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Press Release

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EXPO REAL opens another hall: NOVA3

- Trade show expands to seven halls
- EXPO REAL Innovation Forum moves to new hall
- Hub for new thinking and innovation

EXPO REAL responds to the strong growth of recent years and expands to include one more hall. Hall A3 – NOVA3 – will provide a dedicated space on the theme of innovation for exhibitors in this field. The Real Estate Innovation Forum, Tech Alley and the Start-up Contest will move to this hall. There´s also a NOVA3 Forum.

“2,095 exhibitors, over 45,000 participants—in 2018 EXPO REAL was bursting at the seams. And so, for EXPO REAL 2019, we will be including one more exhibition hall, bringing the total to seven. This meets the demand for more space and from new exhibitors, and, with an increase in the number of participants, it also complies with official requirements to provide more public space in the halls. In addition, the theme of innovation in the context of increasing digitalization is gaining importance and leading to increased demand from the real estate sector,” explains Claudia Boymanns, Exhibition Director of EXPO REAL.

Focus on innovation

The theme of innovation is the central theme in the NOVA3 Hall. The Expo Real Innovation Forum, together with Tech Alley and the Start-up Contest area are moving to this hall. “We are pleased we have now managed to attract several of the start-ups from Tech Alley and the Proptech Network as main exhibitors,” Claudia Boymanns continues. These include 21st Real Estate, Alasco, BuildingMind, Cloudscaper Europe, Disruptive Technologies Research, FairFleet, PlanRadar, Sensorberg, Solution Services, Visn by OSRAM and WICONA.

As well as these “grown-ups”, this year 75 start-ups (2018: 65) will be showcasing their digital products, solutions and ideas in Tech Alley, in the following sections: Plan & Build, Manage & Operate, Research & Valuate, Invest & Finance, Market and Next City Solutions. In addition, these young companies will again have the opportunity of presenting not only their products but also themselves to the audience, in a Tech Talk

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Zone. The 25 finalists of the Built World Innovation Contest will also be featured in Tech Alley. The organizer and cooperation partner from previous years has renamed itself Built World Innovation (previously Real Estate Innovation Network). Europe’s biggest proptech start-up competition will be held ahead of the show.

Strong interest from start-ups and established companies

Established companies in the property sector are also very interested in NOVA3. Among those innovation-friendly big names putting on presentations here will be Drees & Sommer and Immobilien Scout, plus consultancies that are becoming increasingly active in the field of digitalization and technological innovation, planners and companies focusing in part or solely on digital solutions. A dedicated and attractively designed NOVA3 Forum provides these companies with an additional platform for discussing trends and innovations in the property sector. We are pleased to be able to give more space to the theme of digital innovations in NOVA3,” says Claudia Boymanns. “Tech Alley, the Tech Talks, the Built World Innovation Contest and the extensive conference program in the Real Estate Innovation Forum, together with the new NOVA3 Forum, form a unique hub for new thinking and innovation in the property sector.”

	<p>New thinking and new design in the NOVA3 Forum in the newly opened hall at EXPO REAL.</p>
	<p>The catering area at NOVA3 is an attractively designed platform for networking.</p>

Further information on EXPO REAL can be found here: www.exporeal.net

Videos: <https://www.exporeal.net/messe/fotos-videos/videos-podcasts/>

EXPO REAL Blog: <https://blog.exporeal.net>

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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 2018 the Trade Fair was attended by 45,058 participants from 73 countries and 2.095 exhibitors from 41 countries. The next EXPO REAL will be held from 7 to 9 October 2019.

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