The European retail real estate industry has been experiencing the formation and development of mega-corporations. Will major enterprises take over the entire industry in the long run?

THEBIG

FEAST

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REDEVCO SPECIAL The company intends to make urban centers more interesting places **OPINION** Luc Lescault of Falcon Malls sees big potential in Milan **FOC** IKEA Centres recently opened the Designer Outlet Croatia in Zagreb

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DEAR READER,

On September 15, 2008, US investment bank Lehman Brothers went bankrupt. Today, that event is referred to as the "Lehman weekend". It marked the beginning of the biggest global financial and economic crisis since the 1930s. The bank left behind a 600-billion-dollar mountain of debt and torpedoed not only the US financial system, but the entire world economy. Numerous countries slumped back to pre-war levels. Panic broke out in all markets and global economic life nearly came to a standstill. Even today, those September days and the events that followed can still be regarded as some of the greatest turning points in economic history.

It was precisely during that period, in 2008, that we published our first print edition of ACROSS. Of course, none of us could have expected such an epoch-making economic tragedy. ACROSS' year of origin was, therefore, accompanied by the painful eruptions of a global economic catastrophe. The shopping center fantasies in the minds of the developers collapsed overnight, like house of cards. Private consumer spending fell or stagnated. The up-and-coming hopeful industry markets in Central and Eastern Europe suddenly became problem markets. Investments were rendered impossible in such an economic environment. Projects were stopped, rejected, or postponed. During that time and over the last 10 years, we have taken it upon ourselves to report to you in a professional, well-founded, and frank manner with regard to the shopping center industry.

Just a few months after the "Lehman weekend", we reported that a few companies could even benefit from the crisis. Above all, it were the big and reputable players who were able to brave the global economic storm and, in some cases, emerge even stronger than before. These big players have asserted and solidified themselves in the market. Even more: They have grown and grown, and they still have an appetite for much more today. Mergers and acquisitions are, in fact, the order of the day in the shopping center industry. What has changed are the dimensions. We are eagerly watching jumbo mergers such as the Westfield takeover by Unibail-Rodamco. Will the shopping center industry soon be dominated by just a few big players? What are the mega-scale advantages and disadvantages of these mergers? We have spoken with a number of renowned experts, and, in our current cover story of the print edition, we deal with the new area of gigantism in the industry. This story is definitely worth reading.

With that in mind, I wish you an interesting and profitable read.

Reinhard Winiwarter

Publisher of ACROSS Magazine r.winiwarter@across-magazine.com

PS: In our upcoming print edition, we will take you on a journey through the last 10 years of shopping history – and not just because it's our 10th anniversary.





IMAGE: ACRO





Transforming the Waterfront into Commentary by Rolf Thorsen

Pop-up: Incubate, Innovate,	
and Transform	
Commentary by Patrick Burkert	

Milan's Shortage of Shopping Centers. Commentary by Luc Lescault

Why Deals Take Time Nowadays 13 Commentary by Steffen Hofmann

Commentary by Colin Brooks

Retail Strength Lies in Brickand-Mortar Stores - in the USA 16 As Well.. Commentary by Moritz Lück

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Colosseum Mall 18

Colosseum Retail Park will construct Colosseum Mall and the expansion of the existing retail scheme in Northwest Bucharest





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Xavier Denis 26 AG Real Estate has announced the arrival of Xavier Denis as the Chief Development Officer

. 12 "Around One Hundred Stop Shops Have Been Planned" 30 The new locations of the retail park chain will be deliberately located outside the environment of existing competition, reports Gerald Grüll. Head of Asset

> **Bringing Cultural Meaning to** Contemporary Retail Spaces 32 Places where people belong: modern destinations that celebrate cultural legacies



Turkish Transport Hub with a New Shopping Dimension 34 The Istanbul New Airport is about to open on October 29, 2018. Around 53,000 sq m of retail space will sweeten passengers'



stays there

Unlocking and Enhancing Real Estate Value for Retailers and Investors ... 35

Redevco aims to make urban centers more interesting places in which people like to live, work, and shop

The European retail real estate industry has been experiencing the formation and development of mega-corporations. Will major enterprises take over the entire industry in the long run?

COUER STORY

Pooling Experience and

MAGE: SHI ITTERSTOCI

Expertise 48 The acquisition of Westfield by Unibail-Rodamco also offers new opportunities for 26 shopping centers in the German portfolio. Tenants as well as customers should benefit



The Footfall Creator 50

Holistic consulting and servicing of retail real estate is becoming increasingly important in the industry. The Austrian Centerprise Group has dedicated itself precisely to this purpose, even beyond national borders



Target: Southeastern Europe's Favorite Shopping Destination 54 IKEA Centres and Mutschler Outlet Holding AG have recently opened the first phase of Designer Outlet Croatia in Zagreb



"We Do not Limit Ourselves to Countries" ... Branko Mihajlov, Project Manager of Designer Outlet Croatia at IKEA Centres,

explains what criteria were - and will continue to be - applied when choosing locations

Outlets Are Exactly in Line with the Trend of the Times 58

Franz A. Kollitsch, co-founder of Austrian real estate developer Invester United Benefits, speaks about the company's latest activities and why outlet centers are the ideal complement to online shopping



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"Technology for the Sake of

Technology Is Fruitless" 60 The basic concept of shopping will not significantly change, forecasts Silvio Kirchmair, CEO of umdasch The Store Makers. However, he does anticipate legal intervention. Google, Facebook, and Amazon will all be required to pay their financial obligations to the State



Kapfenberg, Styria

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Change of Ownership at Trnava .. 67 City Arena Peter Korbačka acquired the Slovak shopping center from Vladimír Poór. Negotiations lasted for nearly a year

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Center Customers Focus on Short Good accessibility is one of the main criteria for the success of a center. There is a lot of catching up to do in the digital sector

Stable First Half-Year in the

Russian Capital 74 Knight Frank recently published the "Retail Market Report Moscow H1 2018". The most important event was the commissioning of "Kashirskava Plaza". which opened with a high occupancy rate - not only by area but also by number of stores





Christmasworld 2019 Is

Growing 76 The number of registrations that have already been received proves that the new hall concept has been well accepted

The international trade fair for Property and Investment takes place from Oktober 8 to 10, 2018 in Munich

First Crowdfunding Offer at a Mall The Home Rocket crowdfunding platform

has been activated on behalf of the ece in



