

SHAPING THE FUTURE SPACE

赋能革新 定义未来



REALTECH
EXPO2020

国际未来地产博览会

10/29-11/01
北京新国展 NCIEC · Beijing

A FUTURE TRADE FAIR FOR PROPERTY,
INVESTMENT & TECHNOLOGY

亚太地区聚焦未来地产发展、投资及技术第一展

SHOW
ORGANIZER

全联房地产商会
China Real Estate Chamber of Commerce

慕尼黑博览集团
Messe München

中联慕尼（北京）国际会展有限公司
MMU BAU Fenestration Co., Ltd



A Future Trade Fair for Property, Investment & Technology

Resulting from changes in property, the industry has stepped into a rational and high-quality development stage; therefore, real estate enterprises urgently need to explore innovations and evolutions. RealTech Expo has taken this opportunity to bring its own innovations into the market.

By focusing on the “future space”, RealTech Expo has gathered the most influential players from all sectors of the property industry, such as developers, investors, government planning officials, groundbreaking tech solution and service providers, to show the advanced technologies and future trends of the real estate industry through various dedicated exhibition zones. RealTech Expo is committed to building a B2G2C platform, integrating business promotions and rebranding, enabling real estate enterprises to transform and develop.

2020 Highlights

12,500^{m²}..... [Show Space](#)

30,000⁺..... [Visitors](#)

200⁺..... [Speakers](#)

100⁺..... [Enterprises](#)





Spotlight on 4 Themes



Sustainability

Back to A Residential Life

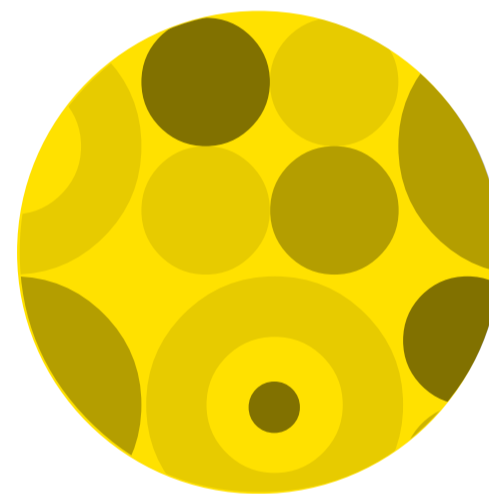
As the pursuit of sustainable development underlying, green and health are the top key words shaping the future direction and trend of real estate. How should real estate enterprises create new products for society and owners?



Industrialization

The Way We Build,
The World We Build

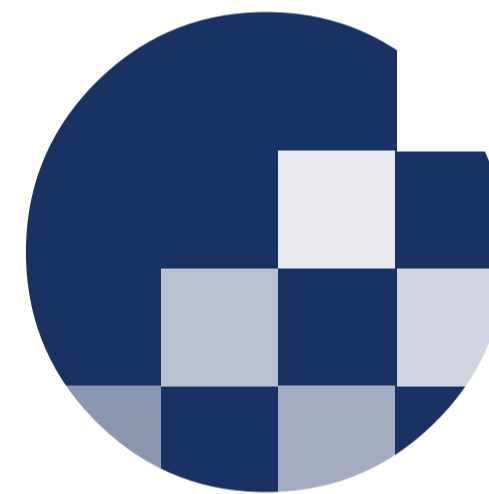
In the context of soaring labor costs, energy conservation and emission reduction, what does prefabricated/fully furnished construction bring to real estate enterprises, and how should the enterprise be laid out?



Renovation

Look for The New Blue
Ocean for Stock Markets

Under the new market cycle, what kinds of formats, products, models and strategies can adapt to the new era's stock market?



Innovation

Technology Is the Second Curve
of Real Estate Development

How are information-based management, smart operations, smart communities and smart homes changing the way the construction industry works and the future of real estate products?



3 Dedicated Exhibition Zones

The exhibition area will be composed of 3 themed zones, including "future space", "future technology" and "future ecology", displaying the latest ideas, research findings, cutting-edge products, and solution systems of different enterprises in the property industrial chain.

Experience Future Space

The most influential real estate enterprises from different sectors will be positioned as "business initiators", in cooperation with high-quality suppliers, to show the concept of future space through various scenes.

Insights into Future Technology

The world's leading providers of building systems solutions will showcase cutting-edge technologies and their insights into different areas; thus, shaping the future space.

Explore Future Ecology

The world-class operation/service providers will explore how different business types can contribute to the ecological development of real estate in the future.



