

ONLINE SPECIAL | AUGUST 2022

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MIXED USE DEVELOPMENTS UPDATE!

THE MOST EXITING EUROPEAN MIXED-USE
SCHEMES IN DEVELOPMENT

INTERVIEW BIG-CEO INTERVIEW WITH MAXENCE LIAGRE, MPC PROPERTIES

AWARDS THE SOLAL AWARDS ARE BACK AND READY FOR SUBMISSION

PARTNERSHIP ECSP AND SAFE ASSET GROUP FOCUS ON MANAGING RISK WITHIN THE INDUSTRY

DEAR READER,

We are pleased to present our latest online special.

“We are working outside of the box”, says Maxence Liagre. The CEO of MPC Properties spoke with ACROSS Magazine editor Reinhard Winiwarter about the challenges and characteristics of the SEE market. Why tasks like redevelopment and diversification need to be addressed today and how to find a common e-commerce strategy.

Developers like MPC Properties focus increasingly on mixed-use retail developments for their new estate projects and the redevelopment of urban schemes. Consumers’ behaviors and their desires have changed. They seek different work, leisure, and shopping places in post-pandemic times. Mixed-use is therefore not a trend, it is the future of real estate. The project Eurovea II in Bratislava, Slovakia, is a clear symbol and indicator for this ongoing mixed-use trend. The construction Eurovea’s expansion is in full swing. The shopping mall with its new design will be fully opened in April. In this issue we show you how the construction is proceeding. In addition, we have compiled some of the most interesting mixed-use schemes in development in Europe.

Furthermore, we have a wide range of exciting developments and industry news for you. We hope you enjoy reading our latest online special.

Yours sincerely

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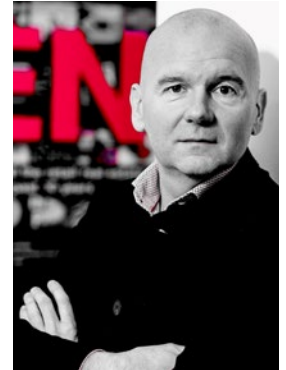


IMAGE: ACROSS



IMAGE: ACROSS



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“THE WAY SHOPPING CENTERS ARE OPERATED TODAY IS COMPLETELY DIFFERENT FROM THE WAY THEY USED TO BE”

For more than 20 years, MPC Properties has been a major player in Serbia and the SEE region. CEO Maxence Liagre spoke with ACROSS Magazine editor Reinhard Winiwarter about the challenges and characteristics of the SEE market, about why redevelopment and diversification are the tasks to be undertaken today, and about how a common e-commerce strategy can be found.



ACROSS: WE LIVE IN VERY UNCERTAIN TIMES. TODAY, IN PARTICULAR, THE QUESTION ARISES AS TO WHAT IS MORE IMPORTANT FOR DEVELOPMENT: A VISION OR A MANAGEMENT PLAN?

MAXENCE LIAGRE: Vision – a vision must be at the center of everything. We should never lose it, but we should adapt it and apply a very strong management plan. Of course, we need to be reactive – we have to act quickly, but our vision serves as the starting point for all of our developments. Wrong decisions in real estate can be very painful. Therefore, it is even more important to have a long-term strategy and a vision in order to anticipate all changes in terms of market dynamics, expectations, and benchmarks.

ACROSS: WHAT IS MPC'S VISION? WHAT IS YOUR LONG-TERM STRATEGY?

LIAGRE: Our long-term strategy is to remain a key player in terms of office and commercial real estate. Our vision is based on three pillars. The first one is diversification, both in terms of business lines as well as geography. Serbia and SEE have already pushed us toward concentration. As a result, diversification has become extremely important. We also need to focus on our refurbishment efforts and on keeping our portfolio state-of-the-art at all times. Even



IMAGE: MPC PROPERTIES

Since 2020, Maxence Liagre has served as CEO of MPC Properties, leading the company's consolidation and future expansion course.



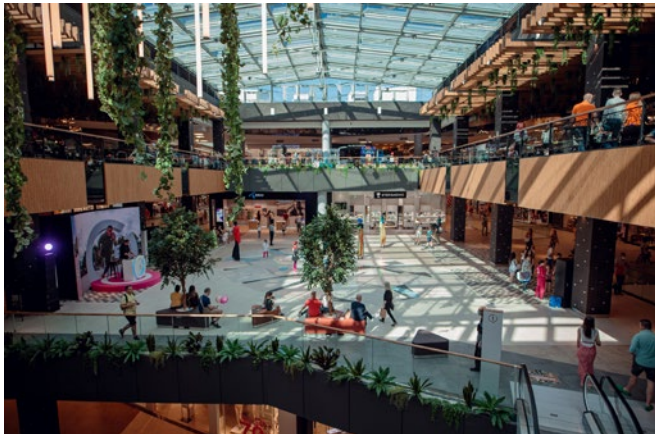


IMAGE: MPC PROPERTIES

BEO Shopping Center in Belgrade: The 43,000 sq m of GLA development offers over 150 well-known regional and international brands as well as a hypermarket, a multiplex cinema, and a large selection of restaurants and cafes.



IMAGE: MPC PROPERTIES

New City Square at BEO: The project won the 2020 CIJ Serbia Award for “Best Retail Development” and “Best New Tenant” (Peek & Cloppenburg), as well as 5-Star Awards for “Best Retail Architecture” (Serbia) and “Best Retail Interior” (Serbia) at the 2020-21 European Property Awards.



though it may seem solid, it must constantly be adapted to demand and new challenges. The third key pillar of our strategy is ESG, for obvious reasons.

ACROSS: MPC WAS FOUNDED IN 2002, AND SINCE THEN, YOU HAVE COMPLETED MORE THAN 30 PROJECTS. YOU ARE ONE OF THE MAJOR PLAYERS IN THE SEE REGION. WHAT ARE THE OPPORTUNITIES, THREATS, STRENGTHS, AND WEAKNESSES OF THAT MARKET?

LIAGRE: When we talk about the region, the first thing that comes to mind is its size. It is a combination of small markets that form a large region, and all of those markets have their own peculiarities and local players. Size, indeed, is an obstacle, if not a threat. You can quickly become too big for the market. On the other hand, size protects you because you are less exposed to global competition from the major players. That creates somewhat of a dilemma: we want and need size, but remaining “smaller” allows us to be very regional and quite strong in the local market. As far as the dynamics of the region are concerned, I think the fact that it is still in the development phase has allowed us to enjoy very high growth rates. There is still a lot of potential in terms of supply of commercial real estate for offices and many other businesses. With respect to opportunities, I think the EU is the biggest one that might make its way to the region. As the EU is a huge market, there will be no talk of “only” Croatia, Serbia, and Romania. It will help create the same dynamics and the same business perspectives

for Europe as a whole, instead of nationalistic views or those that focus on differences.

ACROSS: REGARDING THE CURRENT POLITICAL SITUATION: SERBIA SEEMS TO BE CAUGHT BETWEEN THE EU AND RUSSIA. DOES THAT POSE ANY PROBLEMS FOR YOU IN SERBIA, OR DO YOU THINK THAT CLEAR DIRECTION CAN BE FOUND?

LIAGRE: I do not think that it presents a problem. Serbia and Yugoslavia benefited from a balanced position of non-alignment. Today, the problem is that, in view of recent geopolitical developments, there is pressure to make a clear decision as to whose side you are on. As a foreigner, I am not the best one to talk to and I do not want to mix it up with local businesses. However, I think there is a very big opportunity to make a clear choice that will usher in a wealth of opportunities. We all hope that Europe will emerge from this situation even stronger and more united, and that Serbia might be able to take advantage of such a development.

ACROSS: LET US TALK ABOUT YOUR DEVELOPMENT PIPELINE. WHAT PROJECTS ARE YOU CURRENTLY WORKING ON IN THE REGION?

LIAGRE: We are focusing on local projects based on the redevelopment or value enhancement of our assets. We





IMAGE: MPC PROPERTIES

UŠĆE complex contains shopping center and two office towers, which became landmarks of the city. UŠĆE Tower Two is the only “breathable building”, featuring a decentralized natural ventilation system that is integrated into the façade.



have ambitious redevelopment plans for UŠĆE, which are scheduled to commence at the beginning of next year at the latest. As the center is already 13 years old, we plan to invest eighteen million euros. The time has come to adapt to new trends in terms of architecture as well as offer, because market expectations have changed significantly. The food court will be renovated and a new one featuring a view of the city and a large open terrace will be installed in its place. We are also relocating many F&B units all around the scheme. We are working outside of the box: The way shopping centers are operated today is completely different from the way they used to be. At the BEO Shopping Center, which is only two years old, nearly 5,000 square meters of retail space will be added. With respect to our office portfolio, we are also refurbishing UŠĆE Tower One, our first historical office building.

ACROSS: WHAT PLANS DO YOU HAVE BEYOND YOUR EXISTING PORTFOLIO?

LIAGRE: Our second focus is on diversification. We want to enter the logistics business – not only in the local market – and we are also looking at F&B concepts. When the market is small, you have to push. We cannot wait for operators to enter the market, because we know we will be part of the third wave of expansion for brands. As such, one of our strategies could involve investing in new F&B concepts or investing in local partners to speed up the process

and add new offerings to our schemes. Obviously, that relates to retail, but it relates to offices as well, because we see that concepts are changing. You have to offer more than just co-working spaces – you have to offer a community, in other words, fitness as well as a range of F&B offerings. In terms of diversification, while we are open to office investments, we are also open to taking over existing platforms in other countries in the region.

ACROSS: WHEN WE TALK ABOUT RETAIL PROJECTS IN THE INDUSTRY, IT IS CLEAR THAT REAL ESTATE COMPANIES LIKE IMMOFINANZ FOCUS ON THE DEVELOPMENT OF RETAIL PARKS. THEY HAVE A CLEAR FOCUS ON SHOPPING MALLS. BOTH PATHS HAVE THE POTENTIAL TO BE SUCCESSFUL, BUT THEY ARE VERY DIFFERENT. WHAT ARE YOUR REASONS FOR PURSUING THE SHOPPING CENTER APPROACH?

LIAGRE: We strongly believe that retail is about people and emotions. There are two types of purchasing goods. One addresses needs, and the other one is pleasure oriented. Those approaches are totally different. In the past, basic needs were always satisfied by hypermarkets; nowadays, consumers turn to e-commerce for such things. For everything beyond basic needs, people need to be offered an ex-





perience and emotion. We believe that e-commerce today exists because of the weakness of physical retail. Indeed, physical retail took its time to react and propose new offers that were fully based on experience. We need to develop a so-called “sixth sense” and offer it to customers. It is the only way to ensure clear diversification in the purchasing process. We need to increase the level of emotion in every aspect. It is about F&B, it is about marketing, it is about decoration, it is about views, it is about greenery, it is about community, and it is, in fact, an endless process.

ACROSS: A LOT OF NEW PROJECTS HAVE RECENTLY BEEN DEVELOPED IN BELGRADE AND ARE IN THE PIPELINE. IS THAT PROBLEMATIC OR PERHAPS A BIT TOO MUCH?

LIAGRE: The market is still able to absorb new projects. Every year, we conduct a market survey and examine the potential and any possible impact of new openings on our existing facilities. It turns out that there is still plenty of room, especially because the city is now more and more divided into individual districts and people are less likely to move from one side of the river to the other. People are shopping more in their immediate neighborhoods. In addition, the dynamics of the country are very positive. We see a significant and sustained increase in purchasing power and a generally growing economy. In addition, more people are coming to Belgrade to work, and tourism is also increasing. Even with the opening of five additional shopping centers in the last three years, the performance is still the same. We have just reached the figures of 2019, when UŠĆE was almost the only shopping centers and had the best performance in its history.

ACROSS: FROM A MARKETING PERSPECTIVE, UŠĆE IS THE STRONGEST SHOPPING CENTER BRAND THAT YOU HAVE IN YOUR REGION. IS THAT BECAUSE OF ITS HISTORY, OR DO YOU PROMOTE THE BRAND USING A SPECIFIC MARKETING APPROACH?

LIAGRE: UŠĆE is a well-developed project. The location, the size, the timing, everything was coordinated. After its opening, UŠĆE became an iconic shopping center, it served as the reference for other markets. It was the place to be and to be seen. We have greatly reinforced this image. UŠĆE still holds a certain degree of importance for people, but that is no longer enough. We need to constantly please and surprise our customers and to continue to invest in our original strengths: size, location, shop mix, easy parking services, etc.

ACROSS: IS UŠĆE STILL THE STARTING POINT FOR NEW INTERNATIONAL BRANDS ENTERING THE SERBIAN MARKET?

LIAGRE: UŠĆE still offers the combination of exposure to the market, prestige, and performance. As of today, that combination, which is key to success, can only be found at UŠĆE. The center gives brands a very strong starting point from which to enter the market.

ACROSS: WHAT IS THE PERCENTAGE OF RETAIL IN YOUR PORTFOLIO?

LIAGRE: In terms of GLA, retail space accounts for twice as much as office space. We have four major retail assets: UŠĆE, BEO, Mercator, and Delta City, which we acquired at the end of last year. We also have some smaller assets. In terms of office space, our key projects are UŠĆE Tower 1 and 2 and Navigator 1 and 2. Today, our portfolio is more centered around retail. We are the market leader for retail assets and third when it comes to offices.

ACROSS: YOU ARE CURRENTLY DEALING WITH A VERY UNCERTAIN POLITICAL SITUATION, RISING PRICES AND INTEREST RATES, INFLATION, LONG DELIVERY TIMES FOR CONSTRUCTION MATERIALS, AND SO ON. HOW HAS ALL OF THAT UNCERTAINTY AFFECTED YOUR BUSINESS?

LIAGRE: Inflation ultimately means less money in people's pockets. We have not reached that point yet, but a big challenge lies ahead of us, accelerated by the war in Ukraine. Tenants will be put under pressure, because eventually, their occupancy rates will dramatically change. Rents will increase as a result of inflation. For the same reason, the cost of goods will increase, and the problem of supply could also decrease turnover. On the consumer side, we will see a shift in spending. The financially weakest customer group will focus on paying the rent and buying food and other everyday products from discounters. The risk in that regard is primarily for mid-segment brands, in other words, shopping centers. Discounter margins will be affected, but they will have growth in terms of margin mass. As usual, the luxury market will be protected to some extent. However, shopping centers will be under a great deal of pressure. Therefore, we need to be very proactive and dynamic in our efforts to support them by means of strong





marketing and by keeping people in shopping centers. Food courts play a very big role in this strategy, because food is a way to experience shopping centers in an affordable way. They simply attract people to the center, where they might spend additional money in the fashion area or engage in extraordinary spending from time to time.

ACROSS: WHAT DOES THE CURRENT SITUATION MEAN FOR DEVELOPMENT PROJECTS?

LIAGRE: That is a major issue, because we are not able to create budgets these days. Even if we try, we have no way of knowing how long the budget will be valid. When we create budgets, we have to increase every kind of margin, that is, rent levels, construction, costs, timing, and we have to allow for delays due to delivery problems. The only good thing about this situation is that it has allowed us to consolidate the existing portfolio and the existing performances of the assets. The last few years have been years of development for MPC. We are fortunate because we have just completed our downtown office building, so we no longer have to bear development risk at this moment. MPC Properties has the option of not participating in large development projects, so we can concentrate entirely on redevelopment projects.

