



Munich, October 07-09 2024  
**EXPO REAL 2024**

**Join the ROMANIAN country pavilion!**

- global event
- trade fair
- conferences
- workshops
- high-level networking



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# Let's make ROMANIA a TOP investment hub in the real estate market!

## Become Romania's ambassador!

- Build and strengthen **Romania's country brand awareness** and position Romania as an **investment destination**
- Bring Romania from a hidden gem into the **international real estate spotlight**

## Promote your projects!

- Use this fair trade as a marketplace for projects and investment plans – **leave a lasting impression**
- Get a lot of **market knowledge** regarding the entire **life cycle of a property**: from development, financing and realization to marketing, operation and use



# 10 Key benefits for a ROMANIAN country pavilion



- 1 Put **Romania** on the **world's real estate map**
- 2 Get **direct access to international audience** - make valuable connections and find potential business partners
- 3 **Gain exposure & visibility** – attract attention among attendees, including potential customers, industry professionals, and media representatives
- 4 **Foster authority & credibility** – become a key player on the international real estate market!
- 5 Get inspired by the latest **trends & innovations** of the property, investment and financial markets - high-class conference program
- 6 Earn international **experience** & international **acknowledgement**
- 7 Showcase your **projects & properties**
- 8 **Build synergies between** Romanian co-exhibitors
- 9 **One stop shop** for the Romanian real estate market
- 10 **Ease & cost reduction** of participation as AHK Romania takes over all the logistics and organization burdens

Romania @EXPO REAL – a project by AHK Romania and Ionut Oprea

## Exhibitors of the latest editions:



## Key benefits for exhibitors



1

**Boost the company's visibility** on the European market

2

**Meeting point** with private & institutional investors

3

Discussions focus on **projects & investments**

4

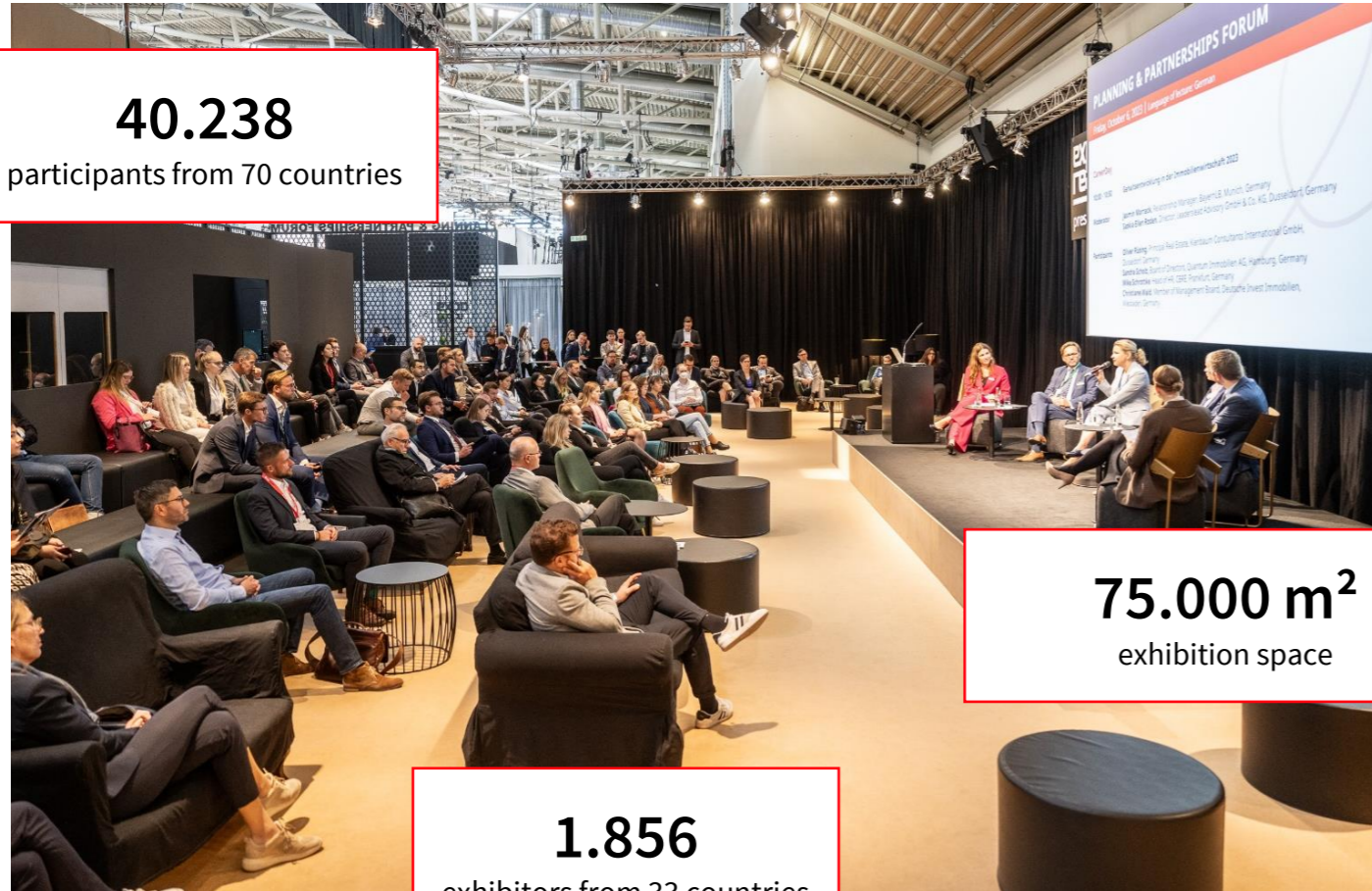
Ideal platform for **networking** with global **key players, decision makers & experts** from the property industry

