

# Real Vienna 2009 - Realistic Optimism of the Real Estate Industry

Author: SF / zs | Published: 05.06.2009

“After last year’s boom we have now returned to the high level of 2007“, explains Matthias Limbeck, manager in charge of this fair theme at the organiser Reed Exhibitions Messe Wien. “A result which corresponds almost exactly to the current status quo of the industry.” What is relevant from Reed Exhibitions’ perspective is the fact that all Austrian and many international key players were present at the fair, and the high numbers of international exhibitors (58 per cent) and trade visitors (42 per cent) show “that the imagination and the potential of these target markets remains undaunted, and good ideas and projects as well as the interest in them are still present. The demand for trade and industry properties and municipal development projects is there. Yet, the banking and financial crisis has led to a significant halt in investments. And the [>Real Vienna<](#) is definitely the appropriate communication hub for this market. That is why it was important that the [>Real Vienna<](#) creates continuity, especially in this project, and that with the fair was not only possible to maintain the interest in existing projects but that the fair could revive this interest”, Matthias Limbeck underlines the significance of the [>Real Vienna<](#).

## Keen Interest in the Technical and Side Programme

This could also be seen in the fair visitors’ keen interest in the events of the technical programme, emphasizes the fair manager of the [>Real Vienna<](#), Thomas Jungreithmair. On the three theme stages that were located in the midst of the fair location a total of 45 discussions, workshops and presentations were given in which over 200 experts of the industry from Central, Eastern and South-Eastern Europe discussed topics current for the industry. “Full house” was the guiding theme for the top executive night at Kursalon Wien where app. 500 CEOs of the exhibiting companies as well as mayors and urban developers from the CEE and SEE regions, multipliers and investors met for business and networking talks in a social context.

## Excellent Assessment for the Fair in Visitor Survey

The degree to which the [>Real Vienna<](#) has been used for intense contacts and conversations is also shown in the independent trade visitor survey, carried out by the Linz (Upper Austria)-based “market-Insitut”: According to this, more than half of the trade visitors (54.3 per cent) have dedicated two days to the fair, one in six (15.9 per cent) has even attended the fair on all three days. Overall or very content with the fair were 64.2 per cent of the visitors surveyed. Almost three quarters (72.9 per cent) of the visitors declared to be intending to recommend the [>Real Vienna<](#) to their business partners. Almost all visitors surveyed (98 per cent) stated to have met all the exhibitors they wanted to visit.

The interests of the trade visitors, according to the survey, was directed at (multiple answers possible) the areas of real estate financing (45 per cent), real estate development (41.3 per cent), building management (31.8 per cent) and real estate investment (31.1 per cent), followed by real estate consultancy (28.5 per cent), shopping center/retail and facility management (each 21.2 per cent), architects and planning offices, economic regions/municipalities and hotel development (each 19.9 per cent).

## Exhibitor Voices: “Functional Platform for Offer and Demand in the Real Estate Economy”

The Real Vienna has lived up fully to the expectations of being the meeting point for offer and demand”, Michael Ehlmaier, managing associate of CPB Immobilienreuehand, sums up things after the fair ended. “The visitor quality was very high and the mood is significantly better than at the Expo Real in Munich last

October. I clearly see a silver lining on the horizon”.

Positive voices with regard to the fair are also heard on an international level. “Real Vienna provides an excellent portal for real estate practitioners: agents, developers, investors and financiers; to present their products and services in a well organised and business focused environment”, Simon Trappes-Lomax, CCO of the Romanian real estate management and developer Quintet Asset Management shows to be convinced of the quality of the [>Real Vienna<](#).

Wolfgang Poppe, CEO of Vasko + Partner Ingenieure (engineers), also mentions “very positive, tangible results”. “Everybody senses of course that the situation has calmed. In contrast to the exaggerated euphoria of the past three years the market has become more concrete and has reduced itself to certain efficiency”.

Dr. Alfred Nemetschke, partner at the law firm Schönherr Rechtsanwälte is also content with the fair: “Considering the general economic situation we were very content with the fair. It is true that because of the travel limitations to save costs in many companies fewer visitors attended the fair but I was nevertheless able to see all the potential clients I wanted to see.” The [>Real Vienna<](#) should continue to exist as trade platform: I hope that we will manage hold the fair again because anything else would be a terrible loss.”

With a total of 27 exhibiting institutions and companies Poland was one of the best represented countries at the [>Real Vienna<](#). “With five Polish regions we doubled our presence compared to last year and we were visited by high-ranking personalities from Poland, including various governors”, Polish embassy counselor Jerzy Jedrzejewski states. “We see the fair as a good opportunity for talks about future cooperations and as a functioning contact platform.”

### **Optimistic Image of the Mood in the Industry**

The answers to questions for assessment of the economic situation of their own industry were remarkably positive: 42.7 per cent of the participants surveyed stated to be very content with the current development (school grades 1 and 2 / + 3 = 85.3 per cent). Almost as many stated that the situation will improve within the next twelve months (school grades 1 and 2 / +3 = 91.3 per cent).

These dates alone show that the industry is not over-enthusiastic but that the situation is marked by realistic optimism”, emphasizes Reed Exhibitions manager Matthias Limbeck. “I think that these figures reflect a rather exact image of the mood, marked by decisiveness and optimism, in combination with a certain degree of caution and containment”. The results from this will become visible, at the latest, at the next [>Real Vienna<](#): from May 18 to 20, 2010, at the Messe Wien.

Photos: Copyright: © [www.christian-husar.com](http://www.christian-husar.com)

---

05.06.2009 10:25, SF / zs