

EXPO REAL 2024 Participant Statements

- in alphabetical order -

Dieter Becken, Managing Partner, Becken Holding GmbH

"All of the stakeholders we interact with are at EXPO REAL, so we can discuss with them, and address the future but also the problems we face now. That is extremely important for us."

Isabell Faller, Head of Strategic Partnerships & People, Polycare

"We are part of the Sustainable Construction Hub here. EXPO REAL has of course also noticed how critically important it is for the industry to drive forward innovation. The construction industry is facing a crisis, and we need to consider what sustainable real estate should look like. And the circular economy is a key issue, as we can see. And here we have a great platform to exchange ideas with experts in the real estate sector, present our product, get input and find out what customers need in order to be able to offer a product that is needed for the future, so to speak."

Jan-Hendrik Goldbeck, Managing Partner, GOLDBECK

"As anticipated, the topics of profitability and demand were even more prominent at EXPO REAL this year compared to previous years. The mood in Europe, and also in the German economy, has recently worsened further. Right now, it is important to make sustainability affordable through innovation, to develop cost-effective housing solutions, and to create future-oriented utilization concepts. It is precisely these forward-looking topics and issues that have found a prominent place at EXPO REAL. It is up to us to shape this future."

Anna Gruner, Senior Manager Marketing, SOLARIZE

"Our expectation for EXPO REAL was to be able to present our solutions for billing local PV electricity to decision-makers from the real estate industry and to receive direct feedback. And it was definitely met, since we had many conversations and direct discussions, and received both positive and critical feedback.

We now know what needs to be adjusted and, more importantly, what is really preoccupying decision-makers. EXPO REAL is the real estate industry's class reunion. In other words, it's where all the decision-makers come together to exchange ideas about current challenges and topics. And what I find especially important is that it's not just challenges that are discussed here, but also where solutions are found.

And that's where young and new exhibitors like us are naturally at the forefront. Transform & Beyond is a new trade fair segment this year, and I think it's been extremely successful. We feel very much at home here. The atmosphere is fantastic, and we have had good discussions on site, even on short notice. That creates an ideal spot for connecting startups, young companies, and innovative businesses with the traditional real estate world."

Dr. Stefan Haas, Managing Director and Global Head Real Estate, MEAG

"MEAG, the asset manager for Munich Re and ERGO, once again has its own stand in a prominent location at EXPO REAL in 2024, as we aim to be even more accessible to

institutional investors. In addition, EXPO REAL provides valuable contacts across all levels of our business activities, even beyond the real estate asset class, and offers a wide range of opportunities to also strengthen international relationships.”

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

“Things have bottomed out. Although that’s not true everywhere, it is certainly the case in the core segment, where real estate prices are no longer decreasing. What we need more of now are live events and experimental formats that boldly focus on the opportunities in the emerging market cycle and inspire the various market players to develop new mindsets and solutions. With its ‘Transform & Beyond’ transformation area, EXPO REAL offered an initial clever response to the gap in demand that has arisen and demonstrated its own versatility.” But let’s not stop there. The tasks ahead remain complex – to bring together and cultivate the creativity of all stakeholders, particularly from the tech industry, who are involved in shaping the future of real estate and share responsibility for it. This must remain the central focus of a successful trade fair concept going forward.”

Mathias Hornjak, Managing Director, Green Mobility Solutions GmbH

“With its innovative Transformation & Beyond Area, EXPO REAL provides us with the opportunity to present entire product to customers and to highlight the sustainability of our solutions. My personal goal is to further anchor and promote the concept of efficient resource use and to contribute to decarbonizing the entire economy.”

Shravan Joshi, Deputy, City of London

“This is our second time at EXPO REAL. I think what we really want to see here is the investment community coming together with policy makers, stakeholders and developers to say what can be achieved now, what the state of the market is, and what we will do in the next twelve months. There’s a wealth of transactional news, which is great to hear for everyone. And that creates a lot of confidence in the market. I believe that conferences like this are becoming increasingly important, because the entire demographic trend in commercial real estate has changed. The world is now struggling with inflation and high interest rates, as well as political uncertainties. That’s why it’s really important to bring people together to discuss and find the best way forward. I believe EXPO REAL holds a unique position in this regard, as it focuses on transactions and investors. It is truly one of the most important events in the world. EXPO REAL is an excellent opportunity for me as a decision-maker to come here and discuss what we are doing to shape investment opportunities.”

Sebastian Jung, Head of Digital Transformation and Innovation, Nassauische Heimstätte Wohnungs- und Entwicklungsgesellschaft mbH

“My expectations for EXPO REAL 2024 were high, especially regarding the presentation of modern solutions and talking with industry experts. I was particularly excited about developments in the fields of innovation, digital transformation and the sustainable real estate industry. These expectations were met in many respects. The Nassauische Heimstätte Wohnstadt stand with the habitation finals and the Transform & Beyond area impressively showed how innovation can be driven forward in the real estate industry.” EXPO REAL has once again proven that it is a central real estate platform for forward-looking ideas and solutions. The numerous lectures and discussions, especially in the Transform & Beyond area, provided valuable insights and inspiration for dealing with current challenges.

EXPO REAL managed to put the spotlight on relevant topics such as digitalization, sustainability, and innovation while showcasing practical solutions. The exchange with members of the hubitation network was particularly enriching and highlighted the importance of collaboration and platforms in today's world."

