

>Real Vienna< 2010: Attractive Overall Concept with New Focal Points

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The >Real Vienna< starts into its next round in spring: the fifth edition of the international trade fair for trade and industry properties with a special focus on the countries of the CEE/SEE regions (Central, South-Eastern and Eastern Europe) will be taking place from May 18 to 20 in Vienna's Congress Center Messe Wien.

“After the massive declines caused by the financial and economic crisis the real estate markets in South-Eastern and Eastern Europe have stabilized and currently a slight upswing can be discerned”, reports Matthias Limbeck, manager in charge at the fair organizer Reed Exhibitions Messe Wien. “The demand for real estate projects in these regions is slowly on the increase, even if cautiously.”

Fair Concept, Extended by New Focal Points: Eco Energo, Shopping & Retail and HTL Forum

To further strengthen the synergies between the participants of the >Real Vienna< the fair concept has been extended by additional focal points. For the first time the “Eco Energo” will be available. In this area, designed as competence centre, location providers and developers will meet enterprises from the building sector and technology providers and will present projects concerning renewable energies. Also, the new fair focus “Shopping & Retail” forms a premiere: in the course of this platform retailers and franchisees planning activities in the CEE/SEE regions are connected with specialized development providers for outlets, shopping centres and mono stores. In the course of the HTL forum the >Real Vienna< puts the topic “Hotel - Tourism - Leisure” at the centre. In the HTL Lounge international hotel chains will present themselves. The HTL conference which is held in the course of the discussion programme of the property talks has been extended from two to all three fair days and is concerned with currently relevant themes from this segment of the market.

Cooperation with National and International Trade Associations

“The >Real Vienna< is still representative of a successful mixture of business, contact, know-how and networking. The nationally and internationally active trade associations that are directly integrated into the fair concept perfectly complete this mixture”, describes the fair director in charge, Thomas Jungreithmair. Among the participating international associations are for instance ULI (Urban Land Institute) and FIABCI (International Real Estate Federation) and the national associations ÖGNI (Österreichische Gesellschaft für nachhaltige Immobilienwirtschaft - Austrian society for sustainable real estate industry), GBCA (Green Building Council of Austria), FMA (Facility Management Austria), WKO (Wirtschaftskammer Österreich - Austrian Chamber of Commerce) and ÖVI (Österreichischer Verband der Immobilienreuhänder - Austrian Association of real estate trustees). In addition some national shopping centre societies from the economic zones of Central, Eastern and South-Eastern Europe will be present at the fair.

Attractive Parallel Events: Real Corp 2010 and IBA Conference

To make the >Real Vienna< even more attractive for trade visitors two specialised trade events are held parallel to the fair. In Vienna's Congress Center Messe Wien the conference “Real Corp 2010” is taking place during all three fair days - it is the 15th international convention for urban planning and regional development. 450 experts from all over the world from the areas urban and traffic planning, information and communications technology, architecture, ecology, building industry, geodesy and multi-media technologies will meet to discuss current tasks and perspectives of urban planning in the information society. Details can be found at www.corp.at.

The International Bar Association (IBA) invites trade visitors to the Courtyard by Marriot Hotel Messe Wien (directly opposite of Foyer D) from May 20 to 21. The IBA Real Estate Committee will hold its annual conference on international real estate laws there - this year the conference title is "Global Investments in Real Estate: Trends, Opportunities and New Frontiers". Details at <http://www.int-bar.org/...alestate2010>

Property Talks: Top-Flight Discussion Programme

An integral part of the trade platform for trade and industry properties as usual forms a top-flight side and trade programme. This year, the "Property Talks", developed and organized in cooperation with the GEWINN publisher, are concerned with the general topic "New growing markets". On the three topic stages with the focal points "Cities & Regions", "Investment & Services" and "Hotel & Tourism & Leisure" trade experts from Central, Eastern and South-Eastern Europe will be speaking. To ensure the comprehensibility fair organizer Reed Exhibitions offers the listeners simultaneous interpretations via headset as a special service.

Premiere: Symposium "The Real Estate Development in CEE Cities"

On the first fair day in the context of the "Property Talks" a premiere will be taking place with the international symposium "Future Real Estate Development in CEE cities". At this event political representatives of cities in the CEE/SEE regions, real estate developers and demanders will discuss current trends and projects of urban and real estate developers.

Institute of the Regions of Europe invites to panel discussions

On the second fair day the Institute of the Regions of Europe (IRE) will carry out panel discussions on funding and financing models for regions and cities, regional development, traffic infrastructure and renewable energy.

"Green & Blue Building Conference": Day of Sustainable Building

The third fair day will be taking place in the context of the "Green & Blue Building Conference", organised by the Austrian society for sustainable real estate industry, on the occasion of the "Day of Sustainable Building and Management". In lectures, discussion rounds and forums current topics are presented, international trends and developments will be discussed and possibilities for networking will be offered. Project development of sustainable buildings, process optimization, innovation in building and renovating or corporate governance are only some of the topics covered.

The participants of the >Real Vienna< can attend these three events in the course of the "Property Talks" with their admission ticket free of charge.

Networking in the Evening in Vienna's City Hall

For business and networking talks in a social surrounding a festive evening event, the Top Executive Evening, offers itself in Vienna's City Hall on the second evening (May 19, 2010) of the >Real Vienna<. For this event, invited directors and managers of the exhibitors as well as mayors and urban developers of the CEE/SEE regions, multipliers and investors are expected. The Austrian society for sustainable real estate industry (ÖGNI) will award certificates for sustainable real estate projects in Austria for the first time.

Attractive Package for Diverse Interests

"The topical progress of the <Real Vienna< by means of new focal points and integrated events completes the focus on trade and industry properties in the CEE/SEE regions and results in an even more attractive package of offers for the diverse interests of the participants", Reed manager Matthias Limbeck shows to be content almost two and a half months before the fair. "Those who target the real estate markets in this region will receive the unique opportunity at the >Real Vienna< to enter in contact with the entire economic zone in the course of conferences, discussions and networking events."

>Real Vienna< 2010: The Facts in Detail

The >Real Vienna< will take place from Tuesday, May 18 to Thursday, May 20, 2010 in Vienna's Congress Center Messe Wien. The trade fair will be open on Tuesday and Wednesday from 10 a.m. to 6 p.m. and on Thursday from 10 a.m. to 4 p.m. The admission tickets, valid for all three fair days, can be purchased in the internet at www.realvienna.at starting from 260 Euros. At the box office an admission ticket will cost 299 Euros (also valid for the three fair days). The admission ticket valid for one fair day, which is available for the first time, can be purchased online for 190 Euros, and for 220 Euros at the box office. It is also possible to file a pre-registration online for 200 Euros. All current information regarding the fair is available at www.realvienna.at

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