

Munich, August 31, 2018

Press Release

A look ahead to GRAND PLAZA 2018

Retailing: 'Which way to the customer, please?'

- GRAND PLAZA: platform for trade and all those involved in trading and commercial property
- Focus on 'omnichannel retailing' and a changed approach to the customer
- From theory to practice: special show 'Retailing rethought'

The possibilities offered by smartphones and tablets have fundamentally changed the world of retail trading. Customers are no longer dependent on just the stationary trade, they must now be addressed through many different channels. 'Omnichannel retailing' is the central heading in the conference program of GRAND PLAZA.

Online versus offline? – No. "For trade, an intelligently integrated approach to customers is the order of the day—and this through the most diverse channels", explains Claudia Boymanns, Exhibition Director of EXPO REAL. "'Omnichannel retailing' is therefore the central heading that pioneers and experts will be speaking about in the conference program of GRAND PLAZA."

Robots lead the way

Among the experts is Martin Wild, Chief Innovation Officer of the MediaMarktSaturn Group. In his keynote, he will show how robots will in future be leading shoppers to the desired store or the right shelves, how augmented and virtual reality are changing the shopping experience and how artificial intelligence can optimize the approach to the customer.

In the discussion group 'Which way to the customer, please? Retailing is looking for the ideal way to the consumer', Martin Wild—with other speakers including Christine Hager, Managing Director and Head of Shopping Center Asset Management at redos and management board member of the German Council of Shopping Centers, and Gerrit Egg, Managing Director of WISAG Facility Management—will be looking more precisely at the challenges for trading and commercial property.

Further topics in the Forum of GRAND PLAZA are new concepts and business models in trade, the changed role of shopping centers ('From suppliers to seducers') and how commercial property can contribute to neighborhood development.

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Special show ‘Retailing rethought’

While discussions are certainly helpful, some matters inevitably remain abstract. Which is why EXPO REAL has set up a special show at GRAND PLAZA entitled ‘Retailing rethought’. Here, the digital possibilities addressed in the discussions are shown in purely practical terms. With these digitally supported concepts, the retail trade wishes to approach each customer specifically and offer a solution that’s tailor-made for him or her.

A marketplace in the exhibition hall

On 500 square meters, GRAND PLAZA in Hall C2 is designed like a marketplace. Here trade and its partners meet up, all involved can inform themselves, exchange views, also find something to eat and drink—just about everything that traditional marketplaces have to offer.

All around the marketplace, companies from the retail trade are exhibiting. These include Action, Alnatura, Black, dennree, dm drogeriemarkt, Edeka, Feneberg, HIT, Lidl, Kaufland, Kentucky Fried Chicken, kik, Norma, Penny, the REWE Group, Ratisbona, Rossmann, Subway, TEDI, toom and Woolworth. In addition, EDEKA is presenting at EXPO REAL.



Driving force for trade:
GRAND PLAZA at EXPO REAL

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 conference program with around 400 speakers provides a solid overview of current trends and innovation in

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the property, investment and financing market. In 2017 the Trade Fair was attended by 41.775 participants from 75 countries and 2.003 exhibitors from 35 countries. The next EXPO REAL will be held from 8 to 10 October 2018.

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.