



ROMANIA ROMANIA

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ROMANIA

**BECOME AN EXHIBITOR
IN THE ROMANIAN PAVILION
AT EXPO REAL!**

MUNICH, October 5–7, 2026



ORADEA



ABOUT EXPO REAL:

GLOBAL EVENT

THE LARGEST REAL ESTATE AND

INVESTMENT FAIR

CONFERENCES & WORKSHOPS

HIGH-LEVEL NETWORKING



1.742 EXHIBITORS FROM 34 COUNTRIES
+42.000 PARTICIPANTS



SELECTION INTERNATIONAL EXHIBITORS:



PARTICIPANTS EXPO REAL 2025:

- Developers and real estate project managers
- Government institutions
- Investors and financiers
- Cities and economic regions
- Real Estate Consultants / Agencies
- Architects and designers
- Commercial property managers
- Commercial and mortgage banks
- Expansion Managers





AHK

expo
real

ABOUT THE ROMANIAN COUNTRY STAND:

EXCELLENT LOCATION

TOP STAND IN HALL A1

MODERN DESIGN

TOTAL SURFACE OF 60 M2





ROMANIAN EXHIBITORS FROM LAST EDITIONS:





LET'S TRANSFORM ROMANIA INTO THE NEW INVESTMENT HUB ON THE EUROPEAN REAL ESTATE MARKET!

THROUGH THE ROMANIAN COUNTRY STAND AT EXPO REAL, AHK ROMANIA AIMS TO:



strengthen the country brand awareness and positioning Romania as an investment destination



bring Romania on the radar of international investors and get international exposure of top projects.



represent strategically the Romanian real estate market and the iconic Romanian projects in the current changing geo-political context.





AHK ROMANIA SERVICES @EXPO REAL 2026:

- **registration of exhibitors at the fair**
- **stand construction** (design, assembly and disassembly)
- **logistical and organizational tasks & full coordination and management of communication with Messe Munchen** (the fair's host company)
- **promotion of the Romanian stand and exhibitors** (July–October 2026)
- **promotional mailing** to target audiences in Germany and other Central and Western European countries by AHK Romania (July–October 2026)
- **promotional mailing** to all fair participants in Germany and other Central and Western European countries by AHK Romania (July–October 2026)



PROMOTION OF THE ROMANIAN STAND:

- promotion on AHK Romania's **Social Media** channels (July – October 2026)
- **press activity** in Germany and Romania by AHK Romania & Ionuț Oprea – Editor RO Market Pulse Reports (July–October 2026)
- articles promoting Romania's stand in national and international publications.

Poland and Romania take centre stage in Munich

By Richard Stephens

At this year's EXPO Real, Poland and Romania shared billing as Central & Eastern Europe's standard-bearers. A panel of operators and investors presented a region that is maturing fast, while still offering opportunities to those looking east.

After a film by *The Poland Observer* showed exciting projects ahead, Jacek Jaśkowiak, mayor of Poznań, opened proceedings with assurances that Poland remains a secure and stable location for investors, despite the geopolitical tensions on its eastern border. That confidence was echoed by participants from business and finance, who stressed the country's transformation over the past decade.

Marek Jakubów of Singu, a Kraków-based proptech firm, noted that the city has moved beyond its back-office reputation. Increasingly, it hosts global headquarters and research centres, underlining Poland's progress in moving up the value chain.

Maciej Tuszyński of Fortress Real Estate Investments added perspective from South Africa, where colleagues recall that their economy was once twice the size of Poland's. Today, the reverse is true. In his view, Poland has reached a more mature stage of development, with new supply likely to be increasingly limited.

For investors such as Manova Partners, the appeal is straightforward. Katarina Horvathova pointed to Poland's growth and potential as compelling reasons for German capital to flow eastwards. The war in Ukraine, however, remains a source of hesitation. She contrasted the dynamism of Warsaw with the slower evolution of Prague.

Michał Stys from OPG Property Professionals, who represents family investors across Europe with longer-term perspectives, sees increasing opportunities in repurposing properties.

Turning to Romania, developers see room for expansion. Dana Bordei of VGP described how logistics stock in Romania has nearly doubled since 2020, while her



L-r: Richard Betts, Dieter Knittel pbb Deutsche Pfandbriefbank; Didier Balcaen, Speedwell; Ionuț Oprea, Ruxandra Dumitrescu, AHK Romania; Damian Slaby, Hillwood, Dana Bordei, VGP Romania, Richard Stephens, The Poland Observer.

company has tripled its portfolio and expects to reach 600,000 square metres next year.

For Damian Slaby of Hillwood, Romania is not only a consumer market but also a strategic gateway to a wider region. His firm has bought two sites near Bucharest to develop logistics parks, part of a growing Polish presence there.

Dieter Knittel of Pbb Deutsche Pfandbriefbank underlined that interest in the wider region is broadening. His institution has completed more transactions across CEE this year than in France, with Romania now firmly on the radar.

