

Press release

Transform & Beyond by EXPO REAL

Drivers of innovation and sustainability for the real estate industry

19. September 2025

- **More than 80 exhibitors will present solutions for decarbonization, digitalization and AI**
- **New hall structure strengthens synergies between innovation and application**
- **Startups will receive targeted visibility and access to market players**

The real estate industry is increasingly being shaped by a profound technological change that combines digitalization and sustainability. Transform & Beyond 2025 will also show how this change can be achieved in practice. At this special area integrated into the EXPO REAL trade fair, pioneering companies will once again present their solutions for the key future topics of the industry: these include decarbonization, digitalization, ESG, mobility and intelligent building operation.

Important building blocks for the future viability of real estate

Covering the entire real estate life cycle – from planning and construction to operation and transaction – 53 startups, scale-ups and grown-up companies from 11 European countries alone will be presenting their innovative solutions. They will offer concrete approaches for optimizing real estate processes, increasing energy efficiency and sustainability, and transforming existing buildings

The focus is on the industry's pain points: increased cost efficiency through automation and data availability, climate protection through decarbonization, avoiding stranded assets, and increasing attractiveness for users and investors.

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



Stronger demand, more exhibitors

After its successful premiere last year, Transform & Beyond has seen significant growth: This year, a total of over 80 exhibitors – startups, scale-ups, grown-up companies and technology companies – are presenting their solutions; a clear sign of the growing importance of the format. Claudia Boymanns, Exhibition Director of EXPO REAL, emphasizes: “We are delighted that the event has met with a consistently positive response. This clearly shows how much the industry needs a platform for professional exchange, orientation and the development of innovative ideas.”

Innovations for digital and sustainable building technology

Transform & Beyond focuses on innovative approaches to the decarbonization of buildings and districts, intelligent building technologies, the use of artificial intelligence and robotics in facility management as well as digital tools to increase energy and resource efficiency.

The curated exhibition space in Hall A3 will create a dynamic environment for innovation and professional exchange. Different participation formats – from classic exhibition stands to pitch slots and themed panels – will allow for flexible presentation.

New neighborhood with synergy effects

The close proximity of the TechTalk Stage in Hall B2, which was designed for pitches from startups, will provide a high level of added value for both target groups. This will give real estate managers direct access to future-oriented solutions: From digital tools for portfolio management to energy supply concepts and smart user interfaces, there are concrete points of contact. Conversely, this format offers young companies even more visibility.

Conference program on two stages

The accompanying specialist program in the DECARB ARENA, on the Transform & Beyond Stage and in Hall A3 will offer additional, in-depth insights. Topics covered include the decarbonization and transformation of the real estate portfolio, climate protection strategies for livable cities, and sustainable real estate financing. The

Transform & Beyond Stage will focus on AI-supported digital planning processes. The combination of practical reports, panels and keynotes will provide participants with a well-founded overview of current developments.

The panel discussion “Gain without PAIN – Agentic AI as a catalyst for the real estate industry!” will take place on the Transform & Beyond Stage in Hall A3 on the first day of the trade fair from 12:00 to 13:15. Prof. Christian Schlicht, Founder and Chief Catalyst & Connector at The Real Insight GmbH, will give the keynote speech. Another highlight is the presentation “The Future of Real Estate: From Concord to Discord: Change, Complexity, Concurrency, Crises & Conflict” by Wesley Paul, partner at Nevegy in London, on Tuesday, October 7 from 14:00 to 14:50 in the DECARB ARENA in Hall A3.

Also new this year are two networking events on the first and second evening of the trade fair, which will take place as after-work events at Transform & Beyond.

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. The integrated conference program with top-class speakers from politics and business provides targeted impetus for strategy, innovation and transformation in the industry. Special focus will be on future topics such as sustainability and digitalization. EXPO REAL is a platform for informed market analyses and concrete business deals. 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.