

# SPH newsletter

## news

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## special

This year Expo Real takes place for the 20th time – a good reason to remember the beginning ...

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... and to ask market participants already present at Expo Real since the start of the fair, about their experiences and impressions.

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## background

Some week ago Bernd Heuer, a pioneer in the development of the real estate industry towards more professionalism and transparency deceased.

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## events

Exhibitions, conventions, and congresses

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## book review



Increasing electromobility will cause that shopping centres will (have to) offer an increasing number of charging stations.

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## DEAR READERS!



For sure, not all, but many of you will be in Munich in the time from 4. to 6. October. Because at the 20th Expo Real it is all about real estate and investments. Probably, the number of last year's participants – 39,101 – will be reached again, if not surpassed. 1,951 exhibitors are already registered. During three days a broad range of events and meetings will take place in the six halls.

One blog on the Expo Real homepage is headlined: "So Many Events, so Little Time". In this case it is only about the conference programme, organised by Messe München in eight forums. However, the blogger also added: "It is not enough to just go from one forum to the next, because the exhibitors' stands also have quite a lot to offer." Indeed, the main focus should be on the exhibitors that have chosen Expo Real and invested in the possibility to exhibit. They present a multitude of objects and projects, of locations and services and invite to take part in different information and social events.

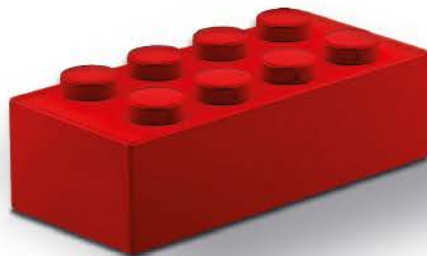
Both, Marianne Schulze and I, we will be pleased to meet many of you, dear readers, at the beginning of October at Expo Real. It is the 20th time that we are looking forward to substantial and informative talks. Because like some of you we have been at Expo Real every year since the start of the fair. About this you can read more following the News.

Now I wish all taking part in Expo Real a successful and productive fair.

Yours,

Andreas Schiller

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*The project AFI Brasov has obtained the construction permit. In a first phase the mall and one of the two office towers will be realised.*

## AFI EUROPE STARTS NEW PROJECT IN BRASOV

AFI Brasov has recently obtained the construction permit. The shopping centre will offer a total gross leasable area of 25,000 square metres that will be combined with two additional office towers totalling 25,000 square metres of gross leasing area. The overall investment for the mall and first office building is estimated to be over EUR 120 million. Construction of the new project has started at the beginning of this year and the opening date is estimated to be either at the end of 2018 or during the first quarter of 2019.

## CTP ACQUIRES TWO LOGISTICS PARKS IN ROMANIA

CTP has acquired two logistics parks located in Western Romania from Slovak-based company IPEC Group for EUR 18 million. The two assets are located in Ineu, Arad County and Salonta, Bihor County. CTPark Ineu is located 2.5 kilometres south-west of the city centre. Its land area of 56,000 square metres is occupied by one building with 23,000 square metres of production facilities and offices. The building is fully leased to Delphi Packard Ineu, an automotive electronic and electric distribution systems factory. CTPark Salonta is located at the periphery of the city, in the south-western part. It has a total land area of 63,000 square metres with 14,000 square metres gross leasing area and other 30,000 square metres for future development. The logistics park has two warehouses and its current tenant is Inteva Salonta, a French producer of auto components.

## FIRST IBIS STYLES TO OPEN IN 2018 IN BUCHAREST

Orbis Hotel Group, strategic partner of AccorHotels in Eastern Europe, has signed a management agreement for an ibis Styles hotel in Bucharest with its local partner and investor, Constructii Erbasu. Following its full renovation, the existing building, located in the vicinity of Bucharest business district, will join the ibis Styles network in mid of 2018. The hotel will offer 96 rooms, a restaurant, a bar, as well as a conference room.

## AFI EUROPE AND DEDEMAN CANCEL BUCHAREST OFFICE SALE

AFI Europe and local DIY network Dedeman have agreed to cancel the sale of the office buildings AFI Park 1–3 in Bucharest. Dedeman was looking to buy the buildings 1, 2, and 3 in the AFI Park, located near the AFI Palace Cotroceni shopping mall. It had signed a EUR 86.5 million pre-sale agreement for them. It also had a purchase option for buildings 4 and 5 for EUR 77.5 million. The transaction would have amounted to EUR 164 million in total. The five buildings have a gross leasing area of 70,000 square metres.





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Martin Schellein  
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Meet us at EXPO REAL in hall B2,  
stand 142.



*The Polish GTC Group has acquired Belgrade Business Center in New Belgrade. Seller was an Austrian real estate asset management company.*

## GTC IS NEW OWNER OF BELGRADE BUSINESS CENTER

The GTC Group has acquired Belgrade Business Center in New Belgrade. The office building comprises 17,900 square metres of gross leasing area and 307 parking places. Belgrade Business Center is located in a residential and commercial area called "Belville" which offers easy access by car or public transport from all around the city. The building is nearly rented out. JLL has advised an Austria-based real estate asset manager on the sale of Belgrade Business Center to the Polish Global Trade Centers Group (GTC). The purchase price was undisclosed.

## STAR CAPITAL ACQUIRES TWO SHOPPING CENTRES IN CZECH REPUBLIC

Star Capital Investments has become the new owner of Futurum Ostrava and OC Haná. The purchase price was undisclosed.

The 30,000-square metre Futurum Ostrava Shopping Centre is the first centre of this size in Ostrava, and has been offering its services to its clients since May 2000. CBRE brokered the sale of the building and represented both the previous co-owners, Pradera, and Bainbridge during the transaction. The buyer, Star Capital Investments, acquired the shares of the two previous owners simultaneously, thus consolidating the asset.

The Haná Shopping Centre in Olomouc has 9,400 square metres of retail space. It was opened in 2002 and expanded with a retail park component in 2016. The shopping centre includes 61 units and 490 parking spaces. CBRE secured the sale of the building and represented Pradera.

## QUADRO OFFICE BUILDING IN BRATISLAVA HAS CHANGED HANDS

Quadro office building in Bratislava was acquired by a Slovakia-based property company. Seller was CEE Property Development Portfolio 2 (CPDP2), a real estate investment and asset management company, part of the Ceska sporitelna Financial Group. JLL acted on behalf of CPDP2. Quadro office building comprises of 5 above ground floors offering almost 6,500 square metres of office space. The building is situated in the inner city on the Prievozská Street.

## CINEMA CITY IN BRAILA OPENED

Cinema City, the largest cinema operator in Romania, has recently opened its 4th 4DX theatre in Romania, located within Braila Mall at Strada Principala Street no. 4B in the city of Braila in eastern Romania. The new theatre offers 144 seats and represents a joint investment of Cinema City and the mall's developer New Europe Property Investments (NEPI), which amounted to approximately EUR 700,000.



# developing projects realising opportunities

UBM Development AG is the leading hotel developer in Europe. The strategic focus is on the three clearly defined asset classes Hotel, Office and Residential and the three core markets of Germany, Austria and Poland. With 144 years of experience, UBM focuses on its core competency – developing real estate. UBM has been listed on the prime market segment of the Vienna Stock Exchange since August 2016.



## Leuchtenberggring, Munich

The existing hotel building is being expanded to include a total of 279 rooms. A five-storey office building with 385 parking spaces on two underground storeys and commercial space will also be built on the site that has excellent transport links.

## Aparthotel in QBC, Vienna

A UBM hotel development for Generation Y – both serviced apartments and the modern Micro Living project QBC 6.2. are right on trend. Seamlessly integrated into the dynamic development mix of the new city quarter, Quartier Belvedere Central (QBC), a total of 131 serviced apartments are being built.





*Nowy Rynek is Skanska's third commercial development in Poznan. With five independent buildings Nowy Rynek will create a new quarter in the city.*

## SKANSKA INVESTS IN MIXED-USE PROJECT IN POZNAN

Skanska invests EUR 48 million in phase I of Nowy Rynek located in Poznan. The six-storey office building will have a total leasable area of around 25,000 square metres, with two underground parking levels.

