

BUILDING FUTURE. CREATING VALUE.



14 and 15 June 2011, CCH – Congress Center Hamburg

REAL ESTATE NORTH



**REAL ESTATE
NORTH**

Exhibition for Commercial
Property in Northern Europe

real-estate-north.com

BUILDING FUTURE. CREATING VALUE.

REAL ESTATE NORTH 2011.

No city, no region is as closely associated with the national and international real estate sector as Hamburg. This is where many strands of the real estate network converge; this is where ideas are generated, finance is arranged and projects are realized. The inaugural Real Estate North offered compelling evidence of the potential that lies in this tradeshow location and, most importantly, proved that the north European property sector can indeed be presented in a new "exhibition marketplace".

Real Estate North 2011 is poised to build on this objective and, in particular, to integrate the Scandinavian countries and the Baltic nations. As "European Green Capital City 2011", Hamburg will provide the backdrop for a focus on "green building", a topic of growing significance around the world that promises to make its mark in every area of the event. With its three key components, the Real Estate North concept offers something for everyone:

- National and international exhibitors
- First Class Discussions – A congress program involving high-calibre speakers from numerous countries world-wide
- Networking – Rub shoulders with all the exhibitors and invited guests in special Community Lounges and during the major Networking Night on the first evening of the event

At Real Estate North you can explore new openings for your company and showcase your products, services and ideas to an enthusiastic international target audience. You can also visit the "Real estate marketplace" and gain maximum benefit from the First Class Discussions and the Networking Night.

INSIGHTS – CUTTING-EDGE KNOW-HOW TO PUT YOU IN THE LEAD

Gain an in-depth insight at first hand into the real estate industry's current topics and visions. Acknowledged industry experts will analyse and discuss the market potential of north German metropolis regions and of Scandinavian and north-eastern European nations. We offer you a platform with a comprehensive overview of the market and cutting-edge ideas for your company.

LEADS – CONTACTS BECOME CUSTOMERS

The basis for successful business relationships is making contact with the industry's key players. At Real Estate North you'll meet the people who really count on the property market, including project developers, investors and business development experts. The high quality of potential participants ensures that you can initiate new business transactions during the exhibition.



SOCIALIZING – FOR A PLEASANT BUSINESS AMBIENCE

A high-calibre program of events and networking opportunities in the Community Lounges make Real Estate North a business event with a pleasant ambience. Away from the demands of your everyday work, you can take advantage of the perfect environment for one-to-one meetings with existing customers and new contacts.

