

Real Vienna 2009 - Fourth edition of the real estate platform

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These days the [>Real Vienna< 2009](#) is taking place in Vienna's Congress Center Messe Wien - it is the fourth edition of the international trade fair for trade and industry real estate with a focus on the countries of the CEE/SEE (Central Eastern European and South-Eastern European) regions.

“At the fourth edition of the Real Vienna from 26 to 28 May approximately 240 exhibitors will present their projects - with this we have quantitatively reached the level of 2007, in spite of the changed conditions after the market adjustments of some real estate markets”, Matthias Limbeck, managing director at fair organiser Reed Exhibitions Messe Wien, comments the three-day-long trade fair in halls C and D. “The key players on the Austrian market participate as usual in the >Real Vienna< 2009”, the new fair manager of the [>Real Vienna< 2009](#), Thomas Jungreithmair, states.

Expert Knowledge for Decision Makers at the Property Talks

A benchmark for all decision makers are as usual the Property Talks that take place in the context of the [>Real Vienna< 2009](#) which are held in cooperation with the publishing house “Gewinn”. The first highlight in the course of this is the opening panel on Tuesday, 26 May, with an impressive panel discussion with the title “CEE/SEE markets: correction as an opportunity?”. Moderated by the publisher of the trade magazine “Gewinn”, Dr. Georg Wailand, the panel will be formed amongst others by Reed CEO Matthias Limbeck, Brigitte Jank (president of the Vienna Chamber of Commerce), Rudolf Schicker (Vienna City Councillor in charge of Urban planning and Traffic) and Dr. Martin Sabelko (CEO ING Real Estate). On the three panel stages in the very centre of the fair events with the themes “Cities & Regions”, “Investment & Services” and “Projects & Special Markets” a total of 45 discussions and workshops can be viewed and listened to. During all three fair days more than 200 industry experts from Central, Eastern and South-Eastern Europe will share their knowledge on current topics from the real estate industry in one-hour debates and workshops. For instance a debate on logistics properties (26 May, from 11 a.m.) and a Western Balkan Conference (26 May, from 2.15 p.m.) will form further highlights apart from the opening panel. Also, a separate HTL (Hotel-Tourism - Leisure) conference during the first two days of the fair will deal with current developments in financing, infrastructure and design in this sector of the economy. As a special service, fair organiser Reed Exhibitions offers the participants of the “Property Talks” simultaneous interpretations in eleven languages.

Focussing on the Future of the Shopping Centre Industry

An interesting discussion will be offered on the second fair day in the context of the “Across Board”: in cooperation with the trade magazine “Across” the panel discussion with the title “What's next? The future of the shopping centre industry in CEE & SEE - opportunities and risks in times of crisis” will be taking place in the Event Lounge of hall D. The discussion will be moderated by Eugen Freund, correspondent of the ORF (the Austrian broadcasting cooperation), amongst the panellists are Per Wendschlag (CEO Inter IKEA Shopping Center for SEE), Richard Wilkinson (Head of Group Real Estate & Leasing, Erste Group Bank) and Lorant Varga (CEO TriGranit Development Corporation).

Symposium “Sustainable Business Districts”: Trends and Opportunities

At the symposium “Sustainable Business Districts”, which will be staged on 28 May in cooperation with the

City of Vienna, also in the Event Lounge in hall D, everything deals with “New trends & opportunities for the development of economic locations”. The focus here will be the sustainability under ecological and economic aspects, concentrating on the environmental and energetic balance of office properties and questions of traffic organization and also “Business District” management. Keynote speakers will be the economic geography expert and political advisor 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.

Festive Setting for Business Contacts

For business and networking contacts in a social setting the Top-Executive Evening in the Kursalon Wien on 26 May to which CEOs and managers of the exhibiting companies, mayors and urban developers of the CEE&SEE regions, multipliers and investors are invited.

Expert Platform Demonstrates Future Potentials

“The top-flight technical programme of the [>Real Vienna< 2009](#) with contributions from more than 200 experts for the real estate markets in Central, South-Eastern and Eastern Europe offers the opportunity to discuss current developments and demonstrate future potentials”, Reed CEO Matthias Limbeck emphasises the significance of the >Real Vienna<. “In the long run the task is to rebuild confidence in the market and with this sustainably strengthen the demand for industry and trade properties.”

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