Didier Balcaen of Speedwell Development concurred, observing that financial partners are increasingly directing attention eastwards. However, he stressed the need for public administration and infrastructure to keep pace with private capital.

Romania's attractions were also laid out by Ruxandra Dumitrescu of the German-Romanian Chamber of Commerce. Following recent elections, German corporates have intensified their interest,

weighing Romania alongside Poland and Portugal. With 20 cities of more than 100,000 inhabitants, she argued, the country offers scale as well as growth.

Poland and Romania thus offered a picture of two markets on parallel tracks: one consolidating maturity, the other catching up fast. Both, however, depend on sustained political and infrastructural support to maintain momentum.

The session was organised by Richard Stephens of *The Poland Observer* and The CEE Summit team, and moderated by Konrad Plochocki of the Polish Developers Association and Richard Betts, of Real Asset Media, with support from Ionuț Oprea, publisher of Romania's RE Market Pulse Reports.




L-r: Katarina Horvathova; Jacek Jaśkowiak; Michał Stys; Maciej Tuszyński; Marek Jakubów



PROMOTION OF THE ROMANIAN STAND 2025:

**SAVE
THE DATE**

Hall A2
Room A22 

**FOCUS
ON ROMANIA**

Tuesday 7 October
13.55 - 14.30

THE CEE SUMMIT
WARSAW 2026



realasset
MEDIA



Tuesday 7 October, 13.55 - 14.30
Expo Real | Hall A2, Room A22

FOCUS ON ROMANIA



Dana Bordei
VGP Romania



Damian Słaby
Hillwood



Dieter Knittel
pbb Deutsche
Pfandbriefbank



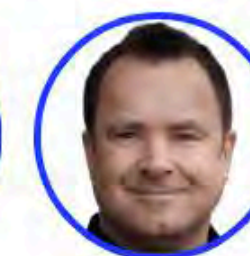
Didier Balcaen
SPEEDWELL



Ruxandra Dumitrescu
German-Romanian
Chamber of
Industry and
Commerce



Richard Betts
Real Asset Media
(moderator)



Richard Stephens
The Poland
Observer (host)

THE CEE SUMMIT
WARSAW 2026



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PROMOTION OF THE ROMANIAN STAND 2025:



CONFERENCE 2025:

Focus on Romania: Supply, demand, and opportunities in the growing market of Central and Eastern Europe

Topics covered

- Investment trends and flows in the Romanian real estate market
- Supply and demand in the office, logistics, residential, and mixed-use segments
- Romania's growth prospects in Central and Eastern Europe





KEY BENEFITS FOR EXHIBITORS:

- ✓ gain direct **access to international audience** – private and institutional investors
- ✓ benefit from an **ideal platform to showcase projects and properties**
- ✓ **networking** with key players and industry decision makers
- ✓ get first-hand information and **know-how transfer**
- ✓ gain **international experience** & international recognition
- ✓ **one stop shop** for the Romanian real estate market





Romania

EXHIBITOR

- **individual desk customized with the company logo** (with lockable cupboard, two compartments with shelves and integrated brochure holder on the side)
- **access to the fair for 2 persons** on behalf of the company (fair admission ticket, incl. facilities: networking bar, access to the shared warehouse, catering throughout the fair)
- special rate for **additional tickets**
- **2x flyer holder** (one at individual stand and one at networking hub/bar)
- **access to the common meeting table** at the stand
- **corporate video** on the multimedia wall in the stand
- **company listing in the official fair catalog**
- **logo on co-exhibitors' wall**
- **transportation of promotional materials** to the fair (max. 15 kg)
- **logo with increased visibility in the e-mail signature** of the AHK organizer (July-October 2026)
- **logo highlighted on the electronic slider** on the homepage of AHK Romania (July-October 2026)
- **logo highlighted** on the separate event promotion page on the AHK website (July-October 2026)



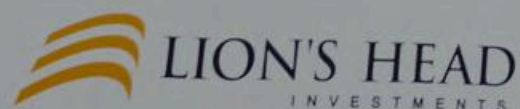
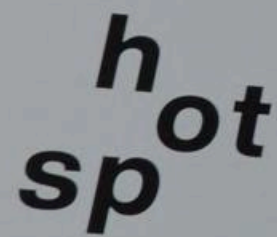
LOGO PARTNER

- **access to the fair for 1 person on behalf of the company** (fair access ticket, incl. facilities: networking bar, access to the common warehouse, catering throughout the fair).
- **special rate for additional tickets**
- **1x flyer holder** (at the networking bar/area)
- **access to the common meeting table at the stand**
- **company listing in the official fair catalog**
- **transportation of promotional materials** to the fair (max. 5 kg)
- **logo on co-exhibitors' wall**
- **logo highlighted** on the separate event promotion page on the AHK website (July-October 2026)





Romania



SPONSOR

- trade fair access ticket
- access to the Romanian Joint Stand and use of the stand infrastructure for meetings
- promotion by AHK as sponsor (national and international press releases and social media)