Henning Koch, CEO, Commerz Real AG

"In my view, EXPO REAL is the most important real estate trade fair in the world. I'm not just saying that, but we really have a whole host of market participants here from the U.S., Asia, truly from all over the world, all coming together to simply absorb the atmosphere and share ideas. It's particularly fascinating to see the solutions that Asian participants, for example, bring to challenges we face in Europe. For instance, is the discussion around remote work the same everywhere? Is ESG really perceived in the U.S. in the same way that we perhaps think of it here in Europe? It's incredibly exciting to bring together these different cultures from overseas, along with local investors, to really develop a global perspective. For me, EXPO REAL simply means creating an annual snapshot of the mood. Where is the industry heading? What is the current sentiment among market participants? Are we moving once again toward more deals and investment activities? What's happening in urban development? Is capital really ready to be reinvested in real estate, or are people still feeling a bit cautious? So I'm really excited to see how this year unfolds."

Dr. Konstantin Kortmann, Country Leader Germany & Head of Markets Advisory, JLL

"The expectations for EXPO REAL this year were to come together, exchange ideas and review the progress being made, particularly in the investment and rental markets. Those expectations were already met within the first day and a half. We had great discussions, insightful background conversations, and productive talks about projects we're working on, all at the same time with a surprisingly positive atmosphere at the trade fair. We are currently experiencing a transformation in both the economy and in how we think about real estate. And that is why the motto of EXPO REAL 'Transform and Beyond' is very fitting. And this transformation process is ongoing. But it's not a topic confined to this year's EXPO REAL. It was already discussed last year and will continue to be a focus when we reconvene at EXPO REAL next year."

Ralf Lanzrath, Head of Marketing, PAUL

"My expectation here at EXPO REAL is to have good conversations, in other words, with interested parties and guests who are interested in our product, which is very innovative. And so far, this expectation has been met. It is important to simply engage in dialog. However, I have already noticed some frustration during many panel discussions. Things don't seem to progress. But there are many other companies that are also focused on the future. We are one of them. And I believe that we need to motivate ourselves to keep looking ahead. While the challenges we face are significant, they can be addressed with good, innovative ideas."

Michael Müller, Real Estate Leader, Deloitte

"EXPO REAL is a key component in our communication with associations and politicians. And it plays a very important role in addressing problems and finding solutions, not just for Germany, but for the whole of Europe and increasingly at a global level."

Jörg Ohle, Member of the Management Board, PropTech Powerhouse

"The trade fair is a venue for people to come together in real life, and the excellent organization allows attendees to fully engage with one another, knowing that a dedicated team has handled everything behind the scenes. EXPO REAL connects all sectors of the

real estate industry and facilitates discussions on the overarching use cases of our services. This collaboration enables us to address challenges together and in a coordinated manner.”

Barbara Pons, CEO, Barcelona Regional

“As the managing director of a public planning office focused on the three levels of urban transformation, I was looking forward to sharing experiences and learning from other cities and companies about the green and digital transformation of the real estate sector. At EXPO REAL, we found a very comprehensive overview of what cities and regions are doing to transform themselves, and what private companies are working on to change the built environment. I particularly appreciate the organization of conferences that address sustainability and the decarbonization of cities and the built environment. Both public and private stakeholders have proposed bold and innovative proposals to advance the sector in this dual transformation. For us, EXPO REAL is a fantastic platform for exchanging ideas and experiences in order to advance the dual transformation of the real estate sector.”

Ansgar Roese, Managing Director, Frankfurt Economic Development Corporation

“EXPO REAL is the perfect marketplace for new ideas and exchanging views. At a time when dealing with new market demands is crucial, it provides the ideal framework for discussing current trends and issues, but also for forging new partnerships. All of that was impressively demonstrated once again this year! For us, EXPO REAL is a testament each year that we, as the city of Frankfurt am Main, together with the metropolitan region, serve as an anchor for many visitors, providing stability for the sector in challenging times.”

Valentina Shegoyan, Managing Partner, REACH UK

“EXPO REAL has a strong focus on real estate, and I have watched the growth of the innovation sector for years. And this year, EXPO REAL excelled in developing this aspect of the conference.”

Kasia Szmurlo-Sirbu, Founder & CEO, aiden

“Our company was established at the beginning of the year, but we already have customers and a presence in the market. I believe that Transform & Beyond is excellent for attracting people interested in innovation. No one is saying that technology is too intimidating; instead, people are eager to bring innovation into their companies on their own initiative, and I think that’s wonderful.”

Sebastian Walzl, authorized signatory, WMM Immobilien GmbH

“We view EXPO REAL as the trade fair to position ourselves with our product because this is the clientele we want to address. These are investors and portfolio holders who are here to find out what’s new on the market. And that’s where we belong, which is why EXPO REAL is a crucial trade fair for us.”

Miki Yokoyama, Managing Director, Aurum Impact Invest

“This year’s EXPO REAL understandably had a strong focus on economic issues related to profitability and demand. The economic situation in Germany remains challenging with no significant improvement in sight – an appropriately subdued atmosphere at EXPO REAL was the result.

However, the outlook is cautiously optimistic. This is a volatile time of exponential technological change. We need to shape construction of tomorrow while providing the right stimulus today for a sustainable future. Capital alone is not enough to bring about real

change. This determination to actively and positively help shape the future could definitely be strongly felt at EXPO REAL.

It has never been more important to raise the bar for impact investing efforts: greater attention to stakeholder value, longer investment horizons and a focus on building sustainable, resilient businesses. I am delighted that these topics have also found their place at EXPO REAL.”