Special Exhibition Zone

Urban Landing Zone

The Planning and Natural Resources Departments of hot cities and regions will be invited to participate in the exhibition to show the commercial land to be listed in 2021.

Others

Special exhibition zones will be set up for our four big themes of Innovation, Sustainability, Industrialization and Renovation.

Summits, Forums and Side Events



Definer

RealTech Asia Summit

Brings together the latest industry standard makers, top worldwide real estate developers, financial institutions and governments to plan and discuss the latest trends and standards of global real estate development.



Creator

RealCreator Forums

Glimpses the future of real estate development and looks at the entire industry ecological chain. RealCreator forums will be based on the 4 exhibition themes. Attempts to understand the appeals and layouts of real estate companies, cutting-edge technologies in the industry, and discusses the future trends that real estate enterprises will pay attention to.



Influencer

Side Events

A variety of offline communication activities are offered to create multiple interactive experiences. Urban land resource match makings will help both governments and enterprises to realize a high-quality matching of lands and investments. RealTech's Side Events and Gala Night are the best ways to meet industry professionals and to expand your networks.

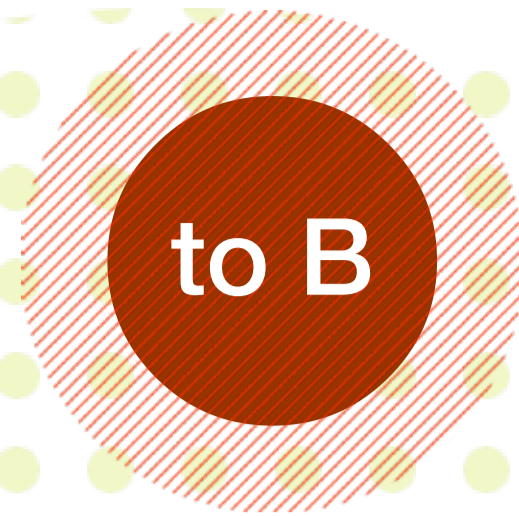


Partners (Part)

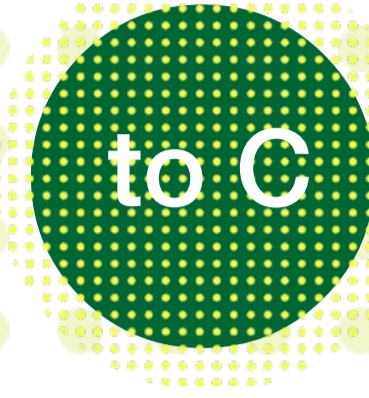




Displaying the government authorities and investors about your development & operational strength of a unique scene, finding new opportunities



Directly facing upstream and downstream companies in the industry chain, looking for partners and creating technology export opportunities



Showing future space to the public, effectively educating the market, differentiating and positioning your business in a specific sector of the industry, highlighting your advantages

5 Top Reasons to Exhibit at RealTech Expo



With the international resources of Messe München, excellent organizations and enterprises from Germany, Singapore, Japan and the United States are invited to join in, bringing learning and exchange opportunities to the industry. Meanwhile, development/investment enterprises in the "Belt and Road" countries are invited to visit and create export opportunities



RealTech gathers the most influential players from all sectors of the property industry to show their business strength together in a 4-day event, and connects their corporate brand with the concept of "future guide" through mass media releases

Exhibitors and Visitors



Real Estate Developers

Residential, commercial, hotel, leisure, retail, industrial, educational, nursing and other types of developers who have future leading projects.



Cities & Regional Authorities

Departments of planning and natural resources, regional development and investment organizations, real estate trading companies, urban planners, land exchange service providers, etc.



Solution Providers

Green, sustainable, prefabricated and fully furnished buildings, intelligent & digital solution providers, etc.



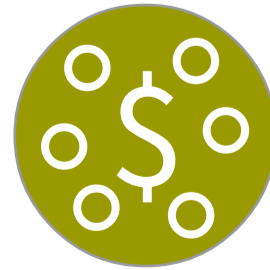
Worldwide Real estate Industry Associations/ Training Institutes

The latest real estate related standards creators qualification certification agencies, etc.



Service Providers

Real estate lease companies, engineering consultants, urban planners, major contractors, project management companies, real estate advisors, operations, marketing and other related high-quality service providers, etc.



