

Press release

More stages than ever before **EXPO REAL 2024: Space for exchange and dialog with an expanded conference program**

26. September 2024

With a total of nine stages and sessions in numerous conference rooms, EXPO REAL is offering more space for events this year. The trade fair for property and investment will be held from October 7 to 9, 2024 at the exhibition center in Munich.

The conference program has always been an important part of EXPO REAL. Particularly in these challenging times for market participants, exchange and orientation are especially in demand. That is also one of the reasons for the conference program taking place on nine stages this year.

Transformation as a key topic

At the kick-off event “Transformation: Walk the Talk!”, experts will discuss how transformation is being implemented in practice. Numerous panels in the DECARB Arena in Hall A3 will explore how existing buildings, along with cities and districts can become climate-neutral through suitable measures. Other highlights in the EXPO REAL FORUM (Hall A2) include resilient portfolios, housing in Europe, but also real estate investments compared to other asset classes, financing issues, and the state of Germany as an investment location. Invited speakers include Karl-Theodor zu Guttenberg, the CEO of Siemens Germany and Siemens Smart Infrastructure Germany, Uwe Bartmann, Tina Reuter, Head of Germany at Cushman & Wakefield, and IVD Honorary President Jürgen Michael Schick.

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Politicians will discuss residential construction

On the first day of the trade fair, Klara Geywitz, Federal Minister for Housing, Urban Development and Building, will take part in two panels on residential construction. At 11 a.m., she will discuss the topic “One year before the general election – how does residential construction still have a chance?” with the Bavarian Minister of State for Housing, Construction and Transport, Christian Bernreiter, among others, in the DISCUSSION & NETWORKING FORUM. Immediately afterwards, at 12 noon, she will speak at the EXPO REAL FORUM with representatives of various associations on the panel “Final spurt of the coalition – what else can real estate companies expect?”

Transform & Beyond by EXPO REAL offers practical examples

While the GRAND PLAZA STAGE is all about the future role of retail and hence retail property and city centers, the PLANNING & PARTNERSHIPS FORUM will once again focus on the hotel industry, logistics, and the office. The new Transform & Beyond by EXPO REAL exhibition area, on the other hand, is primarily about digital solutions, how startups, corporates and VCs work together, or what successful practical examples look like.

Keynote speech by political scientist and risk expert Dr. Ian Bremmer

On the third day of the trade fair, the Career Day and, for the first time, a conference on municipal heat planning organized by the Logix Initiative will take place. In addition, the EXPO REAL FORUM will feature a panel discussion on the changing investor landscape and an economic and capital market outlook by Dr. Gertrud Traud, Chief Economist at Helaba. This year's motto is “Elections, world market, growth”. Another highlight is the subsequent lecture by political scientist and risk expert Dr. Ian Bremmer, President and Founder, Eurasia Group and GZERO Media, on “Identifying Opportunities and Managing Risk in an Unstable World” in the Rialto restaurant (next to the EXPO REAL FORUM).

More information can be found online 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 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.