Nowy Rynek is Skanska's third commercial development in Poznan. This project is a mixed-use complex with five independent buildings located in the central business district, creating a new quarter in the city of Poznan. Nowy Rynek will encompass offices and retail with a new public square that will host activities available for the local community. Construction of the first phase started in July 2017 and is scheduled for completion in the second quarter of 2019.

## PBB: REFINANCING FOR WARS SAWA JUNIOR IN WARSAW

pbb Deutsche Pfandbriefbank provided an investment facility of EUR 63 million to CBRE Property Fund Central and Eastern Europe (CBRE PFCEE), an investment fund focusing on retail assets in Poland and Slovakia, managed by CBRE Global Investors. CBRE PFCEE will use the proceeds for the refinancing of the shopping center "Wars Sawa Junior" in Warsaw. pbb acted as arranger and sole lender under the facility.

Wars Sawa Junior is located in the city centre of Warsaw directly opposite of the Palace of Culture. It was built at the turn of the 1960s and 1970s and was the first department store to open in Warsaw after Second World War. Later it was converted into a shopping centre. The asset offers a gross lettable area of over 37,000 square metres of retail and office space.

## RADISSON COMPLEX IN BUCHAREST TO SELL

Elbit Imaging Israel announced that a company's wholly owned indirect subsidiary has signed a non-binding letter of intent with an international investment fund to sell its entire shareholding (98.2 per cent) in a company owning the Radisson complex in Bucharest based on a property value of approximately EUR 177.5 million. The consummation of the transaction, which expected to occur within three to four months from the signing of the letter of intent, is subject to the fulfilment of certain conditions, including obtaining the approval of the Romanian Competition Council, and the obtaining of externally sourced financing by the purchaser.

The Radisson complex is located in the heart of Bucharest. The complex includes the Radisson Blu hotel with a capacity of 487 rooms, the newly renovated four star Park Inn Hotel with a capacity of 276 rooms and 7,200 square metres of commercial area that includes the biggest casino in Bucharest, a fitness centre and fashion shops. The Radisson Blu hotel and the Park Inn hotel are managed by Rezidor, which is part of Carlson Rezidor Hotel Group.

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*The black and white facades of the two residential buildings developed by Echo Investment in Wrocław were the reason why the project was named Zebra.*

## ZEBRA – ECHO'S NEW RESIDENTIAL PROJECT IN WROCŁAW

The construction of the Zebra residential complex located on the bank of the Odra River, at the promenade between Zakładowa Street and Ślonimskiego Street, has been launched in the capital of Lower Silesia. Developer is Echo Investment, general contractor is Eiffage Polska Serwis. The Zebra residential complex includes two buildings with black and white facades. The project includes 225 apartments, studios, 2- and 3-room ones ranging from 25 to 69 square metres.

## REFINANCING FOR WARSAW SPIRE OFFICE COMPLEX

Helaba, Berlin Hyp and pbb Deutsche Pfandbriefbank have jointly underwritten an investment facility totalling EUR 370 million to refinance the Warsaw Spire Office complex. The assets are owned by the newly established Ghelamco European Property Fund. The transaction closed in August 2017. Helaba, Berlin Hyp and pbb are acting as Joint Lead Arrangers providing equal portions of the fundings, with Helaba acting as facility and security agent of the transaction. The Warsaw Spire complex consists of three buildings totalling 115,000 square metres; the main 220-metre tower, Warsaw Spire A, is neighboured by two 55-metre auxiliary buildings, Warsaw Spire B and C.

## CTP AGREES ON SALE OF ITS NON-CORE ASSETS

CTP Group has decided to divest several of its non-core retail assets out of its Central European portfolio of properties in order to focus on the development and management of its industrial properties, the CTPark Network. The sale involved CTP's subsidiary CT Retail – a holding company for a portfolio of supermarkets and other retail properties which had been either constructed or acquired by CTP in the past. CT Retail was acquired by DMO Invest representing a transaction in the range of approximately EUR 40 million. The portfolio consists of 19 retail properties, including supermarkets, at various locations throughout the Czech Republic.

## CRESTYL ACQUIRES TESCO STORE IN BRNO

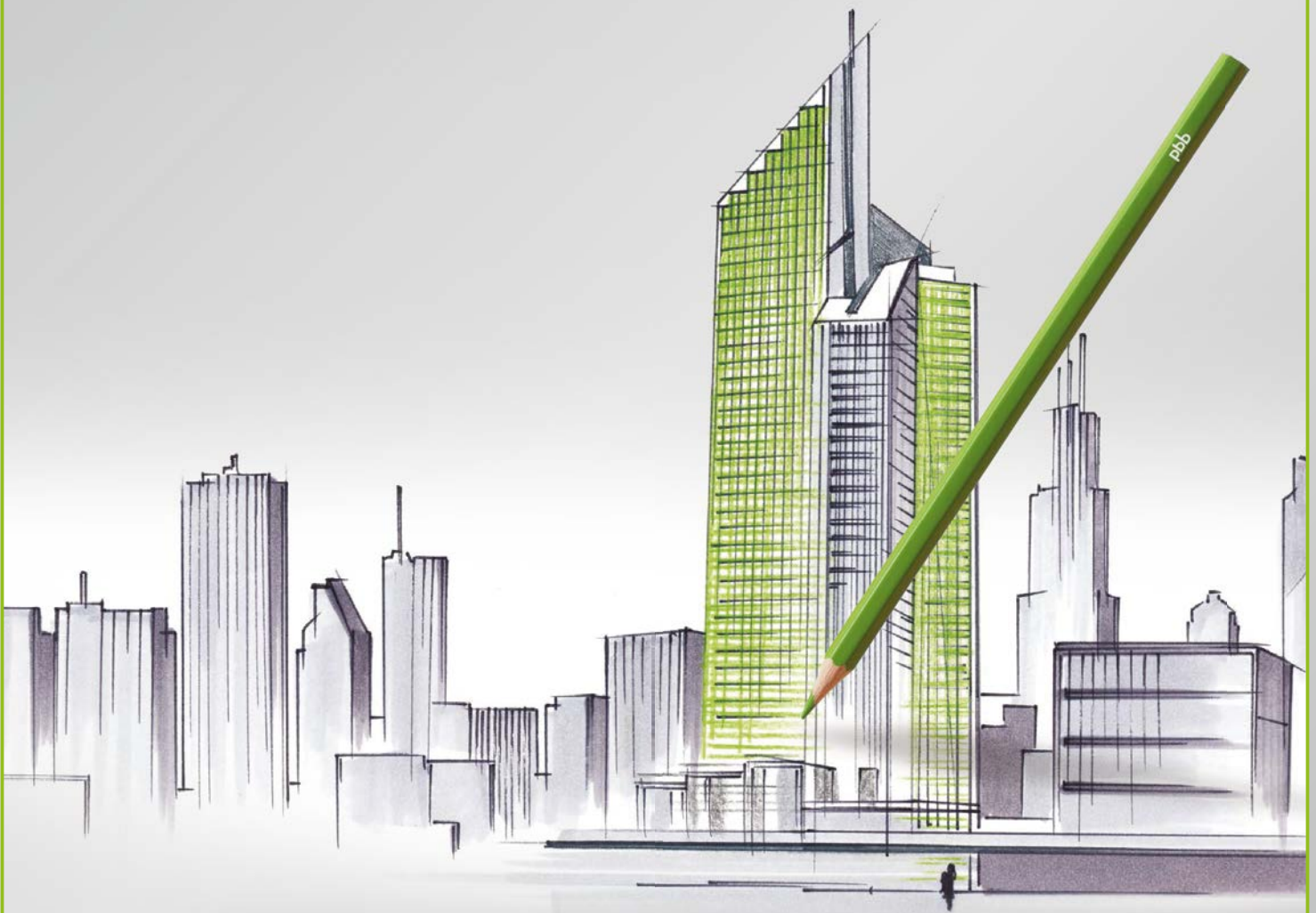
Tesco's department store next to Brno's main railway station has been acquired by British developer Crestyl for an undisclosed sum. Tesco will remain the anchor tenant. Crestyl is planning to improve the environment in the building, located at Dornych 4, with the addition of new stores and services. The Tesco department store is Crestyl's first asset in Brno. The company has completed several residential developments in the Prague region and Most. Crestyl has built shopping centres in Jablonec, Prague and Kladno. It also owns one office building in Prague.

