



ROMANIA

**BECOME AN EXHIBITOR
WITHIN THE ROMANIAN
STAND AT EXPO REAL!**

MUNICH, October 6-8, 2025





ABOUT EXPO REAL :

GLOBAL EVENT

THE LARGEST REAL ESTATE AND

INVESTMENT FAIR

CONFERENCES & WORKSHOPS

HIGH-LEVEL NETWORKING

1.778 EXHIBITORS FROM 34 COUNTRIES

+40.000 PARTICIPANTS

ROMANIA'S
REAL ESTATE
Yearbook 2024

MARKET PULSE REPORTS



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SELECTION INTERNATIONAL EXHIBITORS:



PARTICIPANTS EXPO REAL 2024:

- Developers and real estate project managers
- Government institutions
- Investors and financiers
- Cities and economic regions
- Real Estate Consultants / Agencies
- Architects and designers
- Commercial property managers
- Commercial and mortgage banks
- Expansion Managers



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ABOUT THE ROMANIAN COUNTRY STAND:

EXCELLENT LOCATION

TOP STAND IN HALL A1

MODERN DESIGN

TOTAL SURFACE OF 80 M2



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ROMANIAN EXHIBITORS FROM LAST EDITIONS:





LET'S TRANSFORM ROMANIA INTO THE NEW INVESTMENT HUB ON THE EUROPEAN REAL ESTATE MARKET!

THROUGH THE ROMANIAN COUNTRY STAND AT EXPO REAL, AHK ROMANIA AIMS TO:

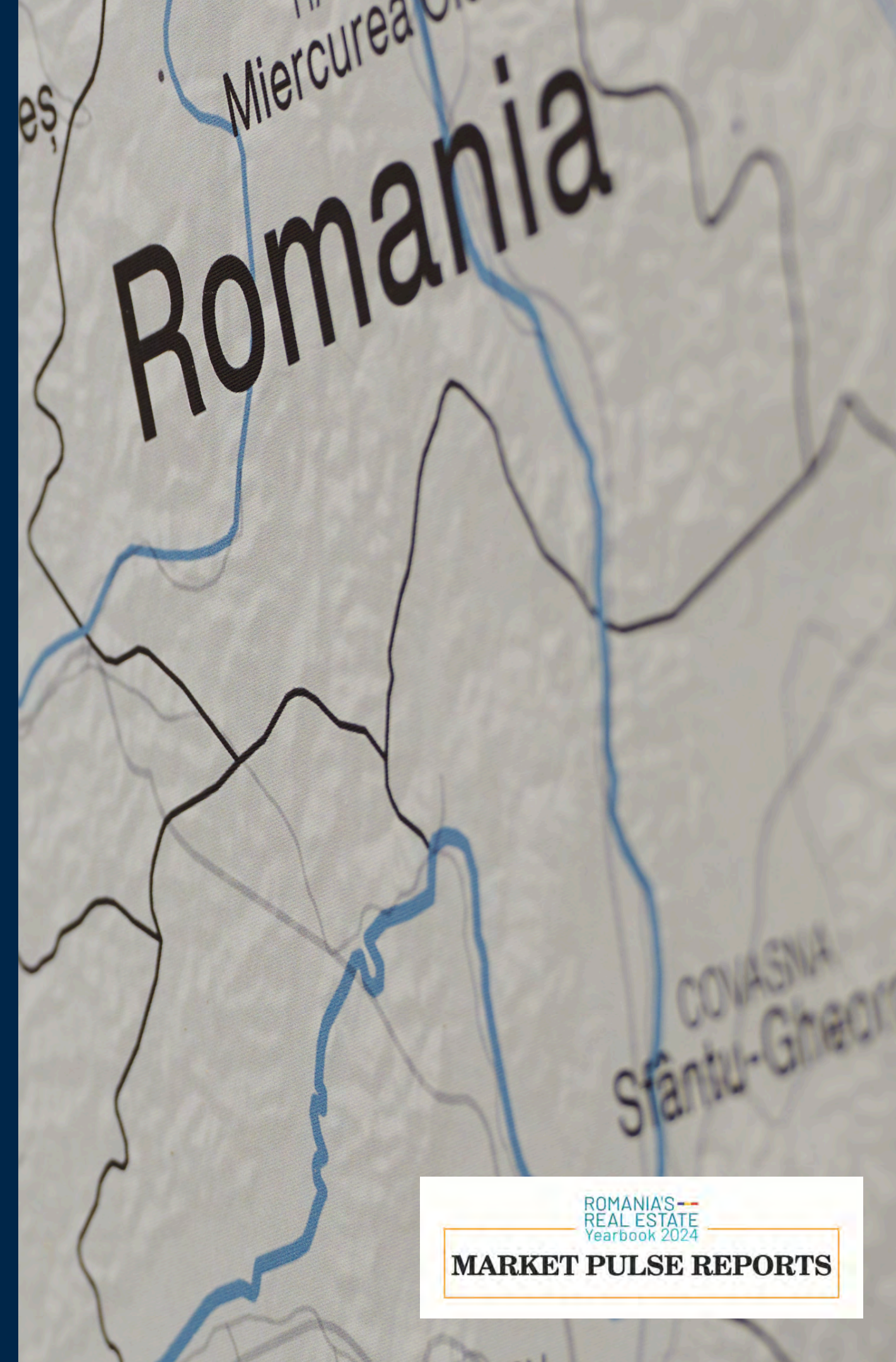
- ! strengthen the country brand awareness and positioning Romania as an investment destination
- ! bring Romania on the radar of international investors and get international exposure of top projects.
- ! represent strategically the Romanian real estate market and the iconic Romanian projects in the current changing geo-political context.





