

THE EUROPEAN RETAIL REAL ESTATE MAGAZINE

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# NOT MY DATA

How the EU's General Data Protection Regulation affects the European shopping center industry

**GLOBAL ATTRACTIVENESS** Union Investment's new index analyzes the top-17 markets

**OPINION** Radosław Knap of PRCH on banning Sunday trading in Poland

**INTERVIEW** A conversation with Investor United Benefits co-founder Franz Alexander Kollitsch

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## DEAR READER,

In which countries are investments in retail properties particularly promising? How is the consumer climate developing in various regions? How do national retail sales affect the shopping center industry's and retail sector's willingness to invest? I asked myself these and many more questions with Fabian Hellbusch, the Communication and Marketing Director of Union Investment Real Estate in a conversation we had at last year's Mipim in Cannes. At that point I could not have anticipated that we would be able to present a reliable, global and European sentiment indicator for investments in retail properties only 12 months later.

It is therefore particularly gratifying to exclusively present to you our newly developed "Global Retail Attractiveness Index" (GRAI) by Union Investment. With GRAI, Union Investment, in collaboration with the market research company GfK, created a reliable instrument and sentiment indicator that clearly shows national developments as well the respective retail markets and makes them comparable. Just to give you a little taste: The North American continent with the USA and Canada is currently at the top of the ranking of the most attractive retail regions. and both markets also show strong increases in sales.

The situation in Europe is a little more nuanced. Last quarter's clear winner is Poland. In this particular case, the country's above-average development in retail sales played a decisive role. Germany also makes its way to the rankings upper positions due to its dynamic development. Portugal is also on a good level that puts it into third place. It seems clear that investors will rediscover Portugal for their business in the near future. As many experts expected, Great Britain is currently at the bottom of this index due to profound, Brexit-related consequences. You will find out more about this index and how the "Global Retail Attractiveness Index" is ultimately calculated on page 70.

I hope you enjoy reading this informative and interesting print issue of ACROSS.

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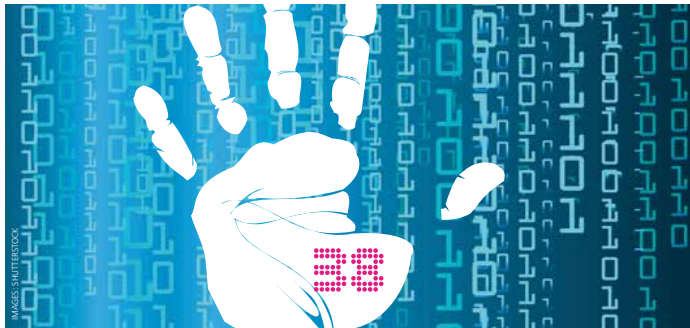
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# 2018

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