



MESSE  
MÜNCHEN



# EXPO REAL Asia Pacific

## 15-17 June 2026, Suntec Singapore

Founding Partner



Co-located with



[exporealasiapacific.com](https://exporealasiapacific.com)





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MÜNCHEN

# Who We Are Introduction to MMI Asia

**Messe München is one of world's largest exhibition organisers -  
Expanded into international markets and built up a globally-operated strong portfolio**

### POWERHOUSE OF GLOBAL BRANDS

**bauma**

**BAU**



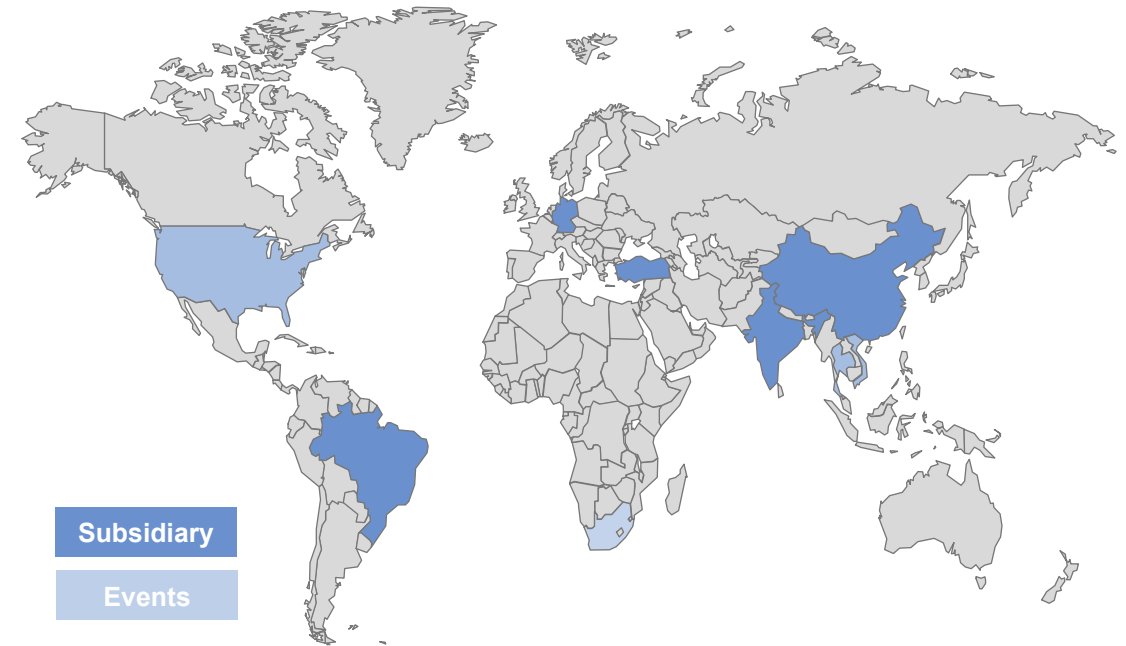
**Ceramitec**

**expo  
real**

**transport  
logistic**

**IFAT**

### Messe München Global Footprint



- Founded in 1964 – public shareholders are the City of Munich, Free State of Bavaria a.o.
- 80+ owned trade fair brands held globally
- 50+ trade fairs outside of Germany at 21 locations



# MMI Asia – Messe München's regional HQ – expanding and building industry-leading trade fairs in Southeast Asia

## Trade Fairs in Southeast Asia

### MMI ASIA BRANDS



exhibition and conference



exhibition and conference



(SIWW Water Expo managed by MMI ASIA)



Global expertise combined with local experience

## EXPO REAL Munich

The concept of EXPO REAL -  
all decision-makers and experts of the real estate and investment ecosystem in one place



The International Platform for the  
Real Estate and Investment  
Industry

- Largest B2B trade fair for property and investment** in Europe since 1998
- Focus on commercial property:** Office, retail, hotel, logistics, health, infrastructure and residential property for institutional investors
- Presence of the entire real estate value chain** for effective business and networking
- Working fair for market leaders and **C-level decision-makers** in the property sector



## Cities and regions (selection) : Joint pavillons for synergies – Public and Private Partners join forces in city pavilions

### City Pavillons (Selection)



(Munich)



(Aachen)



(Stockholm)



(Krakow)



(Helsinki)



(London)



(Duesseldorf)



(Barcelona)



(Frankfurt)



(Vienna)



(Bonn)



(Berlin)



(Paris)



(Warsaw)



(Prague)



(Hamburg)



(Stuttgart)



(Lisbon)



(Manchester)



(Strasbourg)

### Regional and National Pavillons (Selection)



# International brands at EXPO REAL – Networking with specialists from every sector involved in the real estate lifecycle