ACROSS: HOW HAVE TENANTS AND RETAILERS RE-ACTED TO ALL OF THESE DIFFICULTIES?

LIAGRE: We have not seen any reduction in size or units, rather the opposite is the case. More and more tenants are opening flagship stores, because they understand that they need nice vitrines and so on in order to support e-commerce as well. Cities around the world are becoming more complex in terms of traffic. As such, we now see that there is a need for different shopping hubs within a given city. Belgrade serves as a good example. Retailers do not have just one flagship store, but several in different parts of the city. Apple's retail model is another example. Apple opens, let us say, five flagship stores in a major city, and they also use preferred retailers to create a network. We have all learned that e-commerce cannot exist without physical retail. We clearly recognize the need for reinvestment in physical retail, which is great for us. Like us, retailers are focused on experiences to motivate customers to make purchases, no matter what environment they find themselves in. When you offer added value like pleasure or emotion, the price of the goods becomes less important as a key decision factor. This is what we are all striving for. That is key to overcoming the challenges we are facing as a re-

sult of the general economic environment, as well as to coping with new distribution chains, such as e-commerce.

ACROSS: IN THE FUTURE, E-COMMERCE SALES WILL BE A MAJOR THEME FOR THE ENTIRE INDUSTRY. HOW ARE YOU DEALING WITH THAT ISSUE? WHAT DOES THAT MEAN FOR YOUR COMPANY AND YOUR CONTRACTS?

LIAGRE: We are still at the very beginning of the process. In the past, retailers thought they were on the right track by not including turnover generated by e-commerce. They have since returned, so we can now support them in their efforts to integrate e-commerce into their existing networks in the best possible way. We have just started to jointly brainstorm ways to find common answers. There is a conflict in terms of inventory, because we do not think there is any reason why inventory in the store should be used for e-commerce sales. That is a problem in terms of who actually owns that inventory, because shopping center visitors should have priority access to the best and broadest selection. A second point of discussion concerns margins. We believe that the margins should be nearly the same and that nearly the same revenue should be applied as a result. It is not easy, but we understand that we need to work together and find a common ground that is mutually beneficial.

ACROSS: BESIDES E-COMMERCE, ESG IS THE BIG CATCHPHRASE, ESPECIALLY IN EUROPE. HOW DO YOU VIEW THE "ESG TASK", AND WHAT HAS YOUR EXPERIENCE BEEN IN YOUR REGION? IS IT SIMPLY A B-2-B ISSUE, OR DO OTHER PARTIES NEED TO BE INVOLVED?

LIAGRE: In the past, we followed sustainable standards because it was sort of mandatory, but we had no idea why. Every building was certified as "LEED" or "BREEAM". Today, there is real meaning to it, and we are shifting from buildings to people, which is something we strongly believe in. We have recently received "WELL" certification, which stands for well-being. ESG is cascading. In the past, certifications were mainly for us or perhaps for investors, but they were just add-ons. Today, all stakeholders, including consumers, demand it. Following ESG standards makes tenants and customers recognize the quality of our buildings and our company. Furthermore, we are being pushed





along by our tenants. We signed an office lease with Microsoft a short time ago. Before signing the contract, they acknowledged our “WELL” certification, because it was a standard that they required. There is no difference in the retail sector. ESG is necessary for us, because it gives us access to more alternatives for responsible financing, which has become increasingly attractive. People have become more and more responsible citizens and shoppers. They choose places with which they share common values. For example: We are in the process of developing an urban farm on the roof of a shopping center. We are already producing solar energy, we have installed beehives, and we are working on reusing water. It is a global project that we communicate to different stakeholders in different ways. We believe that it will make a very big difference when we are talking about leasing processes or even visiting and purchasing processes. All of that occurs in addition to the execution of our corporate culture and corporate philosophy. However, we have to be proactive.

ACROSS: HOW DO YOU COMMUNICATE ESG TOPICS TO YOUR CUSTOMERS?

LIAGRE: Due to the fact that we are “WELL” certified, customers immediately know that we constantly carry out numerous tests as soon as they enter the shopping center. We test air quality and water quality, we monitor bacteria levels, and so on. Following the COVID-19 pandemic, we cannot simply invite people to visit our buildings without taking care of their well-being and informing them of the measures we are taking. That is why our business management policy puts the health and safety of the users and visitors of our buildings first. We also engage them via communication about, for example, the amount of water reused or solar energy generated at our facilities. Doing so helps ensure that customers want to participate in the process as they are part of our ecosystem, and we will only be able to move forward if we work together. Therefore, we believe that we also have an educational responsibility, which will inevitably lead to healthier environments for the communities formed around our assets.

MAXENCE LIAGRE – A FRENCHMAN IN BELGRADE

In the final year of his international MBA, Maxence Liagre embarked upon a world tour, and he has remained on the road ever since, traveling extensively for his work. Among other places, he has gained work experience in New York, Japan, India, Taiwan, Korea, and Vietnam. “That period triggered a kind of virus in me, and I wanted to spend more time abroad,” Liagre describes. His first major career move was to Turkey, where he developed some of the country’s first shopping centers. His extensive experience includes co-founding and co-managing the Bosphorus Real Estate Fund together with Merrill Lynch, working for the leading American shopping center company Simon Properties for 10 years, and founding Reval – his own real estate company, which went on to become a joint venture with international real estate company Sonae Sierra. Since 2020, he has served as CEO of MPC Properties, leading the company’s consolidation and future expansion course. He oversees all corporate activities, capital projects, operations, and resources of the company.





SERBIA TO BECOME THE CENTER OF THE EAST

The fact that MPC Properties has no vacancies in the retail and office sectors shows the demand that is present in the region. “Whenever a tenant has left one of our shopping centers, we have found a replacement well in advance,” says Liagre. All of that can be attributed to the still-growing economy in Serbia. Purchasing power has grown by 7%,

prompting international companies to enter the market (e.g., Microsoft). They are also attracted by skilled labor and high educational standards. In addition, foreign companies that previously operated in Ukraine and Russia are expected to relocate to Serbia. “Belgrade is still the hub for the region,” Liagre says, adding, “and the country is doing a lot to make itself more attractive; for example, it is investing a lot in infrastructure, such as the new airport.”

Macroeconomic Overview - Serbia	2019	2020	2021	Q1 2022
Average Net Salary (EUR)	466	511	560	613
Unemployment rate (%)***	11,2	9,7	11,0	10,6
Inflation	1,9	1,3	7,9	9,1
GDP per Capita (EUR)*	6 624	6 783	7 697	1 898
GDP Growth (%)	4,3	-0,9	7,4	4,4
Household monthly consumption (EUR)	606	624	655	694
Credit Rating**	BB+ / positive outlook BB+ / stable BB+ / stable BB+ / stable			

Source: Statistical Office of the Republic of Serbia, Ministry of Trade, Tourism and Telecommunications

* GDP per Capita for 2021 estimation

** Credit rating - Standard and Poor's, confirmed in December for each year; for H1 2022 confirmed in June 2022

*** Unemployment rate data are revised according to the new methodology of Labour Force Survey from 2021

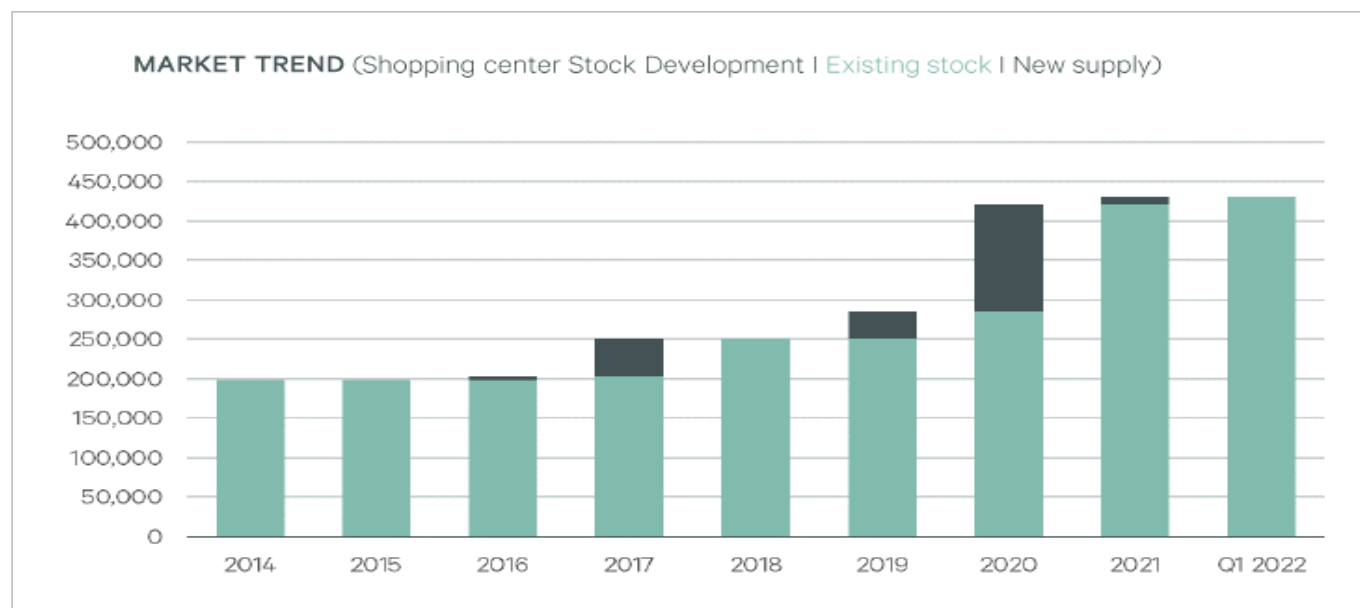
	2022e	2023e	2024e
	n/a	n/a	n/a
	9,9	9,7	9,5
	7,7	4,7	3,7
	8 718	9 769	10 834
	3,5	4,0	4,0
	n/a	n/a	n/a
	n/a	n/a	n/a

Source: IMF

Macroeconomic Overview - Belgrade	2019	2020	2021	Q1 2022
Average Net Salary (EUR)	578	632	699	771
Unemployment rate (%)*	8,4	7,7	8,8	8,6
Household monthly consumption (EUR)	635	655	688	725

Source: Statistical Office of the Republic of Serbia, Ministry of Trade, Tourism and Telecommunications

* Unemployment rate data are revised according to the new methodology of Labour Force Survey for 2021; Old methodology for 2019 and 2020

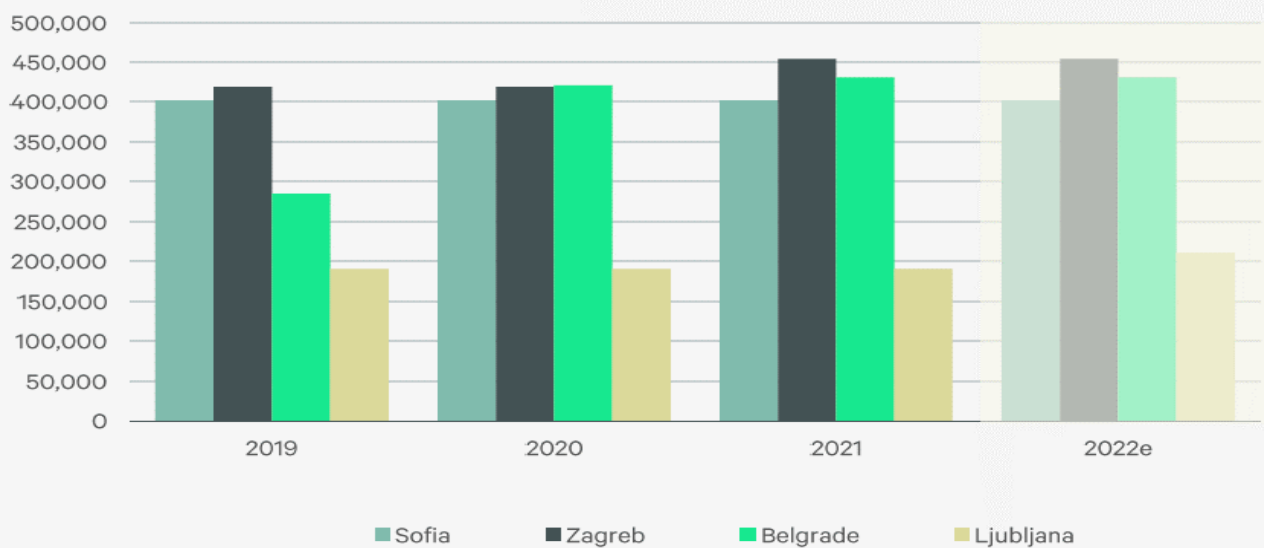


SOURCE: CBRE RESEARCH





Figure 7: Shopping centre evolution in SEE region



Source: CBRE, 2022



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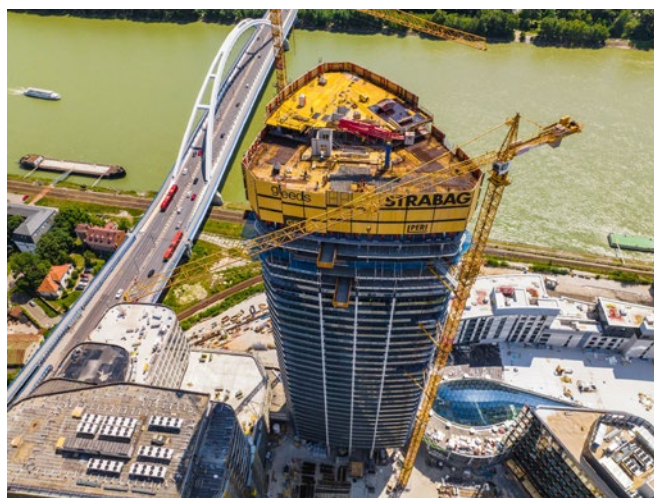
DEVELOPMENT UPDATE: BRATISLAVA'S EUROVEA II HEADING TO THE FINISH LINE

The construction of Eurovea's expansion is in full swing. The shopping mall will be opening in April 2023 in full size and in a new design. The project is a clear symbol and indicator for the ongoing mixed-use trend.



The development company J&T Real Estate has continued its implementation of the new Eurovea City neighborhood on the Danube embankment in the modern center of Bratislava, which is gradually expanding. As part of the expansion of the Eurovea project, not only will the popular shopping mall be expanding by next spring, ultimately offering over 85,000 sq m of shops, services, entertainment and gastronomy, but there will also be two new office buildings Pribinova X and Y and the Eurovea Riverside block of flats. The first Slovak residential skyscraper called Eurovea Tower will be a new landmark on the Bratislava skyline. It has already risen to a height of 41 of the total planned 45 floors.

The entire expansion of the Eurovea complex will require an investment of half a billion euros. The authors of the



IMAGES: J&T REAL ESTATE

Eurovea in progress: The project is a clear symbol and indicator for the ongoing mixed-use trend.





building design are the architects of the Slovak studio GFI, while the Barcelona city planner Beth Galí from the studio BB+GG Architects has shaped the public spaces. The Bratislava project is a clear symbol and indicator for the ongoing mixed-use trend.

