

Exhibition sectors

Since the launch in 1998, EXPO REAL has been developed to an international trade fair for property and investment.

Only exhibitors who can be assigned to at least one of the exhibition sectors listed in the nomenclature and whose offerings correspond to at least one of the nomenclature items listed for these exhibition sectors are eligible for EXPO REAL. Some nomenclature items are specified in more detail below:

E.g. companies focusing on energy services (energy supply, contracting, consulting) or on infrastructural and technical building management (e.g. building equipment, cleaning, security services, catering etc.) **are not eligible for EXPO REAL**, unless they fall under nomenclature item 04.04. Apart from that,

specialized planners are not eligible, even if they offer planning services for individual or even all trades associated with the creation of the property, such as building services like electrical and sanitary installations, energy infrastructure, supply and disposal, engineering planning, structural planning, building, structural and civil engineering.

In addition to this e.g. companies from the areas of interior design, shop fitting, open space and landscape planning are not eligible as exhibitors at EXPO REAL.

Please check the definitions of the exhibition sectors starting on page 3.

01	Real estate investors	05	Property and site operators
01.01	Institutional real estate investors	05.01	Commercial property
01.01.01	Real estate investment / asset management companies	05.01.01	Office property and co-working
01.01.02	Insurance companies and pension funds	05.01.02	Retail property
01.01.03	Real estate stock corporations and REITs	05.01.03	Logistics and industrial property
01.02	Real estate divisions / companies of non-property companies (CREM)	05.02	Residential property
01.03	Public sector real estate divisions / companies	05.02.01	Housing corporations
01.04	Church-owned real estate divisions / companies	05.02.02	Providers of student housing
01.05	Foundations	05.02.03	Providers of co-living, micro-living, serviced apartments
02	Real estate financiers	05.03	Special property
02.01	Commercial and savings banks	05.03.01	Healthcare and social property
02.02	Mortgage banks	05.03.02	Hotel and hospitality property
02.03	Leasing companies	05.03.03	Operators of train stations, airports, ports
02.04	Insurance companies and pension funds	05.03.04	Operators of parking space
02.05	Other financiers	06	Economic regions
03	Real estate developers	06.01	Regions, cities, municipalities, districts
03.01	Project developers	06.02	Economic development agencies
03.02	Site or district developers	07	Associations
04	Real estate service providers	07.01	Associations of the commercial real estate industry
04.01	Construction project managers / Project controllers	07.02	Other associations related to real estate
04.02	Asset managers	08	Professional education and training institutes
04.03	Property managers	08.01	Universities and similar Institutions
04.04	Facility managers	08.02	Institutions unrelated to universities
04.05	Real estate appraisers	09	Media
04.06	Architects	09.01	Real estate media (print)
04.07	Real estate consultants / real estate brokers	09.02	Real estate media (electronic)
04.08	Other property-related services		
04.08.01	Legal advisers, tax consultants, auditors		
04.08.02	Market research institutes		
04.08.03	Real estate PR companies		
04.08.04	Real estate marketing companies		
04.08.05	Human resources consultants		

Exhibition sectors

10	Digital solutions and products for applications in the real estate industry	10.05	Market
10.01	Plan & Build	10.05.01	Online marketplaces for real estate buyers and sellers
10.01.01	Software solutions for the construction industry and project development (control, interface communication, monitoring)	10.05.02	Marketplace for short term rentals for office, retail and residential
10.01.02	Building information modeling und digital twin	10.05.03	CRM applications for the commercial property industry
10.01.03	3D visualization, augmented and virtual reality solutions	10.05.04	3D, augmented reality and virtual reality services for the presentation of commercial properties
10.02	Manage & Operate	10.06	Next City Solutions
10.02.01	Software for portfolio, asset and property management	10.06.01	Smart city information platforms with best practices
10.02.02	Sensor-assisted maintenance	10.06.02	Data-driven urban planning
10.02.03	Sensor-assisted HVAC control systems for commercial property	10.06.03	Intelligent parking solutions for the optimization of parking area use
10.02.04	Software and hardware for access control in buildings	10.06.04	Intelligent loading infrastructure
10.02.05	Tenant and community management platforms	10.06.05	Intelligent last mile logistics
10.03	Research & Valuate	11	Information technology in the property industry
10.03.01	Information providers for proprietary and public datasets	11.01	Professional property management software
10.03.02	Providers of machine learning, big data analysis and highly automated, data-driven intelligence related to the real estate industry	11.02	Internet portals for real estate
10.03.03	Automated services for property valuation models	11.03	Data rooms
10.04	Invest & Finance	11.04	Computer-aided facility management
10.04.01	Crowd investing providers for real estate projects allowing commercial property investments		
10.04.02	Platforms for optimized transaction processes between market players		
10.04.03	Providers with blockchain technology		
10.04.04	Capital marketplaces		
10.04.05	Providers of peer-to-peer lending		

Definition of exhibition sectors

01 Real estate investors

01.03 Public sector real estate divisions / companies

Registration is open to public administrative institutions concerned with property: the federal government, state governments, local government associations, communities and public institutions and corporations as well as public property companies (mandated government-owned companies created to deal with public real estate).

