

Real Vienna 2009: Top-flight trade platform in difficult market situation

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The moment for setting the starting signal for the [>Real Vienna< 2009](#), which will be taking place from 26 to 28 Mai 2009 in Vienna's Congress Center Messe Wien, is approaching fast. After the international trade fair for trade and industry real estate recorded an enormous growth last year (65 per cent more exhibitors, 78 per cent more visitors) this year top-level consolidation is to be expected. This is because this year's fourth edition of the trade fair with a focus on the countries of Central, Eastern and South-Eastern Europe (CEE/SEE) is confronted with an inconsistent impression of the real estate markets in the individual regions. "We do receive positive signals from Central, Central-Eastern and South-Eastern Europe in these moments before the >Real Vienna<", Matthias Limbeck, managing director at fair organiser Reed Exhibitions Messe Wien, explains. For instance a pleasant number of bookings from exhibitors from the Czech Republic, Croatia, Poland and Slovakia can be recorded. "In total we count more than 160 exhibitors - with this we are currently holding at approximately two thirds of the total number of expected total bookings we will receive until the fair starts", Matthias Limbeck states.

Bookings are expected to level figures from 2007

With the targeted 250 exhibitors this year the >Real Vienna< would level with its 2007 issue (248 exhibitors), despite the changed framework this year. "We do however face a rather difficult market situation due to the market clearance activities of the past months in Ukraine and Russia. But despite the fact that this year, due to the economic situation some major exhibitors from this economic area will not be present, the Moscow Investors' Association and Ukraine's chamber of commerce will be present at the fair", states the new fair director of the >Real Vienna< at Reed Exhibitions Messe Wien, Thomas Jungreithmair. And key players from the Austrian market will be present as usual at the >Real Vienna< 2009.

Property Talks: top-flight panel discussions

This year, as always, a comprehensive side and technical programme has been designed for the >Real Vienna< d - tailor-made for the target group of decision makers. In cooperation with the Austrian "Gewinn" publisher the "Property Talks" are held: on three lecture stages in the very middle of the fair panel discussions, each lasting for an hour, on current topics from the real estate industry are held where industry experts from Central, Eastern and South-Eastern Europe will present their view on things. Each of the stages bear a motto that coincides with the formulated focus points for the fair: "Cities & Regions", "Investment & Services" and "Projects & Special Markets". As lectures and discussions a Western Balkan Conference, an HTL (Hotel-Tourism-Leisure) Conference and the issues "Shopping Centres in Central and Eastern Europe" and "Logistics Real Estate" are at the centre of attention. Fair organiser Reed Exhibitions offers the participants of the "Property Talks" as a special service simultaneous interpretation in eleven languages.

„Sustainable Business Districts“: Symposium on Sustainability

At the symposium "Sustainable Business Districts", which will be taking place on 28 May in the Event Lounge in Hall D, organized in cooperation with the City of Vienna, everything revolves around "New Trends & Opportunities for the Development of Economic Locations". At the centre of attention is the sustainability of ecologic and economic issues with a special emphasis on the balance of environment and

energy of office buildings and issues of traffic organization as well as successful “business district” management. Expected keynote speakers are the economic geography expert Greg Clark, specialist on urban and regional development, and Ishan Bilgin from the Bilgi University of Istanbul, consultant to the European Cultural Capital Istanbul 2010.

Networking in the Evening

A festive evening event at Kursalon Wien on the first evening of the >Real Vienna< lends itself for holding business und networking conversations in the context of a social even. CEOs and managers of the exhibitors as well as mayors and urban developers of the CEE/SEE regions, multipliers and investors are invited to this event. Also, for Wednesday evening stall parties in the halls of the congress centre, organized by some exhibitors, as well as side events outside the fair are scheduled.

Outlook: Providing impulses for the Real Estate Industry

“In its nature as top-flight trade platform with visitors from app. 50 countries the >Real Vienna< understands itself also as platform providing impulses for the economy in all regions”, Matthias Limbeck emphasizes. For this reason in the panel discussions companies from many different countries are invited on the stage. “We are looking forward to being able to contribute to increasing the optimism in the industry and to enhancing faith”, Matthias Limbeck states and giving a reason for his outlook: “The exhibiting investors estimate the crisis to last for some periods to a year - after that the situation will improve again, and especially the real estate industry is marked by long-term calculations.” In the long run the demand for industry and trade real estate absolutely exists.

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