

## REAL ESTATE NORTH 2010, 2 to 3 June



### Successful Debut of Real Estate North 2010

- Brand new marketplace for commercial properties
- Real estate industry regains buoyancy
- High visitor quality

**Hannover/Hamburg.** With 1,148 visitors, Real Estate North 2010 enjoyed a successful debut as the newest marketplace for commercial real estate in Northern Europe. Over the two days of the fair, professionals from business and politics were won over by the new trade fair in Hamburg and the significantly improved mood in the industry. "The real estate sector can sense the industrial recovery. This is why we are seeing new projects being discussed and moved into the development phase," reports Deutsche Messe AG board member Stephan Ph. Kühne in Hannover. "We are thrilled to be able to offer companies a new information and communications platform, especially at this important time. The response was equally positive from both exhibitors and visitors, and the trade fair forum program was particularly well received by those taking part." Some 700 participants took advantage of the information-gathering opportunity offered by the 14 rounds of the "First Class Discussions," spread over the two days of the fair. On the podium, more than 40 international industry experts discussed the market situation and examined the prospects for trade, logistics, financing, commercial leasing law, ecologically sustainable buildings, renewable energies and careers.

### Cornerstone laid

The cornerstone for an international specialist trade fair focused on commercial real estate has been set in place. A total of 1,148 international visitors sought out information from the 107 exhibiting companies, made new contacts and refreshed their existing networks. "The premiere of Real Estate North 2010 was very promising. Deutsche Messe turned a converted terminal into an efficient trade fair site with an airport ambience. And our clients were thrilled at the opportunity to take part in interesting discussions with visitors from abroad, for example from Switzerland and England. We are heading in the right direction," noted Heinrich Lieser, spokesman for the Business Development Corporation of the Hamburg Metropolitan Region. The German Property Federation (ZIA) also

made use of the trade fair as a platform for talking to potential members. "The Northern European region is important for the real estate market, which is why we are behind Real Estate North as a marketplace pushing the industry forward," says Dr. Andreas Mattner, ZIA president in Berlin.

"This new exhibition concept was overdue, and its debut fulfilled our expectations. The fair was the ideal combination of important talks with expert visitors and an efficient exchange of information at all levels. We are looking forward to being here again," said Jochen Winand, CEO of Süderelbe AG.

### **Potential for the real estate industry**

As part of the "First Class Discussions," in addition to the panel discussions themselves, participants were presented with facts and figures for all Northern European real estate markets. In 2009, around 600,000 square meters of storage and logistics space was leased or sold in Hamburg and Bremen, underscoring the importance of the Hamburg Metropolitan Region as one of the world's most important logistics centers. In the same year, Stockholm, with 2 percent, recorded the lowest retail vacancy rate in Scandinavia. Top returns as high as 12.5 percent in the office market can be achieved in the Eastern European region, for example in St. Petersburg.

Attending Real Estate North also paid off for the speakers taking part in the "First Class Discussions." Dr. Thomas Kaiser-Stockmann, a partner with Mannheimer Swartling in Stockholm, noted the very high level of those participating and made excellent contacts at the fair. Mikael Glud, Executive Director of CB Richard Ellis in Denmark, is certain that more companies from his country will participate in next year's Real Estate North. Timo Nyman, Senior Director of Nordea Bank in Finland, was also very satisfied with the fair. "The format of the fair was good and perfectly suited the Scandinavian mentality. I made some very interesting new contacts at Real Estate North. We will be happy to come back again as an exhibitor next year."

The next Real Estate North is planned for spring 2011, and will once again take place in Terminal Tango at Hamburg airport. The exact dates will be released in the next few weeks.

### **About Real Estate North**

This international exhibition for commercial property made its debut on 2 and 3 June at the Tango Terminal at Hamburg Airport. Real Estate North is organized at the initiative of, and with the support of the Hamburg Metropolitan Region - i.e. the 18 regional investment companies from the states Hamburg, Lower Saxony and Schleswig-Holstein.