

Press release

More housing, fewer obstacles: the real estate industry in dialogue at EXPO REAL

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- The housing shortage and residential construction are among the key topics at EXPO REAL 2026
- The “Flexible Housing” forum will present concrete solutions for residential construction and creating affordable housing
- Federal Building Minister Verena Hubertz will discuss the “Future of new construction in Germany”

The tense situation in the housing market will also be a key topic for EXPO REAL participants in 2026. The international trade fair for real estate, investment and infrastructure, taking place in Munich from October 5 to 7, 2026, will once again devote a special exhibition to the topic of housing shortage. In addition, a host of presentations and discussion forums are planned, during which experts will present their solutions.

“More housing is a key prerequisite for economic growth and for Germany’s attractiveness as a business location. It requires cooperation between the housing industry, investors, and, not least, policymakers: After all, reliable conditions for investment and new construction are crucial. At EXPO REAL, we will bring these stakeholders together and discuss concrete approaches and creative solutions to how more housing can be achieved faster and new investments enabled,” says Claudia Boymanns, Exhibition Director of EXPO REAL.

Focus on Flexible Housing: solutions for more residential construction

The “Flexible Housing – Opportunities Next Door” forum is the central meeting place for the housing industry at EXPO REAL. The focus is on concrete solutions, such as repurposing commercial properties into residential real estate,

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municipal and state incentives for more new construction, and the potential of simplified building standards. The forum will be accompanied by an exhibition on affordable, resource-efficient, and sustainable housing. The conference program will also address current housing policy and economic issues, and feature panel discussions with high-profile participants.

On October 5, from 16:00 to 16:50, Federal Building Minister Verena Hubertz will discuss the prospects for new housing construction under the current economic conditions in the panel discussion “Future of new construction in Germany – Reality, Capital, and Feasibility” at the Discussion and Networking Forum.

The planned tenancy law reform, for which Federal Minister of Justice Stefanie Hubig (SPD) submitted a new draft bill in February, and plans to bring Berlin’s housing stock under public ownership will also be talking points at EXPO REAL. Economists and market experts will put the developments in context and explore opportunities, obstacles, and prospects for residential construction.

EXPO REAL trend index underscores the importance of residential real estate

A look at the latest EXPO REAL trend index also shows how important the real estate industry assesses the topic of housing. In the annual survey conducted by the opinion research institute IfaD on behalf of Messe München, EXPO REAL exhibitors and visitors currently regard residential real estate as by far the most important asset class for investment decisions (67 percent). In addition, around three-quarters (74 percent) expect residential real estate to gain more in importance than all the other asset classes in the coming years. When it comes to creating more affordable housing, the majority of respondents regard reducing construction costs and eliminating expensive building standards as key factors.

“The results of our trend index show that the industry sees a clear need for action when it comes to housing. It is crucial now to create the conditions necessary for a willingness to invest to actually result in new housing. To that end, EXPO REAL will bring together the key players in the housing industry—from project developers and investors to local governments and policymakers. We want to promote this

exchange—and that is precisely where the special value of the trade fair lies,” says Boymanns, summing up.

More information about EXPO REAL can be found online at:

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

About EXPO REAL

Every year, EXPO REAL brings together players from all areas of the real estate, investment, and infrastructure sector in Munich and covers the entire value chain—from development and financing to investment, operation, and transformation. As a leading international ecosystem for real assets, it enables value creation through personal encounters. 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 5 to 7, 2026.

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 14 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. That makes Messe München an important economic driver, triggering purchasing power effects in the billions.