



Where impact happens

Become part of the network.

International Trade Fair for Property,
Investment and Infrastructure
October 5–7, 2026 | Messe München
exporeal.net



EXPO
REAL



The business platform of the real estate industry: the working and networking trade fair.

The real estate industry is changing. Various challenges demand new solutions. All the more reason to engage in personal dialog – on a platform that is ideal for this purpose. Because it is the most important industry event, representing the entire value chain and gathering all the key players and stakeholders involved in international real estate and investment in one place. More than 42,000 participants from 70 countries mean 42,000 contacts at the decision-making level. And a perfect arena for discussing current developments, initiating projects and closing deals.

Welcome to EXPO REAL 2026 – the best place to grow your network and strengthen your market position.

“EXPO REAL 2025 met our expectations of its role as a forum for the industry in full. Nowhere else is it possible to exchange ideas so intensively, discuss challenges and opportunities, and maintain the network so efficiently. That's more important than ever, especially as the new cycle begins.”

Kai Mende
CEO | CBRE

An investment that pays off: exhibit and benefit.

- ✓ **Profitable networking**
Real estate cuts across all industries: meet the many stakeholders in real estate and transactional projects in one place.
- ✓ **Marketplace for projects and investments**
Major markets and segments of the real estate industry are featured here: EXPO REAL is the proven platform for exchanging information on current developments and challenges.
- ✓ **Top-class conference program**
A wide-ranging conference program will shed light on different perspectives and enable the exchange of solutions with industry participants and experts from real estate, finance, environment, politics and more.

See for yourself.
exposereal.net/film



Everything that moves the industry:

the EXPO REAL highlights.

From office and residential to retail, hotel and logistics: EXPO REAL covers all asset classes – with joint pavilions, a targeted conference program and networking events. These include exciting panels, presentations, and discussion rounds, the Grand Plaza Party, and Transform & Beyond, which focuses on the major future and transformation topics in the real estate industry. Further key topics at the International Trade Fair for Property, Investment and Infrastructure are the interaction between local authorities and the real estate industry, transformative technologies, as well as carbon neutrality and sustainability.

The new exhibition area Flexible Housing – Opportunities next door is dedicated to future-oriented housing concepts, new forms of urban flexibility and the interdisciplinary exchange between project developers, investors, municipalities, architects and political decision-makers. The exhibition focuses on current developments in the housing sector, while experts from politics, business, planning and research provide important stimulus on stage.

Stand out – as an exhibitor with your own booth or as a co-exhibitor at a joint booth.

We will be happy to advise you. →
exporeal.net/contact

“What’s special for me about EXPO REAL is that I can have an incredible number of discussions with a whole host of participants from the entire sector in a very short, compressed space of time. For me, it’s the event of the year, where you get inspiration, exchange ideas, tackle problems, and work together on solutions.”

Prof. Dr.-Ing. Alexander von Erdély
Spokesman of the Executive Board | Federal Agency for Real Estate

Become a part of it.
Registration deadline: **March 19, 2026**

Register now
to secure your space! →
exporeal.net/application

Shaping the future of the real estate industry:

Transform & Beyond by EXPO REAL.

Shape tomorrow, today: the new Transform & Beyond area at EXPO REAL is all about the real estate industry’s major future and transformation topics. These include smart buildings, decarbonization of cities and buildings, AI & robotics, digitalization and energy management solutions for districts. Will you join?

Become a part of
Transform & Beyond! →
exporeal.net/en/transform



transform
& beyond by expo real



EXPO REAL at a glance:

> 42,000 participants
from 70 countries

76,000 m² of total space

1,742 exhibitors
from 34 countries

Achieving participation goals

Contact with decision
makers during the fair



Networking:
maintain and establish contacts



Establishing new
business (customer) contacts



Prepare / make (follow-up)
business, purchases, investments



General market orientation



Notes: all exhibitors (with goals or evaluation); multiple answers possible (goals);
differences to 100% = rounding differences (achievement); TOP 3: values 5 (excellent) + 4 (very good) + 3 (good)
Source: Exhibitor survey EXPO REAL 2025, Gelszus Messe-Marktforschung,
ZB CS&D Market Intelligence & Pricing – Sample: 748 exhibitors



One trade fair appearance, many services included.

EXPO REAL exhibitors enjoy:

- ✓ a strong industry and media presence
- ✓ a top-class conference program
- ✓ an international network
- ✓ valuable contacts via the EXPO REAL network
- ✓ inspiring special shows and guided tours
- ✓ additional networking areas and events
- ✓ many on-site services

Maximize your trade fair success with a wide range of additional services, such as forums for thought leadership, conference rooms for workshops and seminars, eye-catching advertising space at the trade fair and much more.

Become a part of it.
Registration deadline:
March 19, 2026

Register now
to secure your space!
exporeal.net/application



Facts and figures about EXPO REAL 2026.

Date and venue
October 5-7, 2026
Monday-Wednesday
Messe München

Opening hours of the fair
Mon., Tue. 09:00-19:00
Wed. 09:00-16:00

Offices worldwide
exporeal.net/worldwide

Advice & contact
exporeal.net/contact

Further information on EXPO REAL
exporeal.net