MODERN SHOPPING MALL IS ATTRACTING NEW BRANDS

“Eurovea’s location, architecture, and multifunctional use will be complemented by a diverse tenant mix”, states Katarína Paule, Eurovea Leasing Manager. “In addition to a well-balanced range of stores for daily needs and services, brands that are unique will also be showcased.” The shopping mall that passes through the center of the neighborhood will be expanding by 25,000 sq m and attracting new brands to Bratislava. The magnet for visitors, the number of which Eurovea expects to increase to 65,000 a day, will for example be the store from Irish fashion chain Primark. It is entering Slovakia for the first time with the opening of the two-floor shop on an area of 3,360 sq m in the Eurovea shopping mall. Its arrival will be an event for the Slovak retail market, as Primark is one of those brands for which customers are normally willing to travel abroad.

The expansion of the mall will also enable the increase of the capacity of the multiplex cinema, which will expand with more screens, and it will introduce visitors to the new concept of dining in the modern open space food hall, which is being created in the new part of the shopping gallery and will replace the existing food court. The space for gastronomy will double to 3,700 sq m, where it will offer a total of 1,156 seats and 35 dining concepts to customers.

UNIQUE DESIGN INSPIRED BY BRATISLAVA

The centerpiece of the concept will be a plaza at the end of a new passage leading to the Apollo Bridge, where two outer plazas will be connected via an inner courtyard”, explains Ľuboš Kaštan, JTRE Project Manager. The new multimedia meeting place will be merging the shopping arcade and the outdoor area into one. The iconic, triangular glass roof, modeled after the tranquil flow of the Danube, will be retained, and will blend seamlessly into the new space. According to Jorge Morgadinho, the Director of Sonae Siera Development Services, the river was a source of inspi-



The complex is a new landmark for Bratislava.

IMAGES: JBT REAL ESTATE





ration for the Spanish architects who prepared the redesign of the existing mall and the appearance of the extension of the Eurovea shopping mall.

REFLECTING SUSTAINABILITY

Sustainability has long been an important part of this projects. “Eurovea and its expansion are part of the transformation of a former industrial area into a new city center and support the 15-minute city concept, meaning they help improve the sustainability of the entire city”, explains Ľuboš Kaštan. With its popular green promenade, Eurovea also incorporates the Danube into the life of the city and its residents.

FOLLOWING THE MIXED-USE TREND

At the same time as the expanded shopping center, the developer intends to complete two office buildings along the new Pribinova boulevard. The Pribinova X block, designed to meet the requirements of BREEAM Excellent certification, will offer 18,000 sq m of modern offices on 9 floors, green terraces and 500 sq m for shops and services directly on the building’s street level. The highest possible green building certificate, BREEAM Outstanding, will apply for the Pribinova Y project, which will bring 22,000 sq m of office space and 123 sq m of retail on 15 floors. Both buildings will be completed in the first half of 2023. In the first half of the year, the residential complex Eurovea will also expand its housing offer, which will be followed by the Riverside residential building that will complement the panorama of the urban development on the Danube embankment. It will offer 97 new flats on seven floors with an open view of the river.



IMAGES: JBT REAL ESTATE

Eurovea is in line with sustainable standards and industry trends.

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For a regional offer with local impact.

We are a strong partner for regional producers. In our product range, we place great emphasis on products from regional suppliers. Nationwide, we sell around 25,000 regional items from over 1,600 suppliers, which are marked on the shelf with a "regional heart". This guarantees that the products originate from the respective federal state. Items that come from within a 30-kilometre radius of the store are also marked with the production location.

The regional assortment not only offers our customers a wide range of products from producers in the region, but also creates regional jobs, protects the environment by reducing transport distances and supports German agriculture.

A current example: together with a regional farmer in Bavaria, we have opened one of the most modern and sustainable greenhouses in Germany. Here, strawberries, tomatoes and peppers are grown and harvested all year round on an area the size of 22 football pitches. Our focus is on resource-efficient and climate-friendly production.

Discover how Kaufland can also become a regional football anchor at your location. Simply go to realestate.kaufland.com or subscribe to our real estate newsletter at kaufland.de/immo-newsletter



NEINVER CONTINUES TO GROW IN EUROPE

The Style Outlets is expanding again with a new project under construction: Alpes The Style Outlets.



IMAGE: NEINVER



NEINVER, one of the leading outlet operators in Europe, continues to grow in the company's core business: the outlet sector. This time via the development of a project in France, its second in the country, which will be located near the Swiss border, close to Geneva and next to key tourist destinations.

The growing demand for outlet shopping and the continued resilience of the outlet sector reiterates NEINVER's commitment to this new centre. This project will bolster the company's retail position in a strategic market for the company, adding 20,400 sq m of GLA to the current 496,000 sq m GLA European portfolio under management.

Works are moving ahead on schedule, with groundworks almost completed and utility infrastructure works also ad-

vancing. Thanks to this new outlet center, NEINVER will provide the Alps region with a unique opportunity for brands to further grow their business and increase the leisure offering in the area with a carefully curated mix of fashion, lifestyle and gastronomy.

Location is crucial to gain access to key factors such as population, purchasing power, accessibility and tourism potential and Alpes The Style Outlet has it all. It will further consolidate the retail offering for the million tourists expected every year in the region and the growing population of the Greater Geneva area, one of the most affluent regions in Europe and currently seeing considerable population growth.





NESTLED INTO THE LOCAL LANDSCAPE

The center will provide customers with a comfortable and enjoyable all-year-round shopping experience: an exclusive retail mix of sought-after international and renowned national brands, over 90 boutiques, as well as restaurants providing both local and international cuisine. Given its location in the heart of the mountains, the sports and leisure brands offer will be significant. Nestled into the local landscape it will feature an "Alpine village" design, with chalet-style shops and be constructed of natural materials such as wood and stone to provide a contemporary look and feel.

NEINVER, investor, developer and operator of this project, will bring the exceptional The Style Outlets shopping experience to the region: a compelling retail mix, an appealing and inviting ambience, amenities and services that will ensure a relaxing day-out, all of which will provide much more than just shopping.

Located just 25 minutes from Geneva, the scheme offers easy access and is highly visible, given that it fronts on to the A-40 motorway, a key main road between France and Switzerland, as well as to popular winter destinations. It will also be easily accessible by high-speed train thanks to the Paris to Geneva connection, with a TGV station located just 5 minutes from the future centre.



IMAGE: NEINVER

STRICTEST ENVIRONMENTAL STANDARDS

Alpes The Style Outlets is being developed in line with the strictest environmental standards and will ensure that the local landscape and biodiversity are preserved. Besides BREEAM certifications, there is also an ambitious €2 million investment plan to protect and develop local species. NEINVER will work with local environmental associations and agencies to implement this ambitious plan, both during the construction phase and when the centre is open to the public.





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EUROPE'S BEST MIXED-USE SCHEMES IN DEVELOPMENT

Developers have increasingly focused on mixed use retail developments for their new estate projects and the redevelopment of urban schemes. Consumers behavior and desires have changed, and they seek different work, leisure and shopping places in post-pandemic times.



In a detailed white paper the authors of MAPIC Blog “Beyond Retail Industry” ask how the next generation of mixed-use retail will look like. The authors state: Leisure, food & beverage, office space, co-working, residential, healthcare, wellbeing and logistics are all transforming the face of mixed use retail destinations and lifestyle centers, with the latest mixed use schemes aiming to fulfil a wide range of visitor needs and meet lifestyle requirements that, especially over the past 12 months, have focused on local neighborhoods.

Successful development in the retail sector has always been about helping customers stay ahead of the trends but the latest mixed use retail development projects are now evolving at pace, with different uses helping offset some of the risks around the longer-term trends in retail space, while combining the right mixed-use elements can create a halo effect, improving revenue right across a scheme.

Two of the most significant game-changers of recent years have arguably been the evolution of food and beverage (F&B) outlets, a defining factor in driving footfall in a world where many conventional transactions have shifted online, and the rise in all forms of leisure and entertainment.

Right across Europe, the US and indeed the world, F&B has become one of the most significant factors driving new schemes and shaping the way refurbishments are executed. And if F&B was the early mover in shopping center transformation, leisure has arguably become the latest big thing, with multi-generational attractions.

Technology can also play a part in creating stand-out retail destinations, while mixed use developments are popular

with retailers because they encourage dwell and bring people into an urban development for a variety of reasons.

The emergence of blended-living solutions, including mixed use residential and retail development, right across the real estate industry is also ensuring that the idea of combining work, living and leisure time in one location becomes the new norm. Co-working, the other huge commercial property trend, has also found its way into the world of retail. The search for other complementary elements has also renewed faith in hotel anchors for mixed used schemes, with this asset class independently proving risk averse in times of economic uncertainty.

In addition, there is growing evidence of the growth of medical centers, dentists and other health specialists as shopping center tenants, reinforcing the daily-use trend. Diversification for commercial mixed use facilities and retail shopping centers also makes a lot of commercial sense in uncertain economic times.

READ MORE: ACROSS ESPECIALLY RECOMMENDS THE MAPIC-WHITE PAPER “MIXED USE RETAIL: WHAT HAPPENS NEXT” WITH EXCELLENT CASE STUDIES AND THE ROLE TECHNOLOGY PLAYS IN CREATING STAND-OUT RETAIL DESTINATIONS:

<https://www.beyondretailindustry.com/mixed-use/>



OUTSTANDING EUROPEAN PROJECTS

“With the evolution of retail in a post-pandemic world, investors and developers are looking at growing long-term value and need to ensure the right mix of ground floor uses to secure the long-term success of the upper floors within mixed use destinations” – Thomas Rose, Co-Founder at P-Three takes a look for the MAPIC Blog “Beyond Retail Industry” at some of the most promising European mixed-use schemes in development.

HAFENCITY, HAMBURG

DEVELOPER: UNIBAIL-RODAMCO-WESTFIELD / VARIOUS

“At around 2,500,000 sq m of development, HafenCity is one of the largest urban mixed-use projects in Europe and one of the key components will be the new Westfield Hamburg-Überseequartier which itself is 80,500 sq m of retail, leisure and restaurant space, opening in 2023,” says Rose.

Westfield Hamburg-Überseequartier is a mixed-use urban district with flexible offices with views over HafenCity and the harbour, modern apartments with direct access to the waterfront, three hotels, and a 200-store shopping center offering the best local and international brands together with a wide range of services and digital innovations, for an enhanced customer journey. The largest city-center project in Europe, it encompasses a culture, leisure, entertainment and dining offer, 10-screen cinema, beauty and wellness centers, international and local restaurants, bars and cafes and entertainment technology.



IMAGE: URW

BATTERSEA POWER STATION, LONDON

DEVELOPER: BATTERSEA POWER STATION DEVELOPMENT COMPANY

“Many will know the iconic Battersea Power Station – immortalized on the cover of a Pink Floyd album – and its first phase of development, Circus West Village, which is largely residential with some commercial and retail space,” says Rose. “But the main action starts in September 2022 with the opening of the former Power Station building and the Electric Boulevard. This part of the development totals around 54,000 sq m of office space, 795 apartments, over 130 shops and restaurants, an incredible foodhall in addition to cultural attractions and what is sure to be one of London’s hottest tourist attractions – the glazed chimney lift. Without doubt one of the most complex mixed-use schemes in Europe, the combination of historic building features, internationally recognized architecture and huge public outdoor spaces right beside the River Thames will undoubtedly be a huge success. With another four phases yet to be developed, the future is looking exciting for the project.



IMAGE: BPS





OLYMPIA, LONDON DEVELOPER: YOO CAPITAL

“Olympia London has been an iconic exhibition venue for over 135 years and now developer Yoo Capital is planning an ambitious culture-led expansion of the asset,” says Rose. “Designed by SPPARC and Heatherwick Studio the masterplan includes Hyatt delivering a luxury lifestyle hotel with 204 rooms alongside a Citizen M hotel with 146 rooms. A 4,400-capacity live music venue built on top of the existing West exhibition hall will be run by AEG Presents while Trafalgar Entertainment will run a 1,575-seat theatre – the largest new permanent theatre of its kind to open in London since 1976. Visitors will also be able to enjoy 20+ cafes, bars and restaurants in a beautiful sky garden with views across London and 2.4 acres of pedestrianised public space. A truly culture led destination beckons”.



IMAGE: YOO CAPITAL

ASM Global has been appointed to run operations at Olympia London exhibition halls, including concerts and other live entertainment shows as well as conferences above the exhibition hall at the 1.55 billion Olympia London development. The new facility is expected to open in 2024. Meanwhile, Trafalgar Entertainment has taken on a 70-year lease to run a 1,575-seat theatre in the complex. Formed by the merger of AEG Facilities and SMG in 2019, ASM Global operates 325 venues worldwide including in the UK the OVO Arena Wembley, Utilita Arena Newcastle, Aberdeen’s P&J Live and Bonus Arena Hull.

GARE MARITIME, BRUSSELS DEVELOPER: NEXTENSA

Gare Maritime consists of the repurposing a former rail freight terminal to create 30,000 sq m workspace, 10,000 sq m retail space, 2,500 sq m foodhall space alongside a significant amount of public and events space. The former freight terminal is the centerpiece of the wider Tour & Taxi development and a focus has been placed on restoring original features alongside new architecture – the developer has created 12 pavilions from 10,000 cubic metres of timber making it one of Europe’s largest cross-laminated timber (CLT) projects. The combination of shopping, work, leisure activities, eating and drinking, and public events across a heritage building with strong sustainability credentials makes this scheme stand out in Brussels.

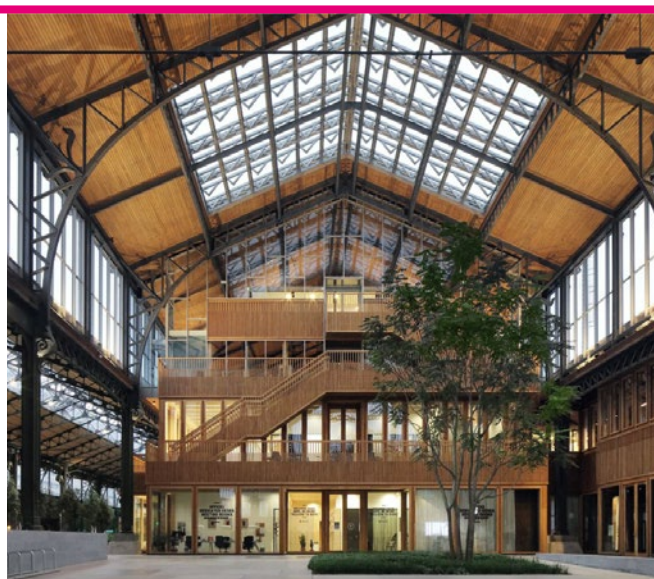


IMAGE: NEXTENSA





EUROPACITY, BERLIN

DEVELOPER: VARIOUS

“The scheme can only be described as a city within a city given its urban scale; set around Heidestrasse, just north of Berlin’s Hauptbahnhof central train station,” says Rose. “The masterplan, conceived in 2005, is due for completion by 2030 and brings together a range of private developers into the ‘Europacity Association of Developers’ which was founded in 2017 to deliver a mix of office, residential, restaurant, retail and leisure uses across 61 hectares and will house 16,500 office workers and 3,000 new apartments in the very heart of Berlin. The scheme already includes the iconic The Cube building”, explains Rose.