AHK ROMANIA SERVICES @EXPO REAL 2025:

- **registration of exhibitors at the fair**
- **stand construction** (design, assembly and disassembly)
- **logistical and organizational tasks & full coordination and management of communication with Messe Munchen** (the fair's host company)
- **promotion of the Romanian stand and exhibitors** (July–October 2025)
- **promotional mailing** to target audiences in Germany and other Central and Western European countries by AHK Romania & Ionuț Oprea – Editor RO Market Pulse Reports (July–October 2025)
- **promotional mailing** to all fair participants in Germany and other Central and Western European countries by AHK Romania & Ionuț Oprea – Editor RO Market Pulse Reports (July–October 2025)



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PROMOTION OF THE ROMANIAN STAND:

- promotion on AHK Romania's **Social Media** channels (July – October 2025)
- **press activity** in Germany and Romania by AHK Romania & Ionuț Oprea – Editor RO Market Pulse Reports (July–October 2024)

In the Spotlight

EXPO REAL 2021: BREC Promotes Real Estate Business in Romania, with AHK Rumänien



EXHIBITORS

Expo Real München 2022: AHK România aduce împreună companii și autorități la cel mai mare târg imobiliar european



The remarkable presence of Romanian exhibitors at Expo Real München 2022

SCRIS DE NICOLAE POP - 11 OCTOMBRIE 2022 - 5 MINUTE CITIRE - NO COMMENTS



SPH newsletter No. 89 | September/October 2022



Further into the hall and down one aisle you will find **Romanian** exhibitors on a joint stand organised by AHK Romania (A1.241), among them AFI Europe, general contractor DeRom Total, Olympian Parks Management, the Romanian branch of REC Partners, which has specialised in the revitalisation of schools and educational facilities, developers Speedwell and WDP Warehouses de Pauw as companies. Also represented here are the Cities of Galati and Resita, as well as the Regional Development Agency Center of Alba Iulia and the Business Park Maramures. Right next to it the Romanian city of Brasov is presenting a solo with its Agency for Sustainable Development (A1.245). While also represented at Expo Real

PROMOTION OF THE ROMANIAN STAND:

- articles promoting Romania's stand in national and international publications.

EXPOday 1

The good and the bad – mixed reactions on first day

At the exit to EXPO Real after a busy first day of networking, meetings and panel discussions, there were mixed reactions and experiences, ranging from "doom and gloom", to optimism and resolution.

A group from Romania were in high spirits, keen to tell the world about the opportunities available in their country: "EXPO Real is great! We're here to sell an opportunity – Romania is an active and aspirational country. We want to reach out and grab opportunities, and we want to put Romania on the map."

A European investor from Switzerland, was far from optimistic, however: "The atmosphere at EXPO Real is between doom and denial," he exclaimed. "Yes there's optimism, but optimism is part of denial. The next 10 years look good for real estate of course, but in the short term it's going to be very difficult."

An equity buyer from Germany who can predict what will happen in the short term. But aggressive buyers will disappear, that's a good thing. The letting markets in all sectors will be difficult. And retail will be hit again, before it's even recovered from the covid situation."

A real estate office broker in landlord representation operating in Germany was very satisfied with the first day. "I had good meetings with landlords. They are currently very open-minded regarding solutions for current challenges. It will definitely be challenging until 2023 – there will be less leasing and take-up in 2023, after a very good year in 2022. I'm optimistic, I'm confident it's a short-term problem. It's a serious situation, sure, but we will definitely get through it."