5

Direct and live **communication & know-how** transfer

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# The success of EXPO REAL 2023 in numbers



**40.238**  
participants from 70 countries

**75.000 m<sup>2</sup>**  
exhibition space

**1.856**  
exhibitors from 33 countries

## PARTICIPANTS:

- Real estate developers and project managers
- Government institutions
- Investors and financiers
- Real estate consultants / Agencies
- Architects and designers
- Commercial property managers
- Commercial and mortgage banks
- Expansion directors
- Cities and economic regions



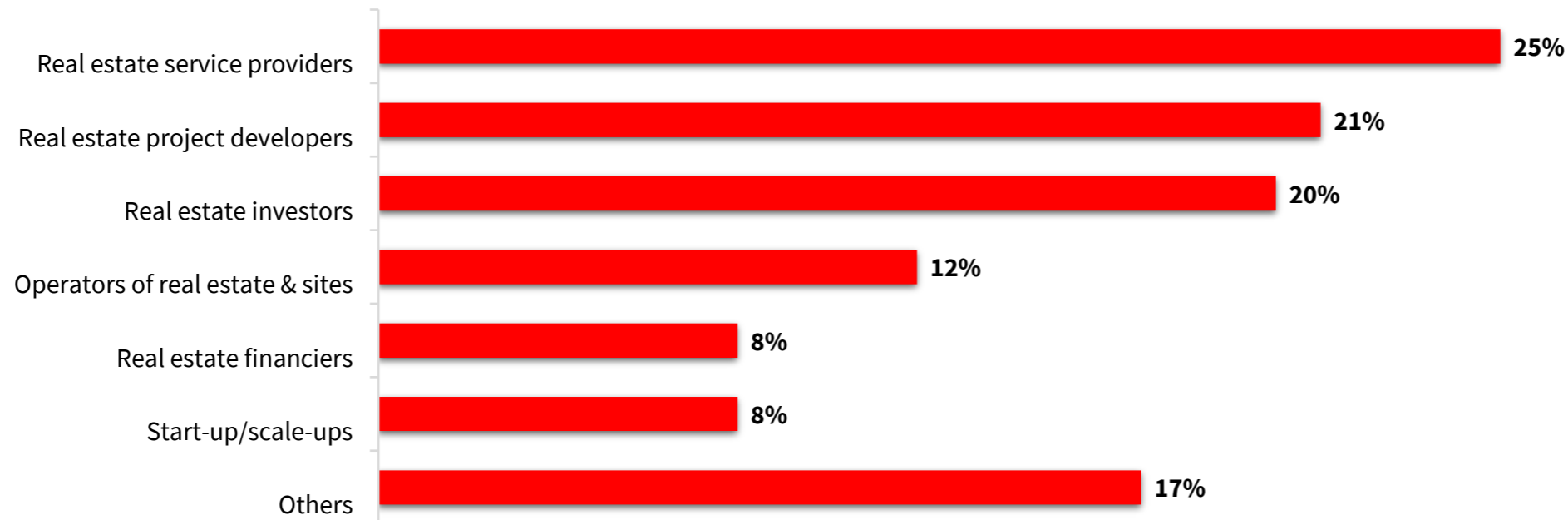
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The success of *EXPO REAL* 2023 in numbers

