Press release

Stable registration figures

EXPO REAL 2026: Real estate, investments and, for the first time, investable infrastructure

20. July 2026

- **Registration figures at previous year's level**
- **New: InfrastructureNow focusing on investable infrastructure**
- **Flexible Housing, Grand Plaza, and Transform & Beyond are key topics in the program**

The real estate industry continues to face pressure to transform: Capital is being allocated more selectively, and the need for viable investment and infrastructure strategies is growing. In this environment, EXPO REAL remains the industry's key point of reference. From October 5 to 7, 2026, Europe's leading trade fair for real estate, investment, and infrastructure will bring together the key players in the industry at the Munich Exhibition Center for the 28th time. With around three and a half months to go before the trade fair begins, registrations are at last year's level—a sign of the continued strong demand for a personal exchange, market transparency, and new stimulus.

Around 40,000 experts from the real estate industry, and representatives from cities, countries, regions, and infrastructure operators are once again expected to attend over the three days of the trade fair. The key topics will focus on housing, logistics, retail, and hospitality, as well as—for the first time—investable infrastructure.

"The fact that registrations are on par with last year's level is a strong sign in view of the continuing challenging market environment," says Claudia Boymanns, Exhibition Director of EXPO REAL. "With InfrastructureNow, visitors and exhibitors can look forward to a new forum that addresses current industry topics in a practical way, in collaboration with our exhibitors. At the same time,

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our innovation platform, Transform & Beyond, continues to grow, bringing together established companies, startups, and innovation leaders."

InfrastructureNow: Focus on investable infrastructure

With the InfrastructureNow forum, EXPO REAL is expanding its scope to include the topic of investable infrastructure for the first time. The main focus is on the areas of energy, digital, and social infrastructure, as well as on dialogue between investors, project developers, operators, financiers, municipalities, and political decision-makers. The energy transition, digitalization, and urbanization are reshaping the requirements for locations and real estate, while at the same time the demand for investment in infrastructure is growing. The forum explores this interface, focusing on investment strategies, financing models, partnerships, market trends, regulatory frameworks, and real-world examples. The goal is to integrate infrastructure as a distinct asset class with attractive long-term prospects even more closely into the real estate industry.

A complete market overview across seven halls

This year, EXPO REAL once again spans seven halls and covers the entire spectrum of the real estate industry—from project development and financing to asset and property management, as well as infrastructure and technology topics.

In Hall B3, the trade fair combines key formats related to retail and housing. The Grand Plaza is the main hub for retail properties, new retail concepts, and urban supply structures. Right next door, the exhibition area Flexible Housing – Opportunities Next Door explores forward-looking housing concepts and new forms of urban flexibility. The focus is on solutions to challenges such as demographic change, changing lifestyles, migration, and resource scarcity.

The Transform & Beyond area in Hall A3 serves as the central platform for the industry's future and transformation topics. For the third time now, companies and startups will be presenting their solutions for decarbonization, smart buildings, artificial intelligence, robotics, digitalization, and energy solutions for districts.

Top-class conference program offers orientation

In addition to the market overview and a wide range of opportunities for business development, visitors to EXPO REAL can once again look forward to an extensive conference program. International experts will provide insights into current market trends and discuss potential solutions for the future.

“EXPO REAL is the ecosystem for real estate, investment, and infrastructure,” says Boymanns summing up. “Through new and proven formats, we provide guidance on the industry’s pressing future issues, while at the same time strengthening the dialogue between all relevant stakeholders.”

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, investment and infrastructure. 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 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.