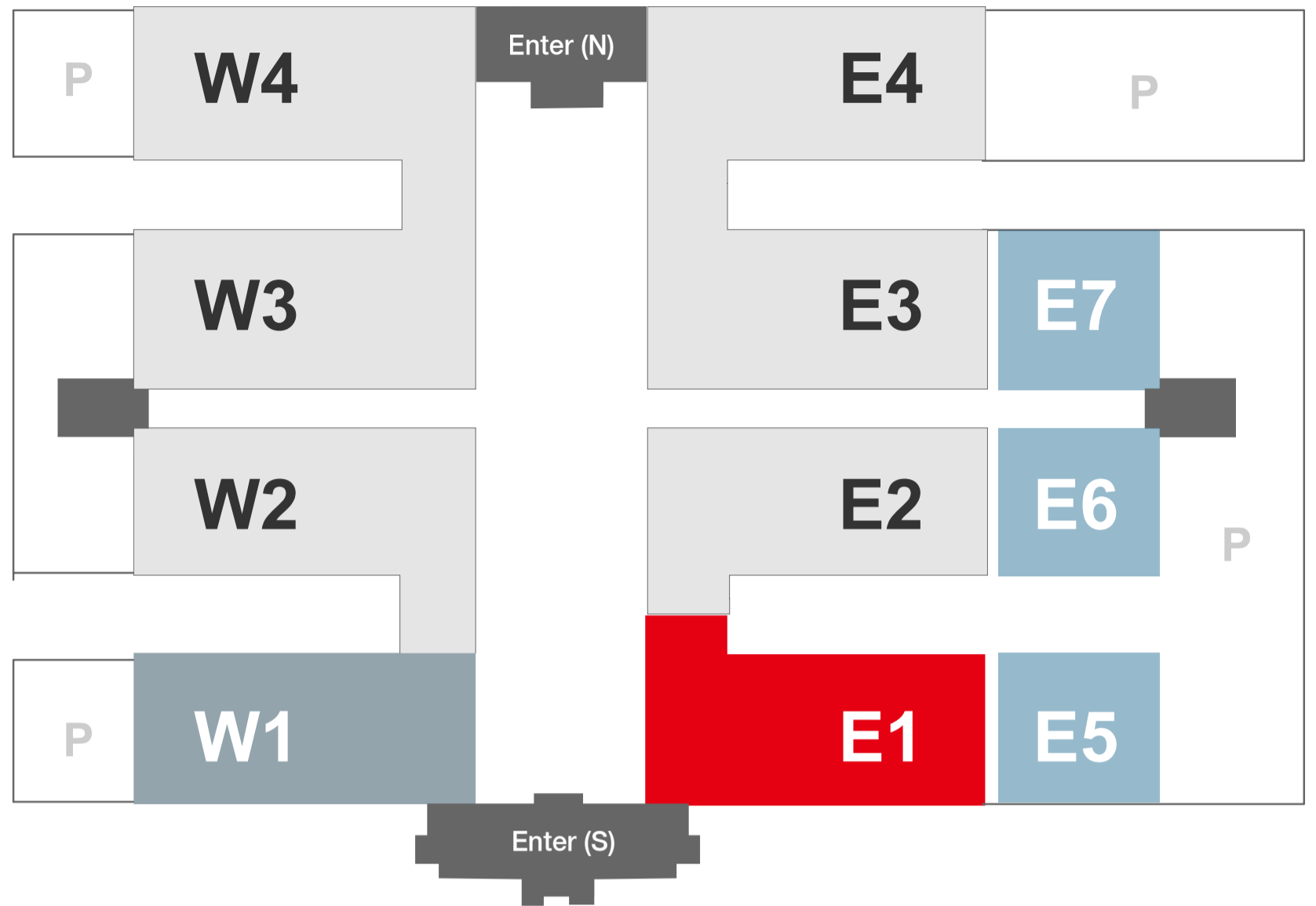
Financial Institutions

Banks, investment companies, venture capitalists, private & equity investors, asset management corporations, etc.

Show Venue

BAU CHINA EXHIBITIONS

- FENESTRATION BAU CHINA (FBC)
- CHINA ARCHITECTURE DESIGN EXPO 2020
- REALTECH EXPO 2020



Organizers



China Real Estate Chamber of Commerce

CRECC is a first-class national non-governmental organization, overseen by the All-China Federation of Industry & Commerce (ACFIC) and registered with the Ministry of Civil Affairs of the PRC. It represents the common interests of China's real estate industry with its mission to promote sustainable growth of the real estate sector.



Messe München

MMG owns the BAU CHINA series of exhibitions. It is committed to providing comprehensive and high-end architectural system solutions for the Asian market.



MMU BAU Fenestration Co., Ltd

One of the world's top 10 exhibition companies. MMU owns EXPO REAL, the largest B2B exhibition in the field of commercial real estate in Europe, as well as the world-leading digitalBAU, BAUMA and many other exhibition brands in the field of construction.



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