



## REAL VIENNA 2008

### Facts

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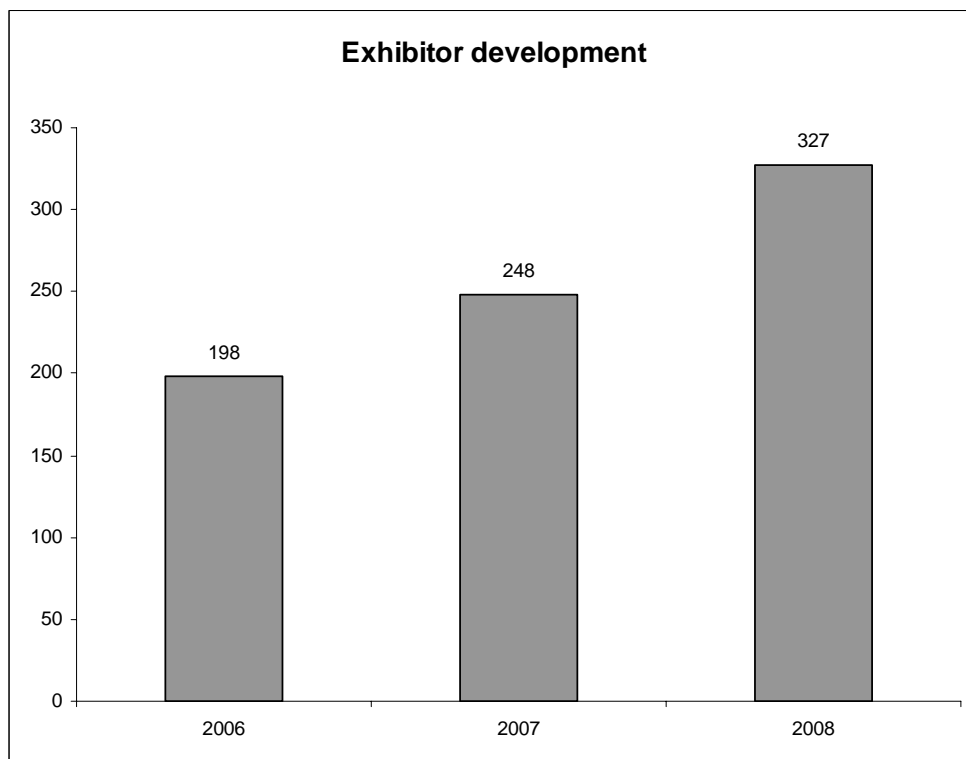
The last edition of the REAL VIENNA attracted 327 exhibitors from 27 different countries and 9,808 participants from 47 nations, making it *the* stage for networking, doing business and establishing contacts, interdisciplinary and international projects, investment and finances with a clear focus on the regions of Central, Eastern and South-Eastern Europe. The exhibitors; regions, cities and international property industry exhibitors, all come to introduce projects, investment opportunities and services on 16,000 m<sup>2</sup> of expo space. A comprehensive programme of side and networking events rounds off the REAL VIENNA perfectly.

