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Presseinformation

Current online survey

EXPO REAL's participants want a coordinated EU financial and economic policy

- 1,575 trade fair participants on decision-making level took part in the first EXPO REAL barometer of opinion
- Opinions in the property sector about the role of the EU, digitization, interest rate policy, attractive investment locations

The real estate industry is doing well and it expects interest rate policy to keep encouraging the boom. Germany is the most popular market by a distance, there is great interest in healthcare and care properties, digitization is gaining in importance, Brexit is taken with composure—and financial policy and economic policy should be more strongly coordinated in the EU. These are the core statements from the first EXPO REAL barometer of opinion.

“1,575 trade fair participants on decision-making level took part in the online survey”, says Klaus Dittrich, Chairman & CEO of Messe München. The opinion research institute IfaD conducted the survey in July on behalf of the trade fair. “EXPO REAL is the leading network for the European property industry. With the survey, our aim was to get a true reflection of opinion and the mood of the sector.”

The EU should coordinate financial and economic policy more strongly

The EXPO REAL barometer of opinion shows that the property industry is favorable towards both the EU and the euro. A dissolution of the EU and a return to national currencies are regarded as undesirable by over 90 percent of the respondents. On the contrary: the overwhelming majority (84 percent) are of the opinion that a coordinated financial and economic policy would be preferable, and more than half (58 percent) are in favor of an EU financial budget and one EU minister of finance.

Relaxed on the subject of Brexit

While the decision for Brexit set off some shock waves at first, the situation has clearly eased in the meantime. Only one fifth of the companies surveyed feel

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direct effects, 13 percent have adapted their strategy to the circumstances. As against that, the majority are carrying on their business as usual and are completely unperturbed.

Positive estimation of the future trend in interest rates

The low rates of interest have been a driving force for positive development on the property markets. Here the overwhelming majority of respondents (97 percent) do not expect a radical change this year or next but rather a moderate increase at the most—and the general view is that this can be absorbed by the market without any great disruptions.

Digitization is gaining in importance

While the real estate industry is regarded as rather conservative, the respondents almost unanimously (91 percent) see potential for digital products and services; in addition, almost one half (47 percent) are already offering these products and services. Almost as high (44 percent) is the proportion of those who are working together with specialized technology companies or start-ups to develop new business models. In other words: the digitization of the property industry is forging ahead.

The top 10 most interesting markets for investment

For the respondents, the European markets and the USA are clearly to the fore as investment locations. It may come as little surprise that Germany is topmost, followed some way behind by its neighboring countries Austria and Switzerland as well as Benelux. On a par are Central, Eastern and Southeast Europe and France. These are directly followed by the USA, Southern Europe, the Nordic countries and Great Britain and Ireland. And if you look towards Asia, China is the favorite.

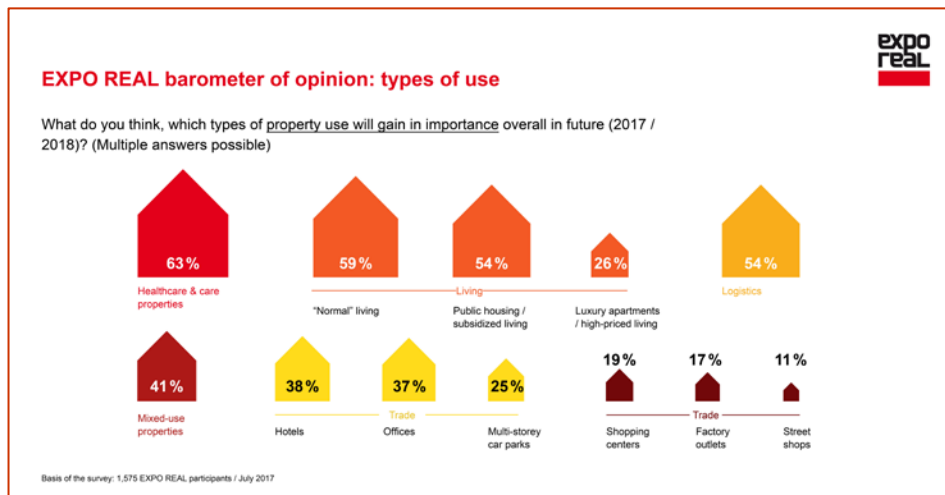
Great interest in healthcare and care properties

The question about the types of property use that will gain most in importance reveals some clear favorites. Residential property is no. 1; if we were to concentrate the three segments of subsidized, “normal” and luxury living, the survey comes to a net value of as much as 85 percent. Healthcare and care properties are no. 2, logistics no. 3.

And still the boom goes on

Virtually all respondents assume that the sums of money invested in property this year and next will continue to increase or at least stay at the same level. So in general, the industry is still looking positively to the future.

Excerpt from the infographics, you can find the complete document [here](#).



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