

Real Vienna 2009: Industry impressively shows its colours

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It has firmly established itself as the star amongst the newcomers of the trade fairs in central Europe: die >Real Vienna<. Since its launch in 2006 this international trade fair for commercial and industry properties has recorded enormous increases both in exhibitors (2008:+ 65 per cent) and visitors (2008: + 78 per cent). The trademark of the >Real Vienna< and with this its formula for success is the focus on the Central, Eastern and South-Eastern European (CEE/SEE) countries. This focus provides the fair with a profile unique in all of Europe.

Further Growth: For the First Time in Two Halls

And the signals definitely hints at another big success for the fifth edition of the fair, which will be taking place from May 26 to 28, 2009, organised by Reed Exhibitions Messe Wien in Vienna's Congress Center Messe Wien. "We have already more bookings than last year which means that in 2009 the >Real Vienna< will be taking place in two halls (C and D) for the first time," Matthias Limbeck, managing director at fair organiser Reed Exhibitions Messe Wien states and is pleased about the increased demand: "the number of exhibitors from Poland have even tripled, the number of exhibitors from the Czech Republic has increased by 17 per cent and those from Croatia have increased by three per cent. For bookings from Austrian exhibitors we are currently seeing an increase of four per cent in comparison to last year's number. Also, some exhibitors have increased the size of their stalls (ING Real Estate, PKF) and we also welcome a number of new exhibitors such as Redefco."

So, the finance and economic crisis goes by unnoticed for the >Real Vienna< 2009? "Not quite so", Reed manager Matthias Limbeck states, "there are doubtless insecurities to be detected on the real estate markets in Europe. But the exhibiting investors have indicated that they deem the crisis to last from several months to up to one year and are determined to show their colours especially now and to tackle the market offensively and dynamically. Because the demand for industrial, commercial as well as residential individual and integrated comprehensive projects still exists."

The Mixture determines the Concept

As part of its formula for success, the concept of the >Real Vienna< is based on a successful mixture of business, contact, know-how and networking. "A decisive feature of the >Real Vienna< is the side and trade programme perfectly attuned to the target groups, co-organised again by the Austrian publishing house 'Gewinn'. During the 'Property Talks' - the three lecture stages in the centre of the fair events - panel discussions, each lasting one hour, will be taking place where renowned experts from Central, Eastern and South-Eastern Europe will speak about current topics of their corresponding national as well as international real estate economies. As Limbeck emphasizes, "the exhibitors have the opportunity to actively contribute to the side programme". The three stages are each dedicated to a central topic: "Cities & Regions", "Investment & Services" and "Projects & Special Markets". All participants of the >Real Vienna< can take part in these events free of charge with their entrance ticket. As a special service fair organiser Reed Exhibitions offers the participants of the "Property Talks" simultaneous interpreting for eleven languages.

Numerous Side Events

Amongst the strengths and attractions of the >Real Vienna< are also numerous ‘networking events’. On the first evening a glamorous event will be taking place at Vienna’s Kursalon Hübner where CEOs and managers of the exhibitors as well as mayors and urban developers of the CEE/SEE countries as well as multipliers and investors are invited. Also part of the programme are receptions by the exhibitors. The fair halls will stay open longer for this event on Wednesday to enable a visit at these receptions.

Pure Internationality

The >Real Vienna< is the most international trade fair in Vienna and is also in the top ranks with its degree of internationality amongst the trade fairs all over Austria. In 2008, the >Real Vienna< brought exhibitors from 27 countries to Vienna’s Conference Center Messe Wien, two thirds of which came from abroad. Every second participant came from abroad, mainly from the focus region from the CEE/SEE countries. The largest national group were from Germany, followed almost without exception from Eastern and South-Eastern European countries: the Czech Republic, Russia, Hungary, Romania, Poland, Slovakia, Serbia, Ukraine, Bulgaria and Croatia.

“The core countries of the >Real Vienna< are portrayed representatively and in the depth that is relevant for the industry”, emphasizes Reed Exhibitions Messe Wien manager Matthias Limbeck, who can also note “that two thirds of the participants dedicate two or even three days to visiting the fair. We assume that the grown >Real Vienna< 2009 will not only give a significant signal for the industry but that it will also set the course for important and decisive developments.”

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