

Press release

EXPO REAL 2026: Transform & Beyond shows where the real estate industry is headed

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- **Future-oriented trade fair provides stimulus for the transformation of the real estate industry**
- **High demand for smart building and energy solutions**
- **Awards and networking formats complement the exhibition and conference**

Artificial intelligence, smart buildings, and decarbonization are fundamentally transforming the real estate industry. The Transform & Beyond area at EXPO REAL 2026 focuses specifically on these future-oriented topics. The international trade fair for real estate, investment and infrastructure will bring together the key players in the real estate industry for the 28th time in Munich from October 5 to 7, 2026.

“Transform & Beyond strikes a chord: The current registration figures underscore just how relevant topics such as AI, smart buildings, and decarbonization now are for the real estate industry, and how closely intertwined technology and the real estate industry have become,” says Jessica Swoboda, Deputy Exhibition Director of EXPO REAL.

From smart buildings to robotics

Registrations have already reached last year’s level. There is particularly strong interest in the fields of “Smart buildings” and “Energy management solutions for districts.” In addition, other exhibitors will showcase innovative solutions from the fields of cradle-to-cradle, Construction 4.0, cleantech, biodiversity, decarbonization, data-driven market and location analyses, management and reporting solutions, as well as AI and robotics.

Sabine Wagner
PR Manager
Tel. +49 89 949-20802
Fax +49 89 949 97-20802
sabine.wagner@messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de

Artificial intelligence shapes the conference program

Artificial intelligence is also the main focus of the joint conference program for EXPO REAL and Transform & Beyond—along with data-driven innovations. The event will kick off on Monday, October 5, 2026, with a keynote and a panel discussion on AI, agent systems, and real estate valuation. Two panel discussions will show how technology and the real estate industry are already working together today: “Real-world examples of collaboration between startups and corporate” and “We are just getting started—(how) are innovation programs changing the real estate industry?” “Inside innovation in Switzerland” takes a look at our neighboring country, highlighting the latest developments from Switzerland.

A direct line to decision-makers

What exhibitors particularly appreciate about Transform & Beyond are the favorable conditions and the direct exchange with decision-makers from all parts of the real estate industry.

For example, Matthias Zühlke, Managing Director at syte, emphasizes: “Visitors and exhibitors come to Transform & Beyond to shape the industry, make decisions, and do business. You won’t find that kind of energy anywhere else. For us as a PropTech company, that means: We meet people here who not only know that the industry needs to change, but who are also willing to invest in forward-looking innovation precisely for that reason.”

From exchanging ideas to implementation

Fabienne Cézanne, Head of Marketing & Branding at Next Sence, focuses primarily on exchanging ideas with other exhibitors and trade visitors: “Transform & Beyond is a firm fixture in our calendar, because the German market is having exactly the kind of conversations that drive us. Transform & Beyond is the ideal platform for exploring with industry decision-makers not only how office buildings function, but also how they perform sustainably.”

Norbert Otten, CEO of SolarShift, adds: “We look forward to exciting discussions with the decision-makers and experts who are actually implementing the transformation of non-residential buildings. For us, Transform & Beyond is the platform for announcing SolarShift.AI Technologies’ market entry.”

Tarik Dadi, CEO of imoGate, is participating for the first time: “We are delighted to be joining EXPO REAL as an exhibitor for the first time. Given its strong reputation as a leading platform for innovation and transformation in the real estate industry and its vibrant ecosystem of forward-thinking market participants, it was a natural choice for us to become part of this community. As the real estate industry increasingly embraces digitalization and AI, the importance of trusted data has never been greater. The Transform & Beyond area offers the perfect environment in which to demonstrate how our platform helps organizations to build that foundation. We are looking forward to engaging with industry leaders, partners, customers and innovators from across the European real estate market, sharing our vision and demonstrating how high-quality, structured data can unlock new opportunities for the industry. Being part of this dynamic ecosystem provides an ideal opportunity to contribute to, and help shape, the ongoing transformation of the sector.”

Awards for innovative concepts

Another highlight will doubtless be the presentation of two major industry awards. The DREA Award, being presented on October 5, honors pioneering real estate solutions. The EXPO REAL Impact Awards will follow a day later. They recognize innovative and sustainable concepts in the industry.

Even when the trade fair day is over, the conversation will continue at the popular after-work event from 18:30 on both evenings of the trade fair on the Transform & Beyond Stage. An ideal format for a relaxed discussion about the latest developments, new technologies, and challenges in the real estate industry.

More information about EXPO REAL can be found online at:

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

About EXPO REAL

Every year, EXPO REAL brings together stakeholders from all sectors of the real estate, investment and infrastructure industries in Munich, covering the entire value chain – from development and financing through to investment, operation and transformation. As the leading international ecosystem for real assets, it enables personal interactions to generate value. Particular emphasis is placed on sustainability, digitalisation and the transformation of the industry. The next EXPO REAL will take place in Munich from 5 to 7 October 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.