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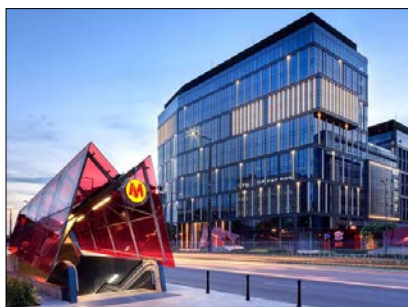
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*Proximo I in Warsaw's Wola district has been officially opened two years ago and is offering more than 28,300 square metres of office space.*

## HINES SELLS PROXIMO I OFFICE BUILDING IN WARSAW

Hines has announced that the Hines Russia & Poland Fund has sold the Proximo I office building in Warsaw to the CSNF fund, which is managed by Czech investor REICO investicní společnost České spořitelny, a.s., for EUR 116.6 million. pbb Deutsche Pfandbriefbank provided an investment facility of EUR 66 million to the open-ended fund CSNF fund, the biggest real estate fund on the Czech market, for the acquisition of Proximo I. pbb acted as arranger and sole lender under the facility. Proximo I is located near the Rondo Daszynskiego subway stop in the Wola district of Warsaw and was opened for business in June 2016. The building comprises a total of more than 28,300 square metres of office space on twelve floors.

## HILTON GARDEN INN OLD TOWN TO OPEN BY END OF 2017

The first Hilton Garden Inn hotel in Romania is to be opened by end-2017 in Bucharest. The 201-room hotel will be located within an historic listed building in the city centre. Hilton Garden Inn Bucharest Old Town will be administered by hotel management company Apex Alliance Hotel Management.

The Hilton Garden Inn hotel in Bucharest Old Town is controlled by the Israeli investors who also own the four-star hotel Europa Royale downtown Romania's capital

## WING BUYS BUDAPEST LOGISTICS PARK

Hungarian developer and investor Wing has purchased the Európa Center Business and Logistic Park, located in the northernmost part of Budapest, next to the M0 ring road and next to two retail parks. The park renamed Login Business Park offers 75,000 square metres of leasable space, in addition to a 8,000 square metres area for further development.

## DELTA REAL ESTATE DEVELOPS VARNA SHOPPING MALL

Delta Real Estate, a subsidiary of the Serbian Delta Holding, in cooperation with Bulgarian company AP investments, has finalized the acquisition of a shopping mall in Varna, on the Black Sea coast. This project called Delta Planet and worth EUR 120 million, will be developed together with partner AP investments from Sofia.

Shopping mall Delta Planet in Varna will have 3 floors and 3 underground levels for parking, as well as 12 cinemas and about 160 premises with different purposes. The opening is planned for May 2018.



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## STAFFING



left: Jonathan Cohen  
right: Rüdiger Dany

**Jonathan Cohen** has been appointed Equity Partner of Colliers in Poland. Jonathan Cohen joined Colliers International in 2012 and took up the position of the Director of Building Consultancy Services for Central and Eastern Europe. He has roughly 30 years of experience in the building-investment sector gained in the United Kingdom and Poland, as well as in Bulgaria, Romania, Hungary and Ukraine. He is a Member of the Royal Institution of Chartered Surveyors (RICS). Jonathan Cohen is a graduate of Leeds Polytechnic (now Leeds Metropolitan University).

**Rüdiger Dany** has been appointed new Chief Operational Officer (COO) of Multi Corporation, effective 1 October 2017. He will assume the role of COO of Multi Corporation upon the departure of Heino Vink. Rüdiger Dany has extensive experience in mall management operations, leasing and asset management and he has worked internationally for many years in various countries and with a number of companies, such as Atrium and ECE.



left: Scott Dwyer  
right: Marta Machus-Burek

**Scott Dwyer** has been appointed to the position of Group Chief Operating Officer at Atrium, effective 1 October 2017. Originally from Australia, Scott Dwyer has been CEO of Poland at Atrium since joining the Group in October 2014. Scott Dwyer has over 20 years' experience in Central and Eastern European markets with several senior executive roles within the real estate industry. Previously he was at Heitman International as Portfolio Manager overseeing its European real estate business. From 2009-2012, Scott was General Manager at ING Real Estate Development with core responsibilities for CEE, Germany, Switzerland and Italy, together with heading retail across the business. From 2002 Scott spent seven years with Rodamco Europe/Unibail-Rodamco expanding and managing its CEE portfolio as Managing Director Central Europe. Scott Dwyer has a Business degree from the University of Technology Sydney and is a qualified CPA.



Sînziana Pardhan

**Marta Machus-Burek** has been appointed Equity Partner of Colliers in Poland. As Director of Retail Agency Marta Machus-Burek oversees a team of 14 experts. She has over 20 years of experience which spans across strategic advisory for shopping center owners and investors, mixed-use projects, as well as shopping centers' value management, leasing of space and marketing of shopping centres. Moreover, Marta Machus-Burek provides strategic advisory for retail chains, including expansion plans and competition analysis. She also advises on the development of investment strategy for the acquisition and sale of retail chains.

**Sînziana Pardhan** has been appointed Country Head in Romania at P3. Sînziana Pardhan, who was recently appointed as Acquisitions Director for Romania, takes over from Blake Horsley, who has become P3's Group Development Director. With extensive experience in investments, acquisitions and disposals, Sînziana Pardhan had previously spent nine years working at real estate consultancy Colliers. Prior to that she collaborated with Sopolec and the Romanian Green Building Council as well as completing consultancy assignments with the US Department of Commerce (Central and Eastern Europe Business Information Center), Dominican Republic's Competitive Council and The Global Knowledge Partnership (Kuala Lumpur, Malaysia). Sînziana Pardhan has a Bachelor's degree in Finance and Banking from the Academy of Economic Studies in Bucharest and a Master's degree in International Business from The Fletcher School of Law & Diplomacy at Tufts University. She also took classes at Harvard Business School and Harvard Kennedy School and was co-founder and co-leader of the Euro-Atlantic Club.





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## LETTINGS



### CROWN SQUARE, WARSAW

POLAND 

Savills has completed the recommercialisation process of Crown Square office building. The last free office units in the building were leased by Sportradar Polska and Mediaplanet. The property is managed by Invesco Real Estate. Sportradar Polska, provider of sports betting solutions, leased approximately 280 square metres and Media planet publishing house leased nearly 200 square metres. Crown Square is an office building with a total leasable area of 16,000 square metres of office space. The building is located in Wola district, at 31 Przyokopowa Street in Warsaw. It has an underground car park with 220 places.

### ELEKTROWNIA POWISLE, WARSAW

POLAND 

Law firm Dentons will move to a new office in Warsaw. The company will lease approximately 5,600 square metres of office space in Elektrownia Powisle, the latest investment developed by EPISO 4 fund managed by Tristan Capital Partners and White Star Real Estate in Warsaw. JLL represented Dentons in the negotiation of lease terms. The Elektrownia Powisle complex is developed in the area of the former Powisle Power Plant bordering Dobra, Leszczynska, Wybrzeze Kosciuszowskie and Zajecza Streets and in close proximity to the Copernicus Science Centre and the University of Warsaw Library. The project will have three office schemes providing 23,000 square metres of office space in the area of the former power plant along with 15,500 square metres of retail and services space, 6,000 square metres of space for apartments and 5,500 square metres of space dedicated to hotel functions. Furthermore, the revitalized space will also serve as a location for numerous cultural events.

### WARSAW SPIRE, WARSAW

POLAND 

Investment management and pension services provider Hargreaves Lansdown is opening a new technology centre in Warsaw. The company has leased approximately 3,200 square metres of office space in the Warsaw Spire complex which was developed by Ghelamco in the Wola district of the city. JLL advised Hargreaves Lansdown during the lease negotiations. The Warsaw Spire complex is located near the Rondo Daszynskiego subway stop and consists of a 220-meter skyscraper and two lower, 55-meter buildings. It offers a total of 115,000 square metres of space.