**Investors**

**BlackRock**

**Union Investment**

**CBRE**

**HEITMAN**

**Financiers**

**BNP PARIBAS**

**UniCredit**

**Aareal**

**Deutsche Bank**

**Developers**

**Hines**

**PANATTONI**

**AEW**

**LOGICOR**

**Investment Managers**

**PIMCO**  
(Ex Allianz Real Estate)

**PGIM**

**abrdn**

**nuveen**

**Invesco**

**Service Providers**

**CUSHMAN & WAKEFIELD**

**JLL**

**pwc**

**DREES & SOMMER**

**Property Operators**

**GARBE.**

**Hilton**

**ctp**

**GLP**

**Goodman**

**Technology**

**MOODY'S ANALYTICS**

**MSCI Real Capital Analytics**

**YARDI**

**Other Institutions**

**ULI**  
WHERE THE FUTURE IS BUILT

**SIOR**  
SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®

**ZIA**  
DIE IMMOBILIENWIRTSCHAFT

**IPE**  
INVESTMENT & PENSIONS EUROPE



# EXPO REAL Munich 2024 in numbers - showcasing the results of a 25-year journey of achievement and innovation

EXPO REAL sets records in one of the world's most attractive markets



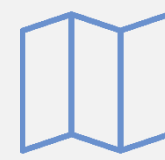
**1,778**  
Exhibiting  
Companies



**34**  
Countries



**> 40,000**  
Senior-level  
