

Press release

EXPO REAL 2025

Good response in difficult times

4. June 2025

- Encouraging registration figures
- New: Hall B3 instead of C2
- Transform & Beyond innovation platform is growing

Registrations for Europe's leading real estate trade fair are slightly up four months before it starts on the figure this time last year. That's because EXPO REAL as a central platform, being held from October 6 to 8, 2025 at the Munich exhibition center, brings together the leading players in the real estate, finance and investments sector, and provides orientation as well as new impetus for future trends.

Claudia Boymanns, Exhibition Director of EXPO REAL, says: "Alongside well-known names, there will also be a number of new exhibitors this year. We are also pleased with how well the innovative Transform & Beyond exhibition area has been received. Bundling activities in one place makes it easier for exhibitors and visitors to obtain information and exchange ideas."

Around 40,000 experts from the real estate industry, and representatives from cities, countries and regions are expected to attend over the three days of the fair. This year, EXPO REAL is focusing on the real estate topics of housing, logistics, retail and hotels. "As Europe's largest trade fair for real estate and investments, EXPO REAL offers both a variety of insights into the markets and ideal conditions for efficient networking with leading and new players in the international real estate industry," says Boymanns.

Sabine Wagner
PR Manager
Tel. +49 89 949-20802
Fax +49 89 949 97-20802
sabine.wagner@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de



Grand Plaza, housing and EXPO REAL FORUM new to Hall B3 - TECH TALK STAGE in Hall B2

An important change at this year's trade fair is the newly designed Hall B3.

This is where the Grand Plaza is now located as the central meeting point for everything to do with retail property and the EXPO REAL FORUM. A special area focusing on housing with its own forum and an exhibition on affordable and ecologically efficient living is also planned. The TECH TALK STAGE is moving from Hall A3 to Hall B2.

Top-class conference program offers orientation

In addition to a comprehensive market overview and the potential for successful transactions, visitors to EXPO REAL can once again look forward to an attractive program of discussions and lectures. On a total of nine stages and in numerous conference rooms, international experts from the real estate industry will provide insights into the current market situation and discuss solutions for the future.

Transform & Beyond: second edition for innovation and the future

The Transform & Beyond innovation platform at EXPO REAL will enter its second round in 2025, confirming its role as a forward-looking forum for the industry. More than 60 companies have already confirmed their participation. In Hall A3, the focus will be on decarbonization, smart building technologies, digital district solutions, as well as AI and robotics. The Transform & Beyond Stage and the Decarb Arena will remain central stages and once again offer space for information, discussions, lectures, and an exchange of practical solutions for digitalization and transformation.

More information about EXPO REAL can be found online at:

<https://exporeal.net/en/>

About EXPO REAL

EXPO REAL is Europe's largest trade fair for real estate and investments. It acts as a central platform for international market players to exchange ideas and do business. The trade fair covers all segments of the real estate industry, including office, retail, hotel, logistics and housing, and highlights the entire life cycle of real estate properties: from project development, financing and marketing, to operation. Special focus is placed on the topics of sustainability, digitalization and the transformation of the industry. The next EXPO REAL will be held in Munich from October 6 to 8, 2025.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.