# Participant structure 2023



All values in percent; multiple answers possible; source: EXPO REAL 2023 participant survey, Gelszus Messe-Marktforschung  
Participants are trade fair visitors and exhibitor representatives



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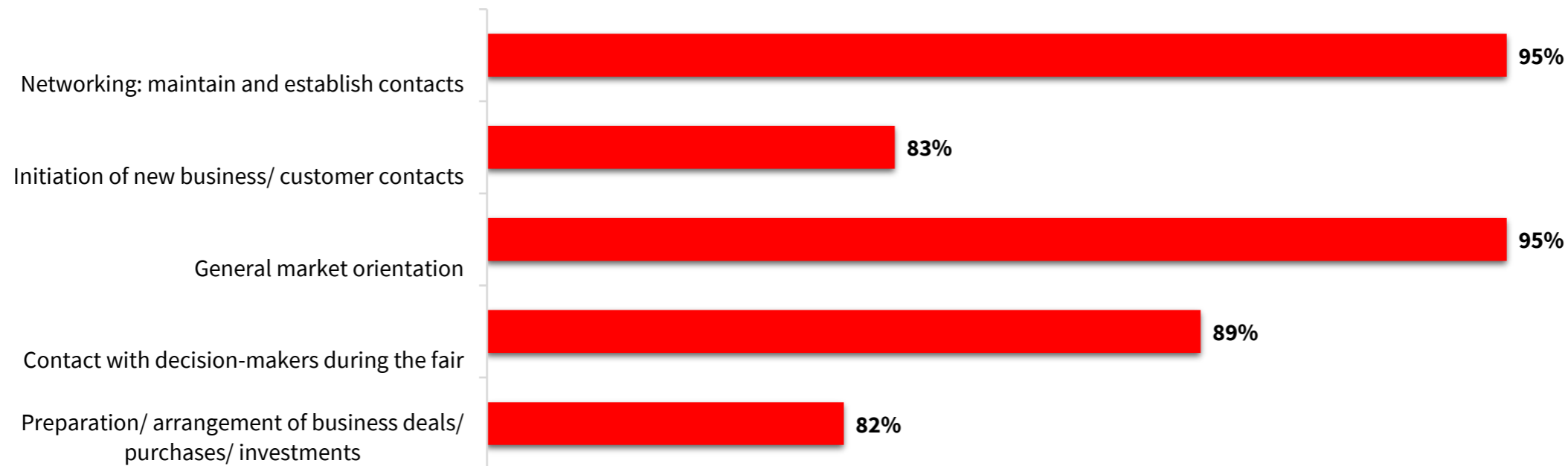
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# Participant's goals achieved 2023



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Meeting place for Central, Eastern and South-Eastern European countries

## Selection of exhibitors from last editions:

### POLAND

A&A Holding  
ADC Sp. z.o.o.  
Architube  
BBI Development SA  
Bydgoszcz Industrial and Technological Park  
BZB Projekt p.S.A.  
CAVATINA  
City of Warsaw  
City of Lodz  
CmT. Sp.z.o.o.  
Design Lab Group  
GDYNIA CITY HALL  
Gdanska Agencja Rozwoju Gospodarczego Sp. Z o.o  
Griffin Capital Partners  
INVEST DEVELOPMENT SPÓŁKA  
Invest in Pomerania  
Karimpol Group  
Katowice City Hall  
King Cross Developments  
Peaksid Capital Advisors  
White Star Real Estate



### HUNGARY

Atenor Hungary Kft  
Infogroup Management Kft.  
CBRE KFT  
Ingatlanfejlesztői Kerekasztal Egyesület  
CBRE KFT Hungary  
Kecskeméti Duális Oktatás Zrt.  
Debreceni Infrastruktúra Fejlesztő Kft.  
Futureal Group  
GLP PFH Hungary Management Kft  
Miskolc Holding Zrt.  
HIPA Hungarian Investment Promotion  
Municipality of Nagykanizsa  
Szolnok Industrial Park Ltd.