### OGRODY SHOPPING CENTRE, ELBLAG

POLAND 

Just Gym is to join other tenants of the Ogrody Shopping Centre in Elblag this year. The fitness club will occupy approximately 1,700 square metres spread over the scheme's second and third floors. The Ogrody Shopping Centre, which is under management of Cushman & Wakefield, is Elblag's first shopping and service complex constructed in 2002. In March 2015, it was reopened after 23 months of extension works. Ogrody is now the largest and most modern shopping centre in the region. It offers 42,000 square metres of usable space, 130 retail stores and service outlets, restaurants on two levels, a cinema complex and a three-level car park.

**VIVO! KROSNO****POLAND** 

A little less than two months before the official opening of Vivo! Krosno, another eleven retailers joined the tenants' list. The group of brands has been enriched by: clothing brands Diverse (220 square metres) and Medicine (200 square metres); shoe brands Rylko (100 square metres) and Sizeer (130 square metres); Quiosque, created especially for women with collections that focus on timeless classics (100 square metres); Polish fashion brands Vistula and Wólczanka; bookstores network Swiat Ksiazki (300 square metres); in the food court section Olimp, Like Thai and Kebab will enlarge the offer. The official opening of the newest Krosno shopping centre is scheduled for September 29, 2017. Vivo! Krosno is an investment undertaken by Immofinanz together with its partner Acteeum Group with 85 per cent owned by Immofinanz and 15 per cent by Acteeum.

**COLOSSEUM RETAIL PARK, BUCHAREST****ROMANIA** 

Colosseum Retail Park, developed by Nova Imobiliare SRL, reached 100 per cent occupancy, by securing 1,300 square metre retail spaces for the Turkish retailer LC Waikiki. The transaction was negotiated by JLL. Beside LC Waikiki, in the last months, the project attracted two more retailers: Sport Vision for 900 square metres and Pepco for 450 square metres. All three units will be open in Q4 2017. Colosseum Retail Park has been open since 2011 and has 38,500 square metres of retail space. Situated in the North-West Bucharest, it provides easy access both to downtown and to the Northern Ring Road.

**ORHIDEEA TOWERS, BUCHAREST****ROMANIA** 

Bitdefender, a global Internet security software company, is leasing 9,300 square metres of office space in the Orhideea Towers project in Bucharest. The contract will run for at least five years with an extension option. Already in spring the financial software company Misys leased 8,000 square metres in the Orhideea Towers. Developed by CA Immo and comprising 37,000 square metres of gross rentable floor space, the project will be completed in the first half year of 2018. The total investment volume is EUR 75 million. Located in the west of Bucharest, Orhideea Towers will have a gross rentable area of 37,000 square metres. The two towers linked by a bridge are due for completion in the first half year of 2018.

**UNIRII VIEW, BUCHAREST****ROMANIA** 

NTT Data Romania, the software services and solutions provider leased 4,000 square metres in Unirii View office tower that is being under development in downtown Bucharest, only five minutes away from Unirii Square. The transaction was mediated by the real estate consultant Griffes. Unirii View, a project developed by the Belgian investor Yves Weerts, will have a total gross leasable area of 18,000 square metres. Completion of the project is scheduled for summer 2018. The building is located on Corneliu Coposu Boulevard and will have 17 office floors plus a mechanical penthouse and three underground parking levels.

# Romania: new market dynamics and opportunities



**ILAN LAUFER**  
Minister for Business  
Environment, Commerce  
and Entrepreneurship



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CEO  
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**DANA BORDEI**  
Head of the Industrial Services  
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**CHRISTOPH SALZER**  
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Format:  
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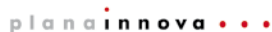
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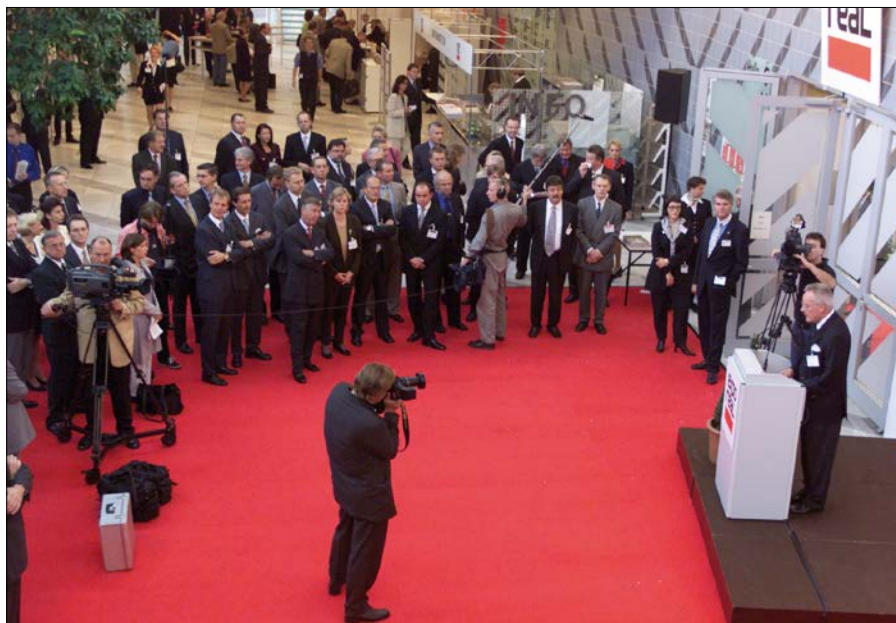


## 20 YEARS OF EXPO REAL

The 20th anniversary of the International Trade Fair for Property and Investment is giving reason to remember the start of Expo Real two decades ago and to think back to the development of the fair and the property industry as well.

When in 1998 the first Expo Real opened its doors, many things were quite different. The venue were not the newly constructed halls in Munich-Riem, but the smaller exhibition area of Messe München, the MOC Munich Ordercenter, in the district of Freimann. Of MOC's halls, also smaller than the new ones, Expo Real occupied only one at the start. That means it was still a relatively small event.

Eugen Egetenmeir and the former Chairman and CEO of Messe München Manfred Wutzlhofer have launched Expo Real. Adding the time needed to prepare the event, it was more than 20 years ago. Because Marianne Schulze and I have been involved in the fair since the beginning, I still remember the first talks at Munich's former fair ground near Theresienwiese. But in advance of the first Expo Real we met with the people of Messe



*At the first Expo Real the audience of the opening speech was still rather small.*



*The catalogue of the first Expo Real*

München also in other cities and locations. Some talks took place at Mipim in Cannes – in that time for some German market participants a perhaps peculiar, but the only serious real estate fair in Europe. Later on Messe München invited German and international journalists to Budapest for the first press conference of Expo Real. At this time overhead transparencies were still in use to explain the concept. Also the advisory committee started to work and during the first meetings there were intensive discussions about the concept of the fair. At the start Expo Real was promoted with the slogan "Die Nutzer-Messe" ("The Occupier's Fair"). That vanished later on because since the beginning not only occupiers took part in the fair. Looking at today's advisory committee, Lutz Aengevelt, Hartmut Bulwien, Peter Wasner, at that time at KGAL and today at Eiwobau München, Hans Schlamp from Accumulata Development, Kurt Kapp from the City of Munich, Klaus Laminet from Investa and the author of this article were members since the beginning. At that time I was still editor in chief of

the magazine *Immobilien Manager*, published by Verlag Rudolf Müller that was also producing the exhibition catalogue – in the first years only in printed versions – as well as the *Preview*, the *Daily News* during the three days of the fair and after the event the *Review*.

At the first Expo Real, taking place from 8th to 10th October 1998, 147 exhibitors presented themselves to 2,528 trade visitors. Already then and among others Aengevelt, Corpus, KGAL, the city of Augsburg, Ellwanger & Geiger, Bayerische Hausbau, BayernLB, Deutsche Bank Group with their real estate branch, Hannover Leasing, Investa, IVG, the city of Cologne, Dr. Lübke Immobilien, the city of Munich and Munich Airport took part in the fair as exhibitors. And the first international exhibitors were the cities of Lodz, Szczecin and Bydgoszcz from Poland, the city of Graz from Austria as well as companies from Budapest and Pecs in Hungary and from the Czech capital city Prague. In 1999 the city of Moscow joined Expo Real's exhibitors, at that time



*The three drivers of Expo Real in 2004 (from left to right): Eugen Egetenmeir, Manfred Wutzlhofer and Claudia Boymanns*

under the headline "Moscow Land Committee" and in search of Western investors and know-how. The establishment of a land register for the metropolis of Moscow was one of the main topics.

