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Press release

Commercial and Residential Real Estate Development with Reed Exhibitions at the International Real Estate Exhibition

On October 22-23, the International Exhibition IREX for professionals and experts in **commercial and residential real estate** in Russia and the CIS countries runs at Expocentre.

According to experts the commercial real estate segment continues to dominate, in 2019 an **increase in investment** volume is expected from 21% to 43% due to a number of transactions that were outlined earlier and thanks to the potential of each of the segments.

According to **CBRE**, the optimistic forecast for the dynamics of real estate investment in Russia is due, among other things, to the high level of demand in the office and industrial segments, since the share of investment in commercial real estate in 2018 was 63%. For example, the growth of activity in the warehouse sector is due to the development of the retail segment, among the large companies - DIY (Leroy Merlin), products for children (Detsky Mir), the product segment (Auchan, Lenta, VkusVill) and Internet retail (Wildberries).

The **IREX** exhibition allows you to combine all commercial market players (warehouses, offices, hotels, multifunctional complexes) and residential real estate on one platform in order to solve construction and commissioning of facilities, design and engineering of buildings, search for tenants in one place. The main part of the target visitor audience will be investors, financial institutions, local and state authorities, representatives of production and retail networks. **35 exhibitors** will present their existing and new projects at the exhibition site, and a potential number of unique visitors is expected from **1,500** unique visitors.

The event driver will be a rich business program, where experts will share their experience and business cases, discuss current issues and determine development paths at the local and international level. For exhibitors, the organizer has prepared:

- Active Networking
- Workshops
- Presentations at stands

At the **conference**, it is planned to announce such topics as development in the regions, use of technology in development, financing in real estate, prospects and forecasts for 2020, city look and urban planning, principles for project evaluation, the legislative part and legal support of transactions, market players are ready to present the success stories of existing projects commercial and residential real estate.

IREX is co-located with renowned Industry Forum "Arenda". Annual business event dedicated to the most pressing issues in the field of commercial real estate and retail, which gathers more than 1,000 representatives of leading industry companies from all over Russia.

The high-level organiser of **IREX** exhibition creates conditions for finding new partners and customers, which will allow participants to stay in the centre of business events and strengthen the image of the industry leader.

Thanks to many years of experience and successful projects, Reed Exhibitions has the opportunity to provide its participants and visitors with a number of proven tools for quality preparation for the event, effective study and promotion of the company before, during and after the exhibition. One of these unique tools is **Reed Click system**.

Reed Click - Implemented artificial intelligence let us automatically and absolutely free of charge pick up for visitors the stands of their potential interest. All recommended stands placed in the list based on the data provided during online registration. Visitors and participants will receive their individual list of recommendations by e-mail. The service is provided at no cost after the online registration.

International Real Estate Exhibition IREX is the key event for commercial and residential real estate market professionals in Russia and CIS. Created by MAPIC Russia organiser –the leading world-known platforms for the business development companies demonstrate existing and new projects, share their experience and best practices, discuss actual issues with real estate professionals from all over Russia.

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Notes for editor

About the show

The International Real Estate Exhibition IREX is a key event for professionals in commercial and residential real estate in Russia and the CIS countries, created by the organizer of MAPIC Russia and the Leasing Forum, the leading platforms for real estate business development. Within two days, construction and development companies will demonstrate existing and new projects, share their experience and business cases, discuss current issues and determine development vectors at the local and international levels.

The exhibition serves as an effective platform for dialogue between developers, investors, financial institutions, design and architectural bureaus, management and engineering companies, owners and tenants of land, business centres, warehouses and hotels - all market players - to solve their business problems through personal meetings professional networking and applied business information.

IREX is a specialized platform where commercial organizations and municipal authorities meet, specialists from CIS countries and Russian regions, one of the drivers of which will be a unique business program reflecting the interests of all parties and businesses of any size and level. Learn more at www.irex-russia.ru .

Organiser

Reed Exhibitions is the world leader in organizing exhibition and congress projects of B2B and B2C in 43 sectors of the economy, such as MIPIM, MAPIC, Batimat, Retail Business Technology Expo etc. Every year more than 500 exhibitions organized by the Reed Exhibitions team are held in 30 countries - more than 3,700 employees in 41 offices around the world. A unique network of international sales offices provides support to companies in major export markets. You can familiarize yourself with other projects of Reed Exhibitions on the official website of the company. Learn more at www.reedexpo.ru.

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