AHK

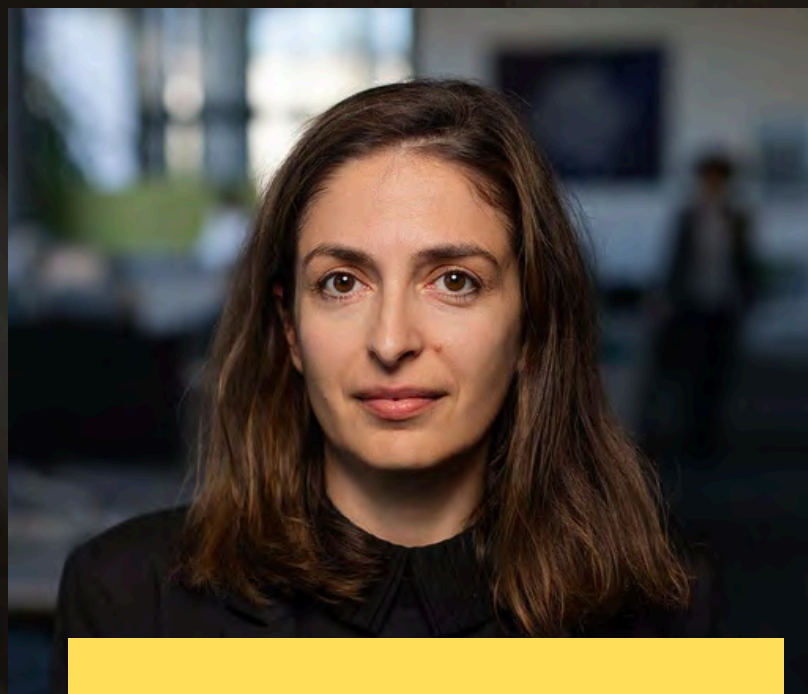
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VISIT MUNICH & BAVARIA!

- OKTOBER FEST
- Shopping areas
- Viktualien Market
- Museums: BMW Museum and German Museum
- Nymphenburg Castle
- Bavarian State Painting Collections
- St. Mary's Church Cathedral
- Allianz Arena



WANT TO JOIN? CONTACT US:



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@ahkrumaenien.ro

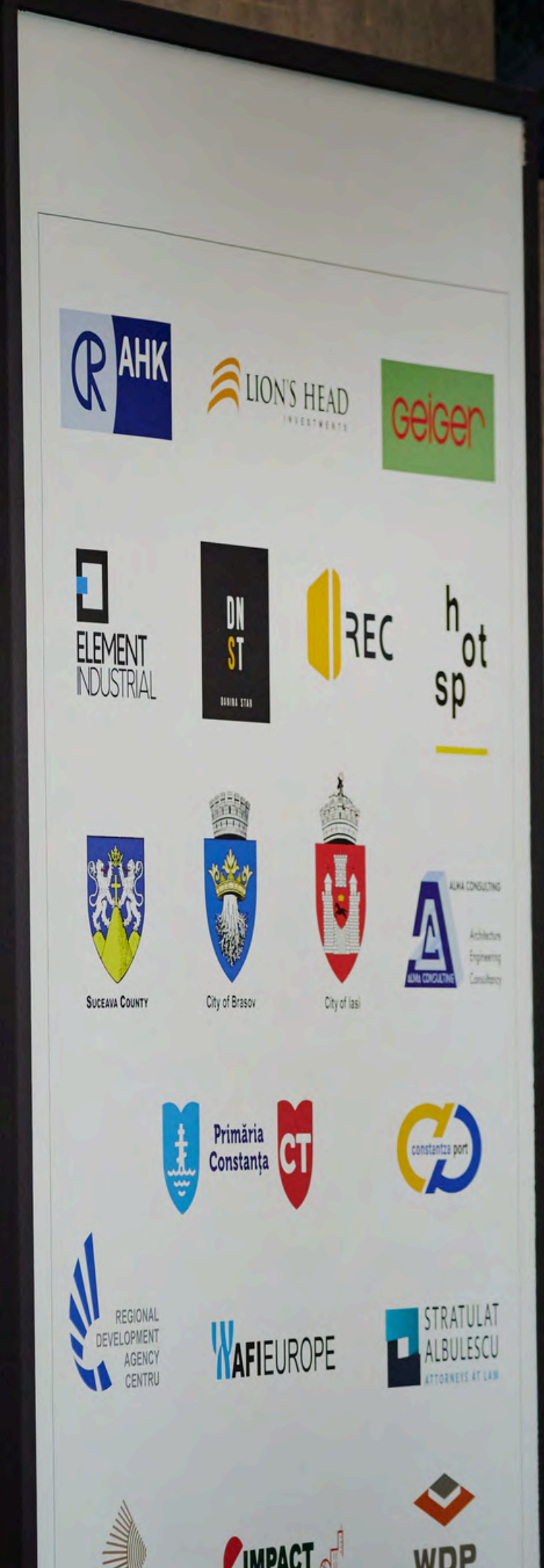
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SEE YOU IN
MUNICH!