During the first years Messe München invited the exhibitors to a dinner at Munich Residenz. Later on it was the City Government of Moscow, then ECE and finally the Zentrale Immobilien-Ausschuss ZIA (German Property Federation) who organised receptions there. At the start the organisers of the fair also booked the bar of Lenbach Palais in Munich's city centre for one evening, because they wanted to offer something to the exhibitors also in the evening. Today exhibitors outperform each other by all kinds of invitations. The saloons and bars of the big hotels as well as a great many of restaurants and event locations are the in-locations where real estate people meet in the evening and sometimes still in the small hours.

Up to the year 2000 Expo Real remained in MOC, but the fair expanded from one hall in the first year to three halls in the last year. In the same year the current Exhibition Director Expo Real Claudia Boymanns joined Messe München. At the end of the year she took over from the first Exhibition Director Rolf-Ludwig Schön

who retired. My first meeting with Claudia Boymanns was in spring 2001 in the former Café Roma on Maximilianstraße in Munich, followed by a first trip together to Moscow during the summer to improve the presence of the capital city of Russia during the fair. As a geopolitical counterbalance already then Brad Olsen from Atlantic Partners organised the "American Afternoon" at the fair and this event has to date its traditional place in the conference programme of Expo Real.

In the beginning the conference programme was less abundant than today. In the first year there were exactly two forums: the Expo Real Forum – by the way in form of a small amphitheatre with rising seating tiers – and the Exhibitors Forum. That was all. Nevertheless already then there were forward-looking topics and performances. I remember the Austrian-American Trend Experience Consultant Ludwig Morasch who did not want to be presented but persisted to enter the well-visited Forum like one who is talking with someone else in New York via a – at this time still very bulky – mobile phone. After he had reported his impressions to Daisy or whatever the name of the fictitious lady was, he started his explanation. Now, 20 years later, nobody needs anymore an explanation of how forward-looking

this performance was. However, many of us, me included, did not really understand what he meant. Meanwhile we all know it very well and it is something completely ordinary.

Today the conference programme – in the beginning it was strangely named 'accompanying programme' – takes place in eight forums, comprises more than 200 events with 500 participants. Forward-looking panel discussions have been always part of the programme. Already in the early years of Expo Real there was a panel discussion headlined: "I bail out and start my own business" talking about the opportunities of new companies founded by former staff members of established and big market players. Crowdfunding has been a topic as well as sustainability was often discussed in times when Green Building Councils and certifications were still largely unknown. Another topic has been the 'black swans' and the influence of external factors on real estate markets and investments. Currently the digital transformation of the real estate industry is playing an important role. Already some years ago discussions at Expo Real were about the changes in retail by e-commerce. Another time the

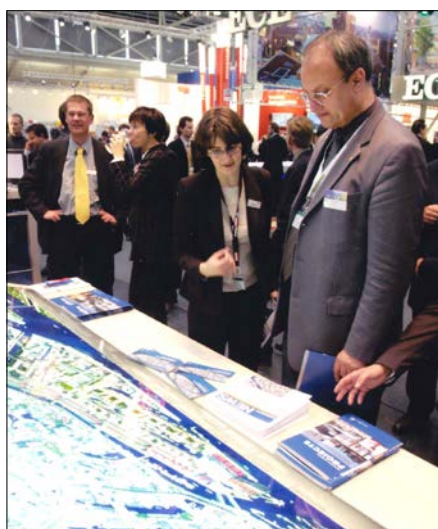


*Since the beginning Expo Real has attracted exhibitors from CEE.*



focus was on the emerging FinTechs and the related changes headlined: "What's the use of banks?" By the way, in the discussion took part high-ranking representatives of traditional banks, all of them still in the market. Now the focus is on PropTechs.

The current PropTech boom reminds some of the dot-com bubble at the turn of the millennium. When it collapsed the stock markets dropped significantly. That had also its impact on Expo Real. However, in this case it was a more positive impact. Because now many investors allocated their capital again on real assets instead of dot-com companies causing that the real estate industry flourished. "With a total of approximately 850 exhibitors the number of companies presenting themselves at Expo Real increased by one third in comparison to the year 2000", wrote the former Chairman and CEO of Messe München Manfred Wutzlhofer in the editorial of the *Preview* for Expo Real 2001. For these exhibitors were three halls – C1, C2 and C3 – on Munich's New Fair Ground available – that meant 7,000 square metres of exhibition area more than at last in the MOC. And in the following years the exhibition area increased to six halls, the ones where Expo Real takes place also this year: the halls A1, A2, B1, B2 as well as C1 and C2.



*From the archives: Hafencity Hamburg is present at Expo Real since long.*

Since Expo Real's 'relocation' to the new fair-ground in Munich-Riem in 2001 there have been many very different, but in a

year by year increasing number of exhibitors, participants and countries of origin decreased or at least stagnated. Some



*The names of the forums changed, but their number increased.*

certain sense 'remarkable' events. One time it was Moscow attracting attention by its big shows, the next time it was a special exhibition area for China. And for sure, the one and the other will remember some 'presentations' of a very special kind. Among those is to mention the stand of Hypo Real Estate encircled by burbling water and to reach only via by small bridges. Then there were – for some unforgettable – models dressed up as scantily clad nurses promoting the real estate consultancy Dr. Lübke. Well, Hypo Real Estate does no longer exist, and at Dr. Lübke, meanwhile Dr. Lübke & Kelber, the only reference to healthcare staff is the slogan on their homepage "Call the doctor". In general, step by step and unexcitedly the fair grew up to its current size. It was the years when Marianne Schulze and I were in charge for *Expo Real Magazine* published by Messe München twice a year. It was still a printed version only, but in German and English.

The financial crisis in 2007 and 2008 had its impact also on Expo Real. The

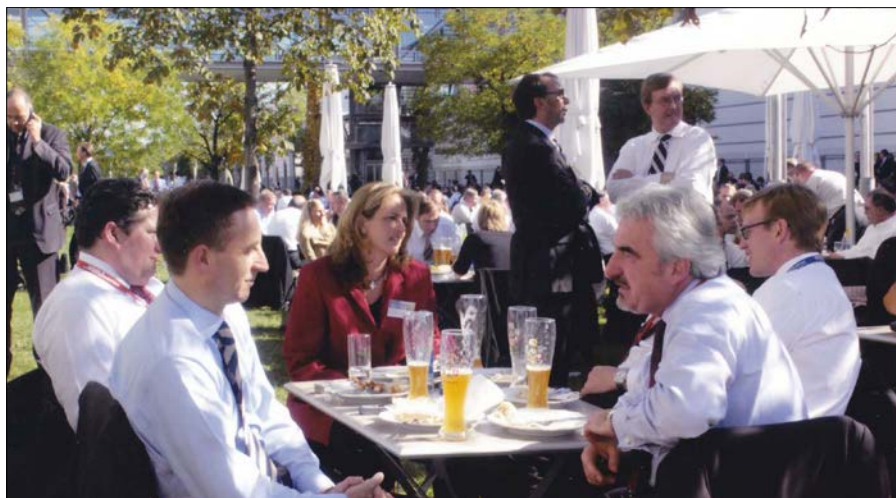
big players and some of those thinking of themselves very important vanished or were at least no longer present as exhibitors. But in general and in the longer run – that might sound cynical, but is not meant in this way – the real estate industry and therefore also Expo Real benefited from the financial crisis. Investors discovered again the advantages of investments in real assets in comparison to pure financial products. More and more equity was available and all became euphoric again: from developers, cities and regions competing for investments to service providers, financing institutions, consultants and trade media as well. In the end there has been no real crisis for Expo Real because soon again the number of exhibitors and participants increased.

