

THE EUROPEAN RETAIL REAL ESTATE AND PLACEMAKING MAGAZINE

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MAN OF THE YEAR

AMANCIO ORTEGA GAONA
The fashion entrepreneur
without any affectations

OUTLOOK 2020 THE INDUSTRY LOOKS FORWARD TO THE NEXT YEAR WITH CAUTIOUS OPTIMISM
DEVELOPMENT WHAT WILL BECOME OF PARNDORF?
ENTERTAINMENT EUROPE'S LARGEST INDOOR THEME PARK TO BE OPENED SOON IN MOSCOW



PREMIUM FASHION OUTLETS IN EUROPE



DEAR READER,

The European retail real estate industry is yet again facing serious changes. The flow in the big developers' development pipelines is decreasing significantly. New developments of conventional shopping centers in Central and Eastern Europe are in short supply; we believe that this trend will even intensify. Zoning decisions for straight forward retail projects are getting harder and harder to obtain on the continent. Retail space per capita seems to have reached its upper limit. The former lessor market is gradually turning into a lessee market. Even the needs and standards of today's European consumers differ substantially from those of the past.



IMAGE: ACROSS

But how does the industry react to these distortions? The line of approach is obvious: the guiding principle of major developers is to move away from properties that are used exclusively for retail purposes and towards mixed-use projects. It is peak season for these mixed-used approaches. The industry tries to meet the requirements of this new reality with a mix of living, working, shopping, leisure, and entertainment. Public spaces are discovered, conquered, utilized, and managed. Multifunctional buildings and open spaces reflect our time's changing life conditions. The "new way" seems promising, as several highly successful projects, which were realized in the recent past, already prove.

We are not ignoring this trend either. After numerous internal and external discussions, we decided to substantially expand the scope of our reporting. More retail, more leisure, more gastronomy, more mixed-use, and more placemaking is what we are aiming for in 2020 and the years to come. Therefore "ACROSS – The European Retail Real Estate Magazine" has now become "ACROSS – The European Retail Real Estate and Placemaking Magazine" to publicly reflect our editorial evolution.

We are confident that this step will enable us to inform you even more comprehensively and precisely about the events and trends of the retail real estate and retail industry.

With this in mind, I would like to wish you a very successful and exciting 2020. I am looking forward to hearing from you and reading your suggestions..

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

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CENTER MANAGEMENT

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Union Investment, owner of Hamburg's Quarree Wandsbek, is investing roughly 40 million euros in the refurbishment of the mall. Extensive construction work is scheduled to be completed by the end of 2020, which, inevitably, will have an impact on ongoing operations. Center Manager Frank Klüter, from Sierra Germany GmbH, and Britta Finke, from lead agency 21Media, explain the Situation

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HMSHost International currently operates in 19 countries around the globe. Although the company has an international scope, it has never lost sight of local culture and cuisine, which has allowed to think globally and act locally. As a result, alongside leading international brands, local concepts and restaurants can be found at the airports, shopping centers, and train stations in which the company operates

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The third construction stage of designer outlets Wolfsburg was completed in October 2018. This shopping destination serves all those who work nearby, all visiting for the day, and everyone who just wants to enjoy a meal in a lively atmosphere with additional restaurant options like "Frittenwerk" or "Dean and David"



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From January 24 to 28, 2020, Christmas-world is focusing its product range on the success factor customer-experience at the point of sale. Together with the Institute for Retail Research in Cologne, the Retail Boulevard 2020 will focus on the 'customer journey' by illustrating the steps towards the purchasing impulse and good customer relationships in different stores

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The international market for real estate professionals takes place from March 10 to 13, 2020, as usual in Cannes