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## Presseinformation

### EXPO REAL 2017: strong sector, strong show

- More than 1,900 exhibitors (1,768 in 2016)
- The economic situation and low interest rates boost the real estate industry
- Major topics of the fair: digital innovation, Asia-Pacific markets

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**In 2017, EXPO REAL has grown appreciably in terms of exhibitors and thus reflects the strong development of the property industry. New this year: the REIN Real Estate Innovation Network with its own forum to examine digital change and the opportunities for the property industry as well as the EXPO Real City Leaders Summit, which is aimed at cities and regions and facilitates an exchange of views among them.**

“More than 1,900 companies, cities and regions from 35 countries will be presenting this year at EXPO REAL, a clear increase over 2016 when there were 1,768 exhibitors from 29 lands”, reports Klaus Dittrich, Chairman & CEO, Messe München. “On the one hand, these numbers reflect the positive development of the real estate markets—and, on the other hand, Messe München’s endeavors to make EXPO REAL more and more attractive to the international property sector.”

#### **New exhibitors, joint stands**

This attractiveness is evidenced both by the many exhibitors who come back again every year as well as the numerous new arrivals who are attending the fair as exhibitors for the first time—including many international companies such as Blackrock, Hilton and Nakheel. Also contributing to this success are the joint stands, which have geographic or thematic emphases.

#### **Premiere of the Real Estate Innovation Network (REIN)**

REIN came about from a cooperation between European property tech initiatives, its objective is to bring start-ups and established property companies together in the REIN Forum of EXPO REAL and to inform about developments and possibilities in the proptech area. This includes a panel discussion too on the subject of “Disrupting Real Estate – Proptech, Accelerators and Venture Capital”; taking part will be international investors in proptech start-ups like Aaron Block, co-founder and Managing Director of MetaProp NYC, Taylor

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Wescoatt, General Partner at Seedcamp/Concrete VC and Brendan Wallace, Managing Partner, Fifth Wall.

### **Why focus on Asia-Pacific?**

One focal point in the Investment Locations Forum this year is 'The Asian Century: Real estate capital cross-flows Asia-Pacific/Europe'. From the Asia-Pacific region come approximately one half of all investments in Europe; in the opposite direction, big investors from the European area are looking for investment opportunities in the Asia-Pacific countries. Japan, China, South Korea and Australia take center stage in the discussions, where representatives from both directions will be participating.

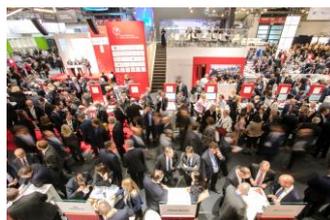
### **Varied aspects of urban development**

With the EXPO Real City Leaders Summit and the Urban Innovation and Investment seminars, EXPO REAL takes account of the great many cities and regions exhibiting. These events serve for an exchange among the city and regional leaders themselves as well as with investors and project developers. In particular, the international composition of the panels guarantees a wide-ranging evaluation of the respective topics and this can point out various approaches to a solution.

Across the board, the varied conference program of EXPO REAL provides information and orientation with regard to overarching subjects in the international property industry, individual areas and segments and a range of investment markets. The highlights include the opening round in the EXPO REAL Forum when Professor Clemens Fuest from the Ifo Institute analyses the current economic situation as well as the last day of the fair with an assessment by American Noble laureate Joseph E. Stiglitz as to 'Uncertainties in Economics and Politics: What matters? What is the influence for real estate?' Both events are aimed at all participants of EXPO REAL—regardless of their respective professional orientations.



*The REIN Forum connects start-ups with the established property industry*



*EXPO REAL 2017: strong sector, strong show*

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You can find more information on the EXPO REAL website [www.exporeal.net](http://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/de>.

#### **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 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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. 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.