Also internationalisation advanced at a fast pace. Quite early and mainly in the conference programme the focus was on CEE/SEE, but as well on the Balkans and Russia and two times it was even Sub-Saharan Africa forming an important part of the programme. The four events this year



headlined "The Asian Century" and dedicated to "Real Estate Capital Cross-Flows Asia-Pacific/Europe" had a forerunner some time ago with discussions about Asia in the conference programme. And in the years 2004 to 2006 there was also a spin-off of Expo Real in the Far East with the first Expo Real Asia in Shanghai and the last one in Macao.

Internationalisation and digitalisation are two of the catchwords when market participants are talking about the changes in the real estate industry during the last 20 years. Often mentioned is also the significantly increased professionalism. That starts with the academic education and does not end with professional associations and lobby groups. But looking at the changes in the real estate business itself, then there is to state property has become more and more a tradeable good. While



*A working fair, but in Munich never without beer!*

20 years ago investor's strategy was often 'buy and hold', today the name of the game is mainly 'buy and sell', often charac-

terized as 'active' portfolio management. Never before real estate was transacted as fast as currently. | **Andreas Schiller**

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# LOOKING BACK AND AHEAD

Significant anniversaries are always one of the occasions to look back and ahead as well. Therefore we invited market players, already familiar with Expo Real since 20 years, to take part in our traditional 'tennis match' before the fair: we serve and market players return.

**This year it is the 20th Expo Real.**  
Two decades ago, ...

**Lutz Aengevelt:** ... we already took part in the event, not only as exhibitor but as one of the promoters as well. Furthermore, since the start of the fair we have been member of the Advisory Committee of Expo Real.

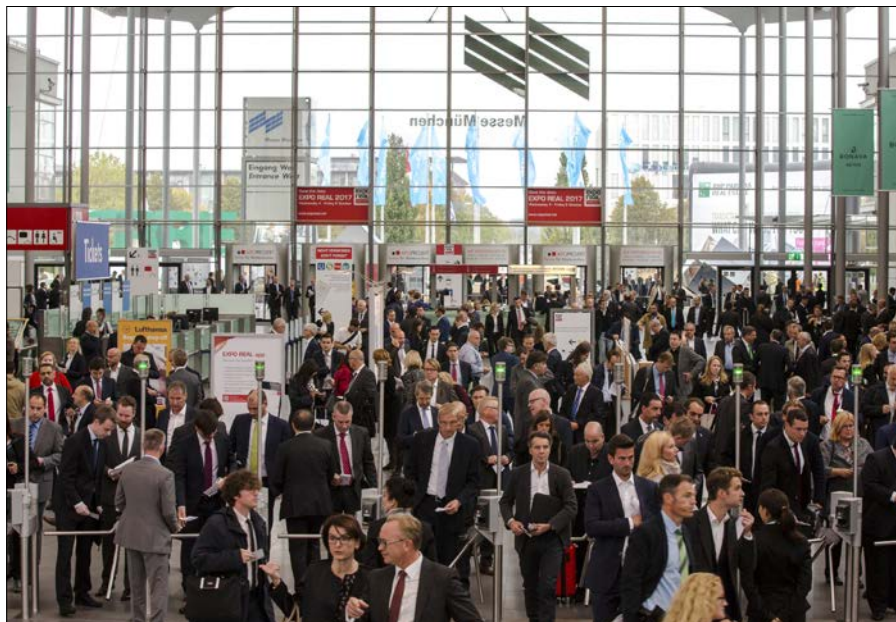
**Charles Balch:** ... no one knew what to do with the empty hangars.

**Thomas Beyerle:** ... the market was still Germany-focused and shaped by the re-unification and the opportunities offered between Rügen and the Ore Mountains and mainly in and around Berlin. Only a few fund managers were active also internationally.

**Martin Eberhardt:** ... the fair was significantly smaller and had a more familiar atmosphere than today. Corresponding to the market structure in Germany exhibitors were often focused only on their regional markets. Specialisation and professionalism in Germany were still at the start of their development. The innovative fair supported substantially the integration of markets, the networking of players and the business approach of nationwide active companies.

**Alexander Otto:** ... the real estate market in this country was much more local and limited.

**Lorenz Reibling:** ... I argued that in the long term diversification and transparency are advantageous.



*In the last 20 years the number of Expo Real participants increased to over 39,000.*

**Claus Thomas:** ... it was a small event in only one hall in the MOC – Munich Ordercenter, an event centre in the north of the city. The fair had still to find its own identity, but that happened soon.

**Stefan Ziegler:** ... Expo Real was significantly less international than today.

**20 years ago, my personal experience was ...**

**Lutz Aengevelt:** ... that there was more time for intensive and individual business talks than today.

**Charles Balch:** ... that even the taxis did not know where to go.

**Thomas Beyerle:** ... to find myself next to a fur fair. It was an interesting start of the fair in the old-fashioned MOC: on the left side a residential park in Brandenburg, and on the right side a sable fur.

**Martin Eberhardt:** ... Expo Real as another and very important piece in the

puzzle of professionalisation in the real estate industry. The fair contributed to the increasing transparency of markets and market participants. As a youngster in the industry I found it fascinating – it was the same with the increasing academic offers and with other drivers of professionalisation like RICS and gif.

**Ludwig Morasch:** ... the fair had a somehow more personal touch and was more suited for networking.

**Alexander Otto:** ... that not all was better than today, but in return it was more exciting because I was still relatively new with ECE.

**Lorenz Reibling:** ... little popularity of my above-mentioned notion.

**Claus Thomas:** ... that the whole event was a bit cosier. Within one hour you had met all present in the hall, you had talked or made an appointment for later the day. The appointment schedule was not completely filled up already weeks before the event.

**Stefan Ziegler:** ... that the event was always the best fair for the real estate industry in Germany.

## Today, the better is ...

**Lutz Aengevelt:** ... that meanwhile all the important national and international market players are present, really engaged and concentrated on the event. And that the elaborated conference programme is covering all important facets of the national and international real estate industry and its markets.

**Charles Balch:** ... the vibrant atmosphere with a globally diverse attendee base.

**Thomas Beyerle:** ... definitely transparency, professionalism, education and training, lobbying and the increasingly networked thinking.

**Martin Eberhardt:** ... that the real estate industry has experienced an intensive development process. That is also true for the fair. Expo Real has adapted to and partly pushed the market changes. For sure, one reason for the strong investment activity by international players is

the achieved transparency. On the one hand, the fair is much more international – among the culinary offer there is to find Dutch beer, Scottish whisky and Italian ham. On the other hand the fair remained typical German: well-organised, transparent, convincing conference programme and that all at a reasonable price – really a working fair.

**Ludwig Morasch:** ... perhaps the size and importance of the fair.

**Alexander Otto:** ... in any case the transparency and networking within the markets.

**Lorenz Reibling:** ... the documentation.

**Claus Thomas:** ... that significantly more women are active in the industry – although their number is still too small.

**Stefan Ziegler:** ... the global importance of the fair.

**During the last 20 years catchwords of the property industry have been 'professionalisation' and 'globalisation'. Both, ...**

**Lutz Aengevelt:** ... they don't have lost their importance to date because professionalisation and globalisation are continuous processes. However, in this respect significant progress is to state.

**Charles Balch:** ... they are part of the 'isation' rather than isolation view.

**Thomas Beyerle:** ... they describe a process that came into effect rather late in Germany – we had the special boom caused by the re-unification. The greater is the progress we made. But we should not even think about diminishing our efforts.

**Martin Eberhardt:** ... they are still important. In fact, real estate industry has achieved a lot, but professionalisation is a continuing process. Also globalisation is nothing we can stop. Following the Europeans and the Anglo-Saxons now the Asian investors are discovering the German and European markets. And it is good to have institutions like RICS that establish international standards and thereby facilitate cross-border activities.

**Ludwig Morasch:** ... they are empty notions with no important meaning – or they



**Lutz Aengevelt**  
Managing Partner,  
Aengevelt Immobilien, Düsseldorf



**Charles Balch**  
Head of Real Estate Finance  
International Clients, UK & CEE,  
pbb Deutsche Pfandbriefbank, London



**Thomas Beyerle**  
Managing Director,  
Catella Property Valuation GmbH,  
Frankfurt am Main



are misinterpreted and thereby causing a financial chaos.

