

Munich, June 15, 2021

Press Release

Clear perspective

EXPO REAL: the network to meet again in Munich

- Trade shows possible again in Bavaria from September
- EXPO REAL from October 11 to 13, 2021: on site plus digital offerings
- Exhibitor registrations at a stable level

Starting again: after the positive signal from the Bavarian State Chancellery trade shows are to be possible again in Bavaria from September 1, 2021. Accordingly, preparations for EXPO REAL 2021—to be held from October 11 to 13 at the trade fair center in Munich—run at full speed, opening a long-awaited perspective for the international real estate industry: finally, face-to-face networking at Europe's most important trade fair for property and investments.

"The green light for restarting trade fairs has been given and Messe München has meticulously prepared for this moment. We are delighted to host EXPO REAL on site in Munich," explains Klaus Dittrich, Chairman and CEO of Messe München. "For many customers, preparations are already in full swing and the Bavarian State Government's decision provides us all the perspective we need. Further easing of travel and the steadily increasing vaccination coverage give us confidence as well. Our responsible protection and hygiene concept allows us to guarantee a safe trade show experience."

Pilot fair already in July

The Bavarian State Government's decision of May 18, 2021 creates a reliable framework for holding EXPO REAL as a face-to-face trade fair in October. At the beginning of July already, TrendSet will be held as a pilot event at Messe München. Here, hygiene and infection control measures are once again subjected to a practical test. The findings will then be incorporated into the protection and hygiene concepts for Messe München's events in fall. IAA MOBILITY will be the first major international event in Munich to open its doors on September 7.

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Press Release | June 15, 2021 | 2/2

The so-called '3G rule' will be an integral part and apply to all Messe München events: only those vaccinated, recovered or tested (German: **g**eimpft, **g**enesen, **g**etestet) will have access. Other measures will include distancing rules, special ventilation of exhibition halls, use of FFP2 masks, hygiene precautions, registration and thus traceability of all participants.

Exhibitor registrations at a stable level

"Registrations from exhibitors, especially from Europe, are at a stable level," explains Claudia Boymanns, Exhibition Director EXPO REAL. "Due to the pandemic, EXPO REAL of course will not fully reach the levels of the record year of 2019, but we can again plan for six halls." Well-known companies from Germany, Austria and Switzerland as well as from Great Britain, Luxembourg, Portugal and Spain have already decided to participate, including the APO Projekt GmbH, B&L Real Estate, Bauwert AG, BentallGreenOak, Berlin Hyp, BPD Immobilienprojektentwicklung, Brownfield24, City of Prague, Deutsche Bank, Deutsche Hypothekenbank, Edeka, Garbe Industrial Real Estate, Signa Real Estate, Spirit Slovenia and Zech Group.

Digital offerings to complement the trade fair

Additional digital offers have long been a matter of course for trade shows. EXPO REAL will provide parts of the conference program as live stream. Also exhibitors will be able to add business partners to online experts presentations, seminars or press events and make content available for download. And there will be digital matchmaking again: based on the specific interests specified during registration, participants will receive targeted contact proposals.

Information on EXPO REAL 2021 are available at www.exporeal.net

About EXPO REAL

EXPO REAL is Europe's largest trade show for property and investment and a central hub for market players from all around the world. Besides focusing on digitalization and associated innovation, the trade fair covers both the different real estate segments—office, retail, hotel, logistics and residential—and the entire life cycle of buildings, ranging from project development and investment to finance, marketing and operation. The conference program provides an in-depth overview of current trends. The last EXPO REAL edition in 2019 attracted 46,747 participants from 76 countries and 2,189 exhibitors from 45 countries to Munich. The next edition will take place from October 11 to 13, 2021.

About Messe München

Messe München is one of the world's leading networking platforms. In line with its slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 own trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues—including the world-leading shows bauma, BAU, IFAT and ISPO Munich.

Press Release | June 15, 2021 | 3/3

Messe München's roughly 200 events attract about 50,000 exhibitors and three million visitors every year. The company has one of the most modern exhibition grounds in the world, comprising four locations: the entire trade fair center in Munich Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord. Thus, Messe München is able to fulfill all its customers' requirements individually. In addition to its domestic market of Munich, Messe München is also very successful abroad, being active in all important growth markets in the world, 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.