



Messe München

Connecting Global Competence

EXPO REAL Preview

Topics | Highlights | Conference program

NOVA³

The new Hall A3.
Where Real Estate meets Innovation.

Innovation

Driving and shaping
the real estate industry.

Retail

Industry-specific know-how
at highest level.



exporeal.net



22nd International Trade Fair for Property and Investment
October 7–9, 2019 | Messe München

Building networks

**expo
real**



We are using the opportunities digitalisation is offering us. For Theo.

For Theo's generation, start-up products and services will be a natural part of our everyday lives. That's why we are cooperating with the financial and property sector's innovation drivers, enabling our clients to use innovative solutions for the digital future – today.

Find out what we can achieve together: aareal-bank.com

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*SETTING MILESTONES.
CREATING PROSPECTS.*

Aareal

See you in Munich!
EXPO REAL, 7-9 October 2019
booth B2.230





EXPO REAL NOVA³
The new Hall A3. Where Real Estate meets Innovation. ■ page 6



Real Estate Innovation Forum & Tech Alley
Two special features. Truly devoted to innovation. ■ page 10



Focus on retail property
The full range. In one hot spot. ■ page 18

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QUIT PLAYING GAMES WITH YOUR BUSINESS

Know the market with our exclusive
demand data of more than 14 million seekers.

Meet us in hall A3, booth 320.

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SCOUT24

YOUR VISION. YOUR PARTNER.

EXPO REAL 2019:

your adventure into the real estate sector's future

Dear EXPO REAL enthusiasts,

New technologies and digital shift: the real estate industry's pace of innovation is changing the market and holds significant challenges for all stakeholders. More and more business processes are—and need to be—digitalized.

Here, the own digital transformation is the real task companies are facing. Not only working processes and necessary software must be introduced and harmonized: innovations can only efficiently be put into practice, if the company has a coherent digital strategy in place. However, this focus on the own digital transformation certainly does not mean companies should neglect the cooperation with external technology partners, such as innovative PropTechs: established businesses can benefit from collaborating with these “young and wild ones” when it comes to realize new approaches and ideas as well as to gain speed—as requirements eventually change at increasingly shorter intervals.

EXPO REAL, Europe's largest trade fair for property and investment, stays abreast of these changes with NOVA³: in the new Hall A3, real estate meets innovation—here, the traditional property sector meets innovative and young tech companies. NOVA from Latin *nova* (“new”) together with the 3 of Hall A3 were chosen to reflect

the concept's new, pioneering character, emphasized by the strong, empowering petrol blue color.



Moreover, this additional hall will provide even more space for you and our strong partners to delve into the many different exhibitions, forums, tours, etc. that are part of the central innovation area in the South of NOVA³: the Real Estate Innovation Forum and the Tech Alley.

Also in this EXPO REAL Preview: the focus on retail, a first overview of the conference program in the different forums, the CareerDay and the many services you can rely on at the trade fair.

Enjoy the very first edition of the EXPO REAL Preview!



Yours,

Claudia Boymanns

Claudia Boymanns



The new Hall A3. Where Real Estate meets Innovation.

What is the real estate industry's future heading for? And what are the new ideas, creative thoughts and groundbreaking solutions that ensure to always be one step ahead?

Celebrating its premiere in 2019, NOVA³ has been developed to answer these questions. Housed in the new Hall A3, this new exhibition concept truly embraces innovation and is supported by strong partners from the well-established property sector: the range of exhibitors all along the value chain has made corporate innovation a strategic priority. All NOVA³ participants aim to promote digital transformation, be true drivers of innovation.

Of course, the name is no coincidence: NOVA from Latin *nova* ("new") together with the 3 of Hall A3 were chosen to reflect the concept's new, pioneering character, which is optically emphasized by the strong, empowering petrol blue color.

In the southern part of NOVA³, you will find the Real Estate Innovation Forum and the Tech Alley with 75 PropTech start-ups that were formerly located in Hall A1. At the NOVA³ Forum, exhibitors in Hall A3 will present their innovations. The guided EXPO REAL Innovation Tours will help you get a close and precise overview of the innovations showcased. As a matter of course, NOVA³ also will provide comfortable meeting spaces and a high quality food and beverage area. And the reception/information desk right at the NOVA³ entrance will be your central point for information on all NOVA³ exhibitors, conference topics and further innovation topics.

Find out more details:

exporeal.net/nova3/en

Interview with Claudia Boymanns



NOVA³ is an addition to EXPO REAL. What's the idea behind it?

Last years, the six halls were filled to overflowing, there was no room left for growth. As innovation is becoming increasingly important in the real estate industry, we had the idea to dedicate a new hall to this topic and thus create a central venue for it.

What exhibitors and what innovations can be found in NOVA³?

