

Your Real Estate Network.

Become part of the network.

International Trade Fair for Property and Investment.
October 6–8, 2025 | 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 40,000 participants from 75 countries mean 40,000 contacts at the decision-making level. And a perfect arena for discussing current developments, initiating projects and closing deals.

Welcome to EXPO REAL 2025—the best place to grow your network and strengthen your market position.

“ I think EXPO REAL is the most important real estate trade fair in the world. That's not just something I say, we do see here a lot of market players from the US, from Asia, in fact from all over the world. They all come to Munich to absorb the atmosphere, to exchange ideas.”

Henning Koch
CEO | Commerz Real 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-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. exporeal.net/video →

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 the Logix Award, the Grand Plaza Party and exciting panels, presentations and discussion rounds. Further key topics at the International Trade Fair for Property and Investment are the interaction between local authorities and the real estate industry, municipal heating planning, transformative technologies, as well as carbon neutrality and sustainability.

The special show Sustainable Construction Hub is all about resource-efficient construction and building in existing structures. While the show focuses on specific projects and planning innovations, the SUSTAINABLE CONSTRUCTION STAGE will provide a platform to discuss alternative materials, climate-neutral solutions, digitalization, AI, prefabrication and automation.

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



“ All the players we can engage with, discuss with, talk to about the future and share our current problems with are represented at EXPO REAL. This is extremely important to us.”

Dieter Becken
Managing Partner | Becken Holding GmbH

Become a part of it.
Registration deadline: **March 20, 2025**

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



EXPO REAL at a glance:

> 40,000 participants from 75 countries

75,000 m² of total space

1,780 exhibitors from 34 countries

Satisfaction* among our 2024 exhibitors:

97%

Networking: maintain and establish contacts

94%

Contact with decision-makers during the fair

85%

Initiate business contacts

75%

Prepare / make follow-up business, purchases, investments

95%

General market orientation

* Achievement of objectives rated excellent / very good / good.
Source: EXPO REAL 2024 exhibitor survey, Gelszus Messe-Marktforschung



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?

The exhibitor spectrum

Companies, start-ups and scale-ups with innovative solutions and pioneering products for the above-mentioned segments.

Options to participate

- ✓ attractive stand packages: ready to use in the versions Start-up and Premium
- ✓ individual stand construction: for areas of 20 m², 40 m², 60 m², 120 m² or more

Benefits

Make the most of:

- ✓ an international industry network
- ✓ a highly motivated specialist audience
- ✓ many events and guided tours
- ✓ complete stand packages or individual exhibition spaces
- ✓ an attractive start-up package
- ✓ a strong media presence

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



transform
& **beyond** by EXPO REAL



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 20, 2025

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to secure your space!
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Facts and figures about EXPO REAL 2025.

Date and venue

October 6–8, 2025
Monday–Wednesday
Messe München

Opening hours of the fair

Mon., Tue. 09:00–19:00
Wed. 09:00–17:00

Offices worldwide

exporeal.net/worldwide

Advice & contact

exporeal.net/contact

Further information on EXPO REAL

exporeal.net