

EXPO REAL 2008 expands by another exhibition hall

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Because of strong demand for space, EXPO REAL 2008 will expand by another hall, to a total of seven exhibition halls and 74,000 square metres of space. The demand from international exhibitors has been particularly strong. The 11th International Commercial Real Estate Exposition takes place from 6 to 8 October 2008 in Munich.

“EXPO REAL will continue to broaden its international scope and present the sector with new markets and investment trends. It covers not only the markets where demand is stable, such as Germany, Great Britain and the Netherlands, but also emerging markets like the Russian Federation, the Baltic States and Central and Eastern Europe. Plus of course new markets and niche markets in the Middle East. It brings together the right mix of investors and investment opportunities,” said Eugen Egetenmeir, Member of the Board of Management of Messe München.

In terms of content EXPO REAL 2008 will take the themes of sustainability and the real estate industry one step further, and present, for example, the LEEDS Standards (Leadership in Energy and Environmental Design) that started in the US. Since 2000 the U.S. Green Building Council (USGBC) has been certifying commercial and public buildings that are designed and built to certain energy-efficiency and environmental criteria. Around 620 buildings in the US now have a LEEDS certificate; a further 3,500 projects are in the process of obtaining certification.

Another key focus will be crisis management: What should the real estate business, above all bankers and financiers, be doing in the face of the US real estate crisis, non-performing loans and the credit crunch? This leads on to further questions that experts will be exploring at EXPO REAL: Who will be providing credit in the future? Which markets are the investors investing in and where will their money be invested? In the last five years investment in commercial property around the globe has been rising at an average of 20 percent per year. In 2006 the total volume of cross-border property investment amounted to 682 billion dollars, in 2007 it reached a record level at 800 billion dollars. Whether this trend will be continuing and who the key players will be, will be one of the conference themes at EXPO REAL 2008.

Further information about EXPO REAL: www.exporeal.net

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EXPO REAL

EXPO REAL, the 11th International Commercial Property Exposition, takes place from 6 to 8 October 2008 at the New Munich Trade Fair Centre. The event is an international platform for networking on cross-border and cross-sector projects, investment and finance. It covers the entire spectrum of the property sector and brings together players from all the key markets from Europe, to Russia, the Middle East and the US. An extensive conference programme, featuring around 400 speakers, provides an in-depth overview of current trends and innovations in property investment and finance. Taking part in EXPO REAL 2007 were 1,823 exhibitors from 43 countries, and 23,800 visitors from 77 countries. Including representatives from the exhibiting companies, the fair thus attracted over 39,000 participants. Exhibitor and visitor statistics for the EXPO REAL trade fair are audited by an accountant on behalf of the Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen (FKM, Society for Voluntary Control of Fair and Exhibition Statistics).

Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair organisations. It organises around 40 trade fairs for capital and consumer goods, and new technology. Over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part each year in the trade fairs in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and in South America. With six subsidiaries abroad and 66 foreign representatives

covering 89 countries, MMI has a truly global network.

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