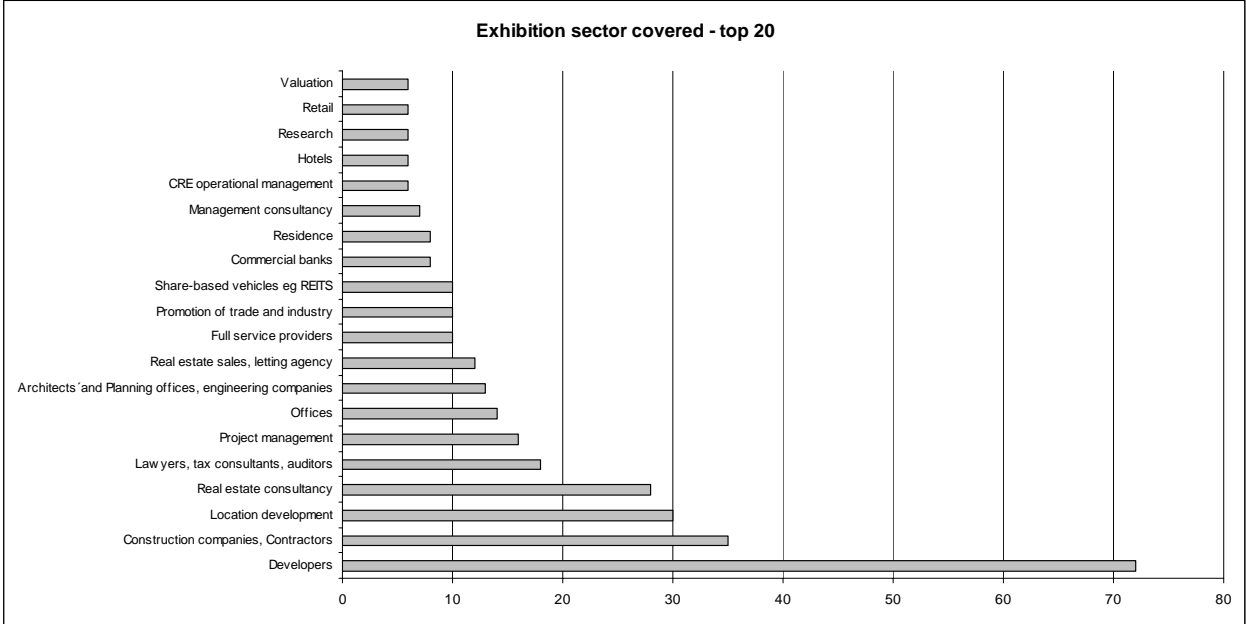
### Exhibitors

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The strong focus on the needs of the markets in Central, Eastern and South-Eastern Europe is also reflected in the exhibitor statistics. Since the start of the REAL VIENNA in 2006 the number of exhibitors has risen by 65%. The rise from 2007 to 2008 was 32%.

