



Munich, September 6, 2019

## Press release

### New from Grand Plaza

#### Retail: breathing life into city centers

- Win and retain more customers—a major topic at EXPO REAL
- Grand Plaza as central venue for trade and its partners at the fair
- New here: ALDI SÜD, German Council of Shopping Centers, HBB, x+bricks

**New strategies for department stores, ways towards vibrant city centers and innovative concepts for stationary brand environments—these are among the topics at Grand Plaza, the trade platform at EXPO REAL. Four new exhibitors are presenting here, almost all the big food retailers are represented at the fair, there's a special show on the subject of sustainability in trade, and students present ideas for the shopping experience of the future.**

“How stationary trading can survive in the digital age and help to structure the city centers as an attractive social space—the retail trade is greatly preoccupied with that, at our Grand Plaza too”, explains Claudia Boymanns, Exhibition Director of EXPO REAL. “We're looking forward to the top experts on the conference program, two special shows and the exhibitors from the trade sector.”

#### Stores reloaded, talk of the town and lateral thinkers—topics on the conference program

With curated ranges and intelligent interlinking of products and catering, department stores want to become attractive venues in the city center again. But the mix of retail and catering is regarded as a recipe for success beyond that too. Peter Obeldobel, Head of Food & Catering at Karstadt Warenhaus since March 2019, will be discussing the subject with other experts in the panel 'The big feast'. In 'Talk of the town: Fewer customers, vacancy: how do retailers and cities react to declining frequency?', representatives of local government bodies will also have their say. New approaches are examined, for instance by the panel 'Rethink Retail: Start-ups, and innovative companies develop ideas for tomorrow's retail sector', which opens with a keynote by trend researcher Theresa Schleicher, Managing Director of VORN Strategy Consulting.

Silvia Hendricks  
PR Managerin  
Tel. +49 89 949-21483  
silvia.hendricks@  
messe-muenchen.de

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



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### **Two special shows for the retail trade of tomorrow**

The large-scale special show 'Rethink Retail' presents the results of a students' ideas contest for the first time. The five interior design concepts address the themes of sharing, fashion and music. The Schwitzke company group, which creates and realizes brand environments, is host of a further Rethink Retail special show: 'Green Leap' deals with the subject of sustainability in areas such as consumption behavior, the supply chain and real estate development.

"Together with experts and visitors, we want to discuss how we can shape our future sustainably and give an inspiring impetus with our green meeting point", explains Markus Schwitzke, Managing Director of Schwitzke ID.

### **A marketplace for trade and its partners**

Grand Plaza extends over 500 square meters in Hall C2. Here trade and its partners meet to inform themselves and exchange views, a range of catering rounds off the marketplace experience. In addition, numerous companies from the retail trade exhibit; this year, these include Action, ALDI SÜD, Boels Rental, dm drogeriemarkt, dennree, the German Council of Shopping Centers, HBB Hanseatische Betreuungs- und Beteiligungsgesellschaft, Kaufland, Lidl, Norma, Penny Markt, REWE Group, REWE Markt, Rossmann, TEDI, toom, Woolworth and x+bricks.



Informing and networking in a relaxed atmosphere— that's Grand Plaza's recipe for success

You can find more information about EXPO REAL here: [www.exporeal.net](http://www.exporeal.net)

Video on the subject of Grand Plaza / trade: [https://videos.messe-muenchen.de/de/detail/Ev1k-pgp\\_hdHD-YEWFRXuL](https://videos.messe-muenchen.de/de/detail/Ev1k-pgp_hdHD-YEWFRXuL)

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

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### **Über die EXPO REAL**

Die EXPO REAL ist Europas größte Messe für Immobilien und Investitionen und eine zentrale Drehscheibe für Marktteilnehmer aus der ganzen Welt. Die Messe bildet sowohl die unterschiedlichen Segmente der Immobilienwirtschaft ab – Büro, Retail, Hotel, Logistik und Wohnen – als auch den gesamten Lebenszyklus der Immobilien, von Projektentwicklung und Investition über Finanzierung und Vermarktung bis hin zum Betrieb. Im Fokus stehen zudem die Digitalisierung und damit verbundene Innovationen. Das Konferenzprogramm mit rund 500 Referenten gibt einen fundierten Überblick zu aktuellen Trends. 2018 kamen 45.058 Teilnehmer aus 73 Ländern und 2.095 Aussteller aus 41 Ländern nach München. Die nächste EXPO REAL findet vom 7. bis 9. Oktober 2019 statt.

### **Messe München**

Die Messe München ist mit mehr als 40 eigenen Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien am Standort München und im Ausland einer der weltweit führenden Messeveranstalter. Über 30.000 Aussteller und rund zwei Millionen Besucher nehmen jährlich an den Veranstaltungen auf dem Messegelände, im ICM - Internationales Congress Center München und im MOC Veranstaltungszentrum München teil. Außerdem veranstaltet die Messe München Fachmessen in China, Indien, der Türkei, in Südafrika und Russland. Mit einem Netzwerk von Beteiligungsgesellschaften in Europa, Asien und Afrika sowie über 60 Auslandsvertretungen für mehr als 100 Länder, ist die Messe München weltweit präsent.