IMAGE: MAPIC

A new center for Berlin: The Europacity project area, which spans some 60ha, links directly to Berlin’s main station. The aim of the development is to establish a thriving, mixed-use quarter of high quality urban space very close to the Charité university hospital, the seat of government, the main station and the Hamburger Bahnhof cultural facility. Berlin will gain a new center with a distinctive urban cityscape – residential, work, culture and leisure – will combine to form a lively city district with Heidestrasse as its central thoroughfare. The area will be connected to its neighbouring districts by means of a pedestrian-friendly network of roads and attractive public spaces and green areas.

NORBLIN FACTORY, WARSAW

DEVELOPER: CAPITAL PARK GROUP

The Norblin Factory was purchased in 2008 by Capital Park Group and the majority completed in 2021. The space is not fully open. It covers a total area of over 65,000 sq m, including 41,000 sq m of modern A+ class offices and 24,000 sq m adapted for entertainment, culture, food, retail, and service space. The complex includes boutique cinema KinoGram, Poland’s first market with certified organic products BioBazar, and the largest foodcourt in Warsaw Food Town. The Norblin Factory is home to a Buqiet flower shop, a YES jewellery store, an Alkohole wiata shop, the Tashka publishing house which also operates the Norblin Factory Museum, a Sirene Eyewear store, and the atmospheric Piano Bar. New outlets opening or opened this year include the Apple Museum Poland, Poland’s first fully digital art gallery ART BOX Experience, the craft beer bar UWAGA Piwo, the restaurants Soul on the grill, Paradiso and Blue Cactus, a Bang & Olufsen store, the Manufaktura Wi ni, and a W. Kruk jewellery store. The complex will house a modern OrangeTheory Fitness club, the newonce.media Group, a SuperPharm drug-store and pharmacy, a Paris Optique store, as well as a Medicover Stomatologia dental care center.



IMAGE: CAPITAL PARK GROUP





NORDHAVN, COPENHAGEN DEVELOPER: VARIOUS

“Sustainability sits at the core of this development which is based on the ‘5-minute city’ model and designed around a former cargo ship port,” says Rose. “Over a 40-year period the development will provide homes for 40,000 people and office space for another 40,000. Water is a key feature with canals and the river criss-crossing the scheme and a network of green areas linking to the new metro stations. Retail and restaurant space is key to enlivening the project and adds to the tourism hotspots of Copenhagen. Culture and the arts are key cornerstones of the development with established uses such as cinemas already open and the innovative uses set within a former factory including a huge performance arts venue with maker studios and other cultural uses.”

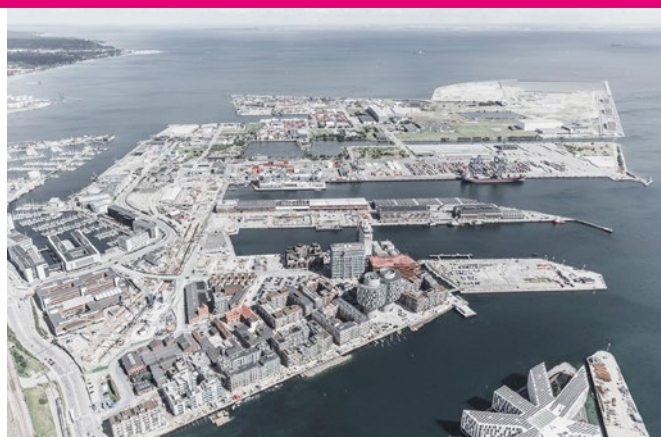


IMAGE: NORDHAVN

Scandinavia’s largest and most ambitious urban development project to date, vacant industrial buildings and land are being transformed into a new sustainable urban district with a pedestrian- and bike friendly infrastructure. Conceived to meet Copenhagen’s future need for housing, work began on the industrial area of Nordhavn in 2009 and buildings like The Silo, Kanonhuset, Havnehuset and Frihavnstårnet now house residents, while businesses occupy dynamic structures like Portland Towers, converted twin cement silos whose cladding echoes the Øresund sound’s tones. Redeveloped warehouses and new buildings blend styles, sizes and heights on fragmented, small-scale plots. All this is criss-crossed by new canals showing Nordhavn’s connection to the water as well as a planned marina. Buildings and the area’s energy supply are environmentally friendly. Greenery is used creatively, as residential roofs are carpeted with plants and at the playground-topped car park Konditaget Lüders. A ‘five-minute city’ of small hops between housing, work, day care, transport, recreation and shopping amenities, Nordhavn actively champions journeys on foot, bike or public transport. New initiatives include two Metro stations which opened in 2020 and a ‘super bikeway’ to the city.

THIS ARTICLE WAS CREATED IN COOPERATION WITH MAPIC 2022. MAIN SOURCE IS THE MIXED-USE-SECTION OF THE BLOG “BEYOND RETAIL INDUSTRY, POWERED BY MAPIC EVENTS”:

<https://www.beyondretailindustry.com/>



MAPIC 2022

RETAIL REAL ESTATE



Beyond Retail Industry, powered by MAPIC events, delivers expert insights on the key trends shaping the retail real estate, restaurant and leisure industries today, with exclusive analysis & trends from experts and professionals. For more expert insights from industry leader and white papers.

MAPIC 2022 will take place from Tuesday November 29th to Thursday December 1st at the Palais des Festivals in Cannes, France. A reinvented event that will present a wide

display of initiatives to proactively embrace the transformation in the retail real estate industry: a New Retail village at the heart of the event, 2nd edition of LeisurUp, The Happtite Forum and the MAPIC Innovation Forum. This new edition of the event will also offer a series of keynote sessions as well as a major Workshop on sustainability as these initiatives are intended to shed light on how to ensure the long-term sustainability of an existing or new project.



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NEWLY DESIGNED EUROPEAN SOLAL MARKETING AWARDS 2022

Europe's retail property sector was disproportionately impacted by the pandemic, pushing its marketing efforts to be more innovative than ever. The Solal Awards, launched by ECSP, recognizes marketing excellence in retail and leisure destinations right across the continent. The Solal Awards are now open for submissions.



The last few years have been more challenging than anyone can remember with fundamental changes to our businesses within the placemaking industry and among customers. But: Marketing managers are a resilient bunch, as well as being famously creative, so it should be no surprise that the adversity of the pandemic also acted as a positive catalyst for marketing teams at retail shopping destinations across Europe. We've seen many imaginative responses to the challenges of communicating with customers during these difficult times. Therefore, the re-launch of the European Solal Marketing Awards by the European Council of Shopping Places (ESPC) gives an opportunity to present and also to celebrate this ground-breaking work.

The 2022 European Solal Marketing Awards is the leading awards programme recognizing marketing excellence in retail and leisure destinations right across Europe. Despite the challenges over the last few years the Awards want to reward the brilliantly innovative campaigns that have continued to set new standards of innovation for the industry. For companies this is the change to showcase their very best work and be judged by experts from right around the world. ACROSS is a main media partner of the SOLAL Awards 2022.

ABOUT THE AWARDS

Since the 1980's, the Solal Awards have built a huge level of kudos within the destination marketing industry, thanks largely to the rigorous judging by leading industry experts. They do not celebrate "daily jobs" with the shopping center industry. So, the subject of the entry really does need



ECSP is re-launching the prestigious Solal Awards which recognize the very best marketing initiatives in the destination sector across Europe

to be exceptional to stand out. Companies should ask: Is the idea innovative? Do the results exceed expectations? Could the entry inspire the industry? If the answer is consistently yes, then you should certainly consider entering this year. The Solals are not about big centers with large budgets or just one winner – the awards are about excellent and innovative project and therefore there can be more than one winner in each category.

THE JUDGES

The judging panel is formed of over 20 leading marketing professionals from across Europe. Entries are scored against specific criteria and each application will be judged multiple times to ensure a balanced score. Judges will not





review entries from their own companies or projects where there could be a conflict of interest.

HOW TO ENTER

All details can be found on ECSP's website and submissions must be made online. Entries are welcome from any European country for the ten categories created. The awards page prepares all the information. While the Solal's usually recognise projects undertaken in the last 12 months, eligibility this year will be different with an entry

period covering activities between 1 May 2019 and 1 June 2022. The deadline to apply is the 5th September.

KEY FACTS OF THE SOLAL AWARDS

IMPORTANT DATES

- Entries can cover activities between – 1st May 2019 to 1st June 2022
- Entry deadline – 5th September 2022, 17.30 CET
- Awards announced – Mid October 2022

AWARD CATEGORIES	
STRATEGIC MARKETING	A big campaign idea using multiple marketing channels.
TACTICAL ACTIVATION	Campaigns and activities designed primarily to generate footfall or sales within the mall.
GRAND OPENING/EXPANSION/REFURBISHMENT	The marketing of the opening of a new centre, or the re-launch of an existing scheme.
CORPORATE SOCIAL RESPONSIBILITY	Campaigns or projects which aim to benefit the centre's catchment area or local community.
PUBLIC RELATIONS	Campaigns centred around the communication of key messages in the media, human interest stories and crisis management comms.
BRAND & TENANT PARTNERSHIPS	Rewarding relationships between tenants, third party brands and sponsorships which have achieved positive marketing results.
CUSTOMER SERVICES	Campaigns and initiatives involving in customer service and guest experience.
EMERGING TECHNOLOGY	Projects which have technology at the heart of the programme.
OVERCOMING ADVERSITY – NEW CATEGORY	A new award celebrating centres which have positively tackled a crisis situation, such as the Covid pandemic or the Ukraine war.
BUSINESS-TO-BUSINESS	Campaigns targeting a business audience to raise the profile of assets and leasing opportunities.





IMAGE: ECSP/SOLAL AWARDS

It is the moment to look back over your successful campaigns since 2019 and showcase the incredible work companies have created.



Who can enter?

Shopping centre management and marketing teams, managing agents, asset managers, developers and owners. Marketing agencies can enter if supported by the asset owner/manager. Membership of ECSP is encouraged but not essential. Entries are welcome from individual centres but can also include joint applications covering a portfolio of locations or company-wide projects.

Eligibility

The majority of the project must have been implemented between May 2019 and April 2022. Multiple entries for the same initiative are not permitted. Previous entries are ineligible.

Entry Fee

€399 per entry (discounted for 2022 from the normal €575). The entry fee must be received by credit card by Monday, 5th September.



IMAGE: ECSP/SOLAL AWARDS

The Solal Marketing Awards recognise innovation, excellence and successful marketing performance across European retail and leisure destinations.

Language

All applications must be submitted in English with costs shown in Euros.

How to submit

First, register for a user name and password at www.ecsp.eu/awards and follow the easy steps to upload your entry.

Award Presentation

The winners will be announced in mid October. A live celebration of winners will happen again in 2023.

ALL DETAILS CAN BE FOUND ON: ECSP'S WEBSITE :

<https://ecsp.secure-platform.com/solal>

OR AWARDS PAGE :

<https://cdn.filestackcontent.com/yUVv5XNRAeLZrbKaieIE?ECSP%20Competition%20Rules%20updated%20170622.pdf>



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FROM RIVALS TO FRIENDS: OUTLETS AS NEW OPTIONS FOR SHOPPING CENTERS?

TOPICS:

- Do outlet centers continue to prove their resilience?
- Big movements in the outlet industry:
transformation and hybrid models
- Wolfsburg: success story of outlet and city center for 15 years
- Existing and upcoming types of city outlets
- Do brands need more outlet centers?

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PROPTech SOLUTION ENABLES EASIER AND FASTER SALES REPORTING ACROSS RETAIL REAL ESTATE SECTOR

Retail property owners and managers across Europe are removing friction from the process of collecting tenants' turnover data by using Chainels, the tenant experience app.

BY LAUREN GRIECO & LAURENCE BACHELLERIE



At MAPIC 2022, Chainels will be showcasing its Turnover Reporting module. Used by retail destinations across Europe to facilitate and improve relationships between tenants and landlords or property managers. The module removes the pain points of collecting turnover data while offering key insights into tenants' performance to landlords. A digital platform, Chainels combines all essential communication, workflows, services and amenities in one. Property owners and managers of multi-tenant properties such as shopping centres and mixed-use destinations use Chainels to communicate with all tenants, service providers and other stakeholders within their assets and thereby improve tenant engagement. Developed three years ago, the Turnover Reporting module is now utilised and trusted by over 80% of Chainels' customers which employ

a turnover rent model including Shaftesbury plc, Multi Corporation, Atrium European Real Estate, EPP, Wereldhave and Klépierre.

REPORTING THE OLD-FASHIONED WAY

Traditionally, the process of submitting and collecting turnover data is time-intensive for both the tenant and the property manager or owner. Tenants provide performance data in a variety of formats and landlords or property managers have to manually export the data – usually into spreadsheets – which are then imported into their own financial or invoicing systems. This may come in addition to owners and managers having to send tenants reminders or even chase the data if it's not provided in time.





The screenshot shows the Chainels web application. The browser address bar displays 'chainels.com'. The page header includes the Chainels logo, the location 'Darjeeling District - Rotterdam', and 'Adidas - Stationsplein 45'. A sidebar on the left contains navigation links: Home, Messages, Members, Services, Statistics, Files, Management, Highlighted Services, Football, Issue reporting, and Turnover reporting (which is highlighted). The main content area is titled 'History' and contains a table with the following data:

<input type="checkbox"/>	Period	Status	Turnover	Trend	Scheme	Reported by
<input type="checkbox"/>	July July 2022	Open 9h left until deadline 07/08/2022	-	-	Monthly turnover	Layla Harris 0675829008
<input type="checkbox"/>	June June 2022	Missed deadline Contact Sea Point Mail to report its turnover.	-	-	Monthly turnover	Layla Harris 0675829008
<input type="checkbox"/>	May May 2022	Reported	€98,219.75	2% ↑	Monthly turnover	Layla Harris 0675829008
<input type="checkbox"/>	April April 2022	Reported	€96,467.17	0% ↑	Monthly turnover	Layla Harris 0675829008
<input type="checkbox"/>	March March 2022	Reported	€96,059.21	1% ↑	Monthly turnover	Layla Harris 0675829008
<input type="checkbox"/>	February February 2022	Reported	€95,349.52	-15% ↓	Monthly turnover	Layla Harris 0675829008
<input type="checkbox"/>	January January 2022	Resolved	€112,217.01	6% ↑	Monthly turnover	Layla Harris 0675829008

Below the table, there is a pagination bar showing 'Page 1 of 2 (Total: 65 rows)' and a 'Per page' dropdown set to 50. A red 'Export to csv' button is located at the bottom left of the table area.

To request turnover data from tenants, landlords typically employ a mandatory workflow. When a retailer is busy with their business activities and is receiving many reminders and phone calls from property management companies to send their turnover information, friction between tenants and landlords can be created. Generally, landlords find this process of collecting performance data to be slow and difficult. If they don't know how their tenant is performing, then the turnover-adjusted rent invoice can't be adjusted in time. Fortunately, there are better solutions than manually chasing tenants for their data.