BUILD ON DIVERSITY AND EXPLORE NEW OPPORTUNITIES

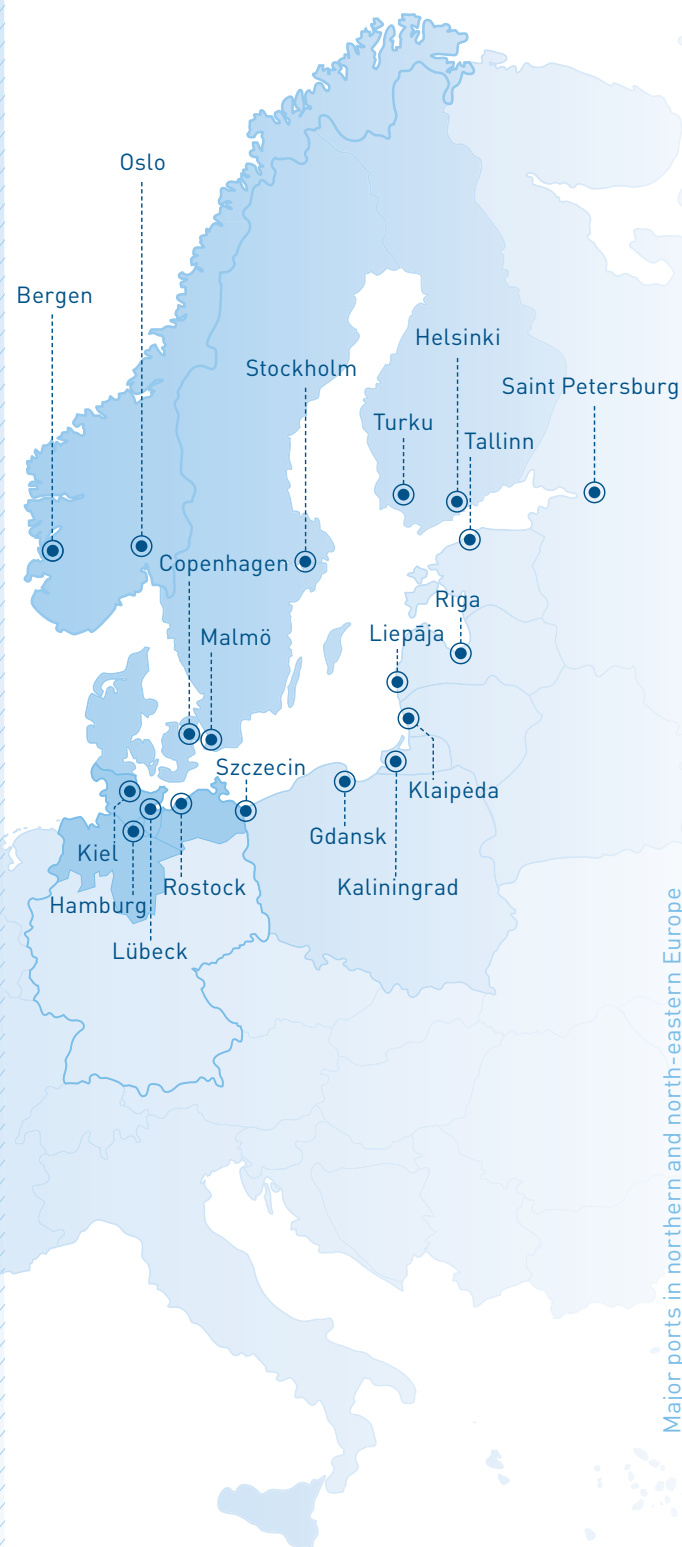
Real Estate North's international concept affords you the ideal opportunity to expand your business activities in high-growth property markets and tap into new target groups.

NEW MARKETS. NEW PROSPECTS – THE REGIONS REPRESENTED AT REAL ESTATE NORTH:

- Denmark
- Estonia
- Finland
- Germany/North Germany
- Latvia
- Lithuania
- Norway
- Poland
- Russia
- Sweden

THE REAL ESTATE NORTH TARGET GROUPS:

- Architects
- Corporate real estate managers and operators
- Facility management service providers
- IT experts
- Property consultants
- Property developers
- Property financiers
- Property investors
- Property project managers
- Engineers
- Representatives of trade associations
- Representatives of economic regions and municipal authorities





THE FOCAL POINTS OF REAL ESTATE NORTH:

LOGISTICS



Business without borders – A growth industry with potential

Northern Europe is becoming ever smaller, while at the same time growing in importance within the global trading world. Current topics include forward-looking infrastructure projects such as the Fehmarn Belt Fixed Link and the ongoing improvement of commercial ports. In today's business environment, the development of efficient and flexible logistics locations is crucial for both future success and stable partnerships. As a project developer or logistics company, at Real Estate North 2011 you'll find answers, contacts and new ideas to ensure you steer effectively towards a successful future.

Where are the customers of tomorrow? The retail sector between reality and virtuality

Of huge importance for the retail industry, this question will play a prominent role at Real Estate North 2011. The First Class Discussions will focus on new concepts, as well as the opportunities for local retail trade posed by new shopping centres in city-centre locations. What floor areas will be required by retail concepts of the future? How can value be generated sustainably and to long-term effect? Exhibitors will meet here with proprietors, retailers, investors and project developers – make sure you benefit from these excellent synergies!

RETAIL



ONE TRADE SHOW, ONE CONCEPT. YOUR SUCCESS.

Investment in the future – Challenges for the real estate sector

Ensuring a supply of affordable and, above all, sustainable energy is of paramount importance for the real estate sector. Current debate is being shaped by both political considerations and social factors. What are the limits of technical feasibility today – and tomorrow? Real Estate North 2011 is devoted to this key issue, with energy serving as a focal point of the First Class Discussions and the exhibition itself. Against the background of political ambitions, these energy concepts – whether solar power, geothermal energy or offshore wind farms – are increasingly important as investment projects. Market participants will meet at Real Estate North.