Participants



**75,000 sqm**  
Exhibition  
Space

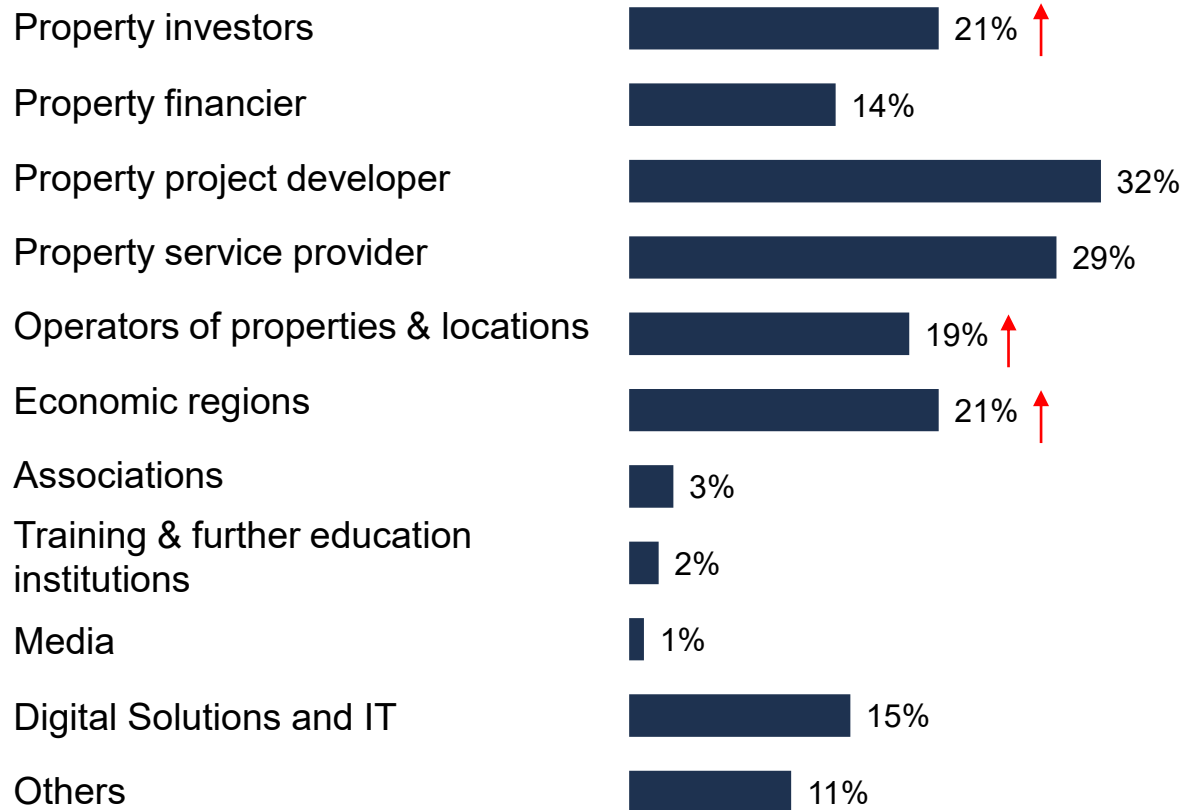


**The International Platform for the Real Estate and Investment Industry**

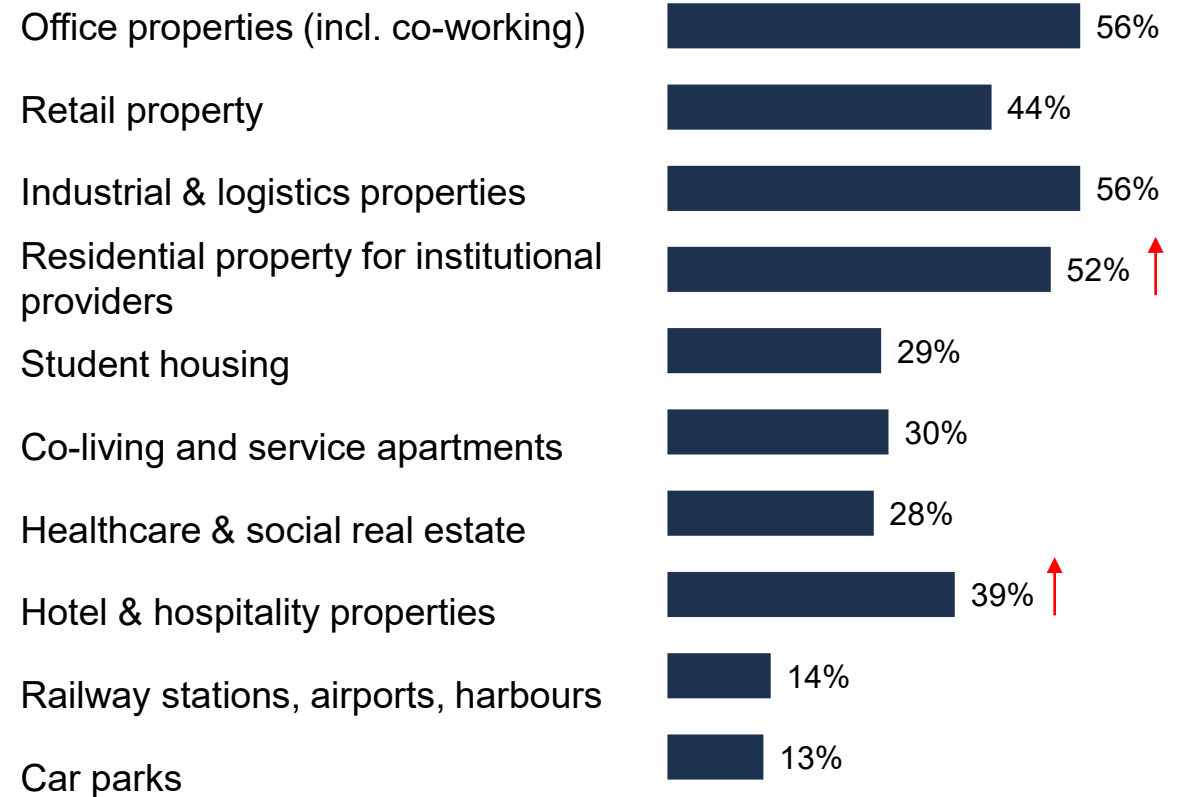


# EXPO REAL Munich 2024 Exhibitor Profile and Feedback

## Increased participation from **Investors** and **Economic Regions**

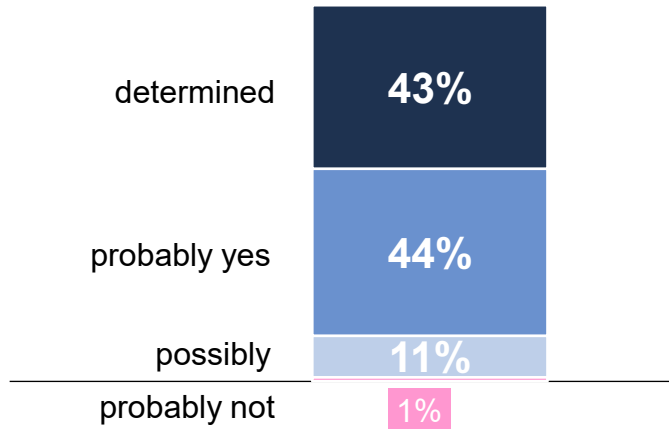


## Interest in **residential property** for institutional providers and **hotel & hospitality** asset classes on the rise



# EXPO REAL Munich 2024 Exhibitor Profile and Feedback

**9** out of 10 exhibitors are planning to take part in the next EXPO REAL!



## TOP 10 Investment Markets

- |                            |                         |
|----------------------------|-------------------------|
| #1 Germany                 | #6 Nordic               |
| #2 Austria & Switzerland   | #7 Southern Europe      |
| #3 BeNeLux                 | #8 C, E, SE Europe      |
| #4 France                  | #9 USA                  |
| #5 Great Britain & Ireland | <b>#10 Asia Pacific</b> |