Before deploying Chainels our clients did not have one consistent way of collecting turnover data from tenants. Some tenants provided it via hard copy reports, sending them either by post or physically bringing them to our customers' offices to deliver them in person. Others were sending their data by email which often led to the reports

landing in the inboxes of recently-departed employees. In addition, internal management's transcription of data from paper or emails to the preferred format resulted in frequent errors, and the necessary corrections were not always made across all data sources. Adrianna Modzelewska, Atrium European Real Estate's Operations Specialist and Project Manager for Atrium Connect – the white-labelled version of Chainels' platform – explains having a well-functioning module for collecting turnover data was a key functionality when Atrium was selecting a partner to introduce a tenant communication application. Previously, Atrium experienced the collection of turnover data to be a disjointed and time-consuming process, although very important in terms of analysing the shopping centre's performance or accounting for rent on turnover. Due to these factors, Atrium too was very keen to streamline the process as well as reduce data errors.





WHEN TURNOVER REPORTING MEETS THE FUTURE

Chainels' Turnover Reporting module makes the submission and collection of turnover data a frictionless process through its Smart Performance Reporting and Integrated Reminder features. Tenants enter their sales data by the deadline previously agreed with the owner or manager. Data can be collected on a predefined frequency such as daily, weekly, monthly, quarterly and yearly as well as a combination of these intervals. Automatic reminders – whose timing and frequency are fully configurable – are set

in advance and are only sent to those tenants who haven't submitted their store's turnover yet. Previously at Atrium, Adrianna Modzelewska explains: "The most onerous task was writing and phoning tenants every month to remind them to send in the report. Even though the reports are cyclical, many people forgot about them or put them off. Thanks to automatic notifications, the number of such reminder emails or phone calls has been reduced to a maximum of a few per month. It also happens that we collect 100% of the data without additional reminders." Once the data is entered by tenants into the Turnover Reporting module, the data is automatically pulled into the owner's financial or invoicing system through Chainels' API.

Up next

Period	Status	Turnover	Trend	Scheme
July July 2022	Open 9h left until deadline 07/08/2022	-	4% ↑	Monthly turnover
June June 2022	Missed deadline Contact Sea Point Mall to report its turnover.	-	4% ↑	Monthly turnover
May May 2022	Reported	€111,868.82	8% ↑	Monthly turnover





Our clients view the module as a single point of collection as well as a single source of data. The data never ends up in outdated mailboxes or with unauthorised individuals. In addition, information such as who reported the data, when it was reported, and whether it was modified after the initial reporting can be easily viewed. At each of Atrium's shopping centres, the individual responsible for collecting turnover reports saw a savings of at least four hours per month, and a few more hours are saved by the analysts at the head office due to the better quality and control of the data. Atrium now experiences "around 80-90% of tenants report their turnover before the deadline. As a result, the organisation knows the results and prepares turnover reports much earlier."

THE BENEFITS FOR BOTH LANDLORDS AND TENANTS

Through Chainels' Turnover Reporting module, owners receive the sales and performance data they need to determine the rent and to invoice their tenants. Landlords can also request additional performance KPIs such as footfall, energy

usage, basket size, per product group sales and online vs of-line sales to better understand overall performance and trends. In addition to turnover figures, owners can also receive qualitative data from tenants to explain sales results for the period they're reporting on. With an open comment field, tenants can add relevant information to their report which can yield interesting insights. This could be an event having taken place in the store and having resulted in increased sales, information which helps a centre plan its marketing activities for the upcoming year. External factors having had a negative impact on footfall such as roadworks preventing customers from visiting the store can also be correlated.

Our customers have observed that many tenants report turnover as soon as the month ends or after the system sends the first reminder. Previously, a leasing manager or analyst had to wait until the person responsible for collecting turnover typed the data into the correct table, and they usually took on this task after most reports had been collected. Now all of our customers' authorised employees have access to the turnover in real time and they can see it as soon as it is reported by the tenant.

Send reminder

Start date

01/01/2022

Reminder

Days Hours Minutes

5 00 00

After each

Month

Save

Notification overview | Notification settings

Notifications (1)

Reminder: Report the turnover for July 2022 before 07/08/2022, 00:00

5m ago @Sea Point Mall





“Our platform and its turnover reporting module offer complete flexibility to property owners and managers, while making the tenant’s job easier,” said Sander Verseput, co-founder, COO and CFO at Chainels. “Added to our platform three years ago to respond to the needs of our customers using a turnover rent model, it is now also used by owners to collect valuable insights into their tenants’ performance and guide business decisions. It has also proved invaluable during the Covid pandemic, to help owners and tenants negotiate viable rents. We believe more and more owners will realise the benefits of such a solution to better engage with their tenants, and we look forward to showcasing it at MAPIC 2022.”

A MODULE WHICH FLEXES

To increase the Turnover Reporting module’s flexibility for all real estate organisations with retail as well as food and

beverage establishments, Chainels added many more configuration options to the smart performance reporting schemes and the reminder system. A company can now request turnover figures on a yearly basis by monthly values or a quarterly turnover by weekly values. In relation to that, all leasing managers are able to set flexible reminders and deadlines based on the contractually agreed turnover rent model with the tenant and the corresponding schedules or simply tailored their own preference. As a leasing or shopping centre manager, extra performance KPIs can be easily added to the form. Create custom forms with additional fields relevant to the organisation's goals to enrich its database and find valuable interrelationships. Leasing or shopping centre manager can also segment tenants into groups – for example, per type of shop or reporting scheme – and customise the periodic turnover reporting conditions.

July 2022

July

9h left until deadline 07/08/22 - 23:59

Report

Turnover July 2022

Turnover

€ 104.561,12

Footfall

11,5921

Comment

↶ ↷ Bold Italic ↵

0 / 10000

Report





SENSITIVE DATA REMAINS SECURE

A community in Chainels is always a closed, internal group, and users can only access a community when they have been invited to set up an account by an administrator. Besides that, there are several authorisation levels. The administrator needs to give individuals explicit permission to access the Turnover Reporting module. Authorisation is never given by default.

On the end user side, there is also built-in security. Tenants need to be configured to a certain turnover scheme, so it is not the case that tenants can access the data of their neighbouring tenants. If a tenant wants to access their turnover reporting portal they have to go through a two-step authorisation and verification. They need to re-enter their password on their desktop or re-enter their biometric data on their phone. Real estate organisations can also make it mandatory for users to authenticate themselves via

two-factor authentication (2FA), which is again an extra layer of security.

Chainels performs internal and external audits as well as regularly executes 'penetration tests' where external hackers actively try to access the system and find vulnerabilities to be fixed before a real hacker can discover them. These security-driven procedures are employed regularly to ensure security for all of our clients using Chainels.

Companies can rely on the Turnover Reporting module to gather store performance data from their tenants in an efficient and timely manner. Chainels helps property teams to transform their way of working, improve response times and upgrade the quality of data, all while saving up to 1000 hours per year on a portfolio.





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We provide a full range of real estate services that includes in-house redevelopment skills to ensure assets are optimally positioned to drive value.

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MPC PROPERTIES BUILDINGS RECEIVED THE MOST PRESTIGIOUS CERTIFICATE

MPC Properties is the first company in Serbia to receive the "WELL Health-Safety" certificate for a portfolio of eight business and retail assets awarded by the International WELL Building Institute (IWBI).



IMAGES: MPC PROPERTIES



Possession of the "WELL Health-Safety" certificate is a confirmation by an independent institution, which awards it to all new and existing buildings that, in their operational management policies, apply all the necessary standards of maintenance, involvement of relevant parties and implementation of contingency plans to ensure safe, healthy and secure environment for all users, which is especially important considering the current situation with the covid-19 pandemic.

The buildings that are part of the MPC Properties portfolio and which received this globally significant certificate are: UŠĆE Shopping Centre, BEO Shopping Centre, Mercator Centre Belgrade, Immo Outlet Centre, as well as the business centres UŠĆE Tower One and Tower Two and Navigator Business Centres 1 and 2.

„We are proud that we have the opportunity to bring the best world practices to this market and that we are the first company in Serbia that received the prestigious “WELL Health-Safety” certificate for its portfolio, which contributes to a healthier future for everyone. Our policy of business management puts the health and safety of users and visitors of our buildings on first place, because their satisfaction is the basis of our business. Therefore, it is extremely important to us that the quality of our buildings and the safety of staying in them, as well as the comfort they provide, are at the highest possible level. This certificate is only a confirmation of the vision to create a healthier environment for the community formed around our assets”, said CEO of MPC Properties Maxence Liagre.





„Thanks to companies like MPC Properties, which are, first and foremost, committed to ensuring a safe and healthy environment for their users, the popularization and growing importance of this certification worldwide is also being contributed to. This is a very significant and important achievement for a business system, and I would like to congratulate MPC for making a significant contribution to better buildings and the very environments in which they operate,” said Rachel Hodgdon, CEO of IWBI (the International WELL Building Institute).

Certificates are important because the quality of the asset is improved through the very process of their implementation, and optimal comfort of the space is achieved with an adequate selection of equipment and the correct mode of operation of the technical systems, which additionally contributes to reducing the consumption of electrical energy and water, reducing the harmful impact on the environment, reducing the emission of harmful gases, reducing waste and protecting watercourses, but also ensures a healthy environment for employees and users of facilities. All this contributes in a chain manner to the preservation of collective health, but also sets an example for professionals and the general public about the importance and benefits of applied green construction.

“As a Belgrader I am proud on having these projects in our city, showing leadership with implementation of this worldwide tendency on wellbeing within the buildings. I loved working on this project with MPC Properties team, and we are all fond of this project particular because of its care for the community and users of the buildings, needed more than ever before”, pointed Marija Golubovi, ENERGO Partner, IWBI (International WELL Building institute) Research advisor.

The “WELL Health-Safety” certificate was created to empower and motivate owners of large and small companies to take all necessary steps to ensure the implementation of the highest health and safety standards and protocols for their buildings, users and all system participants. The importance of this certificate is also confirmed by the fact that it has been applied in facilities in more than 80 countries of the world, as well as that the subject itself has already involved over 16,000 people from 97 countries, who are dedicated and engaged in WELL certification and in ensuring the highest level of quality of stay in closed buildings.



MEC LEASES OVER 80,000 SQ M IN THE FIRST HALF OF 2022

Increase in Rental performance increased by almost 50 percent while former Real spaces successfully upgraded with new anchor tenants. The new Globus in the Bethanien Center in Neubrandenburg is a magnet for customers.



IMAGE: MEC

With Kaufland, a strong anchor tenant moved into the T.E.C. Erfurt one. This makes it one of many retail spaces that MEC has successfully let in the first half of 2022.



Successful start to the rental business in 2022: MEC, the retail property specialist and national market leader for the operation of retail parks, concluded a total of over 100 new and follow-up rental agreements with a total area of over 80,000m in the past six months. The contractual partners include Aldi, Rewe, Edeka, B.O.C., Smiths Toys, Takko, Jeans Fritz, Thalia and Deichmann. Most of the space is due to the re-letting of former Real branches. In the past six months, well-known food retailers such as Kaufland and Globus have opened a total of eight retail locations operated by the MEC – for example in the T.E.C. Erfurt or Ostsee Park Rostock. On July 14, 2022, Globus was launched at the Bethanien Center in Neubrandenburg. With 14,000 market visitors within the first three days after opening, the

retailer is a real customer magnet and thus also ensures higher visitor frequencies in the Neubrandenburg center.

“We are pleased about the successful first half of the year and the increase in leasing performance by almost 50 percent compared to the same period last year,” says Christian Thiele, Head of Leasing Management at MEC. “The numerous new concepts in the course of the re-letting of former Real spaces are particularly pleasing. Accordingly, we were able to let important large rental areas on a long-term basis in the interests of our clients and customers. Through close cooperation with the dealers, center owners, cities and our center management teams, we are able to manage the location successfully.”



PLACEMARKS



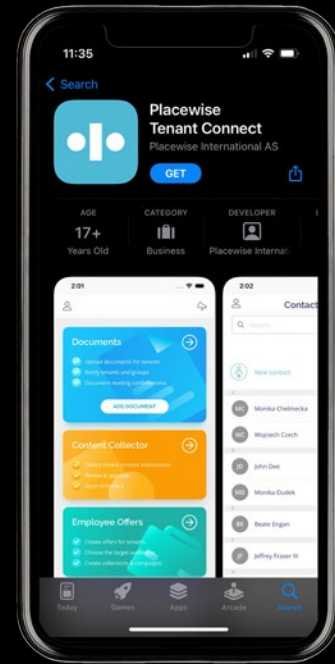
The interdisciplinary MEC teams are still on the move. Modernization work is currently being carried out at some locations while the new tenants are still in operation, as well as area conversions. The next new opening is also imminent: With Kaufland, the Rheinhessen Center Alzey will receive a new frequency anchor after the modernization has been carried out on September 1, 2022.



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POTSDAMER PLATZ ARKADEN BECOMES THE PLAYCE

“The Playce” – the former arcades on Potsdamer Platz, revitalized by Brookfield Properties and ECE, will be presented under this new name in future.



IMAGE: ECE



Visitors can expect a modern brand experience, culture and cuisine at an international level. The name is a combination of the words “place” and the interactive aspect “play”. Therefore, the name symbolizes the wide range of offers of the destination.

The newly designed complex is scheduled to open on September 15th, 2022. The shops in “The Playce” will gradual-

ly open their doors until the end of March 2023. The international barbecue, lobster and seafood concept Big Easy, the first sustainability store by Peek & Cloppenburg KG Düsseldorf, the FoodHall Manifesto Market and the Mission Play! Family Entertainment Center by Mattel, Inc. will be part of The Playce.



LA TORRE OUTLET ZARAGOZA EXPANDS ITS FASHION RETAIL AND FOOD AND BEVERAGE OFFER

La Torre Outlet Zaragoza's brand portfolio continues to grow with the recent openings of fashion brands Jack & Jones and Double Agent as well as perfumery Primor. The food court of La Torre Outlet Zaragoza grows with the arrival of Kentucky Fried Chicken and the reopening of the extended Sushidom restaurant.



IMAGE: ROS RETAIL OUTLET SHOPPING



The outlet destination, which opened its doors in October 2020, being the youngest outlet centre in the portfolio of Austrian operator ROS Retail Outlet Shopping, strengthens its positioning in northern Spain with the recent opening of further new units.

Jack & Jones, Double Agent and Primor open at La Torre Outlet Zaragoza La Torre Outlet Zaragoza, which is already home to brands such as Adidas, Desigual, Guess and Puma, among others, has welcomed the international well-known 'Bestseller' menswear brand Jack & Jones and the American-inspired womenswear brand Double Agent.

Primor, one of Spain's leading perfumeries with over 150 stores, also arrived to the outlet centre with an innovative store concept and a wide range of perfumery, make-up and skincare products from world-renowned brands, such as Giorgio Armani, Nars, Kiehl's, Lancôme, Shiseido, Biotherm or Estée Lauder.