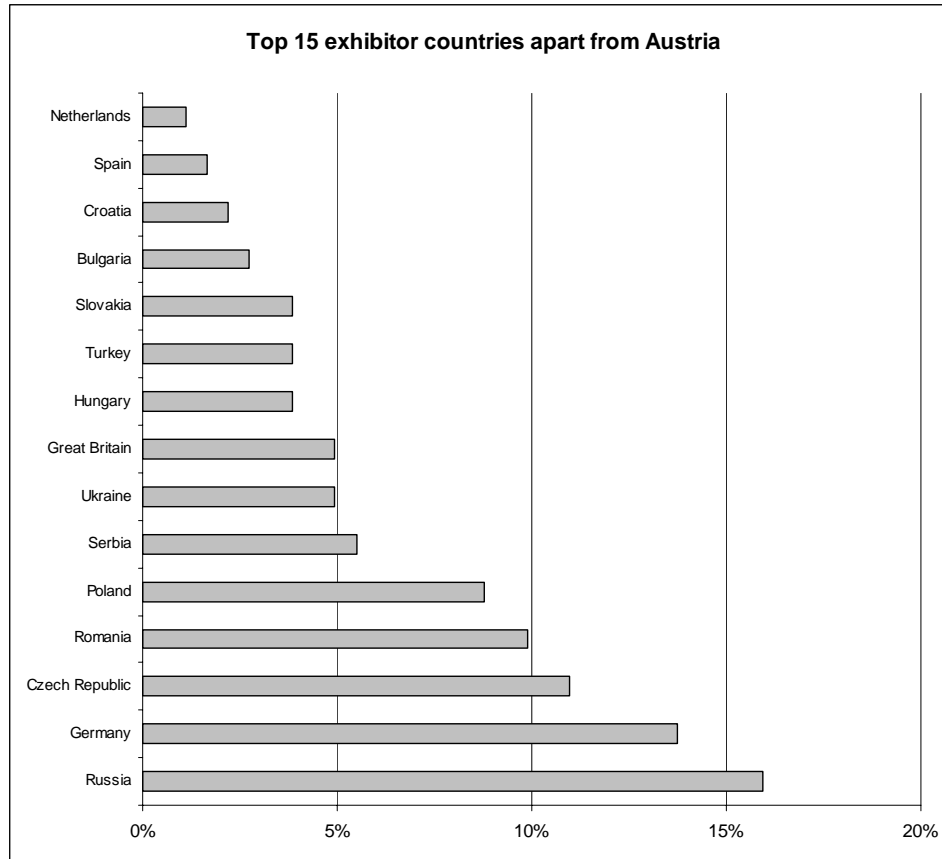
The exhibitor spread at the REAL VIENNA covers the entire spectrum of services and products in the real estate industries. The best exhibitor growth results were achieved by location developers (+114%), developers (+71%), full service providers (+67%), building companies (+59%) and retailers (+50%).