A concierge and reception operator in the German office and living sectors said this EXPO Real is much more relaxed than before covid: "Not everyone

"A group from Romania were in high spirits, keen to tell the world about the opportunities available in their country."

Richard Stephens, editor, Poland Today



KEY BENEFITS FOR EXHIBITORS:

- ✓ gain direct **access to international audience** – private and institutional investors
- ✓ benefit from an **ideal platform to showcase projects and properties**
- ✓ **networking** with key players and industry decision makers
- ✓ get first-hand information and **know-how transfer**
- ✓ gain **international experience** & international recognition
- ✓ **one stop shop** for the Romanian real estate market



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PARTICIPATION PACKAGES:

EXHIBITOR

18.900 EURO
without VAT

LOGO PARTNER

13.800 EURO
without VAT

SPONSOR

5.000 EURO
without VAT





Romania

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EXHIBITOR

- **individual desk customized with the company logo** (50 x 50 cm, with lockable cupboard, two compartments with shelves and integrated brochure holder on the side)
- **access to the fair for 2 persons on behalf of the company** (fair admission ticket, incl. facilities: networking bar, access to the shared warehouse, catering throughout the fair)
- special rate for **additional tickets**
- **2x flyer holder** (one at individual stand and one at networking hub/bar)
- **access to the common meeting table** at the stand
- **publicity and company profile in the Romania Opportunity Guide** (2 pages of content + QR-Code to company website + logo placement on the final cover as exhibitor), printed guide available in print and digital form at the fair and later at AHK events)
- **company listing in the official fair catalog**
- **corporate video** on the multimedia wall in the stand
- **logo on co-exhibitors' wall**
- **transportation of promotional materials** to the fair (max. 15 kg)
- **logo with increased visibility in the e-mail signature** of the AHK organizer (July-October 2025)
- **logo highlighted on the electronic slider** on the homepage of AHK Romania (July-October 2025)
- **logo highlighted** on the separate event promotion page on the AHK website (July-October 2025)

LOGO PARTNER

- **access to the fair for 1 person on behalf of the company** (fair access ticket, incl. facilities: networking bar, access to the common warehouse, catering throughout the fair).
- **special rate for additional tickets**
- **1x flyer holder** (at the networking bar/area)
- **access to the common meeting table at the stand**
- **publicity and company profile in the Opportunities Guide Romania** (1 page of content + QR-Code to company website + logo placement on the final cover as partner logo), printed guide available in print and digital form at the fair and later at AHK events)
- **company listing in the official fair catalog**
- **transportation of promotional materials** to the fair (max. 5 kg)
- **logo on co-exhibitors' wall**
- **logo highlighted** on the separate event promotion page on the AHK website (July-October 2024)





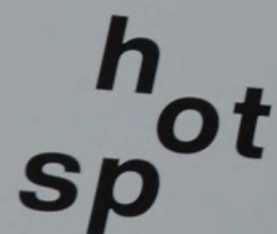
EXPO
REAL

Romania

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SPONSOR

- **access to the fair for 1 person on behalf of the company** (fair access ticket, incl. facilities: networking bar, access to the common warehouse, catering throughout the fair).
- **special price for the fair admission ticket**
- **publicity and company profile in the Opportunities Guide Romania** (1/2 page of content + QR-Code to company website + logo placement on the final cover as sponsor), printed guide available in print and digitally at the fair and later at AHK events)



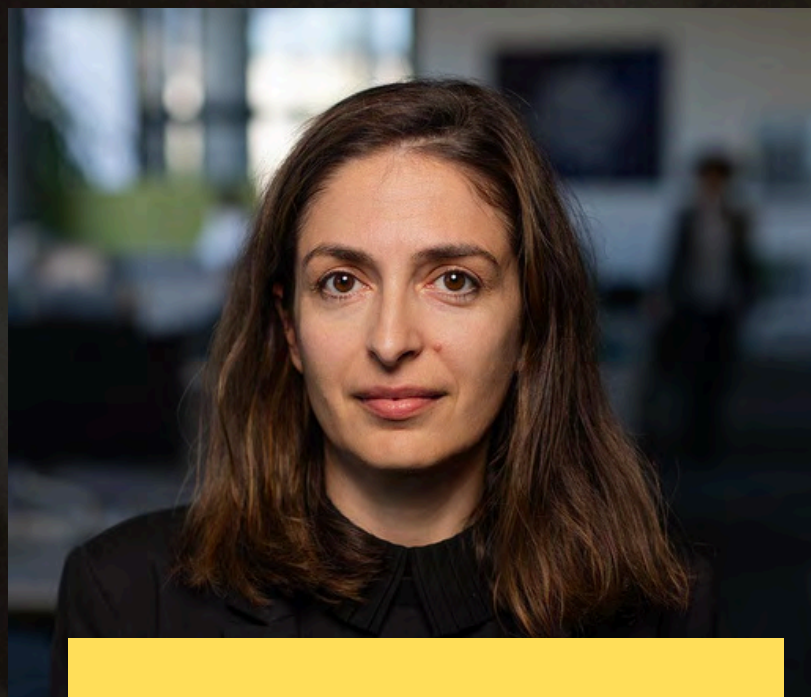
VISIT MUNICH & BAVARIA!