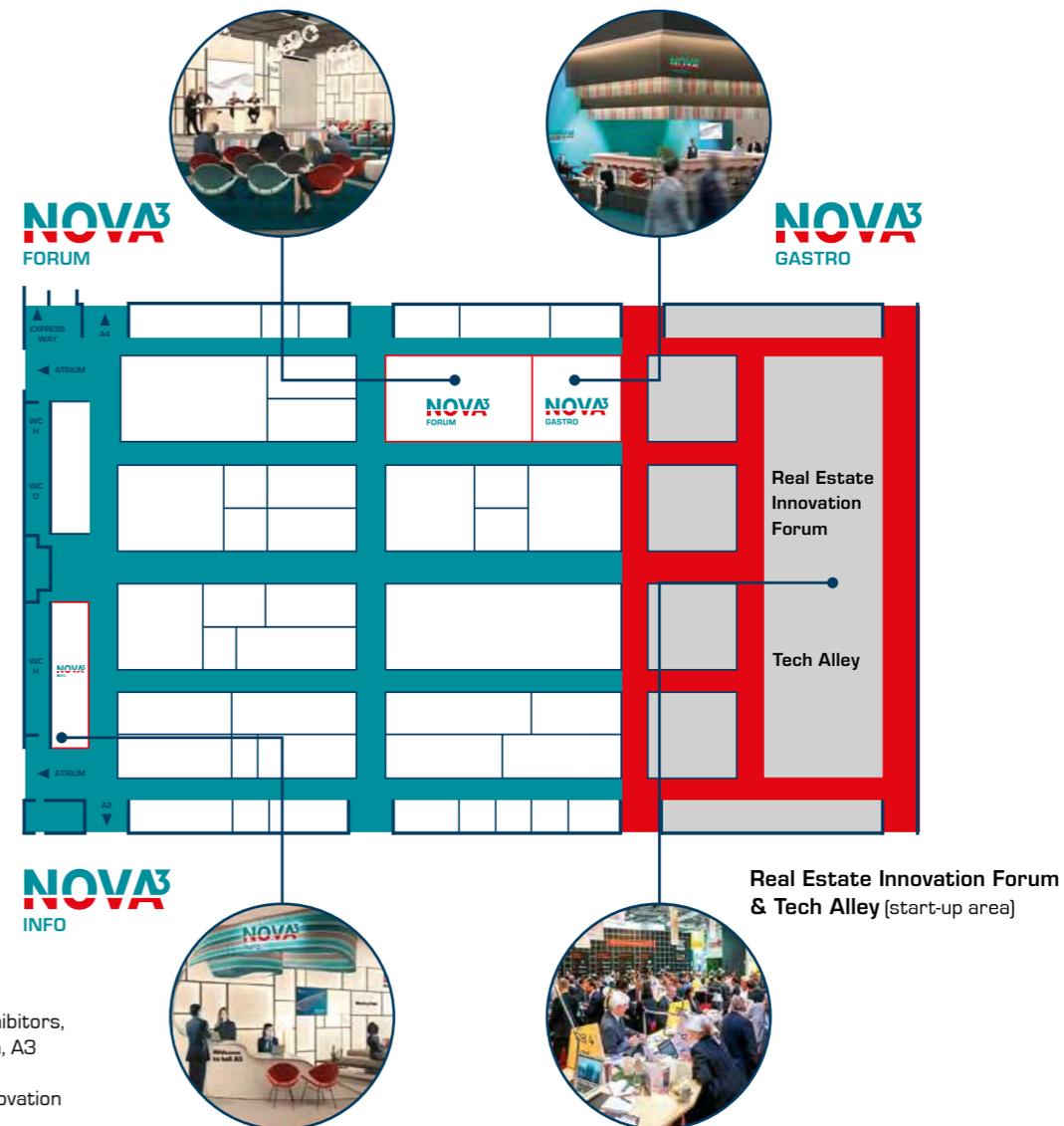
NOVA³ is based on an overall design concept. At the heart of NOVA³ is a Tech Alley, where tech companies present their digital products, solutions and ideas relevant to the real estate industry. Also part of NOVA³: the Real Estate Innovation Forum, where complex topics on innovative developments are discussed. And to facilitate orientation, there are guided EXPO REAL Innovation Tours as well as an Innovation Guide.

Are there other exhibitors in NOVA³ as well and if so, which ones?

Yes, innovation-savvy companies, consulting firms, planners and established companies are also located in NOVA³—all of them with a clear focus on digital solutions. In short: NOVA³ is the central point for those who want to find out about innovations and new technical developments.

That's NOVA³

The layout.



- Information on A3 exhibitors, EXPO REAL Innovation, A3 conference program
- Meeting point for "Innovation Tours"

Total surface area occupied in Hall A3: 7,600 m²

A design that points to the future. Just as the innovations showcased.



The NOVA³ exhibitors

A strong mix.



Confirmed exhibitors/co-exhibitors in alphabetical order subject to change; last update: May 2019

"Do you want to experience Drees and Sommer's innovative strength? The best way is at the annual EXPO REAL. For us, this trade fair—particularly with its new NOVA³ hall—is THE platform for inspiring engagement with our customers and the market. And it always leads to pioneering projects."

Steffen Szeidl, Member of the Drees & Sommer Executive Board

The NOVA³ Forum

More than a conference.

This stage is the place where NOVA³ exhibitors present and discuss trendsetting innovations. The motto? Driving innovation.



Get up-to-date information from:

exporeal.net/conferences

The NOVA³ gastronomy

Never go hungry.

Need a break? Or a cozy place to chat about your discoveries at NOVA³ while enjoying a delicious snack or meal? The high-quality food and beverage area is your remedy!



Find out more details:

exporeal.net/nova3/en

Also part of NOVA³:

Real Estate Innovation Forum and Tech Alley

Two special features. Truly devoted to innovation.

The digital shift is changing the real estate industry at a tremendous pace. What this means for business models and processes and what opportunities this brings will be demonstrated at the Real Estate Innovation Forum and the Tech Alley—the central innovation area in the South of NOVA³ in Hall A3.

This is where innovation meets real estate, where new market participants with new digital technologies meet top real estate companies and industry leaders—where “old economy” meets “new company”.

The architectural design of both the Real Estate Innovation Forum and the Tech Alley will as well demonstrate how an inspiring, space-efficient design of the future workplace will look like: the exhibition area as use case that satisfies different communication needs. The two

special features Real Estate Innovation Forum and the Tech Alley are realized together with our partner Built World Innovation (formerly: Real Estate Innovation Network).

All details on the different areas:

exporeal.net/innovation/en

"As a part of the Tech Alley, we had the opportunity to showcase a combination of our hard work and our innovative solution to a wide range of potential customers and investors in the industry. Those three days were full of great discussions with industry leaders in an international environment along with other awesome start-ups."

Johanna Närvä-Hakala, Head of Sales, Assetti, Tech Alley exhibitor 2018



Europe's largest real estate fair sets the stage for young tech companies in an inspiring environment.

Tech Alley

Start-ups at EXPO REAL. And where their hearts beat.

