



ECE – SIXTY YEARS OF CHANGE



1965



1969

1965 Mail-order pioneer Werner Otto founds ECE

1969 The first center developed by ECE opens in Nuremberg (Franken Center)

1970 The Alstertal shopping center opens in Hamburg

1973 Oil crisis: ECE halts its center expansion



1970



1974

1974 Dr. Heinrich Kraft becomes CEO of ECE, and the group is consolidated and diversified: Activities are extended to include office and logistics real estate

1979 ECE's first office project: City Haus in Frankfurt am Main is completed

1984 ECE's first center in an inner-city location opens in Koblenz (Löhr Center)

1989 Following the fall of the Wall and reunification: Centers with sustainable location concepts are developed in the new federal states and Berlin

1996 ECE goes international: The first ECE national subsidiaries are founded in Hungary and the Czech Republic



1984



1997

1997 The Promenaden shopping center opens at Leipzig Central Station

2000 Alexander Otto takes over as CEO, drives internationalization, and turns ECE into the European market leader for shopping centers

2001 The first international center developed by ECE opens (Galeria Dominikańska, Wrocław, Poland)

2006 The activities in the Office, Traffic, and Industries segments are brought together in a separate business unit (now ECE Work & Live)

2008 The first ECE Sustainability Report is published

2009 The first hotel project as part of the expansion of the Altmarkt Galerie in Dresden

2010 Residential activities are separated from the shopping business (including "Mitte Altona" in Hamburg)

2011 The fund management platform ECE Real Estate Partners launches its first shopping center fund



2011



2013

2013 In Future Labs ECE tests new interactive services, including at the Alstertal shopping center in Hamburg and at Limbecker Platz in Essen

2019 SAP is introduced: The advance of the digitalization offensive in ECE's back office

2021 ECE positions itself as an integrated group in the real estate and investment sector – the aim is greater independence for the divisions ECE Marketplaces, ECE Work & Live, and ECE Real Estate Partners

2022 ECE Living's first European residential real estate fund is launched // ECE map2zero is launched – a climate transition plan aimed at making shopping centers climate-neutral

2025 In line with Werner Otto's maxim "panta rhei" (everything flows), adaptability and resilience will remain ECE's trademarks in the future



2021

Under the leadership of Alexander Otto, CEO, and Claudia Plath, CFO, the newly positioned ECE Group continues to set benchmarks in the retail real estate industry and with innovative and sustainable real estate investments and developments.



IMAGES: ECE