

Press release

The EXPO REAL conference program

The heart of the real estate industry beats in Munich

23. September 2025

- **Prominent speakers and high-ranking experts at EXPO REAL**
- **Federal Building Minister Verena Hubertz to visit the trade fair and speak in the conference program**
- **EXPO REAL to publish study on the housing situation in Germany**

Participants can expect a top-class program of over 200 events with an anticipated 650 speakers at EXPO REAL this year. Verena Hubertz's appearance promises to be particularly exciting. The new Federal Minister for Housing, Urban Development and Building will take part in a discussion panel at the **DISCUSSION & NETWORKING FORUM** on October 6 at 10:00.

"Solving the housing issue is one of the most pressing challenges of our time. I am therefore delighted that the new Federal Minister of Housing, Urban Development and Building, Verena Hubertz, will be visiting EXPO REAL on the first day and taking part in the panel discussion on the topic of 'Productive, sustainable, social: How to achieve the construction turbo for more housing'," explains Claudia Boymanns, Exhibition Director of EXPO REAL.

The exhibition on "Flexible Housing" and an exclusive study by EXPO REAL, which examines the extent and consequences of the acute housing shortage in Germany, also promise fresh momentum for this important topic. The results of the study will likewise be presented on the first day of the trade fair by Claudia Boymanns together with the head of the Pestel Institute, Matthias Günther.

"We are also focusing on Europe in terms of housing," adds Boymanns. Eamon Ryan, Chair of the European Commission's new Housing Advisory Board, will visit the show on Monday and Tuesday and take part in various panel

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discussions on the topic of affordable housing. “This is happening against the backdrop of the new European Affordable Housing Plan, which the EU is currently launching.”

Comprehensive conference program

As usual, visitors to the trade fair can expect an extensive conference program with many top-class speakers on almost all the important topics in the real estate industry. EXPO REAL offers a total of nine forums that highlight different industry focuses. Examples include the Tech Talk Stage with topics relating to AI solutions, digitalization, ESG and PropTech, as well as the DECARB ARENA, which is entirely dedicated to the climate-neutral transformation of real estate. In addition, the Grand Plaza Stage focusing on retail issues and city centers as well as the new Flexible Housing Forum will provide further content highlights. Trade visitors interested in specific solutions will also find exactly the answers they need among the more than 200 events with around 650 expected speakers.

Selection of top events at EXPO REAL 2025:

- **Wohnungsmarkt im Wandel: Demografie & Fachkräftegewinnung als Parameter für erfolgreiche Baupolitik** [*Housing market at a crossroads: demographics & recruitment of skilled workers as parameters for successful construction policy*]
Keynote by Matthias Günther, Pestel Institute, followed by a panel discussion (FLEXIBLE HOUSING FORUM – October 6, 2025, 13:30 – 14:50 | Hall B3, Stand 420)
- **The Future of Real Estate: From Concord to Discord – Change, Complexity, Concurrency, Crises & Conflict**
Keynote by Wesley Paul, Neveg
(DECARB ARENA – October 7, 2025, 14:00 – 14:50 | Hall A3, Stand TB1)
- **Brave New World: US & Global Macro, Geopolitics, and Investing in the Built Environment**
Keynote by Alexis Crow, PwC US
EXPO REAL FORUM – October 7, 2025, 12:00 – 12:50 | Hall B3, Stand 530)

- **Interest rates, tariffs, and the future: An economic and capital market outlook**
Keynote by Gertrud Rosa Traud, Helaba, followed by a panel discussion
(EXPO REAL FORUM – October 8, 2025, 11:00 – 11:50 | Hall B3, Stand 530)
- **Keynote and Weißwurst (veal sausage) with former referee Urs Meier**
(DECARB ARENA – October 8, 2025, 12:30 – 13:30 | Hall A3, Stand TB1)
- **Wie real sind digitale Prozesse und Automatisierung im Wohnungsbau?**
[How real are digital processes and automation in residential construction?]
Participants: Jens Hoffmann, STRABAG AG, and Adrian Henke, vyzn
(FLEXIBLE HOUSING FORUM – October 8, 2025, 13:30 – 14:50 | Hall B3, Stand 420)

Claudia Boymanns explains: “EXPO REAL is not just a transaction trade fair – it is also a place where players from project development, locations, financing, management and marketing come together to exchange ideas and develop new ones. The varied conference program offers the ideal framework for this. Our visitors can look forward to many top-class speakers from all areas of the real estate industry, who will provide in-depth insights into the latest trends and developments in the sector.”

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. Special focus is placed on the topics of sustainability, digitalization and the transformation of the industry. 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.