

# EXPO REAL Daily News Mediaplanner

## Publisher

PropertyEU in partnership with EXPO REAL.

## Format

On all three days of the fair we publish a daily news magazine. We report on all fair related activities and keep visitors up-to-date with the latest news from the international real estate industry.

## Distribution

Free copies will be widely distributed all over the fairground as well as in the hotels and the shuttle buses to the fairground.

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# EXPO REAL Preview Mediaplanner 2017

This publication is based on important topics in the International real estate market. These topics can be sponsored. Are you an important player in a specific sector or country? Via this advertorial based publication, you can highlight your expertise towards all exhibitors and registered visitors of EXPO REAL 2017.



### Logistics at EXPO REAL: what's new for 2016?

LogRealCampus, the collective stand at EXPO REAL for enterprises focusing on logistics, will be even bigger and better this year. Coordinator Rudolf Hämel of LogRealWorld explains all.

**What's new on the logistics stand this year?**  
LogRealCampus is becoming more and more international. This year the LogRealCampus will include exhibitors from France, Austria, the UK and Germany among its co-exhibitors.

**What are the big issues facing logistics operators?**  
The image of logistics companies still needs to be improved. This is necessary to promote properties as a core asset for the development of logistics real estate. For a large part of the logistics industry, setting in order core assets is not an option. The percentage of e-commerce will continue to increase and this also same-day or 1-2 hour deliveries. This requires logistics centres with a specific design (multi-storied, automated, etc.) that are located right in the cities. Big changes can and must take place - ideas and innovations are needed!

**Can logistics benefit from the latest geopolitical developments, such as Brexit, or might it be negatively affected?**  
It's a bit early to speculate about this, we should wait to see how the negotiations for Brexit evolve. What concerns me a lot more are the economic developments, and the need for investment to keep up with the current cost of money. It's not just the under control.



### A truly global industrial real estate platform

IDI Gazeley is one of the world's leading investors and developers of industrial real estate. With over 25 years' experience and a track record of delivering over 200 million square feet of innovative warehousing, distribution and manufacturing facilities, IDI Gazeley is one of the world's leading investors and developers of logistics real estate. We provide unparalleled expertise with our industrial real estate assets under management are situated in key locations along major logistics and distribution routes. The global portfolio currently amounts to 5.6 million square meters, with 1.28 million square meters in Europe.

**Mag Property builds on airport links**  
Manchester Airport Group operates four airports across the UK - Manchester, Birmingham, East Midlands and Gatwick - and after 13 years of solid growth, is building a market-leading property company within the aviation sector. With a £2.1 bn portfolio that includes 1,000 acres of development land, Mag Property offers a range of unique opportunities for businesses looking to occupy or develop space at its highly connected locations.

**Head of strategic and commercial marketing**  
John McHugh says EXPO REAL presents a great opportunity for Mag Property to develop important networks and to further establish its reputation on an international stage. "The senior management team will be in attendance and we believe the event offers a unique opportunity to engage with Europe's investment community," he says. "Sustaining interest from European occupiers and investors regarding the wide range of commercial property opportunities that exist across our four airports will be key to our attendance. Of course, making new contacts and engaging with existing ones will be crucial to reinforcing our position as the airport property expert."



### Goodman Group is in pole position when it comes to logistics development

E-commerce is driving the need for more logistics space across Europe, including strategic and centrally-located assets, to meet the evolving needs of retailers and customers.

Research by PropertyEU into logistics development across the Continent has named Goodman Group as the most active developer in Europe, completing almost 2 million m<sup>2</sup> of logistics and industrial floor space between 2011 and 2015. Philips and Paratrust Europe came in second and third place respectively, with the Netherlands-based giant building out over 2.2 million m<sup>2</sup> of properties, and Paratrust building a total of 1.2 million m<sup>2</sup>.

**Poland**  
In terms of the most active territory for the construction of industrial assets, Poland was the surprise winner, with projects completed between 2013 and 2015 (1.25 million m<sup>2</sup>) and for projects in the pipeline (2.21 million m<sup>2</sup>), beating out major competition in the shape of Germany (750,000 m<sup>2</sup> of projects in the works) and the UK (650,000 m<sup>2</sup> of pipeline projects). Despite their superior risk profile and the strength and sophistication of the online trading markets in Germany and the UK, Poland is perhaps in a more active development phase as Amazon spearheads a major expansion drive in the CEE country. Goodman and Paratrust are currently building four schemes in Warsaw and Poznan for the e-commerce giant, which reported the following results: take-up of logistics space in Poland rose to a record 4.7 million m<sup>2</sup> in 2015, pushing the vacancy rate down to 5.2%, according to broker Colliers & Winkfield.

The survey showed that the compelling rise of e-commerce is driving the need for more space across Europe. The ongoing trend helped occupier demand for logistics space reach 1.7 million m<sup>2</sup> across Europe last year - up 13% on 2014, according to broker CBRE. However the outlook for the industry, it seems clear that online retailing will continue to drive a vibrant expansion.



### An industry in evolution

The heads of four of Europe's most important logistics real estate specialists will exchange views in an English language debate at the Special Real Estate Forum on the second day of EXPO REAL. Debating current trends and the outlook for the logistics and industrial sectors, this event will also highlight the challenges and opportunities facing increasingly sophisticated clients engaging in e-commerce.

