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Presseinformation

EXPO REAL Hybrid Summit

Hybrid format generates great interest

- **Top speakers: Sociologist Armin Nassehi, climate researcher Mojib Latif, economist Prof. Gabriel Felbermayr**
- **Enhanced health and hygiene protocols ensure visitor safety**
- **Industry-leading companies book Smart Spaces**
- **Ticket sales underway**

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This year's EXPO REAL in Munich is taking place as a hybrid event from October 14 to 15, 2020. The innovative format has already generated a great deal of interest throughout the real estate industry and the Smart Spaces exhibition areas are proving particularly popular. Visitors can now register for the EXPO REAL Hybrid Summit and be a part of this exciting event either on site or digitally. The number of tickets available for on-site attendees is somewhat limited this year due to coronavirus the event's enhanced coronavirus protocols.

Despite the ongoing coronavirus pandemic, the EXPO REAL Hybrid Summit in mid-October will provide the international real estate industry with an indispensable and innovative communication and networking platform. Working closely with key industry representatives, Messe München has developed an exciting hybrid format that combines both physical and virtual participation. The concept is built around three pillars: conferences that can be followed both on-site and via online livestreams; real estate industry exhibition areas; and special shows on topics including digitalization and start-ups.

As of today, 50 companies and organizations have booked their Smart Space exhibition areas on site. The confirmed exhibitors include cities such as Munich, Frankfurt and Düsseldorf, countries and regions such as Silesia, Slovenia,

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Moldova and Serbia, and numerous companies such as Bayern LB, Deutsche Pfandbriefbank, Union Investment Real Estate GmbH and Aengevelt Immobilien.

For Union Investment it has never been an option to skip this year's EXPO REAL Hybrid Summit, explains Fabian Hellbusch, Head of Real Estate Marketing and Communication: "There is no way we are going to raise the white flag. The scale of the new format gives us the ideal opportunity to use our presence to help break the corona deadlock and bring innovative decision-makers together to develop the solutions that the industry needs if it is to master the immense tasks ahead. In order to "recalibrate" the real estate industry we need the brightest minds working together – on site and in dialog. I am sure we will all benefit greatly from this two-day investment."

For Dr. Lutz Aengevelt, Managing Partner of Aengevelt Immobilien, there is no alternative to actively participating in the new format: "Not even the best digital format can match the ease or the unique benefits of face-to-face communication. For our DIP-Partner network, attending this year's EXPO REAL Hybrid Summit is perhaps more important than ever before. And given the high-ranking participants, this year's EXPO REAL will be a real "trade" fair in every sense of the word. We can't wait to engage with other real estate professionals and explore potential sales and acquisitions at the very highest level."

Claudia Boymanns, EXPO REAL Project Manager, is confident of the success of this year's hybrid summit: "Throughout the industry, there is a great deal of interest in the new format. This year's EXPO REAL will certainly look and feel different. It will be smaller, more compact, more focused – and it will be much more digital."

The virtual platform for exhibitors

As well as exhibiting on-site, exhibitors also have the opportunity to take part in the EXPO REAL Hybrid Summit virtually. The summit's comprehensive digital packages include exhibition options in virtual rooms and a variety of channels

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for making contact with visitors. Further information, including computer graphics and pricing, will be available soon at exporeal.net.

The EXPO REAL conference program – on-site and digital

Ticket-holders can also join the discussions, talks and lectures at EXPO REAL forums both on site and via digital livestream. Keynote speakers will address a range of topics, including the impacts of coronavirus, digitalization and climate change on the real estate markets. Sociologist Armin Nassehi, climate researcher Mojib Latif and Prof. Gabriel Felbermayr, President of the Institute for the World Economy, are among the roster of confirmed speakers. Due to current travel restrictions, the summit's international partners from Great Britain and the United States will be participating in the forum program digitally.

Tickets for EXPO REAL Hybrid Summit are now available

The EXPO REAL Hybrid Summit offers visitors various options to participate in the event. Tickets are already available online, including 3,700 Summit Tickets for on-site attendees. Participants who only want to attend the summit's online areas have the option of buying a Digital Pass, which includes access to the digital conference area and virtual exhibitor presentations and direct communication with on-site visitors and exhibitors via the EXPO REAL app. Detailed information on the individual ticket types and prices can be found at www.exporeal.net.

Enhanced health and hygiene protocols ensure visitor safety

In view of the current situation, the EXPO REAL Hybrid Summit has developed enhanced health and safety protocols based on the latest government guidance and regulations. With these measures in place, Messe München can guarantee the greatest possible protection and the highest levels of safety for all concerned. "In close collaboration with the Bavarian State Government, we have drawn up a detailed health and safety plan that will allow us to hold trade fairs safely and successfully and provide the real estate industry with an unmissable opportunity to meet and exchange ideas under corona-proof

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conditions,” explains Klaus Dittrich, Chairman of the Board of Management of Messe München.

Read more about the EXPO REAL Hybrid Summit at exporeal.net

About EXPO REAL

EXPO REAL is Europe’s largest trade show for property and investment – and a key business and networking platform for market players from all around the world. The trade fair covers not only a wide range of real estate segments, including office, retail, hotels, logistics and residential, it also covers the entire lifecycle of buildings – from project development and investment to finance, marketing, operation and management, as well as focusing on digitalization and related innovations. The conference program, featuring around 600 speakers, provides an in-depth review of current trends. In 2019, EXPO REAL welcomed 46,747 visitors from 76 countries and 2,189 exhibitors from 45 countries to Munich. This year’s EXPO REAL, which is taking place from October 14–15, 2020, has adopted an innovative Hybrid Summit format. Next year, EXPO REAL 2021 will be returning to its usual trade fair format.

Messe München

Messe München is one of the world’s leading exhibition organizers. True to its motto, “Connecting Global Competence,” Messe München serves as a global networking platform and brings together decision-makers from all corners of the globe. Messe München’s portfolio includes more than 50 trade fairs for capital and consumer goods and new technologies that focus on the latest social issues. These trade fairs include the industry-leading international trade fairs bauma, BAU, IFAT and ISPO Munich. Messe München’s 200 or so annual events attract about 50,000 exhibitors and three million visitors.

Messe München has one of the world’s most modern exhibition grounds. With its individual facilities in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München and the Conference Center North, Messe München has four locations that are able to fulfill all its customers’ individual requirements. In addition to its domestic market of Munich, Messe München also organizes successful trade shows in China, India, South Africa, Brazil, Russia and Turkey. Thanks to its network of associated companies and agencies in more than 100.