As well as businesses and regions in Austria the main emphasis was on CEE/SEE regions at the REAL VIENNA; however, large foreign businesses active in these areas, or seeking involvement in these regions, also see the REAL VIENNA as an ideal commercial stage.

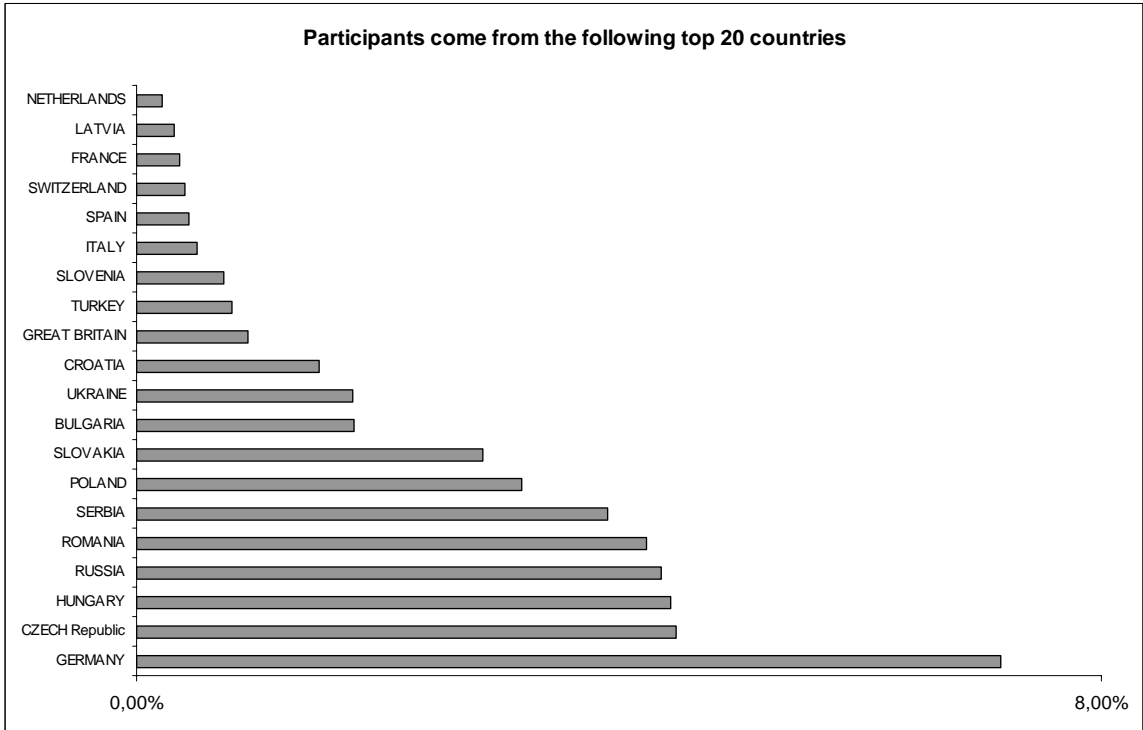
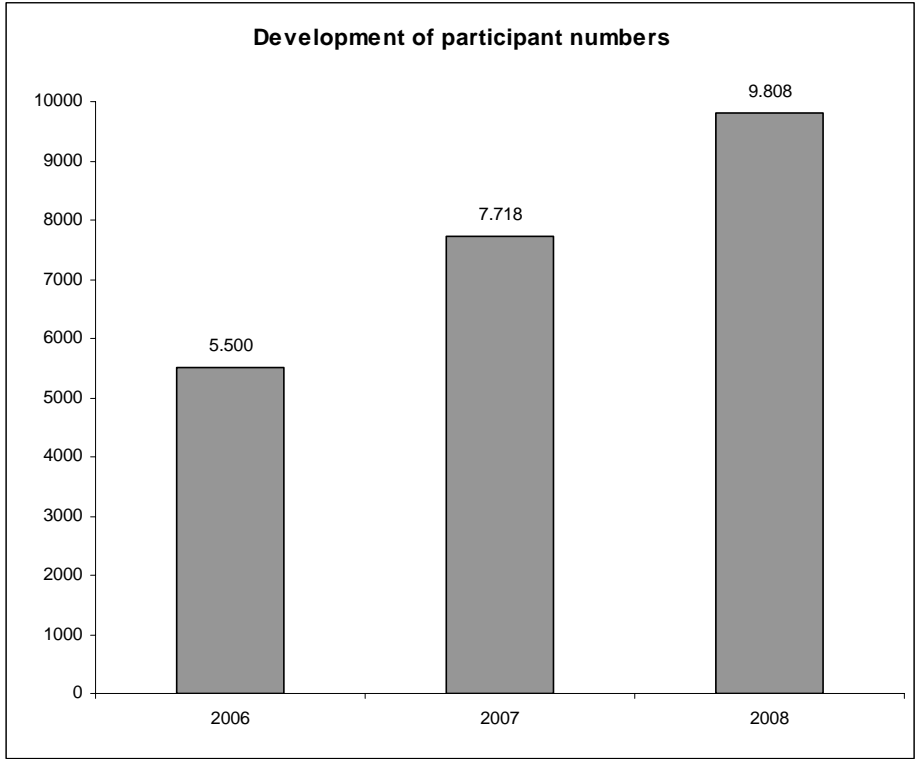
The best growth figures between 2007 and 2008 were recorded by Turkey. This year they were represented a large joint stand. Not far behind were exhibitors from Poland (+129%), Rumania (+100%), Hungary (+75%), the Czech Republic (+54%), Great Britain (+50%) and Germany (+47%). In terms of floor space Ukraine's presence grew by 570%; clearly the largest percentage growth.