**Logistics, e-commerce and retail trends**  
Wednesday October 5, 14:00 - 14:30  
Special Real Estate Forum  
Hall C2 stand 460

**Let's talk logistics**  
Wednesday October 5, 14:00 - 14:30  
Special Real Estate Forum  
Hall C2 stand 460

### Holland Metropole focuses on innovation

With a focus on start-ups and science parks, innovation is the name of the game at this year's Holland Metropole stand operated by the Netherlands' biggest cities, developers and investors.

This year Amsterdam, Utrecht, Rotterdam and The Hague are joined by Eindhoven on the off-new stand at EXPO REAL. The four cities "have been working together under the Metropole flag for some time - meeting, networking, and they are able to compete and most successful cities."

**Investors look to invest in Dutch cities**  
"Initially with H&E, CEO of the Holland group - home to some of the most successful companies in an attractive investment climate. Of course, socio-economic and demographic indicators, connectivity, infrastructure, the political climate and lifestyle are also key, but the Holland Metropole programme is all about the Dutch government's recognition of the importance of start-ups to future-proofing the country's urban development and has recently extended its StartUpAct programme for a further 4.5 years. Prince Constantijn, younger brother of King Willem-Alexander, has now succeeded Neelke Kroes as the initiator's special envoy."



### Innovation in investing that stands the test of time

Bouwinvest Real Estate Investment Management BV (REIM) is one of the largest Dutch institutional real estate investment managers. Our Amsterdam-based team of over 140 professionals manages total assets of €7.3 bn in Dutch property sector funds and international real estate investments.

**Paragon, Amsterdam**  
Our experienced teams have expertise and deep local knowledge in asset management, acquisition, disposition and development. Innovation lies at the heart of what we do and ensures that we stay ahead of fast-moving social and technological change as our

**Bouwinvest**  
For more information on our investment opportunities: [www.bouwinvest.com](http://www.bouwinvest.com)  
Holland Metropole Hall A2 stand 230

### International investors muscle in

Over the past 30 years, Dutch institutional investors have pumped more than €50bn into investments in the Holland Metropole region.

At EXPO REAL, the Netherlands' four biggest cities will present a range of investment opportunities aimed at grabbing a bigger slice of the international investment pie. Strong trading activity pushed Dutch real estate investment volumes towards the €11 bn mark last year, with foreign investors accounting for a large chunk of the total. In 2014, US capital captured 26% of the total volume compared with 14% for German investors, traditionally the biggest investor group in the Netherlands.

Foreign investors such as Allstate Real Estate, Deka, Round Hill and Patricia Immobilien have all bought up large volumes of Dutch property over the past 18 months. Another sign of the continuing healthy interest is the sale in June of the property arm of national financial services group SNS Rea to US bank JP Morgan Chase and private equity company Lone Star for up to €8B in bids.

Among the Dutch investment opportunities being presented at EXPO REAL this year is Amsterdam's successful Zuidas business district, where office vacancy rates are at an all-time low. In Rotterdam, the focus is on the city's innovation district, which officials say will be the largest innovation workshop in Europe. The Hague is showcasing a number of projects, including the redevelopment of the strategically placed Blackhore business park. Utrecht's efforts focus on the transformation of its main railway station district into a major transport, business and retail hub.



### Dates for your diary

The Holland Metropole stand at this year's EXPO REAL is hosting a full programme of events, together with Amsterdam-based real estate information company PropertyEU.

The seminar (Thursday, 14:00 - 14:45) will focus on the Dutch residential market and new concepts in affordable housing. The Dutch government has been keen to encourage foreign investment in a market dominated by housing corporations. Housing minister Taal Boer will be on hand to answer questions and explain the latest reforms aimed at stimulating investor interest.

Innovation is in the spotlight on Wednesday, when a panel of experts will look at how innovation changes city development and the Holland Metropole's position as a world-class incubator. The programme includes a Dragage's Contemporary grilling of several Dutch start-ups, picked out for their potential by the big Dutch cities.

On Thursday attention will switch to to urban park developments and look at what the big Dutch cities are doing to boost innovation. The Holland Metropole's Amsterdam's science park, for example, covers 70 hectares and brings together innovative companies, university departments, start-ups and institutions in a vibrant knowledge hub.

**Holland Metropole seminars**  
Thursday 10:30-11:30, various times  
International Investors Lounge  
Hall A2 stand 232

### Breakfast and dinner

Back again at EXPO REAL this year is Holland Property Plaza's stand featuring over 50 public and private organisations focused on property, public and real estate developments.

HPP events this year include the traditional investor dinner on October 4 for decision-makers in the public and commercial property sectors. On the last day of EXPO REAL, HPP will host the International Ladies Breakfast, a breakfast meeting for a select group of women working in the property sector.

**Holland Property Plaza**  
Hall A2 stand 830

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What's on, Who to meet and Where to go at EXPO REAL 2017

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**Last year's topics**  
Countries & Regions  
Nordics  
UK  
Italy  
The Netherlands  
North America  
Austria  
Switzerland  
Germany  
CEE/Russia  
Sectors  
Urban Development  
Logistics  
Retail  
Hospitality  
IT  
Finance & Investment

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