

Final report

Cautious optimism

EXPO REAL 2024

Slight sense of confidence in a changing market

9. October 2024

- **More than 40,000 participants from 75 countries and regions**
- **1,778 exhibitors from 34 countries**
- **Real estate sector is cautiously optimistic**

More than 40,000 participants from 75 countries and regions, 1,778 exhibitors from 34 countries, numerous talks and intensive discussions: EXPO REAL impressively demonstrated that the real estate industry is looking ahead despite challenging economic conditions. The international trade fair for property and investment took place from October 7 to 9, 2024 at the exhibition center in Munich.

Stefan Rummel, CEO of Messe München, sums up: “The very positive and stable attendance figures at this year’s EXPO REAL underscore the importance of the trade fair for the real estate industry. Despite the continuing challenging economic situation, a slight sense of confidence can be felt. With its Transform & Beyond and the Sustainable Construction Hub, this year’s EXPO REAL offered platforms for important topics. Construction in existing buildings, digitalization, and sustainability, for example, were intensively discussed in the conference program and at the trade fair stands. All of this makes me confident that the industry will successfully navigate the current phase.” Miki Yokoyama, Managing Director at Aurum Impact Invest, adds: “At this year’s EXPO REAL, there was naturally a strong focus on economic issues related to profitability and demand. Although the economic situation in Germany remains challenging, the outlook is cautiously optimistic. We live in volatile times of exponential technological change. We need to shape construction of tomorrow while providing the right

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

stimulus today for a sustainable future. Capital alone is not enough to bring about real change. This determination to actively and positively help shape the future could definitely be strongly felt at EXPO REAL.”

EXPO REAL: a platform for ideas and exchanging views

Market participants understand that the current challenges can only be overcome through new approaches and cooperation, as Ansgar Roesse, Managing Director of Wirtschaftsförderung Frankfurt, affirms: “EXPO REAL is the perfect marketplace for new ideas and exchanging views. At a time when dealing with new market demands is crucial, it provides the ideal framework for discussing current trends and issues, but also for forging new partnerships. All of that was impressively demonstrated once again this year!”

Valuable insights and inspiration: Transform & Beyond by EXPO REAL

The new Transform & Beyond area at EXPO REAL, with its clear focus on key future and transformation topics, exceeded expectations and struck a real chord in the real estate industry, as participants confirmed: “EXPO REAL has once again proven that is a central real estate platform for forward-looking ideas and solutions,” explains Sebastian Jung, Head of Digital Transformation and Innovation at Nassauische Heimstätte Wohnungs- und Entwicklungsgesellschaft, and adds: “The numerous lectures and discussions, especially in the Transform & Beyond area, provided valuable insights and inspiration for tackling current challenges. EXPO REAL managed to put the spotlight on relevant topics such as digitalization, sustainability, and innovation while showcasing practical solutions.” Fabian Hellbusch, Head of Marketing and Communications at Union Investment Real Estate, adds, “Things have bottomed out. Although that’s not true everywhere, it is certainly the case in the core segment, where real estate prices are no longer decreasing. What we need more of now are live events and experimental formats that boldly focus on the opportunities in the emerging market cycle and inspire the various market players to develop new mindsets and solutions. With its ‘Transform & Beyond’ transformation area, EXPO REAL offered an initial clever response to the gap in demand that has arisen and demonstrated its own versatility.”

Future topics: affordable housing and utilization concepts

EXPO REAL also succeeded in addressing the most pressing and topical issues. Jan-Hendrik Goldbeck, Managing Partner at Goldbeck, says, “As anticipated, the topics of profitability and demand were even more prominent at this year’s EXPO REAL than in previous years. The mood in Europe, and also in the German economy, has recently worsened further. Right now, it is important to make sustainability affordable through innovation, to develop cost-effective housing solutions, and to create future-oriented utilization concepts. It is precisely these forward-looking topics and issues that have found a prominent place at EXPO REAL. It is up to us to shape this future.”

The next EXPO REAL will be held in Munich from October 6 to 8, 2025.

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 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 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.