

# FUTURE SHOPPING CENTERS QUALITY IS KEY

Changes in consumer behavior, the coronavirus pandemic, inflation, energy cost increases, and ESG requirements are creating major challenges for retail real estate in particular. With that in mind, in the next few years the wheat will increasingly be separated from the chaff: which locations have a bright future as retail properties? And which ones will have to be fundamentally changed and converted?

**M**ore than ever, a first-class location, excellent management, and continuous development are decisive for the future of a commercial property. That means: always staying up-to-date with the latest state of the art, optimizing, modernizing, or even repositioning, and doing so in the ideal way for the location and customer structure.

That is ECE's exact approach. The company is currently developing the portfolio of shopping centers it manages in a sustainable, future-ready way with construction and planning investments of more than 400 million euros. At all times, the strategic goals of the investors, the changing demands of center guests, and ESG criteria are kept in mind. Value retention and value increases through further development are the recipe for success. >

**3.4 million**

VISITORS DAILY IN THE ECE SHOPPING CENTERS

**> 400 million €**

CONSTRUCTION AND PLANNING INVESTMENT IN THE CENTER PORTFOLIO

**around 200**

SHOPPING CENTERS MANAGED

*"In order to strategically position our retail real estate for the future, we not only need to maintain consistent customer focus, we also need to further develop and expand the tenant mix at specific locations and focus on ESG criteria."*

JOANNA FISHER, CEO ECE MARKETPLACES



**GOOD, PROFESSIONALLY MANAGED SHOPPING CENTERS HAVE A FUTURE**

A clear signal to the market is the most recent transaction by the company's own fund management company, ECE Real Estate Partners; together with Generali Real Estate, it has acquired the PEP shopping center in Munich as part of a 50/50 joint venture – one of the top 5 shopping locations in Germany, which has been managed by ECE for over 30 years and was extensively modernized and expanded between 2016 and 2018.

The Otto family also demonstrated its confidence in the future potential of this asset class together with the US financial investor Oaktree when they acquired a majority stake in the Deutsche Euro-Shop shopping center of Shoppingcenter-AG in 2022. A clear commitment to the future of brick-and-mortar retail.

- Start-ups and single-outlet retailers also consider pop-up stores, for example, as the ideal platform for presenting their concepts.



**38 million kWh**

OF ELECTRICITY SAVED IN 2022 VS. 2019

**2,240**

RETAIL LEASES CONCLUDED IN 2022

**7 million m<sup>2</sup>**

SALES AREA ACROSS ALL ECE SHOPPING CENTERS

**20,000**

SHOPS ACROSS ALL ECE SHOPPING CENTERS

**> 553,000 m<sup>2</sup>**

RETAIL SPACE LEASED IN 2022

*"PEP in Munich stands out as a winner in the increasingly polarizing shopping center landscape. It is therefore an excellent fit for our ECE Progressive Income Growth Fund, which comprises a two-billion-euro portfolio of outstanding shopping centers in Europe."*

DR. VOLKER KRAFT, MANAGING PARTNER AT ECE REAL ESTATE PARTNERS



- PEP in Munich is one of the top 5 shopping locations in Germany.

# THE PLAYCE BERLIN HIGH-STREET FLAIR IN THE HEART OF BERLIN

On the site of the former Potsdamer Platz Arkaden, ECE and Brookfield Properties have created the completely new "The Playce". The new hotspot in the heart of Berlin presents shopping, culture, and culinary delights on an international level, surrounded by modern center architecture with impressive two-story facades, which offers large-scale presentation possibilities for tenants. The opening of the building to the outside creates a flowing transition to the surrounding Potsdamer Platz district.

## ATTRACTIVE TENANT MIX

Spread over 46,000 m<sup>2</sup> in 6 building complexes, The Playce presents offers and flagship stores from international brands in the fields of fashion, lifestyle, food, and entertainment.



Among the highlights is the first NBA Store in Germany – at almost 1,000 m<sup>2</sup>, it is also the largest in Europe. Another highlight in the new tenant mix: the first European family entertainment center "Mission: Play!" from US toy brand Mattel. On an area of over 4,000 m<sup>2</sup>, visitors will be able to discover and enjoy the well-known Mattel brands such as Barbie, Hot Wheels, and Mega Bloks up close in specially designed areas.

