

## Trade fair topics of EXPO REAL

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Diverse and innovative: At EXPO REAL the complete diversity of the property industry opens itself up to you in one place. Find information on the complete lifecycle of properties. The focus is on retail, hotel and logistics properties as well as our new subject area of innovation.

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### Retail



Retailers have a strong presence at Europe's biggest trade fair for property and investment. You will meet retailers, project developers, investors and partners of the retail sector at numerous exhibitors' stands and at the Grand Plaza. Ideal for cultivating your network and making valuable contacts.

[Learn more](#)

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### Innovation



New technologies and digital change: The pace of innovation in the property industry is rapidly accelerating, changing the market and facing all players with new challenges. EXPO REAL presents the latest trends and solutions - particularly at the new Real Estate Innovation Forum, the interactive information platform around digitalization.

[Learn more](#)

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### Intelligent Urbanization



By 2050 one of three people will live in big cities - also a challenge for the property industry. How will we meet it? Which concepts ensure mobility and quality of life? What does all this mean from a purely economic point of view? Experts from research and practice will discuss and present these issues in the INTELLIGENT URBANIZATION FORUM.

[Learn more](#)

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## Hotel



At EXPO REAL the players of the hotel and property industries address the current trends and developments. The joint stands “World of Hospitality” and the “hotel lounge by pkf” are the top meeting points. But you will also find many individual exhibitors in Hall C2, who are well worth a visit.

[Learn more](#)

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