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EXPO REAL 2010: the industry is on the up

For the first time since 2008, EXPO REAL is signalling the recovery of the industry: around 37,000 participants - 21,000 industry professionals, which matched last year's total, and 16,000 representatives of exhibiting companies - attended the 13th International Trade Fair for Commercial Property and Investment. This represents an increase of 1,000 participants compared to 2009. In terms of exhibitors, EXPO REAL 2010 achieved an increase of four percent, with a total of 1,645 companies.

“These results mean that EXPO REAL is the only trade fair in the industry that has been able to achieve a slight growth this year. The industry is starting to breathe again”, said Eugen Egetenmeir, Managing Director of Messe München.

The participants were also in confident mood: according to Andreas Quint, CEO of Jones Lang Lasalle, “The significant improvement in the market environment and the feeling of making a new start were tangible in Munich. EXPO REAL has seized on this optimism and once again proven its unique nature as a business trade fair. On the whole, EXPO REAL provided the initial impetus for a strong final quarter of 2010.”

Stefan Brendgen, CEO of Allianz Real Estate Germany, reinforced this, saying “EXPO REAL came at just the right time for launching negotiations and finding out about potential new properties. Our discussions at the trade fair have been extremely successful and have involved contacts from all around the world. EXPO REAL is a fantastic communication platform, making it possible for you to talk to all of your important contacts in just a few days.”

This positive assessment was also reflected in the EXPO REAL visitor survey: According to Gelszus Messe-Marktforschung, over 60 percent of visitors were of the opinion that the economic situation in the industry will improve in the future.

Based on the number of visitors, the top ten countries visiting the exposition after Germany were: the UK, Austria, the Netherlands, Switzerland, France, Poland, the Czech Republic, Russia, the USA and Luxembourg. Chris Bell, Managing Director Europe of Knight Frank, UK said “EXPO REAL provides us with a unique opportunity to meet with existing and potential new clients.” Raphaël Catonnet, Deputy Managing Director of EPAD/EPASA La Défense in Paris, added “EXPO REAL has been superb: very well organised, very efficient and we have been able to establish high-quality, professional contacts in a very short space of time.” Richard Fiddes, Managing Partner of King Sturge from the UK, confirmed “EXPO REAL gets right to the point: all participants are focused on the business in hand. Not a minute is wasted.”

This year, the prefix ‘RE’ is the central theme of the conference programme; it stands not only for real estate, but also for a new start in many areas of the industry. Bernd-Uwe Willer, Head of Germany at Savills said “Once again, the focus was on finding solutions not problems. A significant amount of dynamism has returned to the markets. 2010 was good, 2011 will be better!”

“Sustainability” was also an important theme of the fair. “Sustainable buildings are always the result of a team effort, requiring cooperation from a wide range of disciplines within the real estate industry. EXPO REAL brings together the most important European players and thus provides a forum in which new solution concepts for sustainable real estate investments are born”, said Dr. Reinhard Kutscher, Chairman of the Management Board of Union Investment Real Estate GmbH.

A total of 1,645 companies from 35 countries exhibited at EXPO REAL 2010, 65 more companies than in 2009. The increased demand for space came primarily from outside of Germany, with a focus on central and eastern Europe. Poland in particular had a notable presence; it increased its number of exhibitors by 60 percent

compared to 2009. Austria, Russia, Serbia and the Czech Republic also increased their number of exhibitors.

Because of the national holiday on 3 October, the next EXPO REAL will take place from Tuesday, 4 October until Thursday, 6 October 2011 in Munich.

More information can be found at www.exporeal.net

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