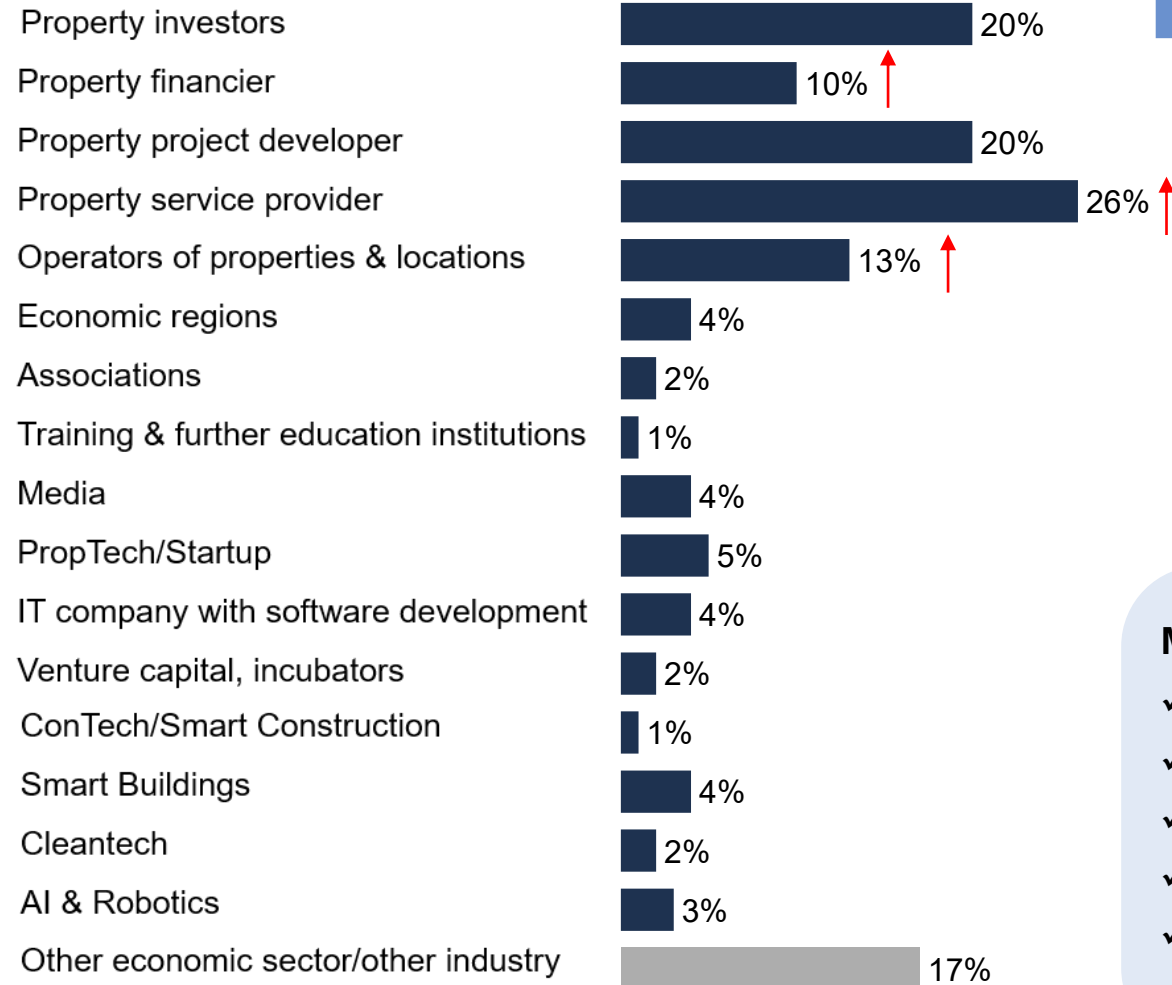
## TOP 3 reasons for Exhibiting

- ✓ Meeting with Decision-Makers and Authorities
- ✓ Abundant Networking Opportunities
- ✓ Quality Trade Fair Characteristics



# EXPO REAL Munich 2024 Visitor Profile

Top 3 key groups : **Service Providers, Property Investors and Project Developers**



Detailed

Total institutional property investor	20%
- Property investment/ Capital management company	12%
- Insurance company/pension fund	4%
- Real estate stock corporations/REIT	4%
Real estate division/company of non- property companies (CREM)	1%
Public-sector property sector/company	2%

## More than **50%** of Visitors are of Senior-level :

- ✓ Managing Director, Board Member, Head of Authority 26%
- ✓ Head of Department, Division Manager, Authorised Signatory 19%
- ✓ Department, Team and Group Leaders 19%
- ✓ Entrepreneurs 12%
- ✓ Public Servants 19%
- ✓ Lecturers, Researchers, Students 5%

## Video from EXPO REAL Munich



<https://www.youtube.com/watch?v=RLPBJ7bw764>

<https://www.youtube.com/watch?v=oSPkbbk5XHo>





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# EXPO REAL Asia Pacific

## 15-17 June 2026, Suntec Singapore

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## EXPO REAL Asia Pacific 2026

Brings together the key players from the real estate, infrastructure and investment sectors across the Asia Pacific region, offering unparalleled opportunities for business development, networking and knowledge exchange



### Accelerating Real Estate and Infrastructure Development

EXPO REAL Asia Pacific responds to the region's **growing market needs**

Asia Pacific real estate market is expected to grow at an **average annual growth rate of 7.6%** until 2030\*<sup>1</sup>. **Real estate investments** in the region **increased by 13%** in the first quarter of 2024.\*<sup>2</sup>

Cities in Asia and the Pacific are economic powerhouses, and dynamic hubs of innovations, needing **transformative urban solutions and investments**\*<sup>3</sup>

**Singapore serves as a hub** for the real estate and infrastructure investment and development for the region

#### What to expect for Asia Pacific



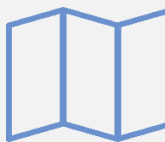
**~ 100**  
Exhibitors & Co-Exhibitors



**~ 2,000**  
Unique Participants\*



**~15**  
Countries



**6,000 sqm**  
Exhibition Space

\*1 Next Move Strategy Consulting (2024)

\*2 Analysis by real estate consulting firm JLL

\*3 United Nations

\*in addition to the ~3,000 visitors from WCS and AIF



## The Concept

**B2B trade fair and thematic conference** for real estate, infrastructure and investment through Singapore as the hub to assess the fast-growing Asia Pacific region

