

Press release

More than 50 exhibitors

Transform & Beyond by EXPO REAL celebrates a strong premiere

5. September 2024

- Transform & Beyond by EXPO REAL with over 50 exhibitors in Hall A3
- Extensive program on various stages
- Decarb Arena & Guided Tours

The positive response to the Transform & Beyond by EXPO REAL concept shows just how important future and transformation topics currently are for the real estate industry. The new area at EXPO REAL, taking place in Munich from October 7 to 9, 2024, will be located in Hall A3.

Jessica Swoboda, Deputy Exhibition Director of EXPO REAL, says: “We are expecting a total of 52 exhibitors at Transform & Beyond by EXPO REAL, offering innovative solutions on the topics of digitalization, decarbonization, smart buildings, AI and robotics, and energy management solutions for districts. The concept of this area is structured in such a way that we can include and expand on the latest future topics each year. The aim is to give better visibility to the innovation and transformation topics of the real estate industry that have become indispensable.”

Transform & Beyond by EXPO REAL is geared both toward hardware and technology companies as well as scale-ups and startups. This year, for instance, companies like Paul Tech, EnBW mobility+ AG & Co. KG, Evana AG, metergrid GmbH, metiundo or viadukt, as well as the Priva Building Automation Group from the Netherlands, WINT Water Intelligence from the UK, Alfred Smart from Spain, and Alvéole from Canada will be there.

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Lectures and sessions on various stages

In addition to the traditional exhibition area, Transform & Beyond by EXPO REAL also offers various stages. One of these is the Tech Talk Stage, where all the startups and exhibiting companies with the Premium Package will present themselves.

In addition, the Transform & Beyond Stage offers a varied conference program with presentations by venture capital companies, founders, tech companies, and corporates. The focus here is not just on real estate, but also on the construction sector with sessions on circular building materials, circular construction, and climate neutrality.

These topics will be covered not only in a total of four Venture Capitalist Sessions with Jean-Paul Bowgen on the first two days of the trade fair, but also in the sessions “EU: Policies and legislation as part of the green transition” with the head of the EU innovation program, Franc Mouwen, and “Deep Tech in the construction sector” with keynote speaker Philippe Moseley.

The last day of the fair will feature a keynote by Yary Eumenius-Schulz, Founder & Managing Director of DEX prime, on the Transform & Beyond Stage, followed by a discussion on “Creative models of real estate financing and more ways to achieve liquidity with third-party collateral.”

Decarb Arena and Guided Tours

Another part of Transform & Beyond by EXPO REAL is the Decarb Arena. The focus over one and a half days will be on decarbonizing and transforming cities, including in business districts or ports. There will also be guided tours on the topics covered by Transform & Beyond by EXPO REAL to present participants with solutions to current challenges.

“Over three days, visitors to Transform & Beyond by EXPO REAL,” says Swoboda, “will find everything that is driving the transformation topics in the construction and

real estate industry in one place: practical examples, panels and discussions, and guided tours – an ideal addition to all that EXPO REAL has to offer.”

More information about Transform & Beyond by EXPO REAL can be found online at <https://exporeal.net/en/transform/>

About EXPO REAL

EXPO REAL is Europe’s largest real estate and investment trade fair and is regarded as a networking and business platform for market players from all over the world. The trade fair covers both the different segments in the real estate industry – office, retail, hotel, logistics, and living – and the entire property life cycle, from project development to investment, financing, marketing, and operation. A further focus on the topics of sustainability, digitalization, and transformation of the real estate industry. The next EXPO REAL will be held from October 7 to 9, 2024.

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 subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.