



Munich, September 17, 2019

## Press Release

### Hotspot of the real estate industry

## EXPO REAL 2019—a strong show yet again

- Number of exhibitors at a very high level
- Focus on innovation in NOVA3
- Top speakers: Dr. Ulrich Kater (DekaBank), Prof. Dr. Gabriel Felbermayr (Kiel Institute for the World Economy IfW), Peter Glus (Arcadis)

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**Whether as exhibitors or visitors—the number of EXPO REAL’s participants from the international property industry is once again high. A main focus of the fair is the subject of innovation, which is centered on the newly opened Hall NOVA3. The overall conference program again reflects current trends and challenges—from Brexit to interest rate policy to the necessity of affordable housing.**

“We are once again seeing a slight increase in exhibitors with 2,127 currently registered and we will thus attain a new record participation. The number of pre-registrations by visitors is also shaping up well”, says Klaus Dittrich, Chairman & CEO of Messe München. The EXPO REAL barometer of opinion, a survey of 1,880 property professionals, paints a picture that’s consistent with this: “79 percent of respondents expect a rather good result for their companies in 2019, 14 percent even anticipate a record year.”

### A platform with great drawing power

Exhibitors are asking about more space—and there are many companies presenting at EXPO REAL for the first time including Aldi Süd, Exporo, Knotel, Medici Living Digital Services, Orascom Development, Orpea, Terragon and WeWork. Here for the first time too are the cities of Porto and Copenhagen as well as the Malta Property Foundation. Numerous country stands round off the picture. Represented again are Luxembourg, Holland Metropol, Holland Property Plaza, Club France, UK & Partner, Suisse Circle, Austria, Europa’s Mitte and the North American Meeting Point. Likewise established here but with a big increase in space once more are the joint stands from Bulgaria and Romania.

### Focus on innovation in NOVA3

The great demand for space has led EXPO REAL to open a further hall—A3.

“The subject of innovation has developed into a mainstay of the fair. So with Hall

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NOVA3, we now have a central point of contact for exhibitors and visitors alike”, explains Klaus Dittrich. “Start-ups, grown-ups and innovation-minded companies can network here and it has its own conference program as well.” The topics range from unicorns in the real estate industry to rapid urbanization in China through to the question of ‘How to lose all your money, go bankrupt and come back a star’. Among the top speakers are Morten Lund of Poshtel International, Duke Long from The Duke Long Agency, Hongqi Guo of Yitong VI Design and Markus Lehnert from Marriott International.

The overall **conference program of EXPO REAL** has more than 400 experts and plenty of highlights to offer. Here is a **top selection**:

- **Europe and the specter of Brexit: before, during, after or even without?**  
With Dr. Ulrich Kater, Chief Economist of DekaBank, Frankfurt am Main  
Expo Real Forum, Monday 7 Oct. 2019 / 12:30
- **American Afternoon: The U.S. in a Global Context**  
With Prof. Dr. Gabriel Felbermayr, President of Kiel Institute for the World Economy (IfW)  
Investment Location Forum, Monday 7 Oct. 2019 / 14:00
- **The public sector and the real estate industry: Cooperation instead of Confrontation!**  
Expo Real Forum, Monday 7 Oct. 2019 / 14:00
- **Can the construction industry keep pace with demand?**  
Expo Real Forum, Monday 7 Oct. 2019 / 15:00
- **The Asian Century:**  
**Real Estate Capital Cross-Flows Asia-Pacific / Europe**  
Investment Location Forum, Tuesday 8 Oct. 2019 / 10:00
- **Investment: Keep calm and carry on?**  
Expo Real Forum, Tuesday 8 Oct. 2019 / 14:00
- **Rent caps: screw down tight, shake well and watch the pressure build**  
Expo Real Forum, Tuesday 8 Oct. 2019 / 16:00
- **Micro living: Small spaces, big trend**  
Expo Real Forum, Tuesday 8 Oct. 2019 / 17:00
- **The impact of urbanization, e-commerce and new mobility**

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Keynote by Peter Glus, North American Big Urban Client Director, Arcadis  
Expo Real Forum, Wednesday 9 Oct. 2019 / 10:00 – 11:50



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REAL in Munich

**More information:** [www.exporeal.net](http://www.exporeal.net), **videos:** <https://videos.messe-muenchen.de/de/channel/661?searchTerm=EXPO+REAL>,  
**blog:** <https://blog.exporeal.net>

#### **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.