

EXPO REAL 2025 Participant Statements

- in alphabetical order -

Ranjeet Bhalerao, CEO, MapMortar

"This was our first time attending EXPO REAL, and we were genuinely impressed by how well-organised and efficiently run the event was. The layout was intuitive, making it easy to navigate between sessions, booths, and meeting areas without any hassle — a huge plus when you're trying to maximise your time across a packed agenda.

For us, EXPO REAL plays a critical role in connecting with both new prospects and existing partners within the real estate ecosystem. It provides a rare opportunity to engage in meaningful conversations, hear what's top of mind across the industry, and stay ahead of evolving trends — all under one roof.

Our main objective was to meet relevant companies and decision-makers, and we're pleased to say we achieved that. The quality of attendees, the diversity of exhibitors, and the overall energy made it a truly valuable experience. We're already looking forward to returning next year."

Florian Chan, Managing Director, ChargeGuru

"EXPO REAL is a must-have event for us because it's an important meeting place for us with the top decision-makers and leading voices in the industry. Here we meet old and new faces that we don't see at many other events. It was a lot of fun to be there again this year and to advance our mission to bring residential and office buildings into the future with wallboxes at no cost at all to the owners. We are returning home with exciting contacts, inspiration and impressions, and are already looking forward to next year."

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

"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."

Maciej Fijalkowski, Secretary of the City of Warsaw, in charge of Economic Development and European Funds

"We rate this year's edition of EXPO REAL very highly. The event remains an exceptional platform to showcase Warsaw's investment potential, establish business contacts, and engage in meaningful discussions with real estate professionals from around the world. Our stand attracted significant interest, with the City of Warsaw and twelve business partners presenting their offers. High attendance at discussion panels and the very positive reception of our presentation confirmed that Warsaw continues to hold a strong position on the European investment map.

EXPO REAL plays a key role for us as a tool for promoting Warsaw's economy. Participation in this international event is an excellent opportunity to show investors that the capital of Poland is an open, safe, and crisis-resilient city — ready for future challenges. Our goal was not

only to present Warsaw's investment offer but also to build long-term relationships with key players in the real estate market and to promote the capital as a city friendly to both people and business."

José María García Gómez, Deputy Minister for Housing, Transport and Infrastructure, Madrid Region

"By participating in EXPO REAL 2025, the autonomous community of Madrid presented its major real estate projects and its strong position among major European cities and regions. At the same time, we were able to experience first hand how other regions and large companies in Europe are developing new projects to improve the housing situation.

In this edition of EXPO REAL, we focused on the issue of housing and on how access to housing can be made easier. We also attach great importance to expanding logistics activities and everything to do with new technologies and the world of digitalization. EXPO REAL 2025 was an excellent opportunity for us to get to know these trends in Europe. As a very important platform for the real estate industry, EXPO REAL shows us the way ahead for the years to come."

Bernhard Grieb, Managing Director, Wirtschaftsförderung Frankfurt GmbH

"EXPO REAL is a central platform for presenting Frankfurt's strengths as a business and real estate location internationally. Frankfurt is Europe's best-connected city – in terms of infrastructure, digital transformation, and mobility – which gives it clear location advantages. My thanks go to Frankfurt's dedicated project and real estate developers, whose expertise makes the diversity and innovative strength of our city visible.

After a challenging phase, we are seeing signs of stabilization in the real estate market and growing interest in investments. Right now it's clear how important EXPO REAL is: It promotes trust, exchange, and new investment stimulus. Together, we are shaping Frankfurt's future."

Dr. Thomas Hain, Managing Director, Nassauische Heimstätte Wohnungs- und Entwicklungsgesellschaft mbH

"EXPO REAL 2025 was once again a resounding success for us in terms of visitor numbers and the positive atmosphere. We were able to hold many productive discussions and showcase our extensive range of topics at our booth. In our view, the trade fair is the most important networking event in the housing industry and has managed to open itself up to new topics such as digitalization, AI, and the startup scene. The Transform & Beyond stage with its program was a positive addition and we hope it will continue. We look forward to coming back again next year."

Nicole Hanke, Head of Communications, Marketing and Board of Management Staff CRE, Berlin Hyp

"EXPO REAL has always been the central real estate trade fair. This is where we meet our clients and relevant market partners, where we pick up on current trends and mood, and talk about future business opportunities.