01.05 Foundations

Registration is open to civil-law or public foundations as well as church-owned, local, dependent or foreign foundations with properties in their investment portfolios.

02 Real estate financiers

02.05 Other financiers

Registration is open to companies which do not finance their property investments by procuring equity via their own financing or from shareholders or by borrowing loan-based capital. This includes, for example, private equity corporations whose engagement is characterized by borrowed capital, or mezzanine lenders.

03 Real estate developers

03.01 Project developers

Companies may register as project developers if they offer the structural concept, construction and marketing of a property for the purpose of constructing or modifying buildings by bringing together the land, the project idea and capital. A building is defined in the conditions for participation in EXPO REAL as a roofed structure enclosing rooms that can be entered and that serves as a place for people and/or animals to reside in or to store objects.

Registration for EXPO REAL is only open to those project developers who offer the acquisition of land or properties (redevelopment), property protection, the development of use concepts, feasibility analyses, the acquisition of planning permission, raising equity and borrowed capital, marketing, rentals and sales as well as project management from a single source.

03.02 Site or district developers

Site developers and district developers are companies offering the structural concept, construction and marketing of a site or a district by offering a package of land, project idea and capital for the purpose of constructing or modifying buildings.

Registration for EXPO REAL is only open to those site and district developers who offer the acquisition of land or objects (redevelopment), property protection, the development of use concepts, feasibility analyses, the acquisition of planning permission, raising equity and borrowed capital, marketing, rentals and sales as well as project management as a package.

04 Real estate service providers

04.01 Construction project managers / Project controllers

Construction project management firms organize the implementation of every phase in the development of a construction project from inception through to use, including the assessment of demand, planning, implementation and supervision of project progress from a legal, economic and technical viewpoint. Project managers offer these services, including the selection of project participants, the supervision of organization plans, progress and cost control and quality assurance, as a complete package.

Project control is the core of professional construction management in the building industry. It enables project work processes to be managed such that overall project objectives can be achieved. Quality promotion measures serve to enhance the various processes on an ongoing basis. The realization of business management processes and work flows in a given construction project is also part of project control. The construction project controller assumes, on behalf of the builder, management duties in respect of the construction project as a whole with regard to companies contracted to execute the building work. Of particular importance is his responsibility to represent the interests of the builder vis-à-vis the appointed building companies.

04.02 Asset managers

Real estate asset managers act as asset managers for real estate investors. Their key task is to identify the yield potential of real estate property and to realize this potential in consultation with their real estate investor clients.

Real estate asset managers identify value-add potential of properties and prepare real estate and property strategies for their real estate investor clients, taking into account the possibilities of risk-return optimization. This includes the strategic real estate analysis and selection, development/drafting of real estate and property strategies (taking into account the real estate investor's objectives), property-specific investment/divestment planning, property-specific maintenance strategies, and preparing real estate-specific business plans.

Real estate asset managers also manage the implementation of the real estate and property strategies of their real estate investor clients. Specifically, real estate asset managers manage the acquisition and sale of real estate, as well as real estate investments and divestments with the objective of risk-return optimization. This involves the planning, structuring and allocation of financial resources for real estate investments with the aim of appreciating the value of existing capital and avoiding deficits.

04.03 Property managers

Property managers are responsible for the operational and return-oriented management of a real estate property. Their key task is to ensure the best possible use or exploitation of real estate.

Property managers represent the interests of real estate owners in a fiduciary capacity, execute their real estate and property strategies, maintain contact with tenants or other users, procure new tenants and other users, ensure a smooth technical and infrastructural management and maintenance of the

Definition of exhibition sectors

Cont. 04 Real estate service providers

property, if required by hiring external facility management service providers, ensure a proper organization of the management of the property and execute the business and administrative aspects of facility management including rental and property contract administration, rental and property accounting, payment recovery, utility/service charge statements, insurances, budgeting, business planning and reporting.

