



The New Special Showcase  
at the Munich Real Estate Fair

# „WOHNEN WELTWEIT“

**20. - 22. March 2026**  
**MTC München**

## What is “Wohnen weltweit”?

“Wohnen weltweit” is a dedicated showcase within the Munich Real Estate Fair – the leading marketplace for residential property in the greater Munich area

**The focus: property opportunities in Germany and abroad, including holiday homes, second residences and real-estate investments outside Munich.**

## Who should exhibit?

This showcase is designed for companies looking to promote properties in other German regions or abroad to Munich-based private buyers. Whether you market holiday homes, primary residences or investment assets – this is your gateway to Germany's strongest high-net-worth market.

### **Ideal exhibitors include:**

- › International real-estate agencies targeting DACH-region buyers
- › Developers and project companies (e.g., Spain, Portugal, Croatia, Italy, Turkey, Dubai, etc.)
- › Platforms and brokers for holiday homes
- › Providers of turnkey investment properties (buy-to-let)
- › Service firms supporting property purchases (legal, tax, finance, insurance, property management)
- › German property developers presenting projects to Munich's affluent investor community



## Why take part?

### 1. Direct access to a high-spending audience

The Munich Real Estate Fair attracts exceptionally investment-minded visitors from Munich and Southern Bavaria – open to buying both locally and abroad.

### 2. Trust through face-to-face contact

For properties outside Munich – whether elsewhere in Germany or internationally – personal conversations are key. This showcase creates the ideal setting for qualified, in-depth consultations.

### 3. High-quality leads, not just online clicks

You meet visitors who actively seek new residential and investment opportunities. The result: real conversations with real buying intent.

### 4. Strong visibility within a major real-estate event

Exhibitors benefit from the event's media reach, targeted marketing and an audience highly focused on property investment.

### 5. A curated, clearly positioned format

“Wohnen weltweit” is not a random collection of stands – it's a purpose-built, content-aligned exhibition area with a clear theme and strong identity.



## Your participation at a glance

- › **Booth space:** from 4 m<sup>2</sup>
- › **Services:** Consulting and support for your entire trade-fair presence
- › **Additional exposure:** Advertising materials, social-media features and online listings

## Interested? Get in touch

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