**Connecting real estate, infrastructure and investment at one place** for cross-industry exchange and targeted business

**Focus on commercial, residential and industrial property** such as offices, retail, logistics hubs, hotels, entertainment hubs, industrial parks, data centers and other real estate-related infrastructure

**Tailored business matching programme** for market leaders and decision-makers to foster partnerships

**Conference programme** with a focus on investment and development opportunities and innovations in APAC

**Strong emphasis on topics** like investment climate, capital flows, PPP, master planning, digitalization, proptech, ESG compliance and decarbonization



## Exhibitor & Visitor Profiles at EXPO REAL Asia Pacific



**COUNTRIES, CITIES & ECONOMIC REGIONS**



**URBAN DEVELOPMENT AGENCIES**



**LAND AND PROJECT OWNERS**



**FINANCIAL INSTITUTIONS**



**INSTITUTIONAL INVESTORS, FAMILY OFFICES**



**ASSET AND INVESTMENT MANAGERS**



**FUND MANAGERS**



**REAL ESTATE AND INFRASTRUCTURE DEVELOPERS**



**REAL ESTATE CONSULTANTS**



**ARCHITECTS, CONSTRUCTION AND  
ENGINEERING COMPANIES**



**SITE OPERATORS**



**FACILITY AND PROPERTY MANAGEMENT**



**PROPERTY TECHNOLOGY & SOFTWARE**



**SERVICE PROVIDERS**

# Real Estate Asset Classes and Infrastructure Segments at EXPO REAL Asia Pacific



## ASSET CLASSES



**Office**



**Retail**



**Hospitality & Entertainment**



**Industrial & Logistics Park**



**Residential**

## INNOVATION (PropTech)



**Start-ups**



**Digitalization**



**Climate-friendly solutions**



**ESG compliance**

## INFRASTRUCTURE



**Data Center**



**Transit-oriented development**

(masterplanning, airports, seaports, rail, roads)



**Real Estate related energy supply**

(wind and solar)



## Key Markets are similar but Investor market is borderless

### Key source markets of Exhibitors

- Australia
- Cambodia
- India
- Indonesia
- Japan
- Laos
- Malaysia
- Middle East
- Philippines
- Singapore
- South Korea
- Thailand
- Vietnam

### Key source markets of Visitors

- Australia
- Cambodia
- India
- Indonesia
- Japan
- Laos
- Malaysia
- Middle East
- Philippines
- Singapore
- South Korea
- Thailand
- Vietnam
- Greater China
- Europe, UK, USA



**Participation across Asia Pacific ensures access to new market opportunities**

# ONE event in Singapore with multiple benefits

## A platform where Vietnamese companies can showcase its capabilities to the Asia Pacific marketplace



**Meet partners and peers at your booth** for effective business networking and tapping into the market potential – localized and focused

**Find new solutions through knowledge exchange** in insightful forums and inspiring networking formats

Forge **new alliances**, find **enriching connections** and get **in-depth knowledge** on people, projects and markets

**Develop untapped markets and leverage synergies** in the APAC real estate and infrastructure sector

**Meeting and engaging in strategic discussions with City Mayors and Governors** through co-location with World Cities Summit and Asia Infrastructure Forum



## Booth Types & Costs

### (A) RAW SPACE

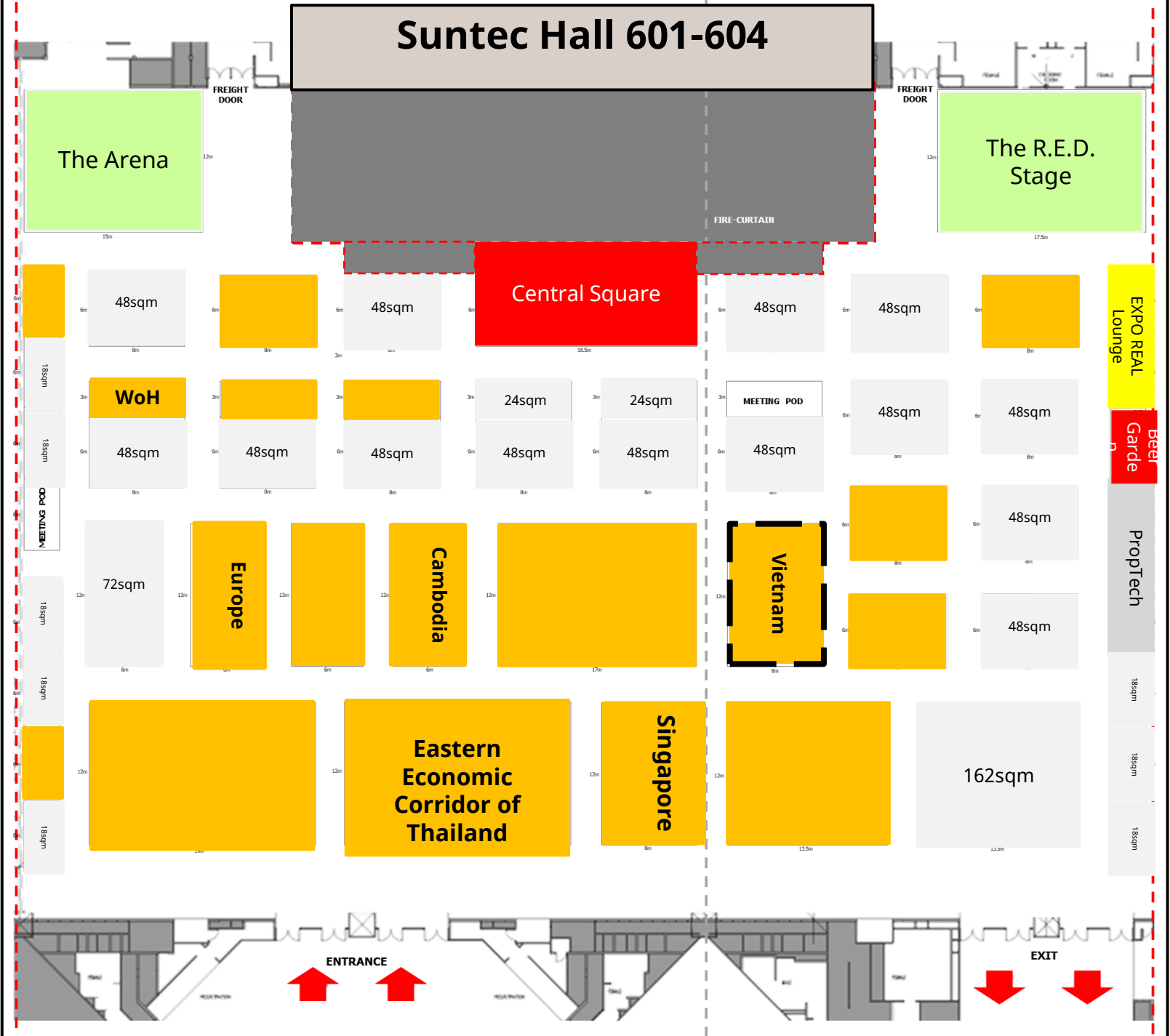
Every exhibitor is different. Pick your preferred location, design and build your own booth that can best represents your brand.

