

Munich, October 11, 2018

Press Release

Closing Report

Record results at EXPO REAL 2018

- 2,095 companies, cities and regions exhibited at the show (2017: 2,003)
- Number of participants rose by 8 percent to 45,058
- Trend themes: Risks, affordable housing, digital revolution

Things are looking good in the real estate sector. In the first half of 2018 the global real estate markets turned in their strongest performance since 2007. Nine months into 2018, transaction volumes for commercial property in Germany have reached €42 billion, i.e. 8 percent up on the same period last year (Source: JLL). EXPO REAL, Europe’s leading platform for property and investment, is reflecting this buoyant picture.

“EXPO REAL 2018 is reflecting the boom in the property sector and has set a new record: 2,095 international companies, cities and regions exhibited here. In 2017 that figure was 2,003,” reports Klaus Dittrich, Chairman and CEO of Messe München. The biggest increase was seen among exhibitors from the UK, where the number rose from 16 to 47. The overall number of participants in the trade show rose by 8 percent to 45,058. Among them were mayors and CEOs from 24 European cities who discussed urban development. In total around 100 city bosses and government representatives came to Munich for this event. Dittrich pointed out that there were also “many start-ups who found cooperation partners and investors” in the Real Estate Innovation Forum.

Among the new exhibitors were major investors and asset managers such as Aviva Investors, but also locations such as Sofia and Liverpool. Core themes at the show were the opportunities and risks ten years after the financial crisis and global investments in the current phase of the cycle. John O’Driscoll, European Head of Transactions at AXA IM - Real Assets, said: “We are seeing an increase in institutional capital targeting real assets [...]. We are in the mature phase of the traditional real estate cycle and also seeing some significant structural changes as demographics and the way people use physical space evolves.”

Sector demands new start for affordable housing

Whether in the conference program or at the exhibitors’ events: The sector engaged in intensive discussions on how to achieve affordable housing. Gunther

Silvia Hendricks
PR Manager
Tel. + 49 949-21483
silvia.hendricks@messe-
muenchen.de

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

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Adler, State Secretary at the Federal Ministry of the Interior, Building and Community, explained at the show: “We must tackle this social issue through a joint package of measures by federal, regional and local authorities and the associations. In this legislative period we want to build 1.5 million new apartments – through tax incentives and affordable building initiatives. Because we can only have affordable housing if we also have affordable building.” Jürgen Michael Schick, president of the real estate association IVD, commented: “We need a new start for more new building, more home ownership and fewer regulations.”

Smart and digital

The digital transformation is bringing about far-reaching change in the real estate sector. More than 60 young technology companies presented themselves in the Real Estate Innovation Forum. In the conference program this was also a key theme. For example, Coen van Oostrom, founder and CEO of EDGE Technologies, pointed out that “big data enables personalized smart buildings that benefit from data-based decision making and predictive behavioral patterns.” Digitalization was everywhere at the show: At the Grand Plaza, the retail segment discussed how to attract customers online and offline; logistics companies explored ideas for mastering “the last mile”; and the hotel business looked at ways of breaking down the barriers between hotel property and hotel operations.

EXPO REAL 2018 in figure

45,058 participants from 73 countries (2017: 41,775 / 75) came to Munich for EXPO REAL– a rise of 8 percent. The total number of participants can be broken down into 22,029 trade visitors (2017: 20,016) and 23,029 company representatives (2017: 21,759). After Germany, the top ten countries of origin among the visitors were: United Kingdom, Netherlands, Austria, Poland, Switzerland, France, Czech Republic, Luxembourg, the US and Italy.

The 2,095 exhibitors (4.6 percent more than the 2,003 in 2017) came from 41 different countries. After Germany, the top ten countries of origin among the exhibitors were: Austria, Netherlands, Switzerland, United Kingdom (here the biggest increase, from 16 to 47), Poland, Romania, France, Luxembourg, Hungary and the US.



Innovation and networking at the record-breaking EXPO REAL 2018.

For further information go to the EXPO REAL website www.exporeal.net and the EXPO REAL Blog <http://blog.exporeal.net/de/>.

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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.

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.