

**Awarded with the most important European industry prize:  
Bayern Projekt receives REAL ESTATE BRAND AWARD 2019  
as growth winner**

- » Award in the category “Regional Competence”
- » Bayern Projekt positions itself in the top ten of German project developers
- » Festive gala and award ceremony hosted by Barbara Schöneberger
- » Largest annual empirical brand value study of the European real estate industry with more than 91,000 industry experts participating

(Munich, May 2019) Important landmark projects, regional focus and consistent success – Bayern Projekt GmbH, a leading project developer from Munich, has been awarded the REAL ESTATE BRAND AWARD, the most important European industry award, as the growth winner in the category „Regional Competence“. The award is presented annually by the renowned EUROPEAN REAL ESTATE BRAND INSTITUTE in eight categories to the fastest growing companies and is the result of the largest brand value analysis of the European real estate market. More than 91,000 industry experts from 47 markets rated more than 1,600 real estate brands for the benchmark study. With this award, the company around Managing Director Sven Renz not only prevailed against a strong field of competitors, but also positioned itself among the top ten German office project developers. The company with Bavarian roots received the REAL ESTATE BRAND AWARD 2019 for regional competence on May 23 in Berlin during the festive presentation by presenter Barbara Schöneberger and Harald Steiner, CEO of the REAL ESTATE BRAND INSTITUTE. The REAL ESTATE BRAND VALUE STUDY is published in the annual EUROPEAN REAL ESTATE BRAND BOOK.

Sven Renz, founder and Managing Director of Bayern Projekt: „Through our passion for landmark projects, our regional roots and the outstanding commitment of our team, we have succeeded in turning visions into reality and making a lasting impression on our state capital. The fact that we have now been honored in the ‚Regional Competence‘ category as the fastest-growing company in Germany makes us particularly proud and motivates us once again to advance further innovative projects both as an investor developer and as a development manager“.



Panorama of the Bavaria Towers



View of the Olympia Business Center

## Presseinformation

### Ceremonial Gala hosted by Barbara Schöneberger in Berlin

The winners of the awards were honoured at a festive gala event in the AXICA Congress Centre in Berlin. The award „Strongest Growth 2019“ was presented in eight categories. Bayern Projekt received the award in terms of corporate development and branding as the fastest growing company in the “Regional Competence” category. Sven Renz accepted the award from moderator Barbara Schöneberger and Harald Steiner: „The realisation of innovative projects always follows a strong vision and is only possible through the performance of a competent and highly motivated team. Therefore, my thanks today go primarily to our employees, who have contributed to the success of the past years and our excellent growth and thus form an essential pillar of our company.

### Regional solidarity reflected in landmark projects

With the four-part Bavaria Towers ensemble and an investment volume of around 380 million euros, Bayern Projekt has realized one of the most innovative and largest high-rise projects in recent Munich history. Only recently, the project developer was able to announce further spectacular major leases with global players such as Ipsen Pharma and Samsung for the new „Munich City Gate“. The landmark project with four towers and a total gross floor area of 77,000 sqm is thus about to be fully let. With the revitalization of the major Olympia Business Center (OBC) project, Bayern Projekt is also creating state-of-the-art working environments on around 40,000 sqm, which are not only trend-setting for the Bavarian state capital, but also showcase the workplace of tomorrow today. The project developer recently underscored its regional competence once again by announcing the first major deal for the OBC – the Bavarian State Office of Criminal Investigation will occupy around 5,300 sqm in the offices at Munich’s Olympia Park. The REAL ESTATE BRAND AWARD in the „Regional Competence“ category is therefore not least a confirmation of the project developer’s successful course and a reward for his innovative spirit.

### About Bayern Projekt

Bayern Projekt GmbH, headquartered in Munich, has been involved in the professional investment, development and management of selected real estate investments for over 20 years. Since that time, investments with a volume of over 1 billion euros have been developed, supported and completed. With the Olympia Business Center and the Bavaria Towers skyscraper ensemble, which is about to be finished and handed over, the Bayern Projekt is currently implementing two major projects with a total investment volume of over 600 million euros. The managing director is Sven Renz. [www.bayernprojekt.de](http://www.bayernprojekt.de)



### Further Information

Deutscher Pressestern®  
Public Star®  
Bierstadter Str. 9 a  
65189 Wiesbaden

### Benno Adelhardt

E-Mail: [b.adelhardt@public-star.de](mailto:b.adelhardt@public-star.de)  
Phone: +49 611 39539-20  
Fax: +49 611 301995

### Dr. Christian Eilers

E-Mail: [c.eilers@public-star.de](mailto:c.eilers@public-star.de)  
Phone: +49 611 39539-12  
Fax: +49 611 301995



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