\* There are two independent companies with the name Peek & Cloppenburg in Germany with their headquarters in Düsseldorf and Hamburg. This information relates to Peek & Cloppenburg KG, Düsseldorf.



The fact that sustainability is becoming increasingly important is demonstrated by Peek & Cloppenburg Düsseldorf\* with its P&C Conscious Fashion Store. The company's first store for more conscious fashion combines trends with more sustainable retail across 3 floors and an area of 3,000 m<sup>2</sup>. True to the motto: "Not perfect, but better every day."

## MANIFESTO – EUROPE'S BIGGEST FOOD HUB

Culinary highlights are available in the Manifesto Market. In a total of 22 restaurants and 4 bars on 4,400 m<sup>2</sup>, spread over 2 floors, Europe's largest food hub offers trendy design, a great ambience, and a wide range of international dishes. The unique concept by Martin Barry, founder and CEO of Manifesto Markets, brings together culinary experiences and cultural and lifestyle events, as well as education and entertainment, to transform places into unforgettable destinations. //

# 4,400 m<sup>2</sup>

CATERING AND EVENT SPACE OVER  
2 FLOORS

**22** RESTAURANTS

**4** BARS



- Manifesto – Europe's biggest Food Hub over 2 floors with 22 restaurants and 4 Bars.



## WHERE RETAIL COMES TOGETHER

A special feature for the B2B sector is the **Retail Garage**, a joint project from Mittelstand-Digital Zentrums Handel, HDE, and EHL, which highlights innovations in the retail sector, especially in the area of digitization.

# THE RIGHT CONCEPT FOR EVERY LOCATION PERFECT MATCH!



**3,000 m<sup>2</sup>**  
OUTDOOR SPACE

## G3 Shopping Resort near Vienna #SPORTS & STORES

Just outside Vienna, the G3 Shopping Resort Gerasdorf will open its new world of sports and outdoor adventure in June 2023: it offers an indoor space of 5,000 m<sup>2</sup> and a 3,000 m<sup>2</sup> outdoor area to try out and experience products. Features include a pump track for bikes, skates, boards, and scooters, a climbing wall, a Shoe Trail, bike test tracks, and motor skills and play areas for children. With retailers such as Snipes, Moreboards, and Intersport with its "Home of Bikes" concept, ECE has enhanced the retail offering of the G3 with its more than 130 stores. In addition, an exclusive G3 sports and outdoor multibrand store offers retailers and manufacturers the opportunity to present their brands and products without the need for personnel or furnishings. The ECE Progressive Income Growth Fund invested around 12 million euros in the further development of the center.

## Allee-Center Remscheid #STRENGTHENING THE REGION

The example of the Allee-Center Remscheid – one of the first inner-city shopping centers in Germany when it opened in 1986 – shows that it is not always necessary to come up with extraordinary concepts to increase the value of a center. The majority of the 25 million euros that asset manager DWS is currently investing in the shopping center on behalf of one of its real estate funds is being used for restructuring and modernization. New stores such as Edeka and Aldi Nord are strengthening the local amenities. Also new: TK Maxx. The investment in the location is setting the course for the future of the Allee-Center, the city center, and the entire region.



## Skyline Plaza #MODERN, DIVERSE, URBAN

Opened in 2013, Skyline Plaza has benefited from the completion of Frankfurt's Europaviertel in recent years; the subway connection will follow by the end of 2025. ECE is currently working with the owners on an expansion of the sector and tenant mix under the motto "the SKYLINE – the ONEXPECTED."

The focus is on the second floor. The plan is for the successful Skygarden to be complemented by other focal points such as casual dining, mobility, sports, home, and family, as well as a "discovery area." A direct connection to the Skygarden via a glass elevator from the first floor is planned. The new concept is scheduled for completion by mid-2026.

**26,000**  
VISITORS DAILY



## Rosengårdcentret Odense #DENMARK'S BEST MARKETPLACE

Excellent performance: Rosengårdcentret in Odense, Denmark, offers its guests a perfect shopping experience with 160 stores on 100,000 m<sup>2</sup> of leasable space. The attractive mix of retail and entertainment is also perfectly rounded off by the new "food avenue." More than 6.5 million people visit the shopping center on the island of Funen every year. Over 21.5 million euros have been invested in the refurbishment of Rosengårdcentret, which opened in 1971. Tenants include Zara, Intersport, and H&M. The Swedish textile group not only recently renewed its contract, but, with Monki and Weekday, also opened two more stores at Rosengårdcentret.