- Most ideal for creating a presence in a curated audience of qualified decision-makers
- At US\$730 per sqm, we propose for Vietnam to consider the 96sqm island booth
- You can design according to your branding guidelines and invite Co-exhibitors to join you

Legend

Available

Unavailable





(A) Booth design examples for Raw Space



Style 1



Artist's impression only

Style 2



Artist's impression only

## Entitlements as our Exhibition Partner

- Exhibitor badges
- Visitor badges
- Business Event Account for meeting arrangements and lead scanning
- Access to networking events
- Exhibitor listing in e-directory
- Presentation opportunity at the Exhibitors' Stage (subject to Organiser's approval)
- Privilege to procure additional Visitor badges at US\$420 each (U.P. US\$575)
- Option to purchase additional Exhibitor badges at US\$80 each (U.P. US\$270)
- Pre-event and post-event branding opportunities
- Privilege to take on additional sponsorship opportunities

## Addressing market needs with a special Tech zone

### PROPTech 2.0 - The Concept

Is a cutting-edge platform that converges innovation, technology, and sustainability to address the evolving needs of the Asia Pacific real estate market. By bringing together industry experts, innovators, and investors, REALTECH fosters collaboration, knowledge sharing, and deal-making to propel the growth of smart, sustainable, and resilient real assets.



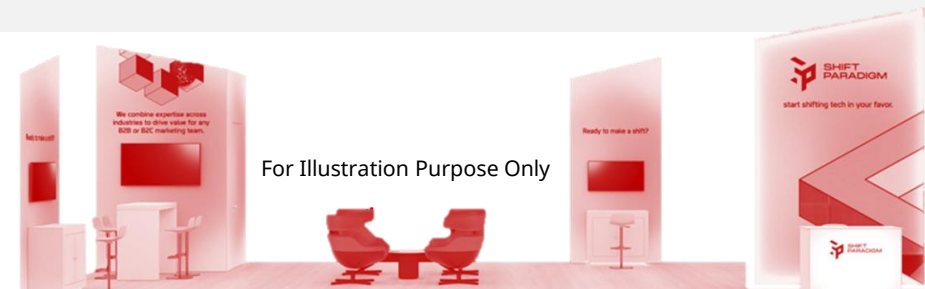
### The Key Features

**An expo within an expo:** A showcase of innovative technologies and solutions for sustainable urban development and decarbonisation, under one umbrella.

**Spotlight on success:** A forum for presentations and panel discussions to highlight exemplary case studies and projects showcasing the impact and transformative power of innovation and sustainability in the real estate industry.

**Networking:** A space dedicated for networking sessions and lounge for attendees to connect with each other.

**Strong emphasis on** digital transformation, smart cities and buildings, future of work and space, sustainability and climate change, data-driven decision making as well as cybersecurity and data protection.





## Working with HospitalityInside to curate “World of Hospitality” - A special zone featuring leaders in the hospitality solution sector



As a publishing house, HospitalityInside is a specialist information network that delivers high-quality content and contacts for **top management in the international hospitality industry** through its online magazine, think tank and networking events. Online as well as offline, based in Augsburg of Germany, but internationally oriented, with trade journalists, experts and reliable sources.

Selected editorial content, high-quality events, conferences and trade fair appearances combine to form a solid network for readers and business partners.