La Torre Outlet Zaragoza houses more than 60 designer, fashion and lifestyle brands in a gross lettable area of





13,500 sq m, including womenswear and menswear, sportswear, footwear and accessories, and even decoration, to offer a balance category mix suitable for all customers.

NEW FOOD AND BEVERAGE OPENINGS

The newly inaugurated stores at La Torre Outlet Zaragoza are followed by further openings in its food court. On 14th July, the famous fast food franchise Kentucky Fried Chicken opened a new 650 sq m restaurant, with an additional large terrace, located in a strategic spot in the outlet's central square, where numerous activities and events take place during the summer.

Alongside KFC's famous fried chicken comes Sushisom's Japanese food, which has recently reopened its doors following a new extension. The restaurant now boasts a spacious, comfortable and modern space of almost 600 sq m, where customers can enjoy a host of delicious and exotic flavours with over 150 dishes to choose from.

Other restaurants at La Torre Outlet Zaragoza's food court include the American eateries Foster's Hollywood, McDonald's and Ribs, the Italian La Tagliatella and Muerde la Pasta, or the Spanish restaurants El Molino and 100 Montaditos, among others.

BEST RETAIL PARK IN SPAIN AND FASHION AND LIFESTYLE HUB OF ARAGON

La Torre Outlet Zaragoza has been awarded Best Retail Park by the AECC (Spanish Association of Shopping Centres) for its innovative concept, especially for its architecture, its digital project and its commitment to the environment and the local community.

Other key aspects of this recognition are the wide fashion, food and leisure offer, as well as the accessibility of the centre for visitors, its large parking area, the charging areas for electric vehicles and a large number of services available to the customer.

"We are very proud to receive this award, especially considering that the centre opened under an exceptional situation due to the pandemic. It is a recognition of all the effort and enthusiasm put into the project right from the beginning", said Claudio Poltera, Centre Manager of La Torre Outlet Zaragoza.

La Torre Outlet Zaragoza thereby strengthens its position as the fashion and lifestyle shopping destination in the north of Spain. The centre hosted for the second time the new edition of the Aragon Fashion Week (AFW) held on 17th and 18th June. Its open-air architecture, its welcoming atmosphere, its commitment to fashion and talent, as well as its digital features, including a large LED screen, among others, have turned La Torre Outlet Zaragoza one more year into the ideal stage for fashion of Aragon.



An architectural rendering of the Westfield Hamburg Überseequartier. The image shows a modern building with a curved glass facade and a white structural frame. To the left is a taller building with a blue-tinted glass facade. To the right is a red brick building. In the foreground, there are people walking on a plaza, sitting on wooden steps, and a small green truck. The sky is blue with some clouds.

OPENING IN **2023**

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FOLLOWING SUCCESS AT FORUM GDAŃSK, BESPOKE TENANT EXPERIENCE APP SWEEPS MULTI POLAND'S SHOPPING CENTERS

Opened in 2018, Forum Gdańsk is an award-winning shopping center in the port city of Gdańsk, Poland. Situated near the Gdańsk Główny railway station, historical Old Town as well as municipal buildings, Forum Gdańsk is a retail-led, mixed-use asset within the retail portfolio of Multi Corporation.

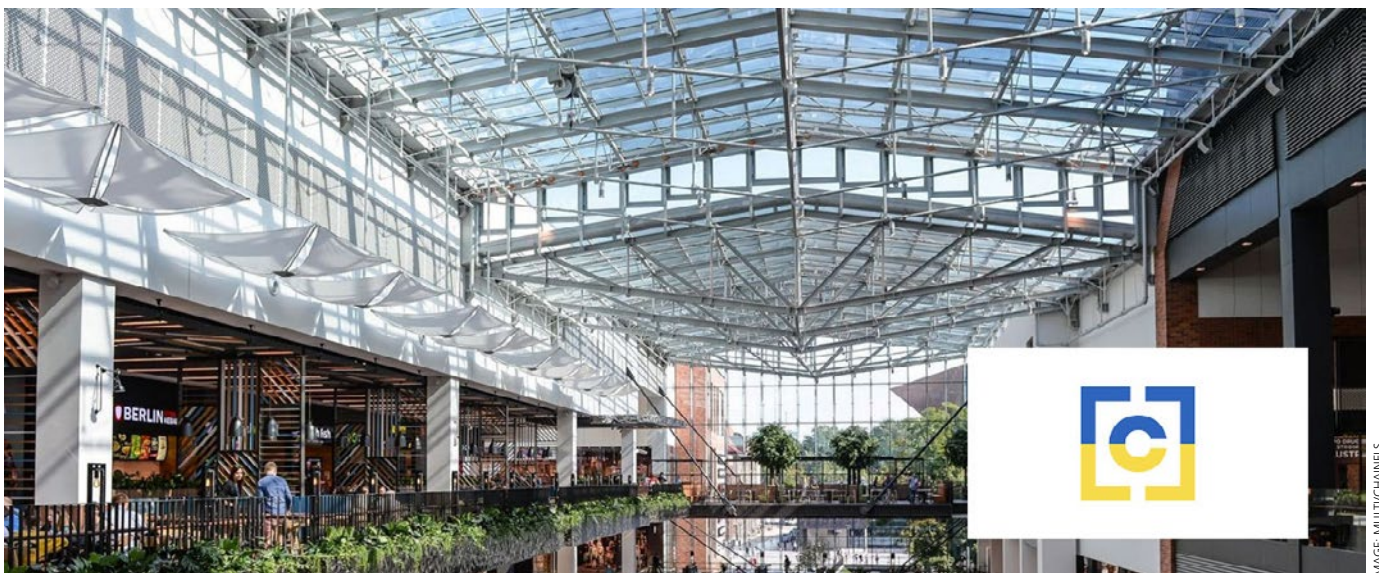


IMAGE: MULTICHANNELS



With optimising Multi's operational strategy as a leading factor, Forum Gdańsk kicked off a pilot project to digitise its operations and communications back in 2021. Multi Forum – a proptech solution powered by Chainels – was implemented as the shopping center's primary digital, all-inclusive management and communication tool capable of handling all necessary tasks on an operational level. The tenant experience app was used amongst its internal management team and over 180 tenants, with Forum Gdańsk serving as a testing ground for viability across the portfolio of Multi Corporation. An extensive range of international and premium brands, dining establishments and a cin-

ema are among the shopping center's offerings and tenants. In addition, health and safety-related and digital communication increased during COVID-19 with the sharing of protocols reaching everyone while the mall had to be closed in Poland. Besides being a crucial tool for the management and operations team, Chainels is of great value for tenants. Forum Gdańsk's tenants were happy to finally have all of their tasks completed in one app instead of having to email, fill in Excel sheets and call.





ROLLED OUT ACROSS MULTI'S INTERNATIONAL PORTFOLIO

After successful implementation of the app across Forum Gdańsk's diverse range of tenants, Chainels was rolled out across Multi's international portfolio. Since May 2022, four more shopping centers in Poland have been utilising Chainels including Ferio Konin in the city of Konin, Galeria Pestka in Poznań, Magnolia Park in Wrocław and Sarni Stok in Bielsko-Biała. The centers' management teams and tenants are highly engaged and motivated to use Chainels on a regular basis for reporting and handling issues, collecting store turnover, boosting tenant loyalty programs, offering bookable amenities and services and handling work requests. Time-saving modules contribute to increased efficiency including Request Forms which enables a digital approval process for any request within centers such as after-hours building access. All five centers have exceptional activation statistics and are eliminating the use of paper. They have insight into how much time is spent resolving issues, the number of work permits issued, turn-

over data and overall tenant engagement. Notably, the local community has been boosted through the use of a loyalty programme for staff as well as the tenants through the sharing and redeeming of discounts at local stores. Discounts for use within the local community have been redeemed thousands of times.

CONTRIBUTING TO THE ORGANISATION'S ESG

Among other improvements, an extensive work permit request approval process is used for technical works or more risky works so it can be reviewed thoughtfully. For evacuations, a confirmation poll is used to check if everyone has left the building safely and all users must check in via the app. What's more, tenants can immediately book posters and banners for advertising within their centers, easily seeing availability and reserving and paying in one booking system instead of emailing back and forth with managers. Through the use of Chainels, Multi Poland's centers are contributing to the organisation's ESG goals, lowering operational costs and increasing tenant satisfaction.



HMSHOST INTERNATIONAL BOLSTERS UK PRESENCE: NEW STORES AT LONDON STANSTED AIRPORT

HMSHost International has extended their presence in the United Kingdom, securing the addition of five new stores and extension of one store, for seven years at London Stansted Airport, with total contracts valued at just over €190 million.

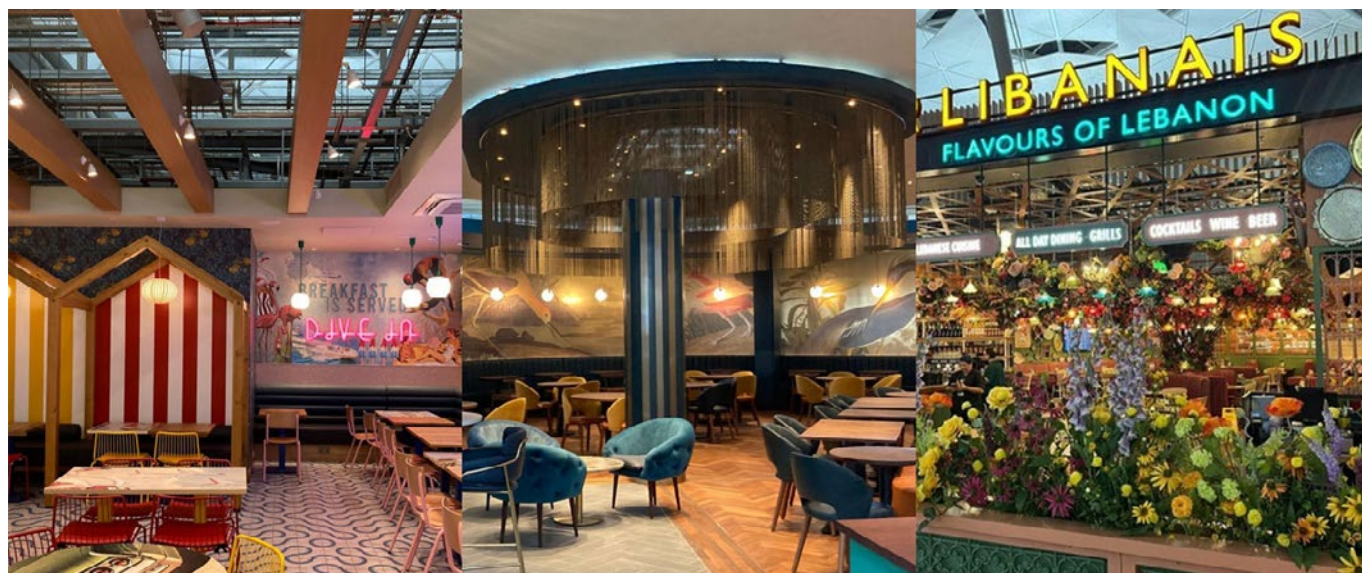


IMAGE: HMSHOST INTERNATIONAL



Alongside a recently opened brand new Comptoir Libanais, Sunny Side Café, Perch and Terracotta the company brings an additional LEON store, positioning the company as the largest food & beverage operator at the airport, growing the partnership with Manchester Airports Group.

Sytze van der Aa, Regional Managing Director Europe at HMSHost International says, “HMSHost International does a few things well; builds partnerships, understands brands and creates places to be. Our new development at London Stansted shows how well we work with partners; teaming

up with Manchester Airports Group, listening to their wishes and combining this with our deep knowledge of travellers, resulting in the delivery of a sensational food & beverage experience for our guests, and bringing global partners Comptoir Libanais and LEON, amongst others, to the table. We can’t wait to see all our stores open and deliver travellers with a memorable food & beverage experience at London Stansted, as we continue to create places to be.”





Stephen Martin, London Stansted's Retail Director, said: "This is a very exciting time for London Stansted as our growing and successful relationship with HMSHost has delivered this fantastic range of new restaurants in our departure lounge.

"As one of the fastest recovering airports in the UK, the £12million investment to provide passengers with a greater choice of contemporary and innovative places to dine, with fresh and varied menus, will really help create a buzz of excitement and a very positive airport experience. Thanks to the dedication and hard work of teams at HMS Host and here at the airport, these amazing new concepts are now ready to be enjoyed by the millions of people taking to the skies from London Stansted this summer."

The five new stores at London Stansted will be well-received by travellers to the UK's fourth busiest airport in the UK (pre-pandemic), with a focus on fast service, variety of menus and instagrammable moments. Sensational Comp-toir Libanais brings their sensory dining experience to trav-

ellers, already proving to be a hit with their Shakshuka Egg & Feta breakfast. A new LEON opening on landside will give travelers the opportunity to enjoy the Naturally Fast Food brand on both land-side and air-side. Sunny Side Café, a casual café concept will be a winner for coffee lovers with fresh pastries. Premium bar and kitchen, Perch, brings great cocktail game to the airport, complimented later this year with a stunning Nikkei east-meets-west menu. While Terracotta, a classic Italian osteria will grow its reputation as a brilliant spot for handmade pizzas with great quality ingredients.

In addition to the five new stores at London Stansted, home to the leading low-fares airlines in Europe plus the world-renowned Emirates, HMSHost UK has been busy redeveloping their existing stores. Travellers can already enjoy a drink at the newly opened concept Burnells, previously known as Illustrious, which has had a long-awaited reveal after its pre-covid redevelopment. The original LEON will also enjoy a well-earned redevelopment, mirroring the newest store.



THE EUROPEAN COUNCIL OF SHOPPING PLACES LAUNCHES RETAILERS AND LEASING GROUP

Group will increase collaboration between landlords and tenants.



IMAGE: ECSP/TRIEBICH



As Europe faces economic recovery and we respond to the digital and green transitions, collaboration between the retail and retail property sectors is more important than ever. The group will help establish an ongoing dialogue between landlords and tenants across Europe. Representatives from both sectors will work together to deliver market analysis and overviews and define joint industry strategies.

The group already celebrated its inaugural session at MAPIC Italy in Milan, with over 50 participants from the retail and retail property sectors. The next meeting will take place in November 2022 at MAPIC in Cannes, France.

“The pandemic already highlighted the need for increased cooperation between landlords and tenants”, said Peter Wilhelm, Chairman of European Council of Shopping Places (ECSP). “Whether it may be making our shopping places more energy efficient, seeking equal conditions of competition between offline and online retail or adapting to changing consumer habits, the retail and retail property sector must work hand in hand to adopt joint solutions to shared challenges.”

“Having now an operating platform with a pan-European view and a clear focus on current and important future



RETAILERS NEWS



topics in our industry is strongly required and very much appreciated from retailers and landlords side”, said Klaus Striebich, independent consultant at RaRE Advise and chair of the Retailers and Leasing group. “Moderating and steering a collaborative discussion, creating ideas and so-

lutions will improve and push our daily business. I am very honoured being appointed as the chair of this group and it will be my pleasure to work with the most important players in Europe and to show news and positive results from this group in due time.”