# SHOPPING & INDULGENCE FOOD OASES AS CROWD-PULLERS

Shopping and food are a perfect combination. Nowadays, attractive and trendy culinary offerings play an important role in a successful visit to a shopping center. With that in mind, new and exciting food concepts in centers are a worthwhile future investment.

The positive effect that a tailored culinary and experience concept can have is demonstrated by the successful development of the football figures of the FOODTOPIA level in the MyZell shopping center in Frankfurt, which have increased considerably since its opening in 2019. One of FOODTOPIA's goals was to create a new attraction in the shopping center and thus sustainably revive the fourth floor – which has been successfully achieved.



In May 2023, MyZell also won the Design Award for FOODTOPIA at the Europe Council of Shopping Places Awards.

# 15%

INCREASE IN TURNOVER OF THE CULINARY SECTOR IN ECE SHOPPING CENTERS IN GERMANY IN Q1/2023 VS. Q1/2019



# 81%

USE CULINARY OFFERINGS WHEN VISITING A SHOPPING CENTER\*

# 78%

SEE THE CULINARY DIVERSITY AS AN ADVANTAGE OF SHOPPING CENTERS COMPARED TO OTHER RETAIL NEARBY\*\*



*"In 2013, we opened our second ever branch in the Main-Taunus-Zentrum and have experienced continuous growth since then. ECE has been a strong and reliable business partner over the years, particularly during our initial phase as a start-up, when they provided us with invaluable advice and support."*

MASOUD KAZEMIAN, FOUNDER AND MANAGING DIRECTOR OF CHIDOBA – MEXICAN GRILL

\* In-person survey of 50,687 visitors to German ECE shopping centers between August and November 2022.  
\*\* Germany-wide online survey from March 14–28, 2023, with 597 shopping center visitors surveyed.

## Main-Taunus-Zentrum CULINARY HOTSPOT WITH THE BEST VIEWS

A "Foodgarden" rather than a department store; to replace the demolished Karstadt building, the Main-Taunus-Zentrum (MTZ) in Sulzbach near Frankfurt am Main, which is one of Germany's largest and biggest-selling shopping centers, is gaining a new attraction. The new Foodgarden, situated in the heart of the open-air shopping center on a 7,000 m<sup>2</sup> area, will offer a vibrant and urban center with a diverse range of high-quality restaurants and food outlets.

### REGIONAL AND INTERNATIONAL CUISINE

The plan includes five free-standing restaurant buildings with a combination of covered and open terraces, attractively landscaped outdoor areas, and elegant architecture. These establishments will offer a mix of regional and international cuisine, along with additional delicatessen offers, enhancing the high-quality retail mix at MTZ and further improving and extending the quality and duration of visit, respectively. The strategic development of the shopping center is being supported by Deutsche EuroShop and a closed-end real estate fund, with an investment of approximately 20 million euros by the owners. //

# 7,000 m<sup>2</sup>

FOODGARDEN WITH A VARIED RANGE



# IMPRESSIVE GROWTH FOOD RETAIL AND ECE SHOPPING CENTER SHARE SUCCESS

Whether supermarkets or discounters, food retailers play a vital role in meeting daily needs and attracting additional customers to shopping centers. Furthermore, during the pandemic, they were one of the decisive factors that allowed shopping centers to remain open. And their importance as a key component in the sector mix has not diminished: sales in the food sector in ECE shopping centers during Q1 2023 increased by 8.2% compared to Q1 2019.

## STRONGLY POSITIONED FOR LONG-TERM EXPANSION OF LOCAL AMENITIES

Particularly in neighborhood centers, which play an important role in supplying the surrounding population, supermarkets and discounters meet everyday requirements with their range of products.

