

# BUILDING FUTURE. CREATING VALUE.



## Exhibition for Commercial and Residential Property in Northern Europe

11 and 12 June 2012  
CCH – Congress Center Hamburg



**REAL ESTATE  
NORTH**

# BUILDING FUTURE. CREATING VALUE.

## ■ REAL ESTATE NORTH 2012

"The real estate industry needs a meeting place, a market forum, in Germany, in the middle of the year!" That was the view expressed by journalists and trade visitors during the second Real Estate North last year. Indeed, exchanging information about markets and projects face to face and getting to know other market participants on a one-to-one basis is becoming increasingly important in this Internet age.

Real Estate North 2012 will again fulfil these demands. As the central real estate event for northern Europe, it showcases key topic areas from finance through logistics and the retail sector to green building/energy in depth. The new theme "Residential" will have its own area for the first time, evidence of the growing significance of this market segment. Demographic trends and changing living requirements present a need for innovative solutions and attractive residential projects,

a situation applicable in Germany and northern Europe alike.

Real Estate North will offer market participants tailored information and new contacts via the established three-pillar concept.

- National and international exhibitors
- First Class Discussions – the high-calibre congress program featuring international speakers
- Networking in special Community Lounges and during the large-scale Networking Night involving all exhibitors and guests on the first evening of the trade fair

As one of the world's most stable property markets, northern Europe will again be a focal point for investment discussions in 2012. Be part of Real Estate North and take advantage of all that a new marketplace has to offer.



**STEPHAN JUNG**  
Chairman of the Management Board  
of the German Council of Shopping  
Centers

"The retail and shopping centre industry has embraced REAL ESTATE NORTH as a new platform and is making increased use of the event as an exhibitor and visitor."



**MARTIN RODECK**  
CEO, ECE Office G.m.b.H. & Co. KG,  
Hamburg

"As a company headquartered in Hamburg, we are delighted that Deutsche Messe AG has established a modern marketplace for professional dialogue in the city. In 2012, as indeed in 2010 and 2011, we will be represented at the fair by numerous participants."



**STEFFEN UTTICH**  
FAZ (Frankfurter Allgemeine Zeitung)

"REN has become an important meeting place for the property industry midway through the year and has every chance of establishing itself as a firm fixture in the minds and diaries of those who make the decisions."



**DR. ANDREAS MATTNER**  
ZIA (German Property Federation)

"REN is already Germany's second most important real estate event after EXPO REAL. The German Property Federation will continue its keen involvement as a partner."

# UNLIMITED OPPORTUNITIES FOR SUCCESS.

## ■ EXPLORE NEW PROSPECTS

Real Estate North's international trade fair concept offers excellent opportunities for gaining access to new real estate markets in high-growth regions.

- Denmark
- Estonia
- Finland
- Great Britain
- Latvia
- Lithuania
- Norway
- Poland
- Russia
- Sweden



## ■ MEET YOUR TARGET GROUP

The Real Estate North audience reflects a broad spectrum of topics, making the exhibition the ideal forum for decision-makers and players from every area of the property sector.

- Architects
- Corporate real estate management companies and operators
- Facility management service providers
- Information technology experts
- Property consultants
- Property developers
- Property financiers
- Property investors
- Real estate project managers
- Engineers
- Representatives of trade associations
- Representatives of economic areas and municipal authorities



**DR. MARIA WOLLEH**  
Solicitor, Partner,  
MANNHEIMER SWARTLING

"We're thrilled that there is a platform in Hamburg in the middle of the year where we can nurture and develop our close partnerships with Scandinavia. Once again in 2012, the Nordic Lounge will be the Scandinavian meeting place at REN – and we'll be there, too."



**CARMEN RESCHKE**  
Managing Director, GlobalFirst-Assets,  
Kapitalanlagegesellschaft mbH

"As a recently established investment company, we were able to put this new platform to good use in order to discuss suitable investment projects, make contacts and get to know other market participants. An effective and important complement to EXPO REAL."

# THE FOUNDATIONS FOR SUCCESS AT REAL ESTATE NORTH.

## THE FOCAL POINTS OF REAL ESTATE NORTH



### RETAIL

#### **Shopping centres are in the top asset class – but where will customers do their shopping in the future?**

The shopping centre and retail property sector is enjoying its third year as the most stable and internationally sought-after asset class. An optimal working relationship between retailers and operators, and between project developers and investors, is a guarantee for ongoing success. But what demands will consumers place on retailers in the future? How much online shopping can the market tolerate and what opportunities are there for retailer success? Ensure that you're at the focal point of the property industry's attention and take advantage of the Real Estate North marketplace.



### LOGISTICS

#### **International goods flows – challenges for the real estate sector**

The logistics industry plays a vital role in the globalized consumer world of today. Which location-related concepts offer the best benefits and which real estate solutions will pay dividends now and in the future? Real Estate North is a meeting place for project developers, business development organizations, logistics companies and investors from northern Europe. Take advantage of direct access to key industry players halfway through the year in Hamburg.



### ENERGY

#### **The energy challenge – testing times for the real estate industry**

Far-reaching changes in terms of global energy supply are impacting heavily on the real estate sector. The provision of affordable energy is equally as important as the use of ecologically responsible solutions. Where does the real estate industry stand to benefit and what changes must it adapt to in the medium to long term? Showcase your concepts, projects and products at Real Estate North and establish new contacts in innovative markets and with market players who will benefit your company.