Hall A3, Stand 140

Bringing visitors and technology companies directly together, this platform is especially attractive for start-ups that want to establish valuable contacts. In 2019, the Tech Alley in NOVA³ is where 75 start-ups will present their products, services and ideas in the fields of "Plan & Build", "Manage & Operate", "Research & Valuate", "Invest & Finance", "Market" and "Next City Solutions", including the 25 finalists of the Built World Innovation Contest organized by our cooperation partner Built World Innovation. The integrated Tech Talk Zone offers the participating start-ups the opportunity to present their products and solutions. And right opposite of the Tech Alley, former start-ups will showcase their track record of innovation at their individual booths.

Tech companies

Meet 75 start-ups in the Tech Alley.

75



The southern part of NOVA³ in the new Hall A3 is the place for intensive exchange on innovations in real estate.

Real Estate Innovation Forum

The digital shift. First-hand information.

Here, the spotlight is on the digital shift in the industry: renowned experts and pioneers will present and discuss the latest developments and make recommendations for action. In the focus? The topics of "Invest & Finance", "Research & Valuate", "Manage & Operate", "Plan & Build", "Market" and "Next City Solutions". And then there will be the 25 finalists of the Built Innovation Contest: in the five "start-up battlefields", they will fight for the final victory in their specific field.



"The Real Estate Innovation Forum of EXPO REAL is the perfect place for innovative start-ups and established companies to meet like-minded and get the latest news from the industry. There is a lot to be discovered, and three days at the trade fair are not enough to explore everything."

Marc Selicke, Managing Director, BRICK SPACES GmbH, Tech Alley exhibitor 2018

Tech companies at EXPO REAL

The Tech Alley exhibitors. An overview.

These start-ups—including the 25 finalists of the Built World Innovation Contest—are truly determined to provide products and services that bring about a lasting change to the processes in the real estate industry. They are divided into the following areas:

Plan & Build

Tech Alley start-ups



Contest finalists



Tech companies



Invest & Finance, Research & Valuate

Tech Alley start-ups



Contest finalists

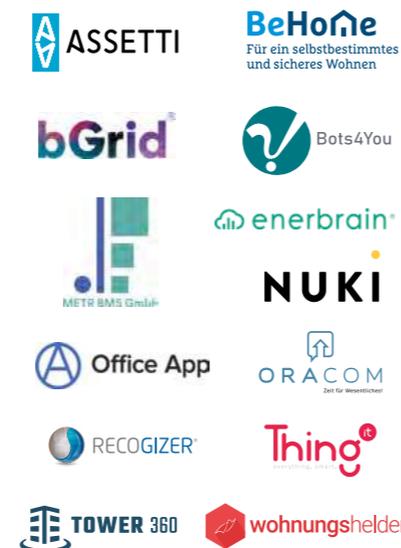


Tech companies



Manage & Operate

Tech Alley start-ups



Contest finalists



Tech companies



Market

Tech Alley start-ups



Contest finalists



Next City Solutions

Tech Alley start-ups



Contest finalists



Confirmed exhibitors subject to change; last update: June 2019

EXPO REAL's Tech Alley is where the heart of creative technology start-ups beats.



The Built World Innovation Contest 2019

is organized by our cooperation partner Built World Innovation, which is the leading European platform for connecting cross-disciplinary experts to engage and drive innovation to shape the built world of tomorrow. The platform combines the best of two worlds by combining the start-up ecosystem with the established industry. Built World Innovation creates awareness and cooperation through shaping mindsets and agendas for the real estate industry.

To find out more about our cooperation partner Built World Innovation, please visit builtworld.net

Here you can also find the Built World Innovation Database—or you simply scan the QR code:



Real Estate Innovation Forum

International experts. International conference.

First-hand information on the digital shift: this forum will feature engaging keynote speeches by international experts on the latest trends and innovations linked to the industry's digital transformation.

Retrieve up-to-date information on the conference program from:

exporeal.net/conferences

Hall A3, Stand 340

Seating capacity: 200

Presentations will include:

Monday, October 7, 2019

10:45–11:30

Tenant portals for commercial and private customers: success stories, pitfalls and business models

14:45–15:30

Strategic investments—how do start-ups and construction companies work together?

Tuesday, October 8, 2019

10:15–11:30

The new co-working providers: how disruptive are they for the real estate industry?

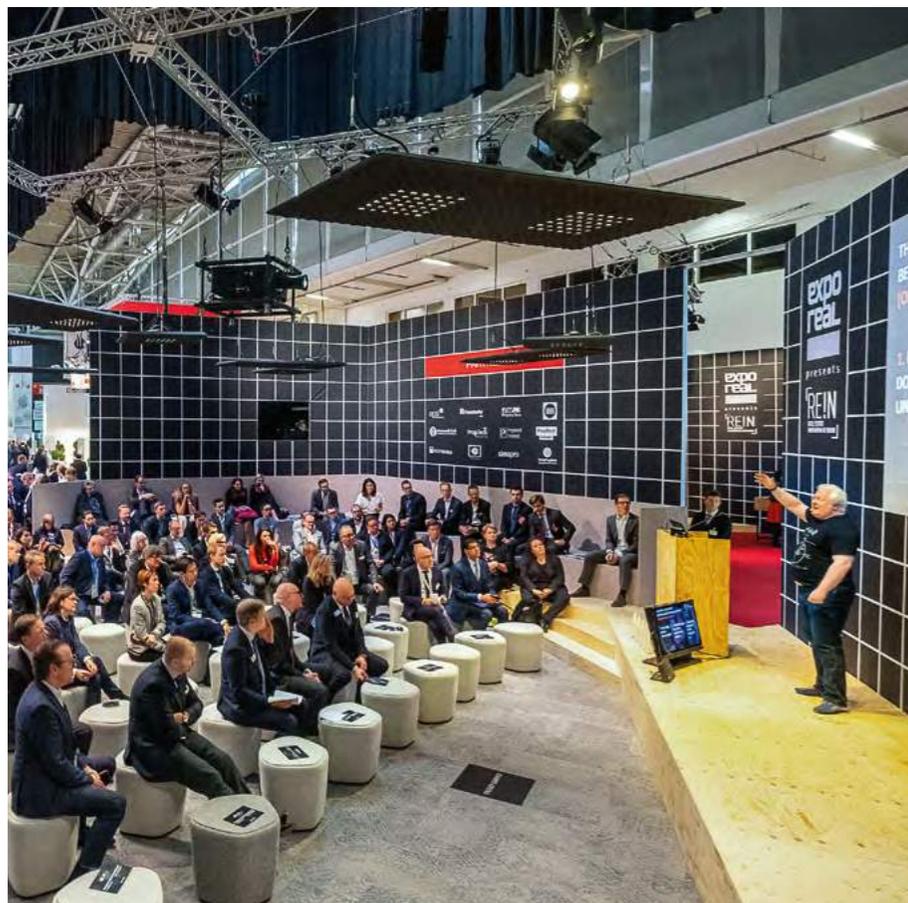
13:45–14:45

How can banks and FinTechs enter into cooperation? Why banks need FinTechs and vice versa

Last update: April 2019; subject to change

No simultaneous interpretation into English or German. Please note the presentation language on the website or in the EXPO REAL app.

