



Munich, 21. Juli 2021

Press Release

Preview

EXPO REAL: broad-based confidence

- Top-class networking in five halls
- Conference program to include impact of the pandemic and climate protection
- Pilot fair TrendSet successful pioneer of the trade fair industry

EXPO REAL points the way to new beginnings: from October 11 to 13, 2021, the real estate industry will come together face to face in Munich again. A sophisticated protection and hygiene concept ensures that participants can experience a safe trade show in the five halls. The successful pilot trade fair TrendSet showed how much the personal exchange is coveted.

"The importance of EXPO REAL as an international trade fair for property and investment is unbroken. We witness a huge demand for face-to-face encounters and have taken every precaution to ensure a safe stay for everyone involved," explains Klaus Dittrich, CEO of Messe München. An impressive start for the trade fair business was made in July by TrendSet: compared to the previous year, the trade show recorded an increase in visitors of almost thirty percent. After IAA MOBILITY and OutDoor by ISPO, EXPO REAL will be the fourth trade fair to be held in Munich this year. "And the will of exhibitors to come together at EXPO REAL is strong."

To date, more than 800 companies—exhibitors as well as co-exhibitors—have confirmed their participation. The number of registrations will further increase because the main exhibitors on the numerous joint pavilions are now registering additional co-exhibitors. Exhibitors already registered include real estate companies as well as cities, regions and countries. The companies Zech and Goldbeck even decided to increase their booth space this year; others, such as TREI Real Estate and ZAR Real Estate Holding, will participate with their own booth for the first time. Start-ups are also seeking access to the market: in the

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Tech Alley, the planned capacity of 30 participants is almost fully booked already.

Broad spectrum of exhibitors

Exhibitors include 12.18 Investment Management, Aareal Bank, Aurelis, BayernLB, Bayerische Hausbau, Berlin Hyp, BNP Real Estate, CBRE, Colliers, Commerz Real, Deka Immobilien Investment, DIP Deutsche Immobilien Partner, Dresdner, DWS, Edeka, Garbe Industrial Real Estate, Goldbeck, Helaba, Instone Group, Invesco Real Estate, JLL, KGAL, Logicon, Nassauische Heimstätte, pbb Deutsche Pfandbriefbank, Savills, Signa Group of Companies, TREI Real Estate, UniCredit, Union Investment Real Estate, Zech Group and ZIA.

From Germany, the federal states, cities and regions of Berlin-Brandenburg, Bremen, Düsseldorf, Frankfurt am Main, Hamburg, Hanover, Cologne, Leipzig, Central Germany, Central Hesse, Rhine-Neckar, Rhineland-Palatinate, Business Metropolis Ruhr, European Metropolitan Region Munich, Nuremberg, Saxony, Stuttgart and Thuringia have registered joint pavilions. Internationally, commitments have been received for the two Austrian joint pavilions "Austria" and "Europa Mitte", for the "Swiss Circle" from Switzerland, the "Holland Property Plaza" and "Holland Metropolis" from the Netherlands as well as from Barcelona, Lodz, Moscow and Prague.

"I am pleased that such a large number of exhibitors have accepted the placement offers for this year's EXPO REAL. Our concept with the face-to-face event at its heart—supplemented by digital components—has been well received," says Claudia Boymanns, Project Manager of EXPO REAL.

Supporting program in four forums

This year, the conference program in the EXPO REAL FORUM will focus on the impact of the COVID-19 pandemic and climate protection. The PLANNING & PARTNERSHIPS FORUM will again be about healthcare, hotel and logistics property, while the REAL ESTATE INNOVATION FORUM will provide a stage for start-ups and the DISCUSSIONS & NETWORKING FORUM for exhibitor events. As in previous years, the CareerDay will bring companies and young professionals together on the fair's third day.

More information on EXPO REAL 2021 is available at www.exporeal.net

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EXPO REAL: Top-class networking in five halls at Messe München.

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. 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.