ENERGY



FINANCE



Money and security – Northern Europe, a real estate market with a bright future

E-banks have relinquished their reluctant approach and are again financing property in increasing numbers. A high percentage of pre-lets is still a prerequisite for project finance, although each bank has differing requirements. Investors with a high volume of capital resources have much to gain from quick and decisive decision-making, albeit at the cost of favourable interest rates, a valuable lever. What strategies are advisable for what project and what role will the Nordic banks play in obtaining finance now and in future? Real Estate North in Hamburg is the meeting place for experts from every corner of northern Europe and the international finance industry. Meet the decision-makers and make sure your projects are first to cross the finish line!



Ideas, concepts and experience –

The status quo and visions of the real estate sector

Buildings consume 40 per cent of the entire global energy requirement – with residential and commercial buildings each accounting for half of this amount. This 40 per cent of overall energy consumption is responsible for 25 per cent of global CO₂ emissions, say experts. What can be done today to reduce energy consumption to sustainable effect and what concepts will experts be promoting tomorrow? A “green new-build” already has to incorporate around 40 individual measures in order to be awarded the top classifications. What certificates are important, how can landlords prevent rocketing running costs, and what are the prospects for buildings in need of renovation? Guidance is required, and Real Estate North is the ideal venue for exchanging know-how and acquiring information. Meet the experts during the First Class Discussions, showcase your concepts and your company to the real estate sector – and reap the benefits of having your own exhibition stand!

GREEN BUILDING



CAREER



The future of the real estate sector –

Vocational and academic qualifications and professional development

Virtually no other industry has experienced such a fundamental shift in job descriptions during the last decade as the real estate sector. Globalization and the driving force of innovation within the various strands of the real estate market are setting a new benchmark when it comes to the multi-faceted expertise and skills required by both employees and managers today and their counterparts in the future. Real Estate North 2011 includes a special focus on everything that makes for a successful career in the real estate industry. Providers of apprenticeships, vocational training and degree courses come into contact with applicants – this is an ideal marketplace for universities and personnel managers. During the First Class Discussions, international experts will debate requirements and opportunities – specialist know-how that puts visitors to Real Estate North one step ahead of the field!

EXTRA

KEY PLAYERS, OPINIONS, MARKETS: FIRST CLASS



DR. ANDREAS MATTNER
PRESIDENT, GERMAN PROPERTY
FEDERATION (ZIA) AND
MANAGING DIRECTOR, ECE
"The real estate industry in
Germany is a very important part
of the national economy. The
ZIA is delighted that Deutsche
Messe AG – as the organizer of
Real Estate North – is now
a new and professional player
in this sector."



NIKOLAUS VON RAGGAMBY
EDITOR, GRUNER & JAHR
WIRTSCHAFTSMEDIEN (CAPITAL,
BÖRSE ONLINE, FINANCIAL TIMES
GERMANY)
"I was surprised and delighted
about the high-calibre speakers
and the large audiences at
the First Class Discussions."



BARBARA POSSINKE
MANAGING SHAREHOLDER,
RKW RHODE KELLERMANN
WAWROWSKY + PARTNER
"Every German citizen comes into
contact with various real estate
properties every day: a well-
designed northern marketplace,
a meeting place for exhibitors,
speakers and visitors, and there-
fore the ideal complement to
Expo Real."





MARC DRIESSEN

MANAGEMENT BOARD, HESSE
NEWMAN CAPITAL AG, HAMBURG

"Our objectives in visiting Real Estate North were to meet competent business partners and make new contacts. These objectives were entirely satisfied."



DR. MARCUS HÜTTERMANN

MANAGEMENT BOARD,
MFI MANAGEMENT FÜR
IMMOBILIEN AG

"An exhibition platform in north Germany that allows us to come into contact with the right tenants, architects, consultants and investors for shopping centres is of huge interest to us. We will be returning in 2011."



TIMO NYMANN

HEAD OF CONSTRUCTION
AND REAL ESTATE FINANCE,
NORDEA BANK FINLAND

"For NORDEA as a major Scandinavian bank with extensive real estate expertise, Real Estate North in Hamburg is the ideal stepping stone to German investors. This may prompt us to increase our involvement in 2011."