This year, we are also presenting ourselves for the first time after our successful integration into LBBW. True to the motto 'Strong. Together.', the new Berlin Hyp now combines the expertise in commercial real estate financing of both banks. The result is a powerful, internationally active real estate financier. We have reached a milestone with our first joint appearance under the Berlin Hyp brand. There can be no better time for this new start than EXPO REAL in Munich."

Fahad Al Hashem, Deputy Assistant Minister of Investment Development at the Ministry of Investment Saudi Arabia (MISA)

"The Kingdom continues to redefine urban development with world-class destinations and awe-inspiring projects that set new standards in design, construction, and sustainability. We are pleased to be back in Munich for EXPO REAL, to these projects to the global real estate fraternity, build new partnerships and create long term collaborations that are pivotal to our vision."

Alexander Heinzmann, CEO, BPD Immobilienentwicklung GmbH

"This year's EXPO REAL is the logical further development of previous editions and shows that the industry is resolutely tackling future topics. There can only be affordable housing if politicians, the real estate sector, and society act together and take responsibility. Face-to-face meetings at EXPO REAL offer the opportunity to tackle issues together."

Dr. Anna Hocker, Managing Director, BauGPT

"EXPO REAL 2025 was a pivotal moment for us: With BauGPT Pro, we presented our new solution for companies that integrates AI directly into their daily work processes. The response was overwhelming! Many decision-makers in the construction and real estate industry immediately recognized the clear added value. EXPO REAL is the ideal platform for us to showcase innovations like BauGPT Pro and to further develop them in direct dialogue with customers and partners."

Ulrich Höller, Managing Partner, ABG Real Estate Group

"EXPO REAL 2025 confirmed my assessment that the market is in a 'settling down phase' and that investor interest, albeit hesitantly, is slowly returning. The open exchange about market consolidation, challenges, and future opportunities is helpful in confirming business models and, where necessary, adapting and adjusting them. We were also pleased with the positive response to our various CENTRAL PARX and PALAIS ROSSMARKT projects, which show that core properties with prime quality and ESG compliance are considered fit for the future."

Verena Hubertz, Federal Minister for Housing, Urban Development and Building of the Federal Republic of Germany

"We need to put the focus back on construction, and I notice a great deal of solidarity. Everyone also agrees, no matter at what level you talk to people, whether it's the mayor or a young family: We need more affordable housing. EXPO REAL is of course an institution, the whole industry meets here, and many international guests are also here. Everyone is really pleased to be slowly getting going again after the very difficult last few years. I'm especially impressed by the many innovative solutions that are presented here. And that's what we need: new answers in a market that must regain momentum."

Mona Keijzer, Minister for Housing and Spatial Planning Dutch Ministry of Housing and Spatial Planning

"In the Netherlands, it's legally required that two-thirds of all new housing must be affordable – with around 30 percent reserved for social housing. This ensures that new homes are built for all income groups. Affordable housing shouldn't be a niche topic. We're building homes for people – and they need places they can actually afford. There needs to be a healthy balance between investor interest and affordability. Only if both sides benefit can we create a stable and sustainable housing market."

The issue of affordable housing affects the whole of Europe. It is good to see that governments are increasingly taking responsibility and creating conditions that work for everyone. For the Dutch Minister of Housing, this is the first time in more than ten years that the minister is present at EXPO REAL – which shows how seriously the national government takes the issue of housing. We're here to connect with international investors – from countries like Germany, Japan and Australia. EXPO REAL offers a valuable platform for that. EXPO REAL brings together market players from all over the world. For us, it's a great opportunity to find partners to help us advance housing development in the Netherlands."

Christina Mauer, CEO, einwert

"While many panels were still talking about the challenges of recent years, we saw one thing above all at EXPO REAL: a spirit of optimism. The real estate industry is ready for innovation, and it needs it more urgently than ever.

The years of uncertainty did have a positive effect: They forced us to finally think seriously about efficiency, saving resources, and digital transformation. The technological gap that our industry has long ignored is now no longer accepted. It needs to be closed, with AI being the game changer that will transform everything.

For einwert, the trade fair was the ideal stage: intensive networking opportunities with the right people, and the chance to present our services and technology where decisions are made. EXPO REAL proved that it is more than just a trade fair: It is the pulse of the industry."

Kai Mende, CEO, CBRE

"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."