### CZECH REPUBLIK

Accolade, s.r.o.  
BeiT  
Business and Investment Development Agency  
CzechInvest  
CASUA spol. s.r.o.  
CBRE s.r.o.  
CTP  
Flowbox s.r.o.  
GLP PF Czech Republic Management s.r.o.  
City of Praga  
City of Ostrava  
Moravian-Silesian Region  
OAMP Holding s.r.o.  
PRK Partners Rechtsanwälte/ Attorneys at law



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# Participation packages within the ROMANIAN country pavilion

**EXHIBITOR**

**SPONSOR**

**BRANDING PARTNER**

## STANDARD services for all packages:

- **promotion** on AHK Romania's **social media channels** (July-October 2024)
- **press work** in Germany and Romania by AHK Romania & Ionut Oprea - Publisher RO Market Pulse Reports (July-October 2024)
- **promotional mailing** to the **target audience** in Germany and other countries in Central and Western Europe by AHK Romania & Ionut Oprea - Publisher RO Market Pulse Reports (July-October 2024)
- **promotional mailing** to all participants of the fair in **Germany** and **other Central and Western European countries** by AHK Romania & Ionut Oprea - Publisher RO Market Pulse Reports (July-October 2024)
- **complete coordination and handling** of your booked package before, during and after the trade fair by AHK Romania (July-October 2024)

The joint stand is in a prime location. The stand is one of the top stands (**hall A1**) at EXPO REAL with its openness and a total area of **80 qm**.



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## EXHIBITOR - EXCLUSIVE services

- **individual stand in the country pavilion** (dimensions 50 x 50 cm) , including **company logo** (with lockable base cabinet, two shelf compartments and integrated brochure holder on the side for your documents)
- **participation of 2 person on behalf of the company** (fair pass incl. access to facilities: networking bar, meeting table, access to common storage, all-day catering with a wide selection of drinks and food) + **special rate for additional passes**
- **2 built-in flyer box** (at your stand & at the networking hub/bar)
- access to **shared meeting table** in the country pavilion
- **advertising** and company profile in the **opportunities guide Romania** (two pages of content + QR-Code with redirect to the company's website + logo placement on the final cover as main exhibitor)
- your **company image** on the **main pavilion multimedia wall**



- your **logo** on the **wall of co-exhibitors**
- **transport of promotional materials** to the fair (max. 15 kg)
- increased visibility logo in the **e-mail signature** of the AHK organizer (July-October 2024)
- **highlighted logo** on the electronic slider on the **AHK homepage** (July-October 2024)
- company entry in the **official fair catalogue**
- **highlighted logo** on separate event promotion page on **AHK website** (July-October 2024)



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## BRANDING PARTNER - EXCLUSIVE services

- **participation of 1 person on behalf of the company** (fair pass incl. access to facilities: networking bar, meeting table, access to common storage, all-day catering with a wide selection of drinks and food) + **special rate for additional passes**
- **1 built-in flyer box (at the networking hub/bar)**
- access to **shared meeting** table in the country pavilion
- **advertising and company profile in the opportunities guide Romania** (one page of content + QR-Code with redirect to the company's website + logo placement on the final cover as co-exhibitor)
- **transport of promotional materials** to the fair (max. 5 kg)
- your **logo** on the **wall of co-exhibitors**
- company entry in the official **fair catalogue**
- **highlighted logo** on separate event promotion page on **AHK website** (July-October 2024)



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## SPONSOR - EXCLUSIVE services

- special price for the fair ticket
- company profile - index presentation, in the Opportunities Guide Romania
- logo placement on the final cover of the Guide as a sponsor
- mention of the company's name in articles and **social media posts** during the event and during the post-event promotion period



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# Experience the bavarina lifestyle & turism during the EXPO REAL 2024

- Munich Airport Europe's first and only 5\* airport
- OKTOBER FEST
- Retail & shopping areas
- Viktualien market
- Museums: BMW Museum & German Museum
- Nymphenburg Castle
- Bavarian State Painting Collections
- Cathedral Church of Our Lady
- Allianz Arena



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## Want to join? Contact us:



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