The publisher has been involved in EXPO REAL since 2011, initially with the networking event "BRICKS & BRAINS", which is still a coveted get-together, high-calibre and by invitation only.

We will be working with this publisher to create a **World of Hospitality pavilion** of leading hotel brands as well as a **panel discussion on hospitality outlook and investment** at EXPO REAL Asia Pacific.

## An eco-system of all relevant stakeholders in infrastructure and real estate investment and development on a STRATEGIC LEVEL



### Conference



Conference of mayors, governors and city planners to share developmental plans and to seek investments and collaborations.  
Estimated attendees of 150 city mayors and 2,000+ senior level reps from APAC and Europe.



Exhibit city plans and projects

### Exhibition with Forums



Curated business platform to view and assess a wide variety of land sites and development opportunities in Asia Pacific cities that are ready for investment and collaborations and to gain first-hand insights from city leaders and governors on long term infrastructure plans.  
Estimated 2,000 decision makers from APAC and beyond.

### Conference



Conference for infrastructure players and thought leaders in finance sector to discuss future state of infrastructure, sustainable financing, technological innovation and collaboration.  
Estimated 1,000 senior level reps from APAC, USA and Europe.



# About Suntec Singapore Convention & Exhibition Centre



Suntec Singapore Convention & Exhibition Centre, often known as Suntec, is the **world's leading meetings & conference centre**, located at the heart of Asia's most integrated meetings, convention and exhibitions hub, Singapore.

Since its establishment in 1995, Suntec has **hosted more than 30,000 events** and acquired a strong reputation as the world's preferred and most awarded international venue.

With great versatility featuring **42,000m<sup>2</sup> of flexible space, free Wi-Fi, in-centre network of interactive digital screens, excellent range of culinary choices and great accessibility**, the Centre has earned its reputation as "The Preferred Place to Meet".



## Located at the heart of the city



**Located at the heart of Singapore's Central Business District**, Suntec Singapore Convention & Exhibition Centre offers unparalleled accessibility and convenience, with a **seamless integration** with **key transportation nodes**, **world-class hotels**, **retail outlets**, as well as **arts and entertainment venues** nearby.



# Accessibility & Connectivity

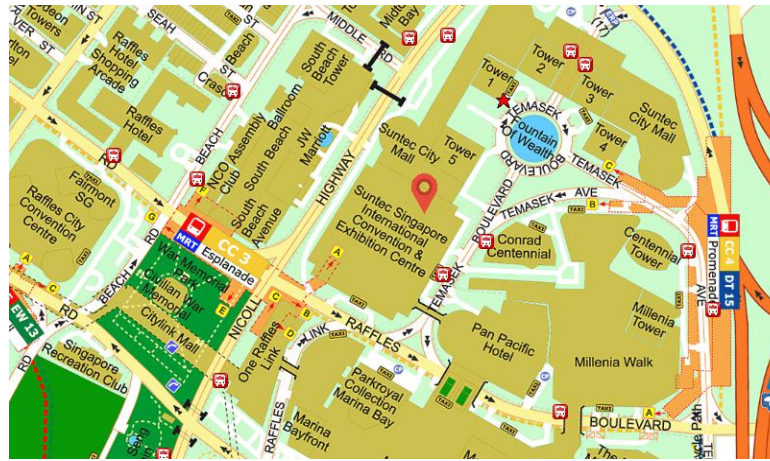


5,200 hotel rooms and local attractions within the vicinity



Located within sheltered walking distance from renowned **hotels** such as **Pan Pacific Singapore, Conrad Centennial Singapore, The Ritz-Carlton Singapore, Mandarin Oriental**. You can also walk to nearby attractions such as Esplanade – Theatres by the Bay, Singapore Flyer and CHIJMES.

Conveniently connected via major highways & public transportation



Suntec is **20 minutes' drive from Singapore's Changi International Airport** by car and is also connected to 3 mass rapid transit lines and major highways. It has over 3,000 car park lots for visitors who drive, and a clear driveway for drop off.

