



International Trade Fair  
for Property and Investment

October 8–10, 2018

**Building networks**



## Comments on EXPO REAL 2017

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Read what exhibitors and participants to EXPO REAL 2017 have to say. The feedback of international real estate professionals reflects the importance of EXPO REAL in the real estate sector.

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### **Marin Cernea, Automotive Sector Development Manager, Moldovan Investment and Export Promotion Organisation (MIEPO), Republic of Moldova**

The Republic of Moldova is a small but very ambitious country in investment promotion offering special favourable conditions to potential investors.

EXPO REAL is an exceptional platform for Moldova to become visible for industrial and logistic real estate developers. This is our first participation as exhibitor and it seems to be a success. It inspires us to come.

### **Domagoj Dolinsek, Managing Director, PlanRadar, AT, Austria**

For us each year EXPO REAL is an important platform for forging international contacts in the real estate sector. I would like to mention in particular the tremendous support for startups – this exceeded our expectations.

### **Rico Gäbler, Head of Real Estate, Kaufland Stiftung & Co. KG, Germany**

This is our first time as an exhibitor at EXPO REAL, and we have used the opportunity to present our competence in real estate and the new Kaufland branch concept. For us EXPO REAL was a great success.

### **Kristi Hakkaja, CEO & Founder, Modern Solutions, Estonia**

EXPO REAL is really relevant to us – Modern Solutions is focused on commercial real estate, and the show is one of a few real estate events that have a clear focus on this as well. EXPO REAL is really business focused and productive. We have met a lot of customers, partners and valuable contacts.

### **Fabian Hellbusch, Head of Real Estate Marketing and Communication, Union Investment Real Estate, Germany**

EXPO REAL is a barometer for the progress of digital transformation in the sector. Compared to last year, many companies are now much better set up. But there is still a significant amount of catch-up to do compared to other sectors.

### **Kirsi Kangas, Project Manager, Invest Stockholm, Sweden**

EXPO REAL is a fantastic Real Estate fair. We are exhibiting for the second time and learning still, how the business is working in Germany. The highlights have been excellent international seminars. The Meplan company who designed and worked with our stand did a fantastic job.

**Elsa Liefländer, Product Manager, 21st Real Estate, Germany**

The diversity and mix among the participants is impressive. The sector knows that it is time for digitalization, PropTechs with their innovations and problem solutions are the highlights. Next year we want to be at the show again, as an exhibitor.

**Dr. Andreas Muschter, Chief Executive Officer, Commerz Real, Germany**

EXPO REAL is the most important sector gathering, marketplace and barometer for real estate. The 2017 edition again showed that very impressively. Unlike those who just hunt down the next deal, we are all about successful asset management over the entire life cycle of a property.

**Stefano Nigro, Head of FDI Department, Italien Trade Agency, Italy**

The Italian Government believes in the Italian Real Estate Renaissance and has chosen EXPO REAL as an ideal platform for the presentation of its infrastructural, residential, and commercial and tourism projects. Here, the Italian team is sure to find a highly qualified attendance of potential investors and international keyplayers adding value to its participation.

**Ylenia Perathoner, Development Manager, Motel One Group**

EXPO REAL has exceeded our expectations this year! There were even more important business partners from the hotel sector here than in the past. For us EXPO REAL is a matchmaking platform for the real estate sector – here it's about intricate negotiations and big projects, and the kind of personal contact that is made here is essential. Digitalization cannot replace trade fairs and so in 2018 we will definitely be back here again.

**Christian Schmid, Executive Vice President, Helaba, Germany**

EXPO REAL is a firm feature in our annual calendar and once again it has fulfilled our expectations. We met with almost all the clients and cooperation partners in Helaba's real estate business and are optimistic for 2018. Competition for good properties and clients will, however, continue to increase.

**Timo Tschammler, CEO JLL Germany, Jones Lang LaSalle SE, Germany**

The focus that international investors have placed on the German real estate market at this Expo has been as noticeable as never before. There is a lot of capital and investment pressure in the market, but by far not all investors get a chance, the level of "frustrated capital" is enormously high. At the same time, the interest rate policy and Brexit are the dominant topics, for investors even more important than the outcome of the German parliamentary elections. In addition, the perennial topic of digitalization has been enhanced by the human factor at this Expo: companies employ technology for more comfort. Employee satisfaction is the new resource.

**Ian Worboys, CEO, P3 Logistic Parks / PointPark Properties**

EXPO REAL is one of the key events in the European real estate calendar. For 2017, we wanted to showcase the rapid growth of our pan-European logistics

property portfolio over the last 12 months and, as expected, our EXPO REAL stand proved to be a great platform from which to do this. We've had a lot of successful pre-arranged meetings plus a number of very interesting discussions with "walk on" visitors to our stand. EXPO REAL is always a great opportunity to do business.

**Stefan Zanetti, Founder and CEO, Allthings, Germany**

For us EXPO REAL is a perfect platform for positioning ourselves as a PropTech company, for building our relations with existing clients and making contact with new ones. We were able to organize over 90 high-caliber meetings here – this year at two booths, thanks to the Real Estate Innovation Forum Contest and the GPTI presence at the KPMG stand.

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