Renowned experts and pioneers present and discuss the latest trends in digitalization.



Intelligent Urbanization Forum

Approaching the future. Conference and exhibition.

By 2050 around a third of the world population is predicted to be living in megacities. A development that is unstoppable and poses enormous challenges not only to the real estate industry. Curious about how existing structures can be used best? Or what mobility concepts conurbations require? Or how quality of life can be ensured? The Intelligent Urbanization Forum in Hall C1 is EXPO REAL's platform where experts from

research and practice address these major questions of how to approach and tackle tomorrow's urbanization. The forum's high-caliber conference program and exhibitions are the ideal opportunity to get in-depth insights and experience pioneering concepts for intelligent urban development. And find out what appealing opportunities this development offers to the property industry.

Hall C1, Stand 442

Seating capacity: 80

Presentations will include:

Monday, October 7, 2019

11:00–11:50

Future cities:

What factors contribute to the successful development of future districts?

14:00–14:50

Digital city:

Digitalization and urban management—opportunities, challenges, risks

Tuesday, October 8, 2019

11:00–11:50

How does shared mobility work?

Best-practice examples from European cities and municipalities

14:00–14:50

No space, no permit, no logistics property—how do we make it?

Organizer:

Logix Initiative together with Metropolitan Logistic, DVV Media Group

Last update: April 2019; subject to change

No simultaneous interpretation into English or German. Please note the presentation language on the website or in the EXPO REAL app.

Get the details:

exporeal.net/urbanization/en



"The Intelligent Urbanization Forum offers a great opportunity to introduce and compare interesting Smart City projects. Here, the broad audience and we can learn a lot from others and the discussions on the future development of cities are lively and informative."

Grisha Domakowski, Head of Projects, Fundació b-Tec, Barcelona

Discussion & Networking Forum

Getting involved. And making valuable contacts.

From award ceremonies, lectures to customer and networking events: the Discussion & Networking Forum located at the South of Hall A1 is EXPO REAL's versatile event and discussion platform for real estate topics. Additionally, its lounge areas are the perfect place to relax and network.



Lecture series and lively discussions can be enjoyed at EXPO REAL's Discussion & Networking Forum.

Retrieve up-to-date information on the conference program from:

exporeal.net/conferences

Hall A1, Stand 205

Seating capacity: 180

Presentations will include:

Monday, October 7, 2019

13:00–13:45

Bulgaria

Plenty of opportunities and active investment market. Sofia—a technology growth story that drives property development.

Organizer:
Association of Commercial Building Owners in Bulgaria (ACBO)

14:00–14:45

CBRE Global Investment Briefing

Organizer:
CBRE Global Investors Europe BV

17:00–17:45

Romania in the spotlight. Market opportunities

Review and trends shaping the industrial and commercial property market

Organizer:
German-Romanian Chamber of Industry and Commerce

Tuesday, October 8, 2019

10:45–10:45

Never-ending low interest rates, flagging economy and high consolidation pressure

The challenges of property financing

Organizer:
IREBS Immobilienakademie GmbH

14:00–14:45

Corporate real estate management—the future is calling

Flexibility, digitalization, transformation

Organizer:
Immobilien Manager Verlag IMV GmbH & Co. KG

15:00–15:45

Transylvania—market trends and investment opportunities

Cluj-Napoca—the heart of Transylvania: a dynamic city with focus on sustainable urban development and quality of life.

Organizer:
Transylvania Evolution SRL

Innovation

Innovation meets Real Estate.

Experience the future of the industry now.

Digitalization of the real estate sector takes center stage at Europe's largest trade fair for property and investment. At the Tech Alley, you can meet young technology companies that give new impetus to the real estate industry with innovative ideas. Identify new business potentials and use the Real Estate Innovation Forum to discuss the opportunities emerging from digitalization with experts from all over the world.

Secure your early bird ticket now.

Purchase by **August 9, 2019** and enjoy the benefits.
exporeal.net/tickets

exporeal.net



22nd International Trade Fair for Property and Investment
October 7–9, 2019 | Messe München

Building networks



Focus on retail property

The full range. In one hot spot.

Industry-specific networking and know-how at the highest level: the Grand Plaza and the special "Rethink Retail" show accompanied by numerous exhibitors' booths. In Hall C2 is where the industry's players meet, from retailers and project developers to investors and retail partners. And this is where EXPO REAL lives up to its reputation of being the leading trade fair for retail properties. The Grand Plaza is our innovative marketplace and the ideal setting for efficient networking, featuring an own sector-specific speakers' corner. Additional highlight: the special show "Rethink Retail" that has been specifically established to practically demonstrate digital possibilities to approach customers individually.

Ready for some new names around the Grand Plaza? ALDI SÜD Dienstleistungs-GmbH & Co. oHG, Boels Rental, GCSC, HBB Hanseatische Betreuungs- und Beteiligungsgesellschaft mbH and x+bricks GmbH are looking forward for their debut at EXPO REAL.

Get the details:

exporeal.net/retail



"EXPO REAL is the most important get-together for the real estate industry and the Grand Plaza the ultimate retail platform to meet investors, developers, local authorities and many more. Our guests can already look forward to a varied program at our exhibition booth."

