innovation Network on board, we are pleased to have a partner whose aim is to bring start-ups and technology companies together with the property industry”, explains Claudia Boymanns, Exhibition Director of EXPO REAL. “A high-quality forum on 400 square meters that puts this subject right in the middle of the fair’s activities, that connects potential partners and thus creates the appropriate area for an important growth market.”

The Real Estate Innovation Network (REIN) is a new platform supported by an independent advisory board from industry and science. The initiator is Wolfgang Moderegger, Founder and Managing Director of the Real Estate Innovation Network: “As Europe’s biggest trade fair for property and investment, EXPO REAL provides the ideal environment for promoting technological innovation and digitization. Start-ups can apply to us to present their innovations, products and novel business ideas at the fair and so make contact with potential customers, partners and investors.” In addition to the exhibition, the forum offers a conference program as well as a concept pitch by selected companies. The best concepts and startups are honored.

Valuable impetus for the real estate industry

Technological innovation and digitization have already been part of EXPO REAL in recent years, both among the exhibitors and in the conference program. “With the Real Estate Innovation Network, we are taking the subject to a new level”,

Sylvia Hendricks
PR Manager
Tel. + 49 89 949-21483
sylvia.hendricks@messe-
muenchen.de

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de

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says Claudia Boymanns. “Here we’re meeting the needs of our customers, just like in 2016 with the successful premiere of Grand Plaza, the marketplace for trade. We expect a valuable impetus for the property sector.”

Energetic start to the year 2017—EXPO REAL practically booked out

After a year of records in the property investment area in 2016, the new year also started with great energy—which applies to EXPO REAL as well. “The current state of exhibitor registrations is very positive, we are practically booked out”, reports Claudia Boymanns. In 2017, real estate is still in demand as an investment and many national and international companies and locations want to make use of EXPO REAL to present themselves and their projects.

At the exhibition stands and in the extensive conference program, the participants will also be discussing a variety of current trends. For instance, how long the boom in the commercial property investment market can still go on—especially if the low-interest period that has continued for years should come to an end.

Political and economic developments worldwide also provide topics for discussion: Brexit, which is since materializing; the protectionism of the new American government under the slogan ‘America First’; the effects of the elections in France and Germany; and the problem that affordable living space is getting ever scarcer in many cities.

You can find more information too on the EXPO REAL website www.exporeal.net and the EXPO REAL blog at <http://blog.exporeal.net/de/>.

For information about the Real Estate Innovation Network (REIN), go to <http://rein.network/>

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 world's leading trade-show companies. It organizes more than 40 own trade shows for capital and consumer goods and key high-tech industries at the Munich site and abroad. Each year, over 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows

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in Asia, India, Turkey, South Africa and Russia. Messe München has a global business presence with a network of affiliates in Europe, Asia and Africa as well as over 60 foreign representatives for more than 100 countries.