**Alexander Otto:** ... they developed strongly. It has been extensive and important developments that have not always been easy – and not yet we have reached an end.

**Lorenz Reibling:** ... they remain mainly catchwords.

**Claus Thomas:** ... they are meanwhile reality.

**Stefan Ziegler:** ... they are reality since long.

**Since the turn of the millennium there has been no economic boom time lasting longer than now. The next crisis ...**

**Lutz Aengevelt:** ... will come for sure but in the sense of partial corrections. Their consequences are mainly depending from how market participants are prepared for it and if they have their lessons learned from the last crisis. Therefore I am optimistic.

**Charles Balch:** ... is out there somewhere and approaching ... when ... when ... the critical question.

**Thomas Beyerle:** ... will approach probably from a total different direction than supposed in our 'calculated' risk scenarios. Unprecedented information possibilities and global interconnectedness will cause that the crisis will be rather everywhere than a single and geographically limited event. However, in former times everything was worse than today.

**Martin Eberhardt:** ... will come for sure. Personally, I hope for a 'soft landing' from the current boom. Meanwhile we should do good business, but avoid excessive risks. After many difficult times in the market I am happy about every construction site where an old building is revitalised or a new one developed. Since a bit more than a decade Germany was the 'sick man of Europe', now we are the 'safe haven'. However, I do not see that politics is doing everything necessary to keep up this positive situation.

**Ludwig Morasch:** ... will come for sure and be accompanied by a collapse of

real estate prices – they will decrease by more than 50 per cent of the current values. That will be inevitable because the factor in the calculation of prices by annual rental income x factor has been getting out of control during the last 20 years.

**Alexander Otto:** ... will come for sure – but this time we are better prepared.

**Lorenz Reibling:** ... will come for sure.

**Claus Thomas:** ... will come for sure – however, we don't know when.

**Stefan Ziegler:** ... will come when the ECB changes its course.

**Economy is growing although with relatively low rates. That means ...**

**Charles Balch:** ... steady as she goes until previous statement hits.

**Thomas Beyerle:** ... we should more than ever avoid to focus on replacement demand like the third TV set or the second car, but concentrate more to achieve



**Martin Eberhardt**  
Country Manager Germany,  
Bouwfonds Investment  
Management, Berlin,  
and President of RICS Germany



**Ludwig Morasch**  
Trend Experience Consultant,  
Morasch Consultancy,  
Obertrum near Salzburg



**Alexander Otto**  
Chief Executive Officer,  
ECE, Hamburg

real innovations (new demand) that will cause a quantum leap in the (real estate industry's) development.

**Martin Eberhardt:** ... jobs and stable incomes. That in turn supports demand for commercial and residential premises. Therefore it is pleasing that following the residential market also the commercial market is restarting and that after years of stagnation office rents are increasing again significantly.

**Ludwig Morasch:** ... it is mostly driven and controlled by politics, decision makers and the ECB. The next worldwide economic crisis will show that 2008 was only the appetizer. The main course will be bitter and nearly indigestive.

**Alexander Otto:** ... we have increase our efforts.

**Lorenz Reibling:** ... higher promises and risks together with lower yields.

**Claus Thomas:** ... continuing stability and positive demand by tenants or users for the next time. That means we continue to have all, what in the end is driving the real estate industry.

**Stefan Ziegler:** ... a continuing boom in the real estate markets.

**After the crisis of 2008 sustainability came to the fore and has meanwhile established in the property industry. Now the flavour of season is the digital transformation of the real estate industry. PropTechs will ...**

**Lutz Aengevelt:** ... change many processes in the real estate industry, they will support these processes and partly cause more transparency. However, demand for consultancy and personal talks with highly skilled experts knowing the data cannot be substituted by anything. This is even more so, the more complex processes become. At this point the wheat of successful players will separate from the chaff of those who are only talking about it.

**Charles Balch:** ... fundamentally change many parts of the business, and also give us a new area in which to create a crisis.

**Thomas Beyerle:** ... reach the climax of communication this year. Afterwards,

from my point of view, the 'survivors' will quickly be absorbed by the 'normal' market and give way to a new development. This new development, however, will be caused rather by an external shock and probably it will take place outside the real estate industry.

**Martin Eberhardt:** ... be often overestimated. A few of these start-ups will revolutionise parts of the market. In any case employees and companies should face up to the digital revolution. Digitalisation will destroy many professions and business models and some of them it will change fundamentally. Therefore it is necessary to analyse already now the changes of the market – perhaps we have soon to speak about disruptions – and to adapt to the upcoming changes. It was Charles Darwin who made the sentence 'Survival of the Fittest' popular 150 year ago. For employees it means to continue to qualify. Because it is human intelligence that will be leading artificial intelligence!

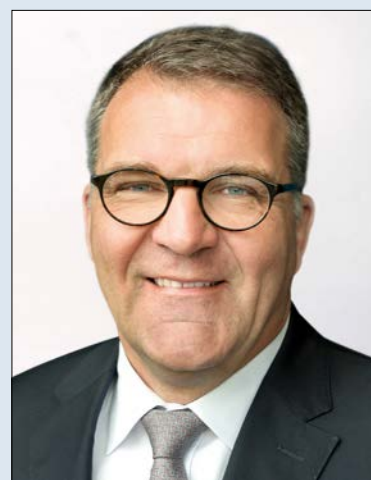
**Ludwig Morasch:** ... change the industry even more. The result will be a fusion of analogue economy – traditional retail – and digital retail – smartphones, smart



**Lorenz Reibling**  
Chairman and Founding Partner,  
Taurus Investment Holdings,  
Boston



**Claus Thomas**  
International Director – Head  
of Germany, LaSalle Investment  
Management, Munich



**Stefan Ziegler**  
Chief Operating Officer,  
KGAL, Grünwald

connected. That will have tremendous effects on real estate and labour markets. Amazon GO is already a first foretaste of what to expect.

**Alexander Otto:** ... play an important role in certain areas, but rather as service providers. Currently sustainability is unfortunately often neglected.

**Lorenz Reibling:** ... continue to have difficulties. Sustainability also in this area will be able only on a grand scale or supported by subsidies.

**Claus Thomas:** ... continue to emerge in great numbers and most of them will disappear again. Transformation will come for sure. However, currently we have only an inkling of these changes.

**Stefan Ziegler:** ... are very hyped.

## Up to the 25th Expo Real we will ...

**Lutz Aengevelt:** ... continue to prove our readiness and ability for individual and sustainable top performance as our company did in the last 107 years.

**Charles Balch:** ... party like it is ... keep dancing ... and hope the outcome changes.

**Thomas Beyerle:** ... be able to say how rationally and reasonably we have dealt with then 14 years of boom times.

**Martin Eberhardt:** ... not have completed the different transformation processes. But in many respects we will have a more distinct picture of it. And we will also know who is among the innovation leaders that will actively take part in shaping the future.

**Ludwig Morasch:** ... experience the biggest changes that will really outshine the effects of 9/11 and the crisis of the years 2007 and 2008. Those will be well advised who already today are preparing for it, because big losses on the one hand cause big opportunities on the other hand.

**Alexander Otto:** ... see a market we are not able to imagine today.

**Lorenz Reibling:** ... be five years older. All the rest is wild guess.

**Claus Thomas:** ... perhaps have seen the next crisis; we will be five years older; and we will have met meanwhile five times again in October in Munich.

**Stefan Ziegler:** ... do some other investments.



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## IN MEMORIAM BERND HEUER

**Aged 77, Bernd Heuer deceased. The elder ones among our readers will remember him. And the younger ones are at least familiar with the company names Heuer Dialog and Bernd Heuer & Partner Human Resources.**

The notice that Bernd Heuer deceased was – despite his age – unexpected and startling for me. We have known each other since long, have initiated many things together, and for me Bernd Heuer was an important personality.