Dr. Angelus Bernreuther, Head of Investor Relationship Management, Kaufland Dienstleistung GmbH & Co. KG



The Grand Plaza with its own speakers' corner is EXPO REAL's central marketplace for the retail sector.

Retailers at EXPO REAL

The retail exhibitors. An overview.



"Rethink Retail"

Getting practical. The special show.

Those finding discussions and presentations on digital concepts too abstract and need some hands-on experience should visit "Rethink Retail". Where? Right next to the Grand Plaza in Hall C2. The special show was designed to practically demonstrate the innovative, digitally supported concepts and ways that are normally only spoken about in discussions and lectures. Let yourself be inspired by the digital possibilities to individually address retail customers, ranging from augmented reality and touch tables to customizer tools.

Get the details:

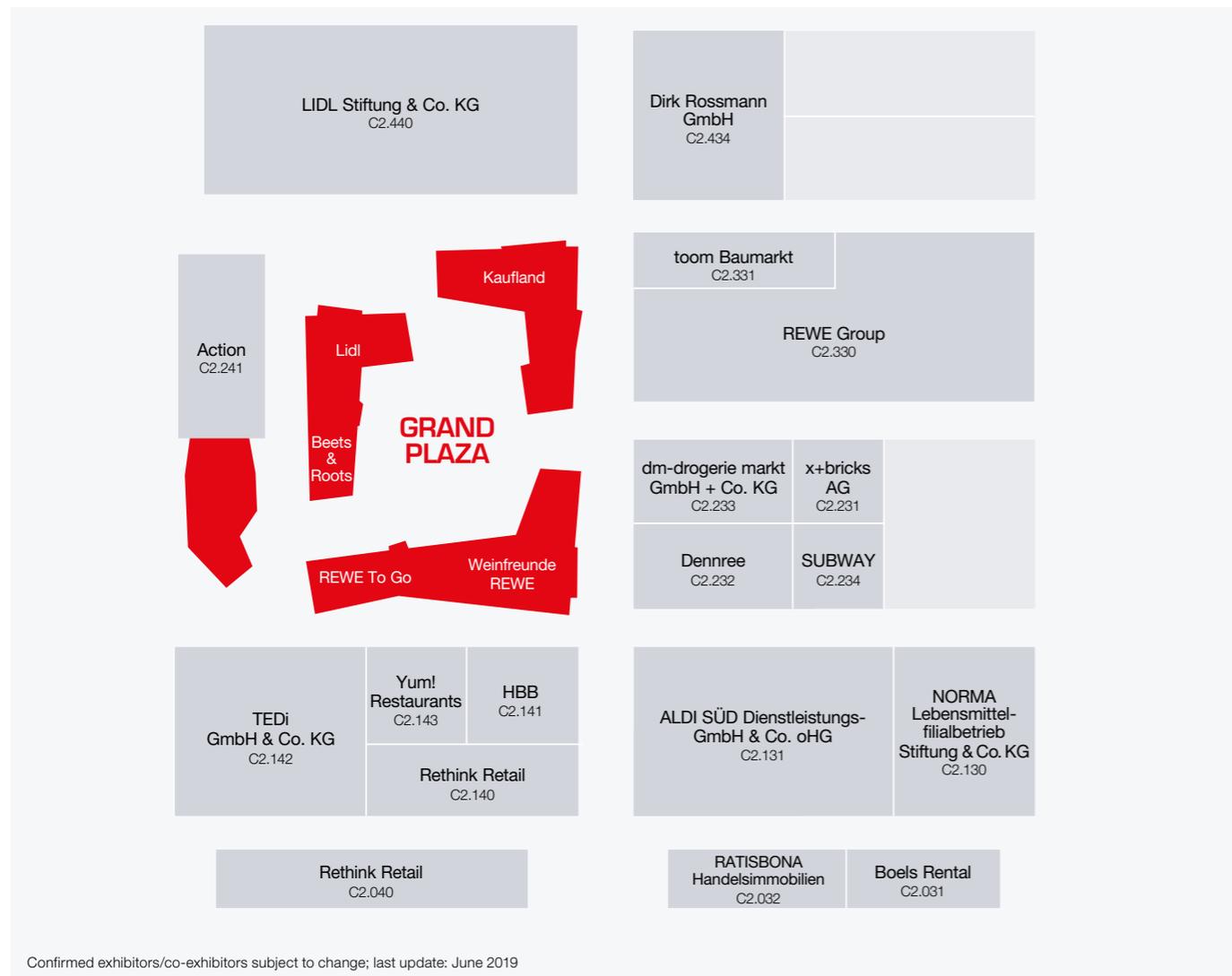
exporeal.net/retail

"REWE Group will continue to maintain its pace of expansion and the associated drive for innovation. EXPO REAL once again was a very good opportunity to personally exchange information about new projects and to put them into practice, respectively."

Stephan Koof, Head of Expansion
Retail Germany, REWE Group, Germany

Grand Plaza

The central retail marketplace. And its surroundings.



Grand Plaza

Our marketplace for retail—the Grand Plaza—will have a clear focus on retailers willing to expand, project developers, investors and retail partners. And in terms of information and exchange on retail topics, the top-level “Speakers’ Corner” will be the place to visit.

Hall C2, Stand 240
Seating capacity: 80

Time	Monday, October 7, 2019	Tuesday, October 8, 2019	Wednesday, October 9, 2019
10:00			10:00–10:50 Retail Talk of the town—fewer customers, vacancy: How do retailers and cities react to declining frequencies?
11:00	11:00–11:30 Retail Department stores reloaded. How they win back customers and function as anchor of city centers	11:00–11:50 Retail New kids on the block—old names say goodbye, fresh labels forge ahead	11:00–11:50 Retail When the postman doesn't ring anymore—innovative solutions for the competition over the last mile
12:00	11:30–12:30 Retail The big feast: in the battle for customers, retailers are relying on a mixture of retail and food	12:00–12:50 Retail Best buy? More food, more entertainment, more service? What customers expect from malls	12:00–12:50 Retail The greenfield is alive—retail parks hold their ground. What can shopping centers learn?
13:00			
14:00		14:00–14:50 Retail Retail in motion—what was hot in the past is not necessarily hot today. What are the new trends?	
15:00	15:00–15:50 Retail Rethink Retail—start-ups, and innovative companies develop ideas for tomorrow's retail sector		
19:00	19:00 Grand Plaza Party		



Fruitful exchange and discussions on retail topics: the panels at the Grand Plaza.

