

Press release

EXPO REAL in changed times

6. August 2024

Claudia Boymanns, Exhibition Director of EXPO REAL, answers questions about this year's international trade fair for property and investment, which will take place in Munich from October 7 to 9, 2024.

It is a difficult time on the real estate markets. What is the current status with EXPO REAL 2024?

Claudia Boymanns: "It goes without saying that we also face the host of challenges in the preparations for EXPO REAL 2024 that market participants have to deal with. At the same time, however, we have succeeded in attracting new exhibitors to EXPO REAL and adding two new formats to the event, so that we are once again planning a total of seven halls this year. The number of pre-registrations is also very positive. EXPO REAL is where the real estate industry meets, because it stimulates exchanging ideas, it's where current developments, trends and their impact are analyzed, and where joint solutions are discussed."

What can participants at this year's EXPO REAL expect? What innovations is the trade fair presenting?

Claudia Boymanns: "The exchange between the market participants, but also with politicians and associations, is a mainstay of EXPO REAL. At the same time, professional exchange, analyzing of trends, and discussing solutions are becoming increasingly important in times of major change. We therefore attach great importance to the EXPO REAL conference program. Given the wealth of pressing issues facing the industry, there is an even greater range of stages on offer this year. We have also developed the Transform & Beyond by EXPO REAL concept – an exhibition area dedicated to the future and transformation topics of the property industry. The focus here is on the decarbonization of cities and buildings, AI & robotics, smart buildings, digitalization and energy solutions

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

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

for districts. In addition, our 'Sustainable Construction Hub – powered by BAU and EXPO REAL' offers a forum in which current issues relating to economical and resource-saving construction and building in existing structures will be discussed in several panels. Alternative building materials and solutions for climate neutrality and circularity in the construction process will be presented, as well as new technologies that can contribute to faster planning and construction – with the aid of digitalization, artificial intelligence, prefabrication, or automation. The special exhibition will showcase specific construction and planning projects as examples, as well as forward-looking materials.”

In your opinion, which topics will primarily be discussed at EXPO REAL?

Claudia Boymanns: “As the challenges for market participants are becoming increasingly complex, I expect a wide variety of discussions this year, such as how transaction and financing business can be stimulated, what role international investors play in the development of real estate projects, how the investment strategies of institutional investors are changing, and which real estate markets are coming into focus. There is, however, also space in the conference program for ideas on ways out of the housing crisis, and solutions for affordable housing. Despite the wide variety of topics that will be discussed at EXPO REAL, I think that the future and sustainability of the sector will be something of a leitmotif in the current situation.”

More information about EXPO REAL can be found at: <https://exporeal.net/en/>

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, living, and more – 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 more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. 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.