- OKTOBER FEST
- Shopping areas
- Viktualien Market
- Museums: BMW Museum and German Museum
- Nymphenburg Castle
- Bavarian State Painting Collections
- St. Mary's Church Cathedral
- Allianz Arena





WANT TO JOIN? CONTACT US:



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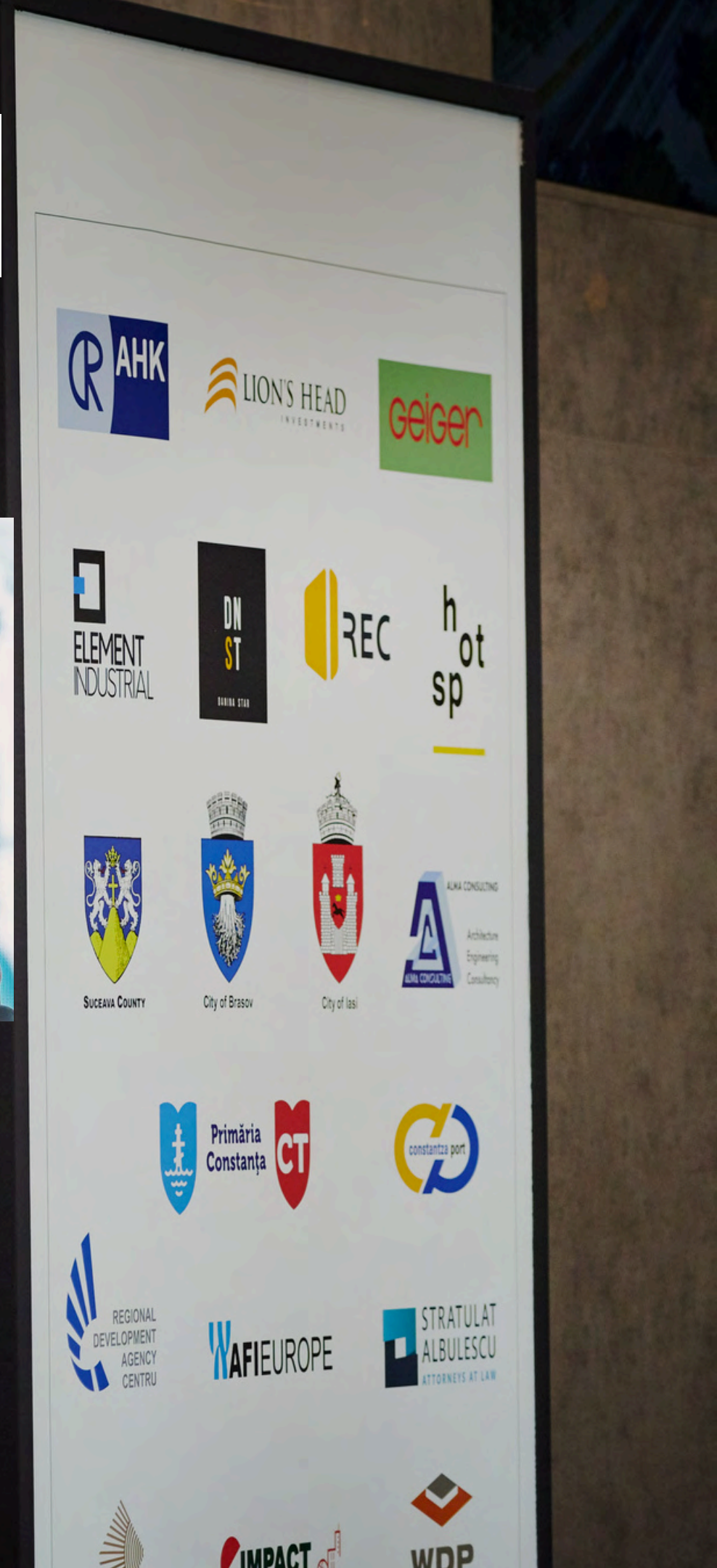
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SEE YOU IN MUNICH!