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15 NEW BRANDS HAVE ARRIVED ON THE CZECH MARKET THIS YEAR

As many as 15 new brands arrived on the Czech retail market in the first six months of this year. Compared with the first halves of the past few years, this is the highest number since 2018, when multiple newcomers were attracted as a result of an outlet centre opening near Prague's airport.



IMAGE: CUSHMAN & WAKEFIELD



The number of newly arriving brands in the second half of the year has been traditionally higher than in the first half, mainly as a result of the Christmas season. In effect, the number of newcomers this year can be expected to be similar to last year's 38.

"The Czech retail market remains attractive for international brands; it is often the first one in the Central and Eastern European region where they test their performance", says Jan Kotrbálek, Partner & Head of CEE Retail Agency team, Cushman & Wakefield. "The coronavirus pandemic has not changed anything about that – now that the re-

strictions have been lifted, customers are largely returning to shopping in physical stores and the local purchasing power is attractive for the brands."

The great majority of the newcomers have opened their first shop in Prague, with six of them opting for high-street locations and five for shopping centres, which is usual with brands arriving on the Czech market. There is also a clear trend of opening shops in office buildings nowadays. This option is popular primarily among brands that focus on technologies and design. It allows them to present their products and services within a generous footprint and a





modern environment to a relevant target group of potential customers who work in the office buildings, and the rents are also more accessible to them.

FRENCH AND FASHION BRANDS FIRST AND FOREMOST

Four brands arrived from France, two from Slovakia, and one each from the other countries of origin. In line with a

long-term trend, the most common are fashion and accessories retailers, and the ratio of those that target the mass market to those in the luxury/premium brands is balanced. Three brands are in the currently popular household equipment and accessories segment, and two are in the F&B segment.

BRANDS NEWLY ARRIVING ON THE CZECH RETAIL MARKET IN THE FIRST HALF OF 2022

brand	origin	sector	place	project	city
American Vintage	France	Fashion	High Street	Slovanský dům	Prague
Balenciaga	Spain	Fashion	High Street	Pařížská	Prague
Chanel	France	Fashion	High Street	Pařížská	Prague
Q/S by s.Oliver	Germany	Fashion	Shopping Centre	OC Futurum Kolín	Kolín
Jacadi Paris	France	Fashion	High Street	Široká	Prague
iFlow	Austria	Sports Fashion	Outlet	Freeport Fashion Outlet	Hatě
GymBeam Fitness Hub	Slovakia	Sports	Office Building	River Garden II/III	Prague
Teilor	Romania	Jewellery	Shopping Centre	Westfield Chodov	Prague
HP	USA	Electronics	Office Building	City Green Court	Prague
Home&You	Poland	Household equipment and accessories	Shopping Centre	Arkády Pankrác	Prague
Materasso	Slovakia	Household equipment and accessories	Shopping Centre	OC Spektrum	Prague
Tefal	France	Household equipment and accessories	Shopping Centre	Westfield Chodov	Prague
Caffè Pascucci	Italy	Food & Beverage	High Street	Dušní	Prague
L'OR Café	The Netherlands	Food & Beverage	Office Building	City Green Court	Prague
Cleopatra Ink	Turkey	Other	High Street	Jungmannova	Prague





“The openings of many brands’ shops only in this year’s first quarter can of course be to a certain extent attributed to the uncertainty and restrictions related to the pandemic in the last two years”, explains Kotrbá ek. “Many of them for example could not finish the fit-out of their store within the scheduled time plan because of the lack of material for furniture and equipment production. All processes take a bit longer today and a certain inertia as long as two or three years. I perceive as positive the fact that customers still have the appetite and need to shop – not out of necessity, but also for pleasure. Brands therefor still have a reason to build new and attractive physical stores to get their products as close to customers as possible.

Doing so, they pay attention both to the quality of the premises and to the location where they place it.”

The behavior of the retail market players is also influenced by other challenges brought about these days. According to Jan Kotrbá ek even the war in Ukraine also paralysed the retailers’ decision processes for some time: “However, they orientated themselves quite quickly and adapted to the new situation. Many of them closed a lot of shops in Russia, but will definitely strive to compensate for this market, also in the Czech Republic and the surrounding countries of Central and Eastern Europe. These can be a partial alternative and Czechia will for sure be an attractive market for brands.”




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MULTI TAKES OVER MANAGEMENT OF SIX KOPRIAN IQ SHOPPING CENTER

Multi Germany GmbH, part of Multi Corporation, a leading pan-European integrated service platform for retail real estate assets in Europe, took over the management of six shopping center in Berlin, Bochum, Dorsten, Hagen und Potsdam as of July 13th, 2022.



Multi takes over the centers in Berlin, Bochum, Dorsten, Hagen und Potsdam with around 25 employees from the KOPRIAN IQ portfolio. This takeover means significant growth for the Düsseldorf-based company.

“We are very pleased that we have succeeded in expanding our portfolio as part of our successful Driving-Value-Strategy”, says Hubert Stech, Managing Director Multi Germany & Benelux. “We are hoping for significant growth and synergy effects from this takeover. Above all, we are happy to be from now present in Germany’s capital Berlin and in Potsdam”.

With this acquisition Multi’s portfolio in Germany and Benelux consists of a total of 32 retail properties. “This is a basis for solid growth,” says Stech. Multi completed a



IMAGE: MULTI

management buyout in March this year after being owned by Blackstone for around a decade. The takeover of the KOPRIAN assets is a sign of the growth trend of the independent Multi Corporation.



MAIN-TAUNUS-ZENTRUM INVESTS 20 MILLION EURO IN HIGH-QUALITY GASTRONOMY AND ATTRACTIVE OUTDOOR AREAS

A new highlight is to be added to the Main-Taunus-Zentrum, one of the largest and highest-turnover shopping centers in Germany: In the heart of the open-air shopping center in Sulzbach near Frankfurt am Main, a new lively and urban center with a high-quality, varied gastronomy and food offering is planned.



IMAGE: ECE



Five new freestanding restaurant buildings are to be built which feature partly covered, partly open terraces, attractively styled, green outdoor areas and sophisticated architecture.

The owners of the center, Deutsche EuroShop and a closed-end real estate, are investing approx. 20 million Euro in the strategic development of the center, while ECE Marketplaces, which operates and leases the center, is responsible for the planning and implementation of the project. The realization is planned for 2024. First gastron-

omy concepts are to be presented already in the next few months.

The new "Foodgarden" will be built on an area of around 7,000 sq m in the heart of the shopping center in place of a former department store building and will include up to seven regional and international restaurant concepts as well as complementary delicatessen offerings with further



PLACEMAKING NEWS



culinary specialties. The aim of the project is to add further highlights and an extensive range of gastronomic offerings to the high-quality tenant mix, to further enhance the quality and length of stay in the Main-Taunus-Zentrum, and to strengthen its character as an open urban destination center.

Currently, the area is already being used successfully with a new gastronomy concept: On an area of more than

1,000 sq m, a total of ten food trucks and sales stands offer a variety of food and beverages in the open air – and the temporary offer is already very well received by the center's customers.

Opened in 1964, the Main-Taunus-Zentrum has 170 stores on a sales area of over 90,000 sq m, including concepts such as Apple, Anson's, Breuninger, Hollister and Zara, as well as a multiplex cinema.



Leading owner and operator of Shopping Centres in Central and Eastern Europe (CEE)

9 countries

244 MILLION visits in 2021

52 retail properties

€5.8 BILLION investment portfolio

Nearly **200,000 m²** GLA of developments, extensions, and refurbishments.

UK-SHOPPING CENTERS COMING BACK INTO FASHION

New research from Knight Frank shows investment in UK shopping centers is up 170% year-on-year as investors bet on a return to pre-COVID shopping habits.



IMAGE: VICTORIA GATE

Investor demand has been focused on smaller in-town shopping centers like Victoria Gate in Leeds.



New analysis from global property advisor Knight Frank shows investment in UK shopping centers has increased 169% year-on-year as domestic and overseas investors capitalise on attractive pricing of assets and anticipate a return to pre-COVID shopping habits.

Knight Frank's H1 2022 Retail Investment report shows that shopping center investment volumes totalled 1.47 bn Euro in the first half of 2022, up from 546 million Euro in the same period in 2021, with total investment for the year set to return to the 10-year average.

According to the analysis, investor demand has been focused on smaller in-town shopping centers, as well as a handful of larger 'destination' malls, including the 142 million Euro combined purchase of Victoria Gate and Victoria Quarter in Leeds by Switzerland-based Redical Capital. A

number of larger assets are expected to come to market in the second half of the year.

Activity in the first half has been driven by overseas and private equity investors, alongside institutional investment into the outlet sector. The demand has seen yields tighten for the first time since 2015, with larger regional shopping centers now trading at 7.5%, down from 8% in 2021, and local centers trading at 9%, compared with 10% last year. The first half has seen over 3.7 bn Euro invested in retail property in total, with strong competition continuing for retail warehousing.

Will Lund, Partner, Retail Capital Markets, Knight Frank, said: "After years of falling valuations we are seeing a shift in in-





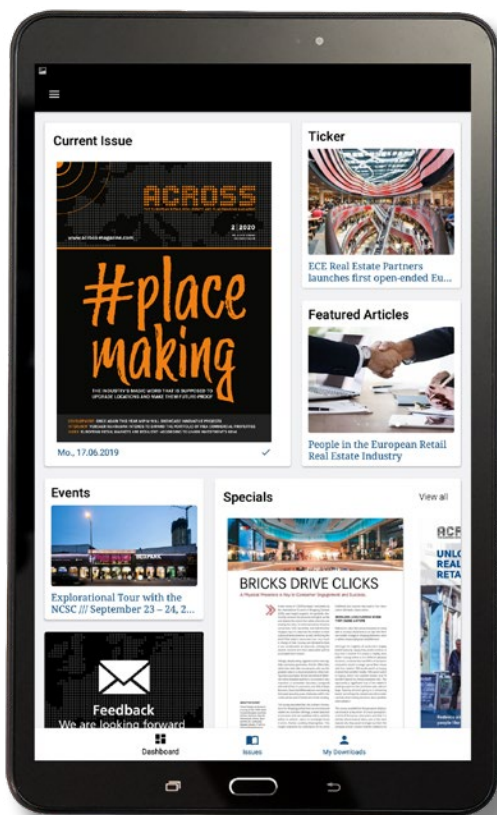
vestor sentiment and shopping centers starting to come back into fashion. There was an artificial spike in e-commerce during the pandemic but spending habits are now normalising. With pricing and rents now stabilising investors are beginning to see the long-term appeal and resilience of shopping centres as a key part of modern multichannel retail. We expect a number of regional centres to come to market in the second half which will test demand for larger lot sizes.”

“It is not just shopping centers that are more in-demand, we are currently seeing strong appetite for most types of retail property, despite the economic headwinds”. added Sam Waterworth, Partner, Retail Capital Markets, Knight Frank. Competition for retail warehousing, which has outperformed almost any other property asset class in the past year, is fierce and we are seeing more liquidity in high street retail, particularly in the South East. After surviving the challenges posed by the pandemic there is renewed confidence that retail will endure the market turbulence expected in H2 2022 and provide attractive returns going forwards.”



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THE EUROPEAN PLACEMAKING MAGAZINE

THE EUROPEAN COUNCIL OF SHOPPING PLACES AND SAFE ASSET GROUP LAUNCH RISK AND RESILIENCE WORKING GROUP

The European Council of Shopping Places (ECSP), the voice for Europe's retail property sector, has today announced the launch of its new risk and resilience working group. The group was set up in collaboration with SAFE Asset Group, an international advisory and certification organisation and a partner of ECSP



IMAGE: ECSP/SAFEASSET



Driven by the rise of geopolitical instability and economic uncertainty in recent years, the sector faces some specific challenges. The group will draw upon the expertise and experience of those involved to deliver practical guides and advice on risk and resilience for ECSP members and the broader industry. Operational risks and industry risk assessment will be a key part of its program, with a special focus on integrating robust risk and resilience strategies into corporate ESG standards.

Announcing the new group, Peter Wilhelm, Chairman of ECSP said: "The need for a safe, resilient and sustainable shopping future has never been more important. However, our sector faces a number of acute risks, and we must be prepared." He added: "We have all been through a challenging few years, and recovery is now our priority at a time when there is even more uncertainty in the news. Our industry was disproportionately impacted by the pandemic,



PLACEMAKERS MEET



faces a uneven playing field in terms of new and emerging regulation, must address the impact of climate change, and now some of our members are facing the direct consequences of a major European war. The work of this group will be business critical for our sector.”

Erik Engstrand, CEO of SAFE Asset Group said: “Operational risk and resilience management questions will be a nat-

ural part to address in the council as its critical aspects of protecting people, property, business and industry reputation. The focus must change from a perspective of security solely, to a view of Risk and Resilience to ensure an agile and quick way to act for the industry with the goal of bringing a clear value to the business.”



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ACROSS ADVISORY BOARD

The body's declared aim is to offer its expertise in topic formulation. It identifies the challenges the industry faces as well as the opportunities, emerging trends, etc. it sees. ACROSS's Advisory Board currently has 26 members. These are (in alphabetical order):



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ambas Real Estate is an independent retail investment and asset management advisory firm. The company advises owners and developers about retail assets and modern mixed-use properties. Its service portfolio includes tailored transaction-related advisory and strategic asset management services. ambas is active in the European real estate markets, being Germany its core market.



BIG CEE

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BIG CEE is part of BIG Shopping centers Israel who expanded its operation into Serbian market in 2008. Subsidiary BIG CEE, was formed to develop shopping centers in Serbia, one of the fastest growing markets in Central and Eastern Europe. Under its long-term holding strategy, BIG CEE's primary focus is development and management of owned assets. From 2016, the company started with acquisitions and mixed-used developments, including residential and office projects. Current activity of BIG CEE is focused on acquisitions of logistic centers, offices, as well as retail centers of smaller formats. In Serbia there are eight Shopping Centers and one in Montenegro.



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Chainels is a one-stop-shop solution that combines all essential communication and workflows in one platform. Clients such as CBRE, Redevco, Multi Corp, Atrium, EPP and Shaftesbury use Chainels to communicate with all tenants, service providers and other stakeholders within their assets. In addition, we offer our property owners and managers a selection of additional modules to digitize and streamline internal and onsite workflows.



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Christmasworld – Seasonal Decoration at its best – is the leading international trade fair for festive decorations. Exhibitors from all over the world present the latest trends and products for all festive occasions of the year, including innovative concepts for decorating large spaces and outdoor areas, such as shopping centers in Frankfurt am Main.



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Coniq is the Total Customer Engagement Company for growth-minded shopping centers, outlets, and retail brands. Our IQ platform provides a faster, more economical and simpler way to generate revenue by understanding, anticipating and engaging customers through unique and personalized experiences in real-time in-store and online. Coniq powers over £1 billion of sales annually for its customers, with more than 20 million consumers shopping at more than 1,800 brands in +25 countries worldwide.



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dfv Conference Group the event arm of dfv Media Group, develops, organizes and produces executive-level conferences and conventions about a variety of themes and across a wide range of sectors. As a relationship manager, it turns media and information into a hands-on experience, fostering professional exchange and networking throughout the business community. The majority of the delegates attending its events come from senior management and other top-ranking corporate positions.