*"With its crucial function of supplying essential goods, food retail serves as a fundamental building block of our shopping centers that we are continuously strengthening. With our team of experts, we are in an ideal position and are establishing valuable cooperation with significant existing tenants, including Aldi, Edeka, and Rewe, who serve as major anchor tenants with large-area retail units."*

HELLMUTH RATHGEBER, DIRECTOR OF CENTRAL TENANT MANAGEMENT AT ECE MARKETPLACES

# +8.2%

SALES GROWTH IN THE FOOD SECTOR  
IN ECE SHOPPING CENTERS IN GERMANY  
IN Q1/2023 VS. Q1/2019



These examples demonstrate the progress being made:



### STRATEGIC PARTNERSHIP WITH ALDI BEARS FRUIT:

The partnership with Aldi was further intensified in 2022. Aldi Nord opened two stores in Berlin in the halls at Borsigturm and in the Linden-Center. In 2023, Aldi Süd is opening a store in the Isenburger Center near Frankfurt am Main.

### 30% MORE SPACE FOR REWE IN THE SOUTH OF HAMBURG:

One of the most recent leasing successes involves the extension of Rewe Nord's lease at the Phoenix-Center in Hamburg-Harburg for a further ten years. Moreover, Rewe Nord's total lease area in the Phoenix-Center will be expanded by approximately 470 m<sup>2</sup>, reaching a total of around 2,150 m<sup>2</sup>.

### EDEKA MAKES SEVEN-FIGURE INVESTMENT IN THE OEZ:

The anchor tenant Edeka has given a strong vote of confidence to the Olympia-Einkaufszentrum (OEZ) by extending and renewing the lease agreement for the 3,000 m<sup>2</sup> space ahead of time, securing a long-term commitment. Edeka's seven-figure investment in the modernization of the store further demonstrates their commitment to the location.





# MORE THAN SHOPPING NONRETAIL AS A PERFECT SUPPLEMENT

Brick-and-mortar retail remains the core of shopping centers. Equally important are the presence of restaurants and the availability of leisure, entertainment, and sports facilities. However, for a long time ECE has also been working on establishing supplementary nonretail options, such as in the areas of health, work, or living, that can be perfectly combined with shopping. By incorporating these nonretail offerings tailored to the location, shopping centers can create new incentives for visitors and attract new target groups. This dynamic creates a win-win situation for both investors and new and existing tenants.

## MEDICAL/WELLNESS

From doctors' and physiotherapists' practices to blood donation centers and wellness facilities. Ongoing construction projects include a health center in the Linden-Center Berlin and a MyWellness location at the Waterfront in Bremen.



## CO-LIVING

From regular apartments to serviced apartments and hotels. One attractive example are the serviced apartments from Limehome in the Zwickau Arcaden.



## EDUCATION / GOVERNMENT

From community services to daycare centers, and student aids to music schools. One notable example is the Fröbel organization, whose daycare facilities in several ECE shopping centers have been well received.



## CO-WORKING

From large office complexes to smaller office units and co-working spaces. The Europa Passage in Hamburg, for example, is home to a WeWork location.



## THE HEALTH MEGATREND

Health is a megatrend that is also playing a role in the real estate sector. Healthcare properties such as medical practices, clinics, and medical health centers are booming and, together with long lease terms and constant rent levels, represent attractive investments. ECE has been leasing to numerous local medical practices for 20 years. Now, the team is expanding its cooperation with nationally active tenants in the medical and wellness sector, such as CSL Plasma or MyWellness, to also successfully establish them in store spaces within centers.