My first contact with him took place more than 20 years ago. He was Managing Director of Bernd Heuer Communications GmbH and in this role a successful organiser of real estate conferences, he was recruitment consultant and ‘my’ publisher at the magazine *Immobilien Manager*. So I had a lot of respect for him already before we met personally because I was an absolute beginner in writing about real estate topics for the magazine. We came to know each other in 1994 at a congress organised by Bernd Heuer in Oberhausen about the topic ‘Town halls without administrative offices – From a public authority to a service company’. I met a really agile and inspiring person.

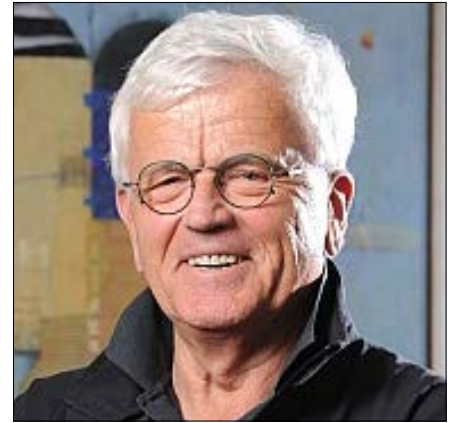
It remained not the only event organised by Bernd Heuer where we came together. Congresses e.g. in Freiburg im Breisgau, in Stuttgart and in Bernd Heuer’s native city Hannover resulted in the City Reports of *Immobilien Manager*. When in 1996 I was appointed editor in chief of the magazine, the cooperation became still more intensive. In 1997 we organised the first competition ‘Innovations in planning, building, management and financing of real estate’ as a joint project of Bernd Heuer Dialog and *Immobilien Manager*. At that time innovation was not a buzzword and its importance was recognised by only a few. In a certain sense ‘our’ innovation award was the forerunner

of today’s Immobilien Manager Award. And one year later, in 1998, we jointly published a book comprising 480 pages about *Special Real Estate*. The publishing house was Verlag Rudolf Müller.

Bernd Heuer was also the first representative in Germany for Mipim. Furthermore he supported the – at this time in Germany mainly unknown – networking community of Urban Land Institute ULI. Both, Mipim and ULI, I got to know by Bernd Heuer. And with Mipim, I remember especially Bernd Heuer’s arrival and departure. He travelled from his place of residence in Krefeld to Cannes by racing bike.

The decisive characteristic of Bernd Heuer has been his activities to connect the real estate industry – its representatives with each other but as well with the public authorities and more: with the public in general. That included to initiate the former EBS Immobilienakademie, today IREBS, the constant efforts to support – as it is written in his company logo – the dialogue. And dialogues took place not only at his congresses, but sometimes also at more or less extraordinary times, early in the morning or late in the evening. Meeting him during the day one could easily guess where he has been just before. Because he had to report his most recent impressions immediately. The end of the meeting came often a bit sudden because he was already too late for the next appointment.

Bernd Heuer was a real entrepreneur. That is proved by his business career. He knew how to push his interests and he has never been a ‘softener’. The latter he also demonstrated in his often critical moderations with many questions and recommendations, but as well when supporting extraordinary projects – not only because he realised early its potential, but because he was really convinced of the project. In this respect I owe him much and hope I have learned the one or the other thing from him.



New developments like the internet he picked up immediately and suitable for the digital era he developed ‘agenda 4’ and founded the initiative Planen-Bauen-4.0 (Planning-Construction.4.0). Untiringly he was developing ideas, projects, companies – and that literally. When something was running, he was no longer interested in. Then he could leave it, something new had to be found. Therefore he quitted his role as publisher of *Immobilien Manager*, he withdrew from his companies. If innovative is a characteristic description for a person, then it is for Bernd Heuer.

Of course, he was often a controversial person, but uncontroversially he was the one who did a lot to improve the image and importance of the real estate industry. And for the development of networks and professionalism he did pioneer work.

Bernd Heuer rendered outstanding services to the real estate industry. Therefore it would be reasonable, though unlikely, to name a place in a German city Bernd Heuer Place – a place because of its function to link different parts of the city. May be, somebody from the real estate industry or from public authorities name something after him – “for the holy memory” as Dostoevsky wrote at the end of *The Brothers Karamazov*. Only out of thankfulness – a thankfulness I feel for him. I **Andreas Schiller**

## FOR YOUR PLANNUNG

When	What about	Where	For information and registration
4.–6. October 2017	Expo Real 20th International Trade Fair for Property and Investment	Messe München, München, Germany	<a href="http://www.exporeal.net">www.exporeal.net</a>
13. October 2017	24th ERES Industry Seminar Real Estate Derivatives Summit 2017	Prime Tower, Hardstrasse 201, Zürich, Switzerland	<a href="http://www.eres.org">www.eres.org</a>
8.–9. November 2017	IRE Logistics and Transport – Intermodality & cross-border facilitation	Rijeka, Croatia	<a href="http://www.institutire.eu">www.institutire.eu</a>
15.–17. November 2017	Mapic The International Retail Property Market	Palais des Festivals, Cannes, France	<a href="http://www.mapic.com">www.mapic.com</a>
22.–24. November 2017	re.comm 2017 6. Real Estate Leaders Summit	Kongresszentrum Kitzbühel, Austria	<a href="http://www.recomm.eu">www.recomm.eu</a>
23.–26. January 2018	48. Annual Meeting of World Economic Forum	Kongresszentrum Davos, Switzerland	<a href="http://www.weforum.org">www.weforum.org</a>
13.–16. March 2018	Mipim The World's Leading Property Market	Palais des Festivals, Cannes, Frankreich	<a href="http://www.mipim.com">www.mipim.com</a>

# ELECTROMOBILITY AND SHOPPING CENTRES

Two press releases arrived nearly at the same time: the one that car brands have signed leases with ECE centres, the other presenting the most recent manual about *Electromobility*. The car brands are on the one hand Opel (Stuttgart), a manufacturer not really linked with e-mobility, on the other hand Tesla (Hamburg) being already more famous for e-cars. However, a coincidence does not necessarily need to be intended.

The manual *Electromobility* was published in the series of *Sustainability Manuals – Guidelines for Green Centers*. With these manuals ECE is sharing its meanwhile more than 50 years of experience in developing and managing shopping centres. The first already published titles are *Sustainable Shopping Centers* and *Sustainable Operation of Shopping Centers*, most recently followed by a manual about *Tenant fit-out building materials*, offering information about the multitude of products used in interior fittings mainly in respect of sustainability and emissions.

How does *Electromobility* fit in the series? Quite simple: every shopping centre is offering parking possibilities where clients can leave their cars to go for shopping. So it sounds reasonable to use the parking time to charge the batteries of electric cars. By implementation of the respective equipment ECE aims to support visitors

and centre employees, who use electric vehicles, with specific services and thus to promote sustainable electromobility.

Since 2013 the number of electric cars is increasing significantly. The annual growth rates at more than 70 per cent. In 2016 worldwide about 1.3 million electric cars had a license. Still the share of electric cars is very low but it can be assumed (and to reach the climate goals it is necessary) that during the next years the number of electric cars will continue to increase significantly.

Well, it is not sufficient to make only a socket available. Who wants to install a charging station, has to answer some questions in advance. For example, similar to petrol cards that are often valid only for a special brand, there are different providers of charging cards. Charging stations, however, should be usable for all kinds of cards. And to be really sustainable the power for electric cars has to be generated only from renewable sources. Furthermore, there has to be kept in mind different legal and safety matters. A decisive point is also the number of charging stations and linked with that the question about the connected electrical load. Thereby is to keep in mind, if and how far these charging stations can be integrated in the existing electrical system without causing a capacity overload.



ECE (Publisher)  
*Manual Electromobility*  
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 Free of charge download at:  
[www.ece.de/fileadmin/PDF\\_deutsch/Unternehmensbroschueren/Handbuch\\_Elektromobilitaet.pdf](http://www.ece.de/fileadmin/PDF_deutsch/Unternehmensbroschueren/Handbuch_Elektromobilitaet.pdf)

No doubt, it would be very comfortable to charge the electric car while shopping. Still, it is dreams of the future, because the number of charging stations is generally rather limited than really comfortable. However, electromobility will soon develop at a fast pace. In some time nobody will wonder about the relationship of charging stations for electric cars and shopping centres, but expect this service as a matter of course.

## imprint

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