



MESSE
MÜNCHEN

Your Real Estate Network.

Become part of the network.

International Trade Fair for Property and Investment.
October 7-9, 2024 | Messe München
exporeal.net

expo
real



The business platform of the real estate industry:

The working and networking trade fair.

EXPO REAL is where the decision-makers of the international property and investment sector meet. Attracting over 40,000 participants from 70 countries, the trade fair is the most important industry event of the year. It is the ideal platform for exchanging information on current developments, initiating new projects, concluding transactions and establishing valuable international contacts. It is precisely in these challenging times that personal exchange is more important than ever—and EXPO REAL is the best place to strengthen your network and market position.

“ EXPO REAL 2023 was an indicator of the current challenges facing our industry. It has once again been shown how important exchange and networking is, especially in difficult times. After all, that's the only way we can work together to find solutions and seize opportunities.”

Sascha Klaus
CEO | Berlin Hyp AG

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-notch 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.
exporeal.net/video



An all-encompassing portfolio:

All asset classes in one place.

In its role as the pioneering networking and working fair for the real estate industry, EXPO REAL pools all asset classes. Alongside the traditional office and residential sectors, the trade fair offers dedicated platforms for the retail, hotel and logistics markets. The marketplaces will not only include joint pavilions, but also many networking events and a specially tailored conference program.

To exhibit, you can either have your own booth or become a co-exhibitor at one of our joint pavilions.

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



“ Drawing on my personal experience from the past four crises, I am confident that we can overcome the current challenges together. For me personally and for my employees, EXPO REAL is the appropriate platform to engage in constructive exchange with other market participants and to drive forward potential solutions.”

Dieter Becken
CEO | Becken Holding GmbH

Become a part of it.
Registration deadline: **March 21, 2024**

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



EXPO REAL at a glance:

40,238 participants from
70 countries

75,000 m² of total space

1,856 exhibitors from 36 countries

This is how satisfied the 2023 exhibitors were:*

97%

Networking: maintain and establish contacts

97%

Contact with decision-makers during the fair

88%

Initiate business contacts

80%

Prepare / do follow-up business / transactions / investments

95%

General market orientation

* Achievement of objectives rated excellent / very good / good.
Source: EXPO REAL 2023 exhibitor survey, Gelszus Messe-Marktforschung



Transform & Beyond by EXPO REAL:

The new platform for the future topics of the industry.

Amidst the vibrant atmosphere of EXPO REAL 2024, you will find for the first time a platform dedicated entirely to the future and transformation topics of the real estate industry. Companies and start-ups/scale-ups can present innovative and sustainable solutions for the central challenges of the real estate industry in one place.

The protagonists: exhibitors with cross-industry solutions and products for the decarbonization of cities and buildings, smart buildings, AI & robotics, digitalization and for energy management solutions for districts.

Exhibiting on this future-oriented platform gives you the opportunity to present your solutions and products to a broad specialist audience.

Benefit from:

- ✓ individual presentation and exhibition areas
- ✓ additional speaker and presentation options
- ✓ an international network
- ✓ many networking events and guided tours
- ✓ a strong industry and media presence

Stay tuned for updates on our website and social media!

Take part in the
industry's future now!
exporeal.net





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 matchmaking
- ✓ inspiring special shows and guided tours
- ✓ additional networking areas and networking 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.
Application deadline: **March 21, 2024**

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Facts and figures about EXPO REAL.

Date and venue

October 7–9, 2024
Monday–Wednesday
Messe München

Opening hours of the fair

Mon., Tues. 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