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## Press Release

# Coming together, staying safe together: EXPO REAL Hybrid Summit confirms comprehensive health and hygiene protocols

- Trade fairs excluded from ban on large-scale events in Germany
- Contact tracing system to register all attendees
- Masks to be worn in all indoor spaces
- Regular cleaning and disinfection of all high touch surfaces

On September 1, 2020 the ban on trade fairs and conferences in Bavaria was lifted. This follows the Bavarian State Government's decision in mid-June to ratify proposals from the Bavarian trade fair industry that allow trade fairs to be held in full compliance with the latest health and safety regulations. Next month, from October 14 to 15, 2020, the EXPO REAL Hybrid Summit on the exhibition grounds in Munich will be following these protocols to the letter. Ticket holders will be able to actively participate in the summit both on site and online.

Germany's federal and state governments have agreed to extend their ban on major events until the end of 2020. However, after talks between federal and state-level governments on August 27, 2020, the Association of the German Trade Fair Industry (AUMA) confirmed that trade fairs are not covered by the extended restrictions.

“Over the last few weeks we have been working flat out to develop the best possible health and safety protocols for our events. Yes, trade fairs are major events, but, unlike folk or music festivals, we can implement comprehensive contact tracing systems and guarantee full compliance with health and hygiene regulations. With our health and safety protocols in place, the risk of infection is

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no higher than in a DIY or grocery store,” says Klaus Dittrich, Chairman and CEO of Messe München.

The proposals developed by the Bavarian trade fair industry and ratified by the Bavarian state government define strict standards for physical distancing, hygiene and participant traceability. “These binding standards provide a solid foundation to get business going again and give the economy as a whole a welcome boost,” explains Klaus Dittrich.

Messe München has developed a comprehensive catalog of measures to ensure the standards are effectively implemented. The protocols for the EXPO REAL Hybrid Summit in October include, for example:

**Traceability:**

- Every single participant (exhibitors, visitors, service providers, trade fair personnel) will need to register in advance to attend the event. This will ensure that contact persons can be quickly identified and notified in the event of a coronavirus infection during the event.
- Where masks are mandatory at exhibition stands, exhibitors will not be required to maintain their own lists of contact details for stand visitors.

**Physical distancing:**

- In compliance with the 1:10 ratio set out in Messe München’s health and hygiene protocols, the number of visitors at the 37,000-square-meter EXPO Real Hybrid Summit is set at 3,700.
- Germany’s 1.5-meter physical distancing guidelines also apply throughout the exhibition grounds. In areas where the specified distance cannot be maintained, such as areas inside the event and at exhibition stands, visitors will be required to wear a mask at all times. As a result of this requirement, there is no need to limit the number of visitors at individual exhibition stands at any one time. The trade fair’s organizer, Messe München, will also have a supply of face coverings available for visitors who do not have their own masks.

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Hygiene:

- Disinfectant dispensers will be available throughout the event. A more intensive cleaning regimen has been introduced for high touch surfaces, such as counters, tables, and handrails. As far as possible, all doors (with the exception of fire doors) will remain open to reduce contact with surfaces.
- A dedicated cleaning team will regularly clean and disinfect all Smart Spaces, halls, meeting rooms and high touch surfaces, including Plexiglas panels, surfaces, tables, etc.
- A more intensive cleaning regimen has also been introduced for washrooms, each of which will be closed, cleaned and disinfected in sequence. Despite this higher frequency cleaning regimen, the event's organizer has designed the cleaning schedule to ensure that sufficient washroom facilities are available to visitors at all times.
- Messe München has also implemented a bespoke ventilation plan. The ICM – Internationales Congress Center München is equipped with a modern ventilation system that circulates the highest possible volume of outdoor air and the lowest possible volume of recycled air, constantly replacing indoor air with fresh outdoor air.

Claudia Boymanns, Exhibition Director EXPO REAL, is looking forward to the Hybrid Summit in October with confidence: "Thanks to our comprehensive health and hygiene protocols, we are taking the greatest possible precautions to guarantee the safety of participants at this year's event. The health and safety of our stakeholders is our number one priority. We are committed to giving the real estate industry and investors precisely what they want and need – an unmissable conference and networking platform – even under strict corona-proof conditions. That's why we have chosen a new motto for this year's event: Coming together, staying safe together."



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Read more about the EXPO REAL Hybrid Summit at [exporeal.net](https://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.

#### **About Messe München**

Messe München is one of the leading trade fair organizers in the world. 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 four exhibition and conference facilities in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München and the Conference Center North, Messe München is able to fulfill its customers' individual exhibition requirements. In addition to its domestic market of Munich, Germany, Messe München also organizes successful trade shows in important growth markets, such as China, India, South Africa, Brazil, Russia and Turkey. Thanks to its network of associated companies and agencies, Messe München is represented in more than 100 countries around the globe.