Last update: April 2019; subject to change

No simultaneous interpretation into English or German. Please note the presentation language on the website or in the EXPO REAL app.

Retrieve up-to-date information on the conference program from:

exporeal.net/conferences

EXPO REAL Forum

Located in Hall C2, the EXPO REAL Forum's experts will give their opinion on, for example, the overall economy, the real estate industry, investment strategies as well as the demographic and sociographic changes, will examine both asset classes and locations and will address the hot topics.

Hall C2, Stand 320
Seating capacity: 200

Time	Monday, October 7, 2019	Tuesday, October 8, 2019	Wednesday, October 9, 2019
10:00		10:00–10:50 Big Data Cyber Security: Just how safe is the digital world?	10:00–11:50 Masterminds The impact of urbanization and e-commerce
11:00	11:00–12:20 Opening Who is the city for?	11:00–11:50 Big Data Standardization at the top of the data management agenda	
12:00	12:30–13:20 Opening Europe and the specter of Brexit: Before, during, after or even without?	12:00–12:50 Finance Uncertainties on the capital market	
13:00			
14:00	14:00–14:50 Politics The public sector and the real estate industry: cooperation instead of confrontation!	14:00–14:50 Investment Keep calm and carry on?	
15:00	15:00–15:50 Construction Can the construction industry keep pace with demand?	15:00–15:50 City Development How dense are we? The opportunities and challenges of urban densification	
16:00	16:00–16:50 Office Real Estate The new world of work	16:00–16:50 Politics Expropriation: Realistic option or fool's paradise?	
17:00	17:00–17:50 Corporate Real Estate Identifying locations in an age of structural change	17:00–17:50 Housing Micro-living: small spaces–big trend	

EXPO REAL Forum: from the general economic picture and the real estate industry to investment strategies.



Retrieve up-to-date information on the conference program from:

exporeal.net/conferences

Last update: April 2019; subject to change
All panels at the EXPO REAL Forum will be interpreted simultaneously into English or German.

Planning & Partnerships Forum

In Hall A2, the Planning & Partnerships Forum will be dedicated to the challenges and visions of the hotel and healthcare real estate sectors: renowned experts will present projects in the field of special-purpose properties, explain expansion strategies and engage in discussion.

Hall A2, Stand 540
Seating capacity: 140



Planning & Partnerships Forum: a forum dedicated to the challenges of healthcare and hotel properties as well as to the trends and the innovations in urban development.

Retrieve up-to-date information on the conference program from:

exporeal.net/conferences

Monday, October 7, 2019
12:00–12:50 Hospitality Industry Dialogue Trendy: the hospitality hybrid in the micro-city.
13:00–13:20 Hospitality Industry Dialogue The big shift. Technology companies change the balance in the hospitality industry.
13:30–14:20 Hospitality Industry Dialogue Hospitality visions: Are hotel groups or tech companies winning in international competition?
14:30–15:20 Hospitality Industry Dialogue Leisure hype: resorts, villas & homes.
15:30–16:20 Hospitality Industry Dialogue Asset light in danger? Are hotel properties regaining power?

Last update: April 2019; subject to change
All panels at the Planning & Partnerships Forum will be interpreted simultaneously into English or German.

Investment Locations Forum

At the Investment Locations Forum in Hall A1 everything will be about global investment locations: international experts will analyze the potentials and risks that the European, North African, Asian and North American real estate and investment markets involve.

Hall A1, Stand 040
Seating capacity: 30

Time	Monday, October 7, 2019	Tuesday, October 8, 2019	Wednesday, October 9, 2019
10:00		10:00–10:50 The Asian Century: Real Estate Capital Cross Flows Asia-Pacific / Europe Asia-Pacific in-bound investment from Europe: reality versus perceptions	10:00–10:50 CEE / SEE Mobility: Moving where?
11:00	11:00–11:50 Opening Destination Germany: Investor's darling forever?	11:00–11:50 The Asian Century: Real Estate Capital Cross Flows Asia-Pacific / Europe Investment strategies for Asia-Pacific: risks and returns	11:00–11:50 CEE / SEE Refurbishments: brownfield and greenfield developments
12:00	12:00–12:50 Northern Europe One region, different countries: profiles in comparison	12:00–12:50 The Asian Century: Real Estate Capital Cross Flows Asia-Pacific / Europe European in-bound investment from Asia-Pacific: Has core lost its shine?	12:00–12:50 CEE / SEE What's next? Attempting to provide an outlook
13:00			
14:00	14:00–14:50 American Afternoon The U.S. in a global context	14:00–14:50 Chances Malta: big ambitions	
15:00	15:00–15:50 American Afternoon U.S. real estate market: What's next?	15:00–15:50 Chances Investment opportunities in the MENA region	
16:00	16:00–16:30 American Afternoon Canadian real estate market: What's next?	16:00–16:30 Chances Hotel investments in Egypt	
17:00		17:00–17:50 United Kingdom The five o'clock property tea: no exit despite Brexit	

Experts get to the bottom of the potentials and risks of the investment markets in Europe, Asia and North America.



Retrieve up-to-date information on the conference program from:

exporeal.net/conferences

Last update: April 2019; subject to change
All panels at the Investment Locations Forum will be interpreted simultaneously into English or German.



Immobilien – mehr als nur eine Assetklasse!

Die Immobilienwirtschaft ist Deutschlands zweitgrößter Wirtschaftszweig. Unser PwC Real Estate-Team unterstützt Sie – Unternehmen wie auch Privatpersonen – in allen Bereichen von der Bewertung über die Entwicklung der Strategie bis zur Begleitung von Transaktionen. Dabei greifen wir auf fundiertes Expertenwissen aus den Bereichen Wirtschaftsprüfung, Unternehmens-, Steuer- und Rechtsberatung zurück. Wir sind gerne Ihr professioneller Begleiter – hierzulande und in über 150 Ländern der Erde.