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ECE Marketplaces is a leading service provider in Europe for the management of shopping centers and offers comprehensive expertise and more than 55 years of experience in the professional operation and marketing of shopping centers as well as their continuous development into lively marketplaces and attractive urban districts. As part of the internationally active real estate and investment company ECE Group, ECE Marketplaces manages around 200 shopping centers – including 40 shopping centers in international markets and more than 50 retail parks under the management of MEC METRO-ECE Centermanagement – as well as around 160 car parks. For the owners of the centers, the ECE experts offer all related services from a single source – from asset and property management and leasing, mall marketing, and facility management to comprehensive financing, architecture and construction, as well as omnichannel services. Each day, about 4 million customers visit shopping centers managed by ECE, where approx. 20,000 retail partners generate total annual sales of around 22.7 billion euros on a total sales area of approx. 7 million m². Through continuous investments in digitization, customer service, and the extensive retail, non-retail, dining, and entertainment options offered at the centers, ECE is continuously developing and enhancing its shopping portfolio together with the investors. For more information, please visit www.ece.com.



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EUROVEA mixed-use-development is part of the modern urban quarter in the vicinity of the historical center of Bratislava. It represents an entirely unique and dynamic destination with the riverside promenade. Eurovea broadens patterns of living, working and shopping as it provides the sort of downtown, high street shopping experience.



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The German Council of Shopping Places, GCSP, represents the interests of over 770 member companies in the shopping center and commercial real estate industry, including operators and developers, trade representatives, service providers, consultants, investors, and other companies.



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GfK GeoMarketing is one of Europe's largest providers of geomarketing services and products, which include consultancy and research expertise, market data, digital maps as well as the software RegioGraph. GfK helps companies from all industries to answer critical location-related business questions in sales, marketing, expansion planning and controlling. GfK's geomarketing department promotes business success and thus delivers "Growth from Knowledge".



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As the market leader for networking in the form of events and business matching, Heuer Dialog has been accompanying the real estate industry in accessing all disciplines that deal with questions about the future of the urban and real estate worlds since the 1980s. With around 50 events per year, Heuer Dialog enables high-level executives to meet on physical and virtual platforms or even in both simultaneously, in a hybrid setting for sustainable urban, real estate and building development. Heuer Dialog builds networks with power, creativity and capital that secure the future of cities, regions and companies. As initiator and moderator, Heuer Dialog brings together minds from architecture, civil engineering, ecology, economics, sociology, technology and law in face-to-face dialogues. Over the past four decades, more than 100,000 personalities have taken part in lectures and discussions that have led to initiatives for current and future action. In association with the Immobilien Zeitung and the dfv Mediengruppe with more than 100 specialist titles, Heuer Dialog sees itself as the competence centre for events related to real estate.



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HMSHost International is part of the Autogrill Group – the world's leading provider of food & beverage and retail services for people on the move. We operate in Europe, Asia-Pacific, and the Middle East and have 50 years' experience in airport restaurant operations, design, concept and development. We transform travelers into customers by enticing them to use our services and ensuring that when they think back on the experience, it brings a smile to their face. HMSHost International creates places where people want to be. We do this by original and unique food & beverage concepts, sophisticated marketing initiatives, clever technical innovations and engaged staff.

COMPANY LISTING

– IMMOFINANZ – THE REAL ESTATE COMPANY

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IMMOFINANZ is a commercial real estate group, whose activities are focused on the retail and office segments of seven core markets in Europe: Austria, Germany, Poland, Czech Republic, Slovakia, Hungary and Romania. The core business covers the management and development of properties, whereby the STOP SHOP (retail), VIVO! (retail) and myhive (office) brands represent strong focal points that stand for quality and service. The real estate portfolio has a value of approx. EUR 5.0 billion and covers more than 210 properties. IMMOFINANZ is listed on the stock exchange in Vienna (leading ATX index) and Warsaw.



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Kaufland is an international retail company with over 1,350 stores and about 139,000 employees in eight countries, namely: Germany, Poland, Romania, the Czech Republic, Slovakia, Bulgaria, Croatia, and the Republic of Moldova. Kaufland offers a large assortment of food and everything for daily needs. The company is part of the Schwarz Group, one of the leading food retail companies in Germany and Europe. Kaufland is based in Neckarsulm, Baden-Wuerttemberg.



MAPIC

The international retail property market
Phone: +33 1 79 71 90 00
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MAPIC is the key meeting point for retailers looking for partners, property developers, and owners looking for retailers to enhance their sites. MAPIC delivers 3 days of tailored meetings, expert-led conferences and a premium exhibition for industry leaders, targeting all types of retail properties, such as shopping centers, cities, factory outlets, leisure areas and transit zones.



MAPIC ITALY

The Italian retail property event
Phone +33 1 79 71 90 00
<http://www.mapic-italy.it>

MAPIC Italy is a deal-making event dedicated to the Italian retail property market. It gathers together Italian and international retailers and investors looking for retail properties and locations to expand their business in the Italian market. Retail property owners, shopping centers management companies and agents will have a unique opportunity to present their assets to a qualified public of clients and prospects.



MAPIC RUSSIA

The largest retail real estate expo
in Russia and the CIS
Phone: +7 (495) 937 68 61
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MAPIC Russia is the largest retail real estate event on the Russian market. The exhibition annually brings together leading professionals in the retail real estate industry. MAPIC Russia provides opportunities for the most effective interaction with a professional target audience: retailers, developers, equipment and technology suppliers, management companies, consultants, and investors.



MEC METRO-ECE CENTERMANAGEMENT GMBH & CO. KG

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MEC is a joint venture of METRO and ECE. As the German national market leader for retail parks, MEC has more than 250 employees and manages over 80 retail properties. Its service portfolio includes customized services for all aspects of integrated center management, including commercial and technical management, leasing, marketing, development, commercial asset management and property management for smaller retail properties. The market value managed (assets under management) was around € 4.1 billion in 2021. In all locations, approximately 1,200 rental partners generate an annual turnover of € 3.2 billion over a rental space of 1.7 million sq m.



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Messe Frankfurt is one of the world's leading trade fair organizers. 592,127 sq m of exhibition ground are currently home to ten exhibition halls and two congress centres. Events "made by Messe Frankfurt" take place at approx. 50 locations around the globe, and cover the fields of consumer goods, textiles & textile technologies, technology & production, mobility & logistics, entertainment, media & creative industries.

COMPANY LISTING



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MIPIM, the premier real estate event, gathers the most influential players from all sectors of the international property industry, for four days of networking, learning and transaction through premium events, conferences and dedicated exhibition zones.



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MK Illumination is the leading provider of year-round festive lighting solutions, which form the cornerstone of powerful marketing, engagement, and visitor attraction campaigns. The family-owned business was founded in 1996 and has presence in more than 40 countries. Each year, its independently-owned subsidiaries combine global experience with local knowledge to deliver upwards of 1200 projects worldwide for clients in a range of sectors including Retail Real Estate, Public Spaces, Travel Retail and Leisure. MK Illumination is known for its innovative full-service approach, its commitment to the highest quality products and services, and for creating extraordinary tailored solutions that deliver results.



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MPC Properties is one of the Southeast Europe's most experienced real estate development companies. MPC has developed over 30 projects since the company's foundation in 2002, with the highest LEED and BREAM standards. MPC possesses and manages different types of properties, including the largest retail network of six shopping centers and A-class office projects, which together represent the most recognizable and famous landmarks on the market.



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Multi Corporation is a leading pan-European integrated service platform for retail real estate assets, managing about 100 retail assets for institutional investors across Europe and Turkey. Multi Corporation offers a full spectrum of services, including active asset management, shopping center operations, redevelopment and refurbishment, leasing, legal and compliance. Over the past few years, Multi's broad financial, commercial, and technical expertise has enabled them to outperform the industry in terms of occupancy, net rental income and state-of-the-art shopping center marketing. Multi's in-house studio for master-planning and architecture, TDesign, uses their fundamental knowledge of shopping center functionality to enhance the retail environments in their portfolio. In total, they welcome over 400 million customers annually, spending an estimated € 4 billion in over 6,000 stores, restaurants and leisure attractions. Multi's office network boasts a team of 650+ talented professionals in 14 countries: Belgium, Germany, Hungary, Ireland, Italy, Latvia, the Netherlands, Poland, Portugal, Slovakia, Spain, Ukraine, the United Kingdom and Turkey.



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NEINVER is a Spanish multinational company specialised in managing, developing and investing in commercial properties. The leading manager of outlet centres in Spain and Poland, and the second largest in Europe, it has two proprietary brands: The Style Outlets and FACTORY. Founded in 1969, NEINVER manages 17 outlet centres and 4 retail parks including active pipeline in six European countries: France, Germany, Italy, Poland, Spain and the Netherlands.



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NEPI Rockcastle is the premier owner and operator of shopping centres in Central and Eastern Europe (CEE), with presence in nine countries and an investment portfolio of 5.8 billion as at 31 December 2021. The group owns and operates 52 retail properties (excluding joint venture), which attracted 244 million visits in 2021. With group-level management of tenant relationships and a focus on cross-country collaboration, the Group is the leading strategic partner for major retailers targeting CEE countries.

COMPANY LISTING



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Placewise is the global leader in retail real estate property tech, serving over 1,100 shopping centers, across 3 continents, through more than 1 billion digital shopper engagements every year. From the industry's first end to end ecommerce marketplace, to tenant communication and loyalty programs Placewise offers the only purpose-built solutions for shopping centers, designed to create long lasting digital relationships with shoppers, and unlock the power of retail properties to monetize beyond the square meter. Placewise has offices in Europe, the US, and Asia, and is backed by both venture and PE funds.



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Redevco, part of COFRA Holding AG, is a real estate investment management company with a clear focus on vibrant places across Europe. As the partner in urban real estate, Redevco invests in properties with a view to developing future-proof buildings in dynamic urban locations, where people want to live, work and play. Redevco's highly experienced professionals purchase, develop, and manage properties, ensuring that the portfolios optimally reflect the needs of their clients. Redevco believes in long-term investments, where quality and sustainability are key.



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ROS Retail Outlet Shopping, headquartered in Vienna, with partnerships in Poland, Italy and France, is an independent retail real estate consulting and center management company specialized in Designer Outlets and innovative shopping concepts across Europe. The founders Thomas Reichenauer and Gerhard Graf are both committed professionals with many years of experience, and knowledgeable about the European outlet market as well as recognized personalities in the industry. The portfolio of ROS Retail Outlet Shopping includes: Designer Outlet Soltau, City Outlet Geislingen, Brugnato 5Terre Outlet Village, Designer Outlet Warszawa, Designer Outlet Gdansk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, La Torre Outlet Zaragoza, and further new developments in Europe.



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Headquartered in Sweden, SAFE Asset Group is a global certification and advisory company and founder of SHORE – the only internationally acknowledged certification of Risk, Resilience & Governance for real estate. SAFE Asset Group comprises international experts in shopping centers and mixed-use asset management, risk management, crisis communication, and law enforcement. Since 2016, we have supported the creation of safe and attractive public places where people shop, work, meet or stay in more than 29 countries.



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SES Spar European Shopping Centers is No. 1 in Austria and Slovenia for large-scale, multifunctional shopping locations, specialized in the successful development, refurbishment, construction management, and operation of retail properties of international standard. Additional core markets include Northern Italy, Hungary, the Czech Republic and Croatia. The company provides a complete service to retail property owners in Central, Southern and Eastern Europe. Shopping malls managed by SES are among the very best the industry has to offer.



THE HAPPETITE

The Global event for multi-site restaurant operators. Close deals with the best international food retail concepts!
Phone +33 1 79 71 90 00
<https://www.the-happetite.com/>

The Hapetite (previously known as MAPIC FOOD) is the international event dedicated to multi-site restaurant operators looking to grow their business. This powerful business platform is a unique chance to find new international food retail concepts, and to meet restaurant industry decision makers. Key international restaurant, food chains & operators participate in this exhibition to meet private equity firms and property players to grow their business. The event brings together all the restaurant chains, restaurant operators, travel operators, franchise partners and restaurant industry suppliers to develop and create the food destinations of tomorrow.

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21Media has been a leading Marketing & Advertising Agency for Shopping Centers for over 25 years. In its client list features some of the biggest names from the European retail including Meadowhall, Glatt, ALEXA, CentrO, and Fünf Höfe. Full-service B2B and B2C support is provided at every stage of a mall's life cycle: from strategic positioning through hands-on day-to-day Center marketing. The company's reputation as B2B specialists has been built on helping owners and operators to market their properties, with improved leasing tools, engineering a stronger tenant mix and growing a Center's asset value. 21Media's achievements have been recognized by 15 ICSC European Marketing Awards including the Global ICSC "Best of The Best" Viva accolade.



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umdasch provides special retail solutions: rooted in craftsmanship, visionary in the digital, always with a human aim and a goal: to realise successful stores. The Store Makers from umdasch create extraordinary worlds of experience for demanding customers across Lifestyle Retail, Food Retail and Premium Retail. Digital Retail solutions included. General Contracting – the all-round, care-free package from umdasch – has developed strongly in recent years. With a top network of professional experts and prudent management skills, the Store Makers ensure all the trades, such as lighting, floors, fire protection and much more, work to schedule – We take care of everything.



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Unibail-Rodamco-Westfield is the premier global developer and operator of flagship destinations. With the support of 2,900 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. Unibail-Rodamco-Westfield distinguishes themselves by their Better Places 2030 agenda, which sets their ambition to create better places that respect the highest environmental standards, and contribute to better cities.



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Union Investment is a leading international real estate investment company specializing in open ended real estate funds for private and institutional clients. Union Investment has assets under management of some €51.0 billion. Active in the real estate investment business for more than 50 years, Union Investment operates today in 24 countries around the world. In addition to office space and business parks, the Hamburg-based company is investing in business hotels, logistics properties, residential buildings and retail properties. Union Investment's retail portfolio currently includes 83 assets in Europe and the US, with a market volume of some €10 bn.



VIA OUTLETS
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VIA Outlets was founded in 2014 to acquire existing outlet centres across Europe. VIA Outlets' vision is to create premium shopping destinations, and offer best-in class, beautifully located shopping experiences for visitors and brand partners. VIA Outlets are here to redefine the outlet shopping experience. Guided by their three R's elevation (strategy, remerchandising, remodelling and remarketing) VIA Outlets ensures that premium fashion outlets are destinations attracting visitors from all over the world. By bringing together an exceptional mix of international and local premium brands, VIA Outlets have created unexpected and unforgettable shopping experiences, whilst also paving the way for sustainable shopping. Currently, VIA Outlets consists of 11 assets spread across Europe, offering over 1,100 stores across 267,000 sq. m GLA.



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As a creative idea incubator, content creator and service partner, von7 | K.U.L.T. OBJEKT accompany your project from idea to success. If you want to reach people, you have to trigger emotions and create places to meet. With scenography, dramaturgy and storytelling von7 | K.U.L.T. OBJEKT create spaces and transport the experience of brand, the fascination of product worlds and their authentic lifestyle messages beyond the borders of the online/offline universe.

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