## Participants

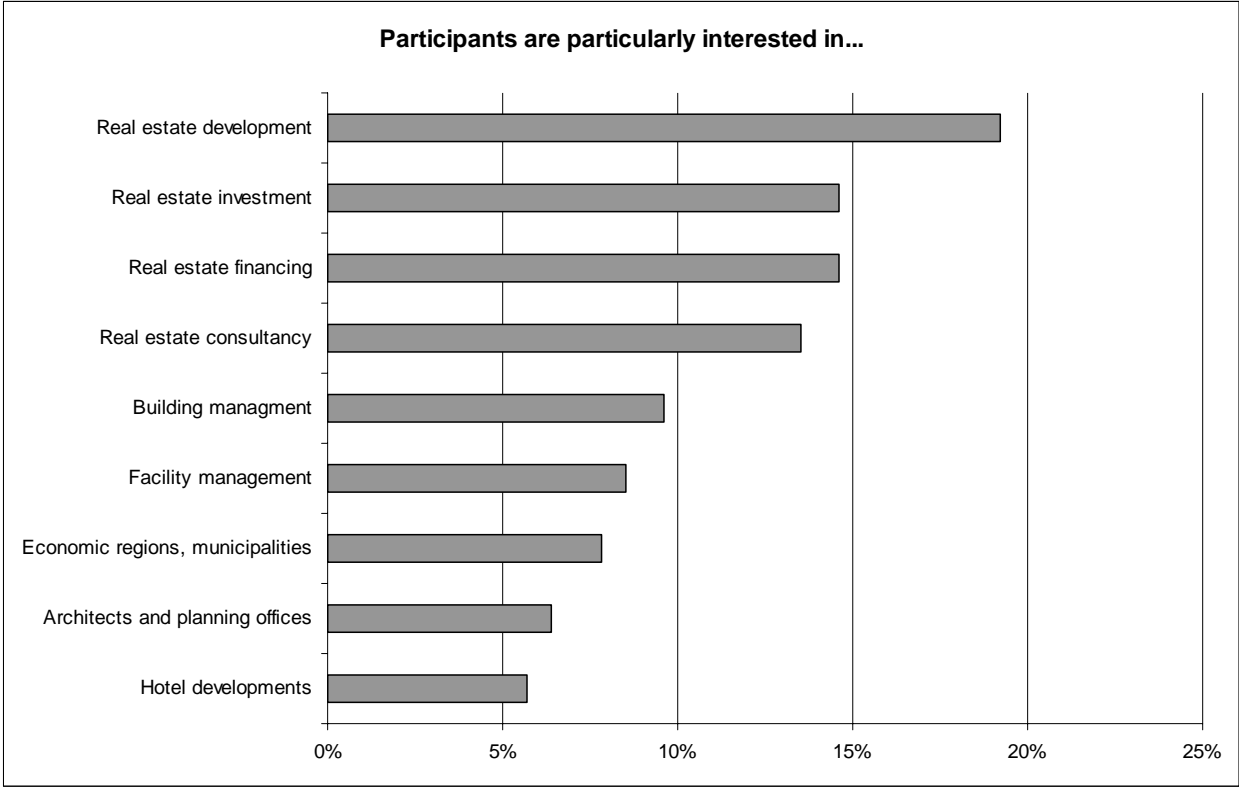
The clear focus of the REAL VIENNA on CEE/SEE regions and a side event programme finely tuned to the needs of the market featuring top-level discussion platforms and matchmaking forums pulls in increasing numbers of participants year for year. From 2006 to 2008 this figure increased by 78% and from 2007 to 2008 by more than 27%.

In terms of the national origins of the participants in 2008, after Austria and Germany there was also a very strong presence of the following countries: Czech Republic, Hungary, Russia, Romania and Serbia. The most impressive growth figures were provided by Turkey (+389%), Spain (+300%), Poland (+205%), France (+186%), Switzerland (+144%) and Serbia (+116%).