Dr. Jürgen Michels, Chief Economist and Head of Research, Bayerische Landesbank

"In a persistently difficult geopolitical environment, the economic conditions for the real estate market remain challenging and are what concerns the EXPO REAL participants. In Germany, the debt-financed fiscal program will stimulate the economy by increasing investment. However, this will result in rising longer-term interest rates, which are likely to put pressure on commercial real estate prices. Crypto assets, such as Bitcoin, could also become more important for traditional real estate investors in the future. At the same time, the topic of tokenization offers great potential for making processes more efficient. The topic will therefore become increasingly relevant for real estate markets. I was therefore very pleased to discuss that on an expert panel at EXPO REAL."

Jacek Ratajczak, CEO, Zonifero

"EXPO REAL remains the place to be for anyone shaping the future of real estate. For Zonifero, it's a key opportunity to connect with industry leaders, update on market trends, and explore technologies transforming the built environment.

This year, we were proud to represent Wrocław as part of its economic mission, exhibited in the Transform & Beyond Innovation alley, and participated in the Impact Awards by the European PropTech Association. We met with our existing clients, started exciting new conversations with potential partners and investors, and saw growing interest in solutions that make buildings smarter and more connected. The energy and openness to innovation at EXPO REAL 2025 truly exceeded our expectations."

Bonnie Ross, Associate Director White Label, UK Cities and Partners

"We are here for the third consecutive year at EXPO REAL. There is significantly greater interest from UK regions and cities in attending this year. Our presence in Munich has grown considerably, as people have recognized that the opportunities to connect with investors here are very strong. From the conversations we're having at our stand and during roundtables, investors seem to have the most positive outlook on UK investment opportunities we've seen so far. We're also hearing reports of a shift from other markets towards the UK, which is, of course, a very positive sign."

Eamon Ryan, Chair, European Commission, Housing Advisory Board Dublin

"Where we see successful examples of affordable housing in Europe – such as in Austria, where both investors and tenants benefit from the model – we should actively promote and discuss these best practices across the EU. These cases demonstrate that well-designed systems can deliver social impact and economic viability simultaneously. Europe is facing a profound crisis in affordable housing. Addressing it must become a top political and economic priority. To succeed, we must find the broadest possible consensus – only then can we unlock the scale of public and private financing needed to make a meaningful impact.

I firmly believe that public and private finance must work hand in hand if we are to solve the affordable housing challenge. Public funds alone will not suffice. Large-scale private investment is essential. With the right policy frameworks in place, we can reduce risk and the cost of capital, while ensuring long-term affordability. A well-structured model can deliver benefits for investors, buyers, and tenants alike – and importantly, it can scale.

It is vital that platforms like EXPO REAL continue to host focused discussions on affordable housing. I was genuinely encouraged by the strong turnout at the panel I participated in. It's clear that this issue is high on the agenda for investors and developers. The political framework we adopt is the third leg of the stool. We must offer long-term clarity and reliability – ideally for the next 20 to 30 years – so that investors can commit with confidence. That is the role politics must play.

Europe holds over €34 trillion in private savings. If even a fraction of this currently underutilized capital were directed towards regional housing investment, it could represent a transformational step. But unlocking this potential requires collaboration between institutions like the EIB, the ECB, and the European Commission – alongside a private sector ready to engage."

Dr. Christian Scharpf, Head of the Department of Labor and Economic Development, City of Munich

"The success of Munich as a business location is due not least to the dedicated private players in the Munich real estate sector, who feel a strong connection to the location. For us as the city administration, EXPO REAL is the most important platform for driving forward developments and projects in the city with all those involved, and for discussing and finding out about innovations in the sector. The variety of exhibitors also allows us to look beyond our own horizons and engage in focused dialogue with other cities and regions. Whether it's economic transformation, climate resilience or scarcity of space, many municipalities face similar challenges in order to ensure livable and sustainable urban development for all citizens."

Florian Vetter, Head of Location Management Charging Infrastructure, EnBW mobility+

"Every year, EXPO REAL is a key meeting place for engaging in dialogue with representatives of the real estate industry and leading retail groups. For EnBW mobility+, as a leading provider of fast-charging infrastructure for electric cars in Germany, this is an excellent opportunity to present our product portfolio in the field of e-mobility, deepen partnerships, and

hold groundbreaking discussions on developing new locations for fast-charging infrastructure. Especially in a challenging economic environment, it becomes clear how important personal encounters and reliable partnerships are. Participating in EXPO REAL was therefore a complete success for us."