04.04 Facility managers

Specification of admissible companies: Only such firms are admissible as offer all the facility management services required for buildings, plots of land, other sites and parking areas from a single source, whereby it is irrelevant whether they render the facility management services themselves or have them rendered by subcontractors. By contrast, not admissible are companies which are suppliers, planners and consultants providing individual facility management services such as cleaning, security, garden maintenance and grounds-keeping, catering, energy management service, energy supply and consumption accounting services, relocation services, etc. as well as consortiums of suppliers of individual facility management services jointly offering all facility management services of the abovementioned kind.

04.05 Real estate appraisers

Real estate appraisers are companies which, in a process regulated by law, and through the use of well-founded economic, legal and construction experience, establish a market value for land which has either been built on or not (real estate) at a given date in the normal course of business. The current value of a particular piece of real estate (including its fixtures) is determined in accordance with recognized (national or international) valuation methods.

Real estate rating companies are companies which, in accordance with approved assessment procedures, evaluate the opportunities, risks and earning potential of a particular piece of real estate or real estate portfolio, whilst taking into account its actual and possible future market position and assigning various risk categories. Providers of due diligence procedures (e.g. environmental due diligence procedures) do not count as real estate rating companies and therefore do not conform to the EXPO REAL product and service categories.

04.06 Architects

Registration is open to architects who implement the use concepts of property investors (see para. 1) with respect to the construction or modification of buildings in a cost-effective, functional, flexible, sustainable and architectural way.

Registration is only open to architects most of whose clients are property investors (see para. 1), whose focus is on the construction or modification of commercially operated buildings, and who provide advice and support to their clients for planning and implementing construction projects, who coordinate and rationalize the planning and execution of the construction project, and who prepare the required documentation.

Chambers of architects may also register.

04.07 Real estate consultants / real estate brokers

Property brokers are agents who broker purchase or tenancy agreements for commercial properties and plots of land or demonstrate the opportunity to conclude such contracts in return for the payment of a fee and who have procured any permission potentially required for this purpose.

Real estate advisers are service providers who provide market-related advisory services for clients looking for real estate projects/land/properties exclusively with a view to commercial use of such real estate.

04.08.02 Market research institutes

Market research institutes are service providers who systematically compile information on and investigate the market for land and buildings of all types of use with respect to their general conditions and influencing factors. They collect, weigh, and evaluate property market data with a direct or indirect impact using statistical and/or scientific methods.

Only market research institutes which make a contribution to research in the real estate sector (collection, preparation, or processing of data) may register. This includes the creation and management of databases, data analysis services using quantitative or qualitative methods as well as the preparation of specialist publications.

04.08.05 Human resources consultants

Human resources consultants are service providers who help to search and select qualified employees for the property industry. The service provider must be able to demonstrate a clear orientation toward property companies.

05 Property and site operators

05.01.01 Office property and co-working

Owner-occupiers of office property are not operators as defined by the conditions for participation in EXPO REAL.

05.01.03 Logistics and industrial property

Logistics properties are properties which are used for the storage, picking, and distribution as well as for the transshipment of goods. Industrial property is property used for the mechanical production of goods. Logistics properties may house both logistics services and industrial production.

05.02.01 Housing corporations

Housing corporations are companies which commercially operate and let their own residential properties. Housing corporations may also be property developers or manage rental apartments owned by third parties. Owner-occupiers of residential property are not housing corporations as defined by the conditions for participation in EXPO REAL.

05.03.04 Operators of parking space

Operators of parking space are companies which commercially operate parking garages, underground parking or other parking lots to provide parking spaces for motor vehicles in exchange for the payment of fees.

Definition of exhibition sectors

07 Associations

07.02 Other associations related to real estate

Other associations related to real estate are associations or other stakeholders advocating the interests of industries close to the commercial property industry, e.g. the property-related finance industry or the construction industry.

11 Information technology in the property industry

11.01 Professional property management software

Suppliers of software for collecting and processing master data on properties and tenants as well as the year-round management of, and accountancy for, commercial property.

Suppliers of software supporting the transaction processes in the commercial property industry via the structured processing and provision of information to other parties involved in the transactions.

11.02 Internet portals for real estate

Operators of internet portals for advertising commercial properties for rent or for sale.

Internet platforms specializing in commercially used properties for sale or rent.

11.03 Data rooms

Suppliers of property-specific data room software for property-related due diligence processes. The software must perform basic security functions, in particular rights management and access control, photography protection, audit-proof operation.

Companies offering data rooms for sale or rent as dealers and other consultancy or IT integration services, provided they offer these specifically for companies involved in transactions in the commercial property segment.

11.04 Computer-aided facility management

Suppliers of software solutions in "computer-aided facility management."