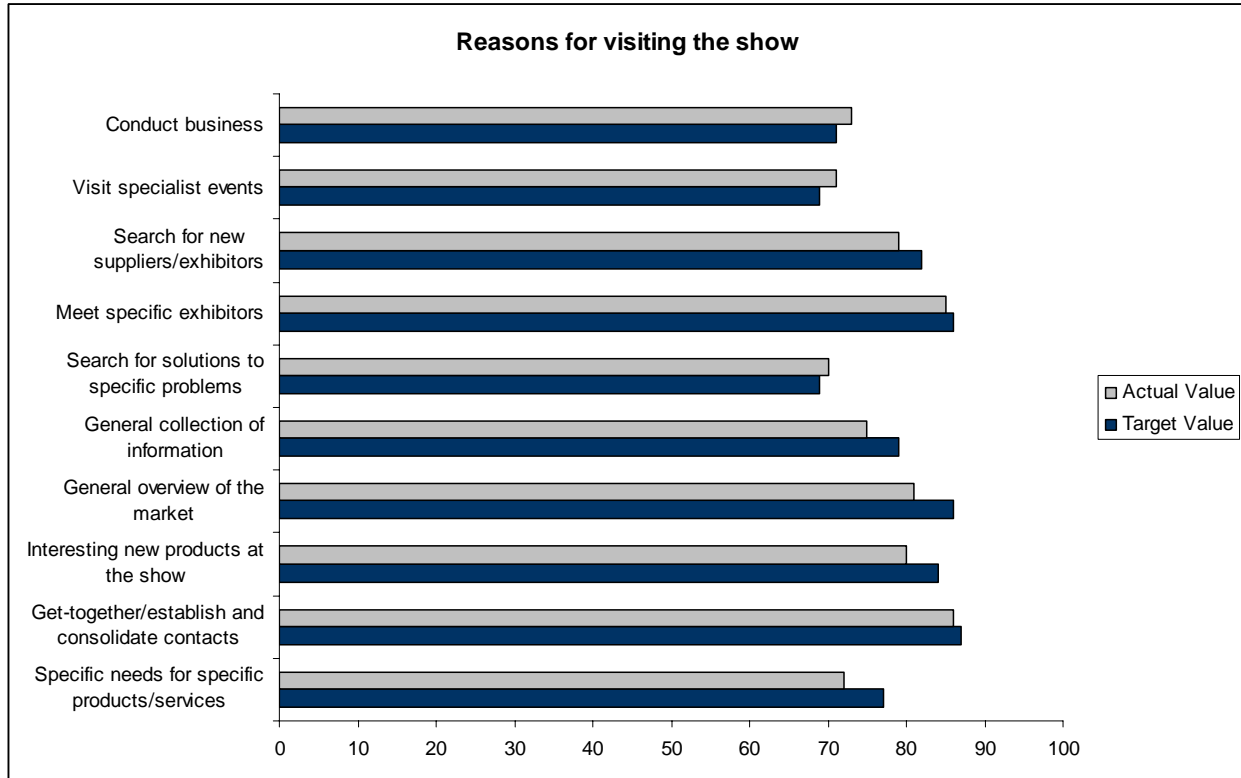




In 2008 there was immense participant interest in real estate development, real estate financing, real estate investment and real estate consultancy.



The main motives for visiting the REAL VIENNA 2008 were to meet particular exhibitors, establish and consolidate business contacts, and attaining a general overview of the market and businesses on show. A salient aspect was the fact that expectations were either equal to or even exceeded results.



## Side events

The REAL VIENNA offers a finely tuned, top quality programme of side events. There were stage-led discussions (44 property talks, 1 speed networking event) featuring high-ranking speakers and discussion participants from 20 countries (Austria, Turkey, Czech Republic, Germany, Poland, Russia, Bulgaria, Slovakia, Belarus, Serbia, Bosnia-Herzegovina, Romania, Luxemburg, Croatia, Hungary, Ukraine, Italy, Belgium, Lithuania, Latvia) and interpreters translating into 11 languages (Romanian, German, English, Russian, Serbian, Czech, Turkish, Polish, Hungarian, Croatian, Slovakian). In 2008 these features attracted over 2500 participants.

Two evening events were set up to foster effective networking: The Top Executive Evening at Kursalon Hübner attracted 600 top guests and the exhibitor evening at the Vienna Marina drew over 1000 guests.

## Potential for the REAL VIENNA 2009

86% of participants intend to visit the next edition of the REAL VIENNA in 2009, reflecting the great potential of the coming edition of the event on the 5<sup>th</sup> – 7<sup>th</sup> May, 2009.

### Research details:

On-site CAPI poll of 351 Real Vienna participants conducted on the 27<sup>th</sup> – 29<sup>th</sup> May 2009 – *market Institute*.