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# MAN MUST EAT!

THE (INCREASING) IMPORTANCE  
OF FOOD ANCHORS FOR THE  
PLACEMAKING INDUSTRY

**INDEX** THE GLOBAL RETAIL ATTRACTIVENESS INDEX (GRAI) SHOWS AN UPWARD TREND

**INTERVIEW** THE BIG ACROSS INTERVIEW WITH MEC'S MANAGEMENT

**RETAIL PARKS** A DETAILED LOOK AT THE STOP SHOP CONCEPT OF IMMOFINANZ

VIAOUTLETS.COM

# REDEFINING THE OUTLET SHOPPING EXPERIENCE



DISCOVER 11 PREMIUM FASHION OUTLETS IN EUROPE'S MOST EXCITING DESTINATIONS

AMSTERDAM    GOTHENBURG    LISBON    MALLORCA    OSLO  
PRAGUE    SEVILLE    WROCLAW    ZURICH    ZWEIBRÜCKEN



## DEAR READER,

We are currently living through very turbulent times. A clear indication of this is the huge variety of topics that surround the placemaking industry right now. It gives me great pleasure to present you our big fall print issue with a whole series of highly exciting articles.

This time, we focused on the topic of "food anchors". Is their increased importance perhaps a short-term consequence of the pandemic, and is a very significant and determining location trend emerging here? We asked many international experts to give us their views on this.

In general, I have noticed that the retail park sector is currently very dynamic. This is reason enough for us to present the manifold activities of Immofinanz with its STOP SHOP retail parks in a separate magazine section.

And finally, I am also very positive about two other topics: Firstly, the current GRAI—our Global Retail Attractiveness Index, which we developed together with Union Investment and GfK, is showing an encouragingly strong upward trend throughout Europe! And on the other hand, MAPIC is taking place in Cannes at the end of November. A real trade fair with real people in a real, physical, beautiful place. For me—head- and motivation-wise—a nice symbol in the direction back to a "better normal".

I hope you enjoy reading our informative issue.

Sincerely

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