Experienced. Global. Connected.

Besuchen Sie uns in Halle A3, Stand 120!
www.pwc.de/realestate



EXPO REAL exhibitors

The directory. With many sorting functions.

We gather the who's who of the real estate industry. This year, more than 2,200 exhibitors. Our list of exhibitors, which is updated on a daily basis, is now available in our Online Catalog—and is the ideal tool to plan your visit to the trade fair well in advance. By the way, the Online Catalog offers much more. The list of participants, for example.

Advantage for ticket holders: once you have successfully registered a ticket for EXPO REAL 2019, you will have the opportunity to contact other registered EXPO REAL participants (listed in the list of participants) by e-mail. Simply log in with your Messe München account.

Logged-in users may also bookmark exhibitors and participants as favorites, facilitating the trade fair planning.

Have a look yourself!

exhibitors.exporeal.net/catalog



Tickets & prices

Quick and easy. Online and offline.

Early bird until Aug. 9, 2019	€ 565 Three-day ticket ✓ Save € 100 ✓ Entry in the participant list (printed, online, mobile) ✓ Use of the community area in the app	
Online from Aug. 10, 2019	€ 605 Three-day ticket ✓ Save € 60 ✓ Entry in the participant list (online, mobile) ✓ Use of the community area in the app	
At the fair Oct. 7 to 9, 2019	€ 665 Three-day ticket	€ 535 Two-day ticket only valid on Oct. 8 and 9, 2019

Buy your early bird ticket now to secure an attractive discount and more benefits:

exporeal.net/tickets

The new EXPO REAL app

A trade fair guide. On your smartphone.

In the search for a specific exhibitor? Or want to get an overview of the conference program? The new customizable EXPO REAL app makes this an easy task. It is your ideal planning tool before the show and a perfect guide at the event itself. Our community area supports your networking activities by helping you connect with the real estate industry's key decision-makers and experts.

The app features that enhance your trade fair success:

- Personalized home screen with your favorite exhibitors and events at a glance
- Search and find exhibitors
- Interactive hall plan
- Overview of the conference program
- Simple creation and retrieval of favorites
- Community area with important industry players

Additional new feature:

Learn more about the event's topics and the exhibiting companies: join the EXPO REAL app's community area—ticket holders simply log in with their Messe München account—to receive information about EXPO REAL highlights and exhibitor news in topic specific channels. Exchange your ideas with other participants and expand your network.



Download available from September 2019. It's free!

exporeal.net/app/en

Social media & blog

EXPO REAL online. The highlights.

News, stories, photos and videos about #EXPOREAL and the real estate industry. Follow us on social media and be inspired: on LinkedIn, Xing, Facebook and Twitter. At the core of our social media activities: the EXPO REAL Blog. Here, you will find exciting

background reports and expert opinions on major industry issues. And of course, a wealth of information on all aspects of the global property industry.

Stay tuned:

- Blog: blog.exporeal.net/en
- Facebook
- Twitter
- LinkedIn
- Xing

Meeting possibilities

Plenty of room. For your business.

Meeting with clients, planning projects or conducting interviews. Meetings have a variety of purposes. And EXPO REAL provides a variety of spaces on the first floor between Halls A1 and A2:

The **Meeting Center** offers daylight rooms for eight people each, a few of them hold up to twelve people. You want to give a presentation? Some of the rooms are equipped with a flat screen and laptop.

All you need is to bring along your file on a USB stick. Book your time slot online in July 2019!

The **Meeting Lounge A1** is our exclusive meeting area with individual workplaces and meeting corners. Enough room for privacy and free WiFi for concentrated work or small meetings. The atmosphere? Relaxed. Spaces can only be booked on site on a first come, first served basis.

All details:

exporeal.net/meetings



EXPO REAL offers the appropriate environment for what is taking center stage at the show: networking.

Culinary treats at EXPO REAL

The gastronomic offer. For every taste.

What's on the menu? EXPO REAL offers a huge range of culinary options, from local delicacies to international cuisine.

■ Restaurants

Although trade fairs are all about business success, everyone needs a little treat occasionally. At the West Entrance on the first floor, you will find the "Käfer am See" restaurant. With its two separable areas, it is the perfect location for conference lunches, special events and company parties with premium cuisine. The restaurant has a total of 825 seats and offers an international selection of foods.



■ Self-service restaurants

Your schedule does not allow for long breaks, but you still want a good place to eat and sit? Then you can choose from several options. All of them can be found on the first floor between two halls. You will get all the details, including the opening hours, at the trade fair's information desks.

■ Coffee and snacks

Treat yourself with a delicious coffee before starting in a successful trade fair day. Or best combine it with a breakfast. "Käfer Tagesbar"—on the left-hand side in the western entrance area—offers a wide variety: American or Bavarian breakfast, fitness or business breakfast, salads, hearty snacks, sandwiches, sweet snacks, coffee specialties, soft drinks, beer and other alcoholic beverages.



EXPO REAL's traditional beer garden in the atrium for Bavarian delights.

■ Bistros

The many bistros at Messe München offer diverse culinary treats. From Bavarian, Asian, Italian, Mexican, American to Indian—there is much to explore. Those looking for a tasty snack will not search long on the ground floor of every hall. Our tip: our partners' market stalls at the Grand Plaza of Hall C2 offer a diverse selection of delicacies.

■ Beer garden

What would Bavaria be without the traditional way to relax? During EXPO REAL, you will be able to enjoy a beer garden in the atrium (provided the weather is nice).

Get an overview of our appealing culinary offering:

exporeal.net/restaurants

EXPO REAL CareerDay

Your career in real estate.
Your next big step.

Attention, students, graduates and young professionals! On October 9, 2019, EXPO REAL CareerDay will again pool more than 40 renowned companies—your potential and attractive employers. Get to know them, establish valuable company contacts and get some professional advice on how to best apply for jobs.