### FINANCE

#### **Finance available – which investors will shape the future?**

Unstable markets and a changing market environment – Europe and the world as a whole are undergoing an exciting process of change. Real estate continues to grow in importance as a safe investment. Capital resources are trumps; although finance is advantageous, it is not without its problems. How will the partnership between the investor and the financier operate in the future and what factors will the real estate sector have to take into account? Meet decision-makers from the real estate sector and the international financial world in Hamburg midway through the year.



## GREEN BUILDING

### **Whether new buildings or renovation projects – sustainability offers new opportunities**

What was deemed a passing fad and short-lived marketing trend just a few years ago has become an integral part of the real estate industry. A new market for service providers, innovative products and unusual ideas has come into being. But where is the industry at present and what is the future outlook? Present your company and products to property owners and project developers and act now to define your sales market of tomorrow. Take advantage of outstanding innovative strength, particularly in the Scandinavian countries and throughout northern Europe.



## CAREER

### **Stability and growth – excellent job prospects in the real estate sector**

The growing importance of the real estate industry will place higher demands on the managers and staff of tomorrow. The repercussions of demographic change will intensify the struggle to attract and retain talented personnel. What opportunities will these factors present in terms of traineeships, degree courses and careers? What does the market require and how can the real estate sector attract the right people? Experts from universities and experienced managers will discuss new developments and trends, while higher-education representatives and HR managers will establish contact with the upcoming generation.



## RESIDENTIAL PROPERTY

### **The real estate industry of tomorrow – a discussion of trends by experts and property owners**

Older or more modern apartment buildings and housing estates define entire districts or else, set apart in design or location, lend a distinctive character. In all cases, however, the aim is to provide suitable living space for the local people at a given time. The next few years are predicted to offer excellent opportunities for residential construction, particularly in a number of Scandinavian countries (Sweden, Norway and Finland). There are several reasons for this: a growing population, positive GDP forecasts, decreasing unemployment and relatively low property prices coupled with low interest rates. Renovation, restoration and optimization already constitute the sector's primary tasks. In Germany, new ambitious objectives in the energy sector additionally present major challenges to property owners and service providers alike. Although the real estate market is increasingly attributed a stabilizing role in the present economic and financial crisis, it is indisputable that the ongoing realignment and scrutiny of strategies makes sense and is, indeed, essential. Towns and cities are growing in importance – what will become of dwellings in more rural regions? How will rental prices reflect increased demand and how will we want – and be able to afford – to live as we grow older? Which energy sources will cities be able to depend on in future? What mobility options are still available to urban areas? Real Estate North reflects the market and in 2012 will incorporate the extensive property segment "Residential" in all its facets. Ensure you benefit from a growing market.

# INFORMATION YOU CAN BUILD ON.



## FIRST CLASS DISCUSSIONS

Real Estate North is a marketplace for information, news and opinions. A transparent market generates the trust which serves as the basis for long-term, effective business relations. Once again in 2012, the First Class Discussions will play a key role at Real Estate North. These high-calibre debates featuring international speakers are not corporate presentations but competently chaired talks by experts on the focal topic areas of logistics, the retail sector, energy, finance, green building and careers.

In 2012 the entire residential property market will be an additional exhibition category. The clear demand for residential property will lead to lucrative market opportunities as well as challenges – not only in view of demographic trends in Germany and northern Europe. There is a significant call for residential real estate as an investment, especially in major regional centres, capital cities and also in smaller cities and towns. How will the markets evolve? What requirements will ensue from demo-

graphic change and how important will energy-related renovation measures be? The First Class Discussions will explore current trends and topics from the Nordic countries as well as international standards and specific regional characteristics.

Take advantage of the high level of interest in the First Class Discussions during Real Estate North to benefit your acquisitions and make contacts for your new business transactions. Check your opinions and expand on the information you use for your decision-making. Discuss and actively shape the future of your real estate business!



**RAIMUND ELLROTT**  
**GMA**

"The participants in the retail discussion were excellent. We engaged in in-depth dialogue with the forum experts and highly enthusiastic trade visitors. The GMA will play an active role at REN again in 2012."

# OUR SERVICES FOR YOUR SUCCESS.

## PRICES

### STAND RENTAL CHARGES excl. VAT

Row stand	€ 200/m <sup>2</sup>
Corner stand	€ 205/m <sup>2</sup>
End stand	€ 210/m <sup>2</sup>
Island stand	€ 215/m <sup>2</sup>

### ADDITIONAL CHARGES

AUMA fee € 0.60/m <sup>2</sup> (current rate)
Media charge for main exhibitor € 295 (flat fee)
Co-exhibitor charge (incl. media charge for co-exhibitor) € 500 (flat fee)

## CONTACTS

### PROJECT MANAGEMENT

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### TEAM

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## SERVICES

Make your trade show presentation more effective and more professional. Choose from our wide range of service packages to ensure maximum attention at minimum cost.

### TOOLS TO HELP YOU

#### Online business service

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

#### 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 trade show 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 [www.real-estate-north.com](http://www.real-estate-north.com).

#### Press services

Proactive PR activities – indispensable for successful marketing measures.

#### Events and catering

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



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