

Press release

EXPO REAL 2025: New Hall B3

July 9, 2025

- **New “Flexible Housing” exhibition area with its own stage**
- **Transform & Beyond in Hall A3**
- **Grand Plaza as a proven retail hot spot**

The new Hall B3 is replacing the previous Hall C2 for the first time at EXPO REAL 2025.

EXPO REAL is reorganizing its hall layout and replacing the previous Hall C2 with the new Hall B3, making key topics such as retail and housing a more focal point of the trade fair. The immediate proximity to Hall A3, where the future-oriented trade fair Transform & Beyond is located at EXPO REAL, will give both areas an additional boost.

Claudia Boymanns, Exhibition Director of EXPO REAL, says: “The new Hall B3 allows us to consolidate the exhibition space and focus on a central topic: housing. B3 provides exhibitors and visitors with an attractive location that is also close to the heavily frequented outdoor areas between the A and B halls.”

Hall B3 will also see the premiere of the newly created “Flexible Housing” forum, which will be accompanied by an exhibition on affordable, resource-saving and sustainable housing. Both the urgent need for action and practical solutions for residential construction will be discussed on the accompanying stage.

In addition, the Grand Plaza is moving to Hall B3 as the central meeting point for retail. With it there will be a new, compact stand construction to attract special attention on the one hand and, on the other, provide enough space for themed events such as the now traditional Grand Plaza Party on the first evening of the

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

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



trade fair. “By relocating from Hall C2 to Hall B3, the participating retail companies will gain significant visibility at the trade fair,” explains Boymanns.

Overall, there will be no change to the space used for EXPO REAL through the move. The occupancy of the seven halls adds up to 76,000 square meters of exhibition space.

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 and investments. 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. The integrated conference program with top-class speakers from politics and business provides targeted impetus for strategy, innovation and transformation in the industry. Special focus will be on future topics such as sustainability and digitalization. EXPO REAL is a platform for informed market analyses and concrete business deals. The next EXPO REAL will be held in Munich from October 6 to 8, 2025.

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