

Munich, September 18, 2018

Press Release

Ten years after the financial crisis

EXPO REAL 2018—at the heart of the property industry

- Number of exhibitors at new record level
- Survey: real estate industry still optimistic
- Digitization, capital flows, urban development: highlights of the conference program

Ten years after the financial crisis, the property industry is seen as exceptionally strong. EXPO REAL in Munich is Europe's leading industry gathering for property and investment. The sector remains confident, as is confirmed by the high level of participation in the fair—and by the EXPO REAL Barometer of Opinion.

“With 2,041 exhibitors, the provisional number of registrations is at a new record level”, says Klaus Dittrich, Chairman & CEO of Messe München. “And the pre-registration of visitors confirms great interest on their part too.” Both the participation in the fair as well as the EXPO REAL Barometer of Opinion—a survey of 1,380 real estate professionals—show that the sector is optimistic. “65.9 percent of respondents assume that conditions will continue to be positive for 2018 and 2019. 62 percent are of the opinion that the amounts invested in real estate in Germany will increase.”

International companies, cities and regions

EXPO REAL reflects the entire value chain of the property industry. The new exhibitors this year include Avviva Investors, Heitman, Marjan Island, ambitious urban development projects from Riga in Latvia as well as the Principality of Andorra, the cities of Liverpool and Sheffield—and, from Bulgaria, the city of Sofia is exhibiting for the first time. There are numerous country stands too: Luxembourg, Holland Metropol and Holland Property Plaza, Club France, UK & Ireland Pavilion, Suisse Circle, Austria and Europa's Mitte as well as the North American Meeting Point. The space for the British joint stand is doubling to 140 square meters. Cities and regions from all over Europe are represented, the province of Murcia in Spain is attending for the first time. Serbia is returning after a hiatus of some years. Southeast Europe is represented in full except for Montenegro, Albania and Croatia.

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How radical is digital?

The real estate industry is pressing ahead with digital transformation. 40.1 percent of respondents in the EXPO REAL Barometer of Opinion indicated that their companies already offer digital products and services. At EXPO REAL, more than 60 technology companies are exhibiting. And the question 'How radical is digital?' runs through the entire conference program in various forms—trade discusses how it can combine online and offline, for instance, and logistics talks about managing 'the last mile'.

Smart, sustainable, salubrious—new urban concepts

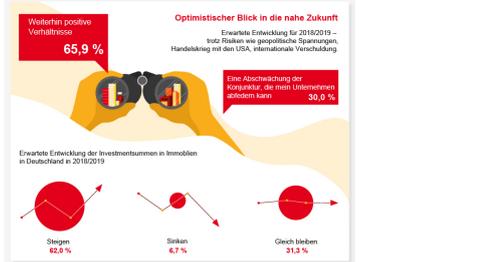
Presenting at the Intelligent Urbanization Forum are four pioneering projects and initiatives for urban development: the British initiative Future Cities Catapult; the energy-neutral Whisper Valley housing development from the USA; and from Lithuania, Vilnius is exhibiting, as is the neighborhood development Werksviertel in Munich. The Urban Innovation Seminars put the focus on ports, innovation quarters and urban quality of life; at the City Leader Summit, mayors and CEOs of cities and municipalities interact to discuss common challenges.

Highlights of the conference program, in chronological order

- **The future of the property sector: how radical is digital?**
Keynote by Prof. Tobias Kollmann, Professor of E-Business and E-Entrepreneurship, University of Duisburg-Essen
EXPO REAL FORUM, Monday 8 Oct. 2018 / 10:30 – 11:00
- **Artificial intelligence in real estate**
Keynote by Chris Boos, CEO and founder, Arago GmbH
REAL ESTATE INNOVATION FORUM, Monday 8 Oct. 2018 / 10:30 – 11:15
- **International capital allocation: who is investing where, in what, for whom and why?**
EXPO REAL FORUM, Monday 8 Oct. 2018 / 12:00 – 12:50
- **Building policy: between regulation and new departures**
With Horst Seehofer, Federal Minister of the Interior, Building and Community
EXPO REAL FORUM, Monday 8 Oct. 2018 / 15:00 – 15:50
- **Ten years after the financial crisis: how relaxed are monetary policy and lending?**
EXPO REAL FORUM, Tuesday 9 Oct. 2018 / 10:00 – 10:50
- **Are technical (digital) buildings the better investments?**
REAL ESTATE INNOVATION FORUM, Tuesday 9 Oct. 2018 / 13:00 – 14:00
- **Leading European start-up hubs and their eco-system**
REAL ESTATE INNOVATION FORUM, Tuesday 9 Oct. 2018 / 14:00 – 15:00

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- **The Asian century: real estate capital cross-flows Asia-Pacific / Europe**
INVESTMENT LOCATIONS FORUM, Tuesday 9 Oct. 2018 / from 11:00
- **Europe—whither will you? How sustainable is the EU?**
With Dr. Marcel Fratzscher, President, German Institute for Economic Research (DIW)
EXPO REAL FORUM, Wednesday 10 Oct. 2018 / 10:00 – 11:50

	
<p>Ten years after the financial crisis: EXPO REAL is at the heart of the real estate industry</p>	<p>As the EXPO REAL Barometer of Opinion shows: the real estate industry is still optimistic</p>

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 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.