

## Exhibition sectors



EXPO REAL opens up to you the entire spectrum of the real estate industry in one place. Gather information about the entire life cycle of real estate: conception and development, financing and realization, marketing, operation and use.

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 07.03. 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.

### 1. Real estate investment

- 1.1 Investment management companies (open and closed-end funds)
- 1.2 Real estate investment trusts / REITS
- 1.3 Insurance companies / Pension funds
- 1.4 Real estate businesses – trade, service and industrial companies

## Save the date

**EXPO REAL 2019**

Date: Oct 7 - 9, 2019

## 1.5 Investment trusts

---

## **2. Real estate financing**

### 2.1 Commercial and savings banks

### 2.2 Mortgage banks

### 2.3 Leasing companies

### 2.4 Insurance companies, professional and other pension funds

### 2.5 Other financial services

---

## **3. Real estate consulting**

### 3.1 Market Research

### 3.2 Real estate appraisal

---

### **Definition to real-estate appraisal**

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.

---

### 3.3 Lawyers

### 3.4 Tax consultants, auditors

### 3.5 Real estate brokers/Real estate consulting

---

## **4. Real estate development**

### 4.1 Site developers

### 4.2 Real estate project developers

---

## **Definition to Site developers**

Site development is the development and marketing of large coherent areas, such as neighborhoods and districts.

---

## **Definition to real estate project developers**

Real estate project developers perform all constructional and commercial investigations, planning and preparations for building work and make all corporate decisions necessary in order to build on one or more pieces of land or to prepare existing buildings for new use. This may range from securing the property, utilization concepts and procurement of planning permission through financing and carrying out the construction (with or without a general contractor) to leasing (in person or through an agent) or sale to an investor. Only companies offering this complete development service can be admitted to EXPO REAL. Providers of individual services such as construction, interior finishing work, interior design, property fitout etc. are specifically excluded.

---

### 4.3 Property developers incl. project development

---

## **5. Architecture and urban planning**

5.1 Architecture (no interior design and fit-out, and landscaping)

5.2 Urban development

---

## **6. Construction project management/Project control**

---

### **Definition to construction project management/project control**

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.

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.

---

## **7. Real estate asset management, property and facility management**

### **7.1 Real estate asset management**

---

#### **Definition to real estate asset management**

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.

---

### **7.2 Property management**

---

#### **Definition to property management**

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 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.

---

### 7.3 Facility management services

---

#### **Definition to facility management services**

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, groundskeeping, 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.

---

#### 7.3.1 Full-service providers

#### 7.3.2 Facility managers

#### 7.3.3 Parking space management

---

### **8. Operators and users of commercial property**

#### 8.1 Office property

#### 8.2 Retail property

#### 8.3 Hospitality property

#### 8.4 Healthcare and social property

#### 8.5 Logistics and Industrial property

---

## **Definition to Logistics and Industrial property**

Logistics properties are properties used for the storage, picking and distribution as well as the transshipment of goods. As opposed to that, industrial properties are used for the production of tangible or intangible goods. Modern logistics properties can accommodate both logistics services and industrial production.

---

8.6 Infrastructure property (only train stations, airports and ports)

8.7 Residential property

---

## **9. Economic regions, cities, municipalities and economic development agencies**

9.1 Economic regions, cities, municipalities and economic development agencies

---

## **10. IT in real estate business**

10.1 Property administration software

10.2 Internet portals for real estate

10.2.1 Virtual project and data rooms

10.2.2 Marketing and agency portals

10.3 CAFM systems (Computer aided facility management systems 1.5), BIM systems (Software based building information modeling systems)

---

## **11. Real estate marketing**

11.1 Trade media (print / electronic)

11.2 Advertising & PR

---

## **12. Real estate education and training**

12.1 Professional education and training institutes

12.2 Human resources service providers

---

## **13. Associations of the commercial real estate industry**

13.1 Associations of the commercial real estate industry

---