

EXPO REAL Preview Mediaplanner 2018

This publication is based on important topics in the International real estate market. These topics can be sponsored. Are you an important player in a specific sector or country? Via this advertorial based publication, you can highlight your expertise towards all exhibitors and registered visitors of EXPO REAL 2017.



Logistics at EXPO REAL: what's new for 2016?
LogRealCampus, the collective stand at EXPO REAL for enterprises focusing on logistics, will be even bigger and better this year. Coordinator Rudolf Hämel of LogRealWorld explains all.

What's new on the logistics stand this year?
LogRealCampus is becoming more and more international. This year the LogRealCampus will include exhibitors from France, Austria, the UK and Germany among its co-exhibitors.

Can logistics benefit from the latest green-tech developments, such as BIM, or might it be negatively affected?
It's a bit early to speculate about this, we should wait to see how the regulations for BIM evolve. What concerns me a lot more are the technical developments, and the need for BIM to be used in the most efficient way possible.

A truly global industrial real estate platform
IDI Gazeley is one of the world's leading investors and developers of industrial real estate. With over 25 years' experience and a track record of delivering over 200 million square feet of innovative warehousing, distribution and manufacturing facilities, IDI Gazeley is one of the world's leading investors and developers of logistics real estate. We provide unparalleled expertise with focus on customer service to developments in North America, Europe and Asia. We are committed to delivering high-quality buildings that are less expensive to operate and maintain, that also meet and exceed the world's most stringent sustainable development standards.

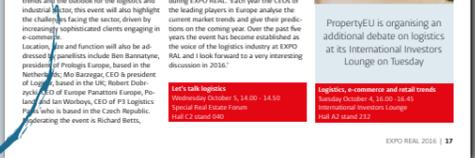


Goodman Group is in pole position when it comes to logistics development
E-commerce is driving the need for more logistics space across Europe, including strategic and centrally-located assets, to meet the evolving needs of retailers and customers.

Poland
In terms of the most active territory for the construction of industrial assets, Poland was the surprise winner, both for projects completed between 2013 and 2015 (1.25 million m²) and for projects in the pipeline (2.21 million m²), beating out major competition in the shape of Germany (170,000 m² of projects in the week) and the UK (55,000 m² of pipeline projects). Despite their superior risk profile and the strength and sophistication of the online trading markets in Germany and the UK, Poland is perhaps in a more active development phase as Amazon

Spain
Spain had a major expansion drive in the CEE country. Goodman and Paratoni are currently building four schemes in Walea and Paratoni for the e-commerce giant, which reported the same year results. Take-up of logistics space in Poland rose to a record 2.47 million m² in 2015, pushing the vacancy rate down to 5.2%, according to Colliers International.

An industry in evolution
The heads of four of Europe's most important logistics real estate specialists will exchange views in an English language debate at the Special Real Estate Forum on the second day of EXPO REAL. Debuting content trends and the outlook for the logistics and industrial sector, this event will also highlight the latest market trends and give their predictions for the coming year. Over the past few years the event has become established as the voice of the logistics industry at EXPO REAL and is looking forward to a very interesting discussion in 2016.



Holland Metropole focuses on innovation
With a focus on start-ups and science parks, innovation is the name of the game at this year's Holland Metropole stand operated by the Netherlands' biggest cities, developers and investors.

Investors look to invest in Dutch cities
Holland group home reinforces the creation of an attractive investment climate. Of course, socio-economic and demographic indicators, connectivity, infrastructure, the political climate and lifestyle are also key, but the Holland Metropole programme is all about the Dutch government's recognition of the importance of start-ups to future-proofing the country's urban development and has recently extended its StartUpAct programme for a further 4.5 years. Prince Constantijn, younger brother of King Willem-Alexander, has now succeeded Neelke Kroes as the initiator's special envoy.

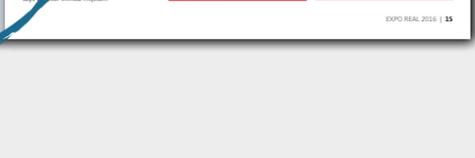
Innovation in investing that stands the test of time
Bouwinvest Real Estate Investment Management BV (REIM) is one of the largest Dutch institutional real estate investment managers. Our Amsterdam-based team of over 140 professionals manages total assets of €7.3 bn in Dutch property sector funds and international real estate investments. Bouwinvest has its roots in the Dutch pension fund industry through the management of the real estate assets of the construction workers pension fund (Opbouw) since 1952. The Dutch portfolio comprises five sector funds: Residential Fund (the largest at €3.5 bn), a Retail Fund and an Office Fund – all open to domestic and international institutional investors – plus Hotel and Healthcare funds. In addition, Bouwinvest provides its anchor investor Opbouw with strategic asset allocation



International investors muscle in
Over the past 30 years, Dutch institutional investors have pumped more than €50bn into investments in the Holland Metropole region.

Foreign investors such as Allianz Real Estate, Deka, Round Hill and Patrizia Immobilien have all brought in large volumes of Dutch property over the past 18 months. Another sign of the continuing healthy interest is the sale in June of the property arm of national financial services group SNS Real to US bank JP Morgan Chase and private equity company Lone Star for up to €800 mln.

Breakfast and dinner
Back again at EXPO REAL this year is Holland Property Plaza's stand featuring over 50 public and private organisations focused on property design and real estate developments.



Publisher

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Format

What's on, Who to meet and Where to go at EXPO REAL 2018

Distribution

All exhibitors of EXPO REAL and all subscribers of PropertyEU.

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Deadline

10 August 2018

Last year's topics

- Countries & Regions
- Nordics
- UK
- Italy
- The Netherlands
- North America
- Austria
- Switzerland
- Germany
- CEE/Russia
- Sectors
- Urban Development
- Logistics
- Retail
- Hospitality
- IT
- Finance & Investment

Rates

Topic sponsor: € 3,500,-
1/1 cover position: € 5,000,-
(cover 2, cover 3 and back cover)

EXPO REAL Daily News Mediaplanner

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Format

On all three days of the fair we publish a daily news magazine. We report on all fair related activities and keep visitors up-to-date with the latest news from the international real estate industry.

Distribution

Free copies will be widely distributed all over the fairground as well as in the hotels and the shuttle buses to the fairground.

Publication dates

8, 9 and 10 October 2018

Deadline

21 September 2018

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Advertising rates

	2/1 page	1/1 page	1/1 page	1/1 page	1/2 page	1/3 page	1/4 page	1/4 spread
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Placement	internal	back cover	inside cover	front cover	inside	inside	inside	inside
Dimensions	430 x 280	215 x 280	215 x 280	50 x 72	195 x 121	60 x 235	195 x 58	410 x 58
Colour	fc	fc	fc	fc	fc	fc	fc	fc
Rate	14,500	4,500	+25%	2,500	2,500	2,000	1,500	3,000
All three issues	20,000	11,000	+25%	6,500	6,500	5,000	4,000	7,500

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