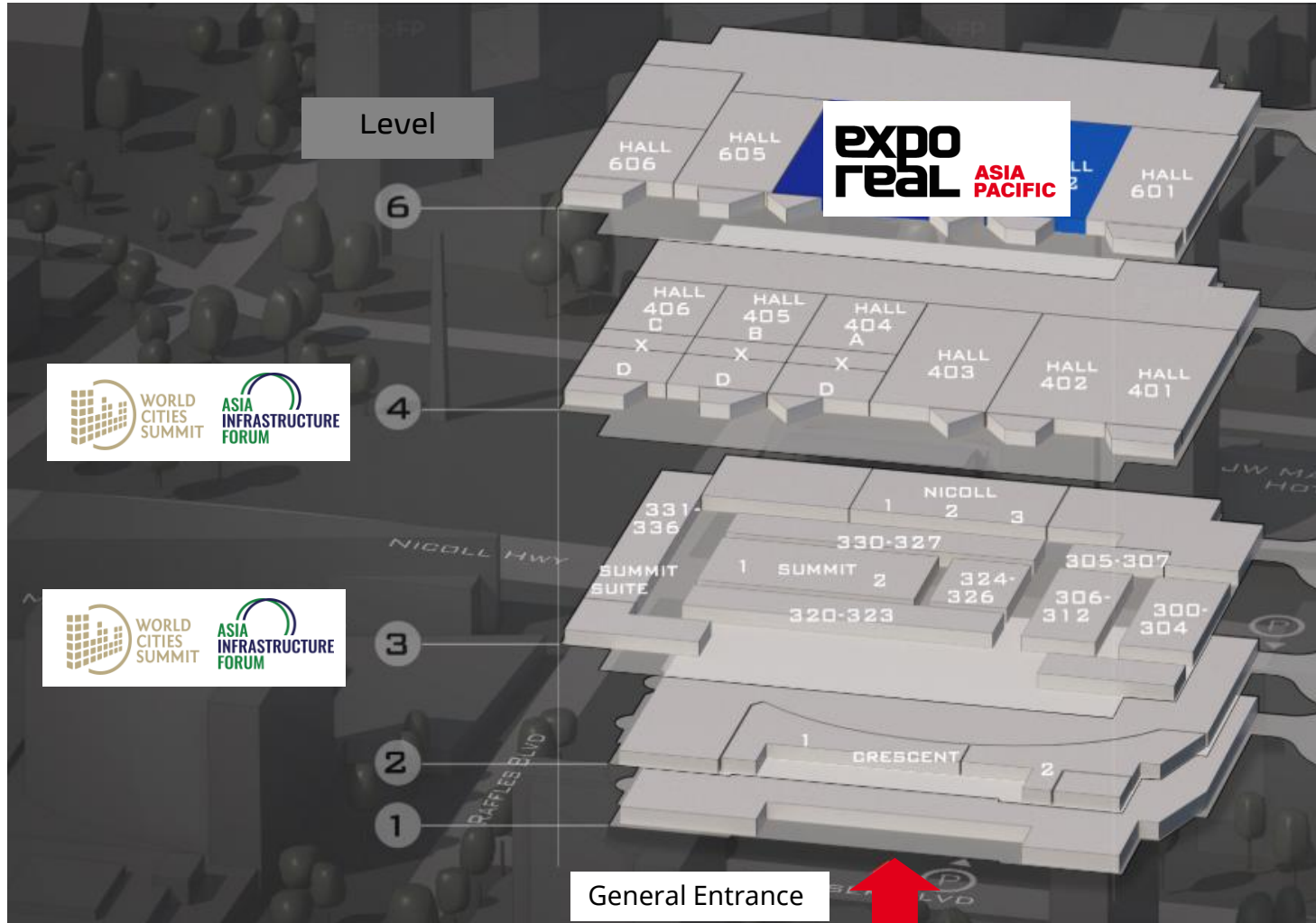
Direct access to 1,000 retail outlets and 300 restaurants



Directly connected to **Suntec City Mall**, exhibitors and visitors are spoilt for dining options with over 300 F&B outlets and a charming Sky Garden for alfresco dining. It is also home to The Fountain of Wealth, an icon of Singapore that embodies vibrancy in bringing people together for the celebration of wealth and good health.

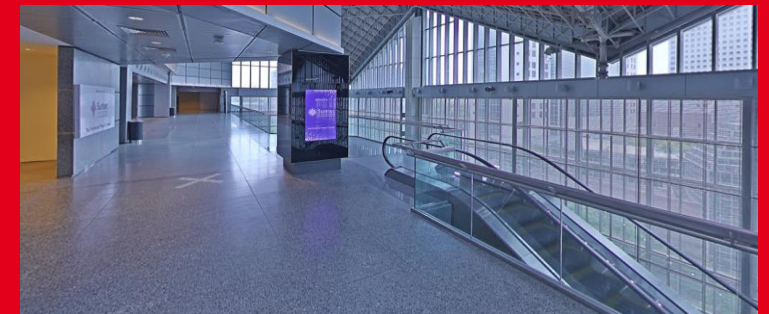


## Overview of venue levels



EXPO REAL Asia Pacific 2026 will be held on **Level 6, Halls 601-604**. It has its own concourse area which will be used for registration and networking.

Co-located event partners, World Cities Summit (WCS) & Asia Infrastructure Forum (AIF) will be held on Levels 3 and 4.



## Levels 4 & 6 connected directly via escalators



# Acknowledgement



Founding partner



Organised by



Held in



Supported by



Co-located with



# Thank you, and we look forward to your support for EXPO REAL Asia Pacific 2026!

## MMI Asia Singapore



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MMI Asia  
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**June Tan**  
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**Cynthia Tun**  
Exhibition Assistant  
EXPO REAL Asia Pacific  
Singapore



**Arthur Heng**  
Special Advisor, Infrastructure  
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EXPO REAL Asia Pacific

## Messe München Headquarter Germany



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Global Industry Lead  
EXPO REAL  
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**Claudia Sixl**  
Senior Director  
EXPO REAL Asia Pacific  
Germany



**Chiaki Yamaga**  
Managing Director  
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**Jae Bin Lee**  
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Works Korea



**David Owen**  
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Pattern Limited



**Simon Xu**  
Senior Operation &  
Outbound Manager  
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**Harshal Gadda**  
Director - Outbound &  
International Trade Fair  
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## Messe München Global Network

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