

EXPO REAL 2023 Exhibitor Statements

- in alphabetical order -

Dieter Becken, Managing Partner, Becken Holding GmbH

“The real estate industry is currently facing major challenges which also provide opportunities. We can overcome the current crisis and create a solid foundation for future success by investing in affordable housing, sustainability, digital transformation and inclusion. Drawing on my personal experience from the past four crises, I am confident that we can overcome these challenges together and am ready to make a constructive contribution. For me personally and for my employees, EXPO REAL is the appropriate platform to engage in constructive exchange with other market participants and to drive forward potential solutions.”

Robert Dobrzycki, CEO & Co-Owner, Panattoni Europe, UK and India

“EXPO REAL came at a time of challenging economic conditions in Europe, which unquestionably impacted the real estate market. The industry is at a juncture, where addressing high interest rates, escalating construction costs, and climate change, especially the reduction of CO₂ emissions in building construction and operations, is imperative. The insights garnered from this year's expo are instrumental in shaping our strategies to ensure the logistics real estate sector remains robust, adaptable, and poised for sustainable growth amidst the evolving economic dynamics.”

Prof. Dr. oec. Hanspeter Gondring, Head of the Business Administration Department

“In conclusion, many discussions and presentations at EXPO REAL 2023 have shown that the current phase of economic weakness will not pass so quickly, resulting in enormous pressure for the real estate industry to adapt. The environment is becoming even more dynamic and the risk of real estate becoming ‘stranded assets’ is increasing by the month. Companies must therefore reconsider their business models as quickly as possible. Change is the opportunity!”

Fabian Hellbusch, Head of Communications, Union Investment Real Estate GmbH

“EXPO REAL 2023 sent a clear signal. The new real estate cycle will be primarily green, which means that all players will have to focus on creative solutions even more in the future. This green cycle demands retraining at all levels—from universities and craftsmen to investment decision-makers—it's no longer new construction, but value-added development in existing stock and the intelligent use of existing resources that must be on the curricula starting now.”

Prof. Dr. Tobias Just, Managing Director/Scientific Director, IREBS Immobilienakademie GmbH

“A cocktail of rising interest rates, high construction costs and political back-and-forth abruptly brought to an end a long upswing in the industry. And yet the image of the ‘perfect storm’ is wrong, as user demand is intact in many segments, construction and land costs will ease again, and legislators are backpedaling at least a little. It remains uncertain if this will be

enough for a recovery as early as 2024, but it's not all bad news, and a working fair like EXPO REAL can be a good indicator of that as well."

Sascha Klaus, CEO, Berlin hyp AG

"This year's EXPO REAL was an indicator of the current challenges facing our industry. It has once again been shown how important exchange and networking is, especially in difficult times. After all, that's the only way we can work together to find solutions and seize opportunities."

Ini Nsien, Project Developer, Logicor

"EXPO REAL helps us as we decided to do re-developments. This means that we are replacing our existing buildings with new, modern, sustainable real estate and have the opportunity here at EXPO REAL to make direct contact with the decision-makers in the cities and municipalities to promote our projects there."

Daniela Steurer, Head of Marketing, STRABAG

"EXPO REAL is a giant network for us. This is where we forge new alliances, where we find new solutions that we can take home and implement. EXPO REAL is an important date for us simply because we meet our partners there, meet friends, to have good conversations and take good solutions home with us."

Dr. Gertrud R. Traud, Managing Director, Chief Economist, Helaba:

"This year's topics were interest rates, sustainability, demographics and digitalization. EXPO REAL highlighted that market participants are aware of these challenges and are addressing them."

Christian Walter, Global CEO, PKF hospitality GmbH

"Our expectation was that the atmosphere would be rather subdued this year. While this is arguably the case in some asset classes, optimism prevails in hospitality and serviced living, where operating cash flows are strong. For us, EXPO REAL is the leading trade fair of the European real estate industry and a valuable platform for exchange and project acquisition."