Start your career now:

exporeal.net/careerday/en

CareerDay exhibitors 2019



Student & apprentice tickets

Discounted tickets. Full benefit.

At EXPO REAL, students and apprentices enjoy special conditions: for €100 (online price) you will not only gain access to the show but also can participate in the CareerDay with its conference program, job market and application portfolio check. When purchasing the ticket on site, it will cost €150.

You want to secure an additional discount? Buy your early bird ticket until August 9 and save another €15 compared to the online price.

Buy your early bird ticket now to secure an attractive discount and more benefits:

exporeal.net/tickets



CareerDay conference

Dynamic exchange. Valuable networking.

In-depth presentations, constructive discussions and the job market. The conference program during CareerDay thrives on the exchange of ideas. And thus, it becomes a dynamic platform for networking within the real estate sector. The topics include job profiles and salaries in the real estate industry and career prospects in the hotel, retail and logistics sectors.

Your new job might be just one scan away.
Our job market:

exhibitors.exporeal.net/job_en



“One global principle runs through our company: we’re committed to tomorrow. Tomorrow is the perspective that underpins all our relationships. Our clients, our employees, our business partners. At LaSalle, we believe that building a stronger tomorrow relies on more diverse perspectives, better use of technology and more sustainable practices. Because of this, we are supporting the CareerDay to engage directly with students and young professionals at the start of their career.”

Lucy Causbrook, Talent Acquisitions Partner – Europe, LaSalle Investment Management

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Names of persons authorized to represent company

Klaus Dittrich (Chairman and CEO),
Dr. Reinhard Pfeiffer (Deputy CEO),
Stefan Rummel (Managing Director),
Falk Senger (Managing Director),
Gerhard Gerritzen (Deputy Managing Director),
Monika Dech (Deputy Managing Director)

Chairman of the Supervisory Board

Dieter Reiter, Lord Mayor of Munich

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Production

jl.medien e.K.
EXPO REAL Media Services
Inselkammerstr. 5, 82008 Unterhaching, Germany
T +49 89 666166-54, F +49 89 666166-55
info@exporeal-mediaservices.de
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Up-to-date information on the exhibition at
exporeal.net

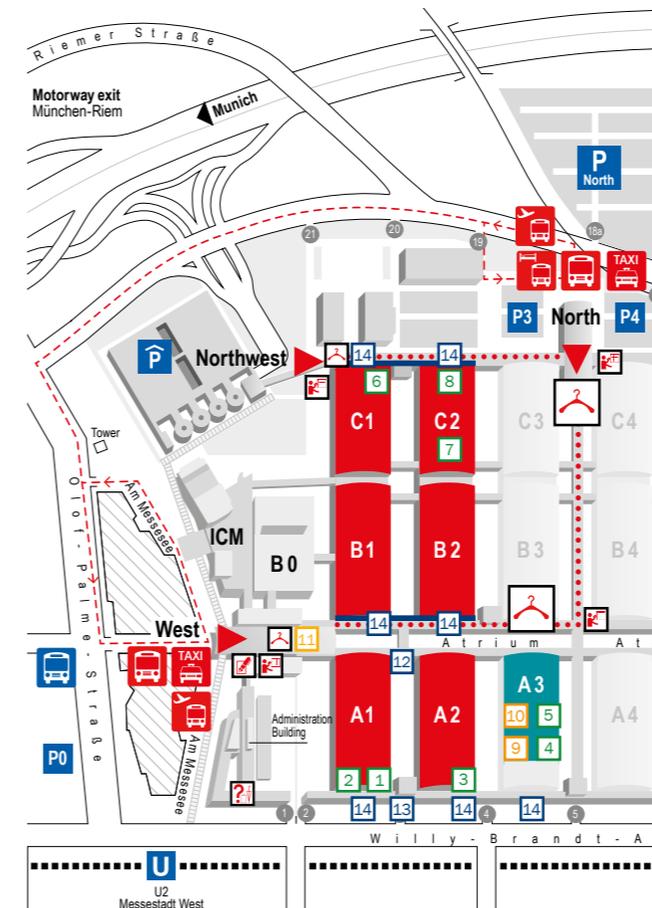
Details on all exhibitors and participants at
exhibitors.exporeal.net/onlinecatalog

The complete conference program can be found at
exporeal.net/conferences

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Hall plan

More space. More EXPO REAL.



- P** Parking area
- U** Subway
- Public bus
- Taxi rank for general cabs without pre-ordering
- Airport shuttle
- Hotel shuttle
- Shuttle between the entrances
- Shuttle route
- Entrances
- ExpressWay
- Wardrobe
- Lost & found
- Press Center
- ATM/cash machine

- Conference program
- 1** DISCUSSION & NETWORKING FORUM (Hall A1)
 - 2** INVESTMENT LOCATIONS FORUM (Hall A1)
 - 3** PLANNING & PARTNERSHIPS FORUM (Hall A2)
 - 4** REAL ESTATE INNOVATION FORUM (Hall A3)
 - 5** NOVA³ FORUM (Hall A3)
 - 6** INTELLIGENT URBANIZATION FORUM (Hall C1)
 - 7** EXPO REAL FORUM (Hall C2)
 - 8** GRAND PLAZA (Hall C2)
 - 9** TECH ALLEY (Hall A3)
 - 10** NOVA³ Restaurant (Hall A3)
 - 11** CareerDay, October 9 only (Entrance West)
- Meeting opportunities
- 12** Meeting Center (1st floor)
 - 13** Meet & Retreat (1st floor)
 - 14** Conference rooms

Information on how to best get to EXPO REAL are available at:

exporeal.net/gettingthere



**REAL EVOLUTION
HAUTNAH ERLEBEN?**

Stand A3.410/300
in der neuen Nova3!

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PROJEKTE,
ZAHLLOSE
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1970 waren wir selbst ein Start-up.
Heute machen wir Start-ups erfolgreich.
Schon immer stehen wir für nachhaltige,
wirtschaftliche und digitale Lösungen.

**DREES &
SOMMER**