FIRST CLASS DISCUSSIONS: CONNECTING COMPETENCES

HIGH-CALIBRE CONFERENCES ONCE AGAIN IN 2011

The First Class Discussions during Real Estate North 2010 laid the foundations for a top-flight conference program. More than 40 high-calibre representatives from industry and politics plus international speakers gave over 700 participants a detailed insight into subjects of topical interest – from regenerative energies through project finance to career prospects.

We want to build on this success in 2011: together with visitors and exhibitors, we will be discussing new outlooks, identifying trends and providing ideas and inspiration for the real estate sector.



INTERNATIONAL INDUSTRY EXPERTS SPEAKING DURING THE FIRST CLASS DISCUSSIONS IN 2010:

Wolfgang Beck (Drees & Sommer AG), **Ralf F. Bode** (atmosgrad° GmbH), **Arndt Brockmann** (Zara Deutschland and Massimo Dutti), **Prof. Dr. Johannes Busmann** (University of Wuppertal), **Marc Driessen** (Hesse Newman Capital AG), **Rolf Elgeti** (TAG Immobilien), **Jürgen Engelberth** (Intramakler Koch GmbH), **Christopher Garbe** (GARBE Holding AG & Co. KG), **Senator Axel Gedaschko** (Ministry for Industry and Labour of the Free and Hanseatic City of Hamburg), **Mikael Glud** (CB Richard Ellis A/S), **Dagmar Hotze** (GreenImmo), **Wendy Thomas** (Thomas Daily), **Dr. Marcus Hüttermann** (Mfi Management für Immobilien AG), **Stephan Jung** (German Council of Shopping Centers), **Dr. Thomas Kaiser-Stockmann** (Mannheimer Swartling Advokatbyra AB), **Sebastian Karban** (Bell Management Consultants), **Henrie Kötter** (ECE Centermanagement), **Stephan Ph. Kühne** (Deutsche Messe AG), **Dr. Jan Linsin** (CB Richard Ellis), **Dr. Oliver Liersch** (representative: Helmut Heyne), **Dr. Andreas Mattner** (German Property Federation), **Per McKinnell** (Jones Lang LaSalle GmbH), **Frank Solms Nebelung** (fsnc.krisen- und strategieberatung für kommunikation), **Timo Nyman** (Nordea Bank Finland), **Susanne Osadnik** (freelance property journalist), **Olaf Petersen** (GfK GeoMarketing), **Barbara Possinke** (RKW Rhode Kellermann Wawrowsky + Partner), **Nikolaus von Raggamby** (Gruner+Jahr Wirtschaftsmedien GmbH & Co. KG), **Prof. Dr. Karl-Werner Schulte** (IREBS), **Michael Wassiluk** (ABG Sundal Collier ASA), **Prof. Jens Uwe Zepelius** (HafenCity University Hamburg)

THE MOST IMPORTANT SQUARE METRES FOR YOUR BUSINESS

PRICES

STAND RENTAL CHARGES excl. VAT

Row stand € 195/m²

Corner stand € 200/m²

End stand € 205/m²

Island stand € 210/m²

ADDITIONAL CHARGES

AUMA fee € 0.60/m² (current rate)

Media charge for main exhibitor
€ 295 (flat fee)

Co-exhibitor charge (incl. media charge for
co-exhibitor) € 500 (flat fee)

CONTACTS

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SERVICES

Make your trade show presentation more effective and more professional. Select from our wide range of service packages to ensure maximum attention at minimum cost. After receiving your stand confirmation, you can order numerous promotional services online.

TOOLS TO HELP YOU

Events and catering

Professional hospitality and events to make your guests feel at ease.

Promotional materials and downloads

Take advantage of a broad range of free promotional materials.

Advertising for your trade show participation

Design your own individual advertising concept from a wide range of communication media.

Entries in mass media

Generate additional interest with an entry in the official media.

Online advertising

You can reach the majority of exhibitors and visitors via online advertising at real-estate-north.com.

Press services

Appropriate PR activities – indispensable for a successful marketing policy.

Online business service

Use our online tool to plan your trade show presentation quickly, easily and efficiently.



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