> 400

TENANTS FROM THE MEDICAL SECTOR

> 20,000 m<sup>2</sup>

OF MEDICALLY USED SPACE UNDER MANAGEMENT

75% 

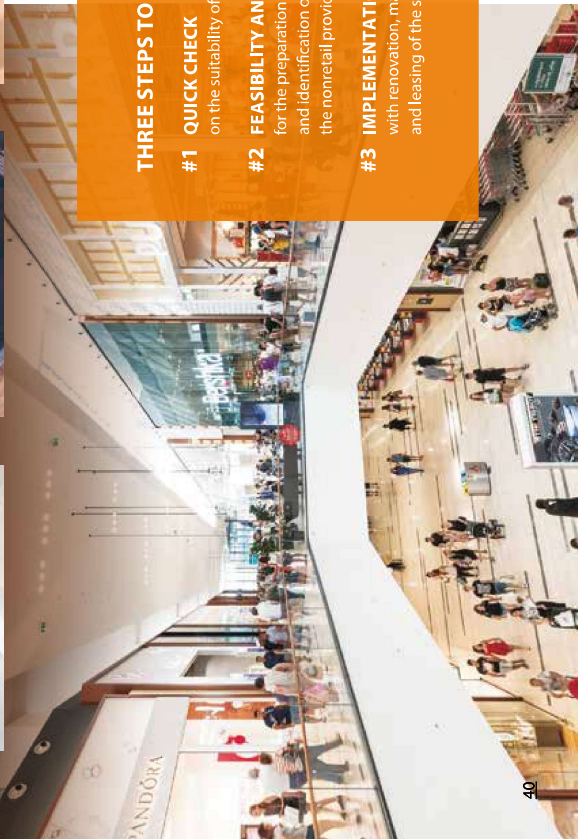
OF RESPONDENTS FIND THE APPROACH OF CONNECTING MEDICAL FACILITIES TO SHOPPING CENTERS GOOD\*

> 10

TENANTS WITH GERMANY-WIDE EXPANSION PLANS

### THREE STEPS TO LEASE:

- #1 **QUICK CHECK** on the suitability of the available space
- #2 **FEASIBILITY AND MARKET STUDY** for the preparation of a cost estimate and identification of suitable space for the nonretail provider
- #3 **IMPLEMENTATION** with renovation, marketing, and leasing of the space



\* Population-representative, Germany-wide online survey from February 6–13, 2023 with 1,292 respondents.

# A PLATFORM FOR TOP BRANDS SHOPPING CENTERS: FLEXIBLE SPACES FULL OF OPPORTUNITIES

Shopping centers offer a special environment for shopping and experiences. Numerous well-known brands put their faith in the attractive mix of an affluent clientele, high visitor footfall, and the mutually stimulating combination of retail, culinary offerings, and entertainment. This is confirmed by the 3.4 million visitors each day to the 200 ECE shopping centers in top locations in Germany and abroad.

and analog advertising options at the point of sale, omnichannel offerings, target-group-specific marketing along the customer journey, and in-house research activities.

**A VERY SIGNIFICANT PLUS POINT:  
A FLEXIBLE SHELL FOR SCALABLE CORPORATE SUCCESS**

Under one roof, top-quality shopping is combined with flexible opportunities for strong sales. In addition to sales-promoting, weather-independent conditions such as a bright, clean ambience, uniform opening hours, service offerings, and perfect infrastructure, shopping centers offer their tenants numerous other advantages. These include digital

> Permanent options for enlarging or optimizing store space are available, both for individual locations and expansion projects.

> These expansion options are made possible by the international network of 200 centers with a single point of contact: ECE.

WHAT VISITORS  
APPRECIATE ABOUT  
SHOPPING CENTERS\*:

**94%**

EVERYTHING UNDER ONE ROOF

**94%**

SHORT DISTANCES BETWEEN STORES

NO PLACE IN GERMANY  
IS MORE THAN

**45 min.**

AWAY FROM THE NEAREST  
ECE SHOPPING CENTER

**91%**

WEATHER-  
INDEPENDENT

**89%**

GOOD PARKING  
FACILITIES

**93%**

LARGE SELECTION  
OF STORES

\* Compared to other nearby brick-and-mortar retail. Population-representative online survey in all ECE countries among 4,756 shopping center visitors from March 14–28, 2023.

## CURRENT SUCCESS STORIES



### LIDS

**A sporty start in Europe**  
Lids, the largest licensed sports retailer in North America, concluded ten lease agreements in 2022 for stores in ECE shopping centers, including the first NBA store in Germany, which opened in November 2022 at "The Playce" in Berlin. A strong market entry in Germany in partnership with ECE.



### RITUALS

**International expansion**  
The Dutch cosmetics and lifestyle brand Rituals, with over 70 stores in ECE shopping centers across Germany, Austria, the Czech Republic, and Poland, recently opened its latest store in the Silesia City Center in Katowice, Poland.



### CALZEDONIA

**Shopping center network as a platform**  
In 2022, the Italian clothing group Calzedonia concluded no fewer than nine new leases with ECE for its brands Calzedonia and Intimissimi.



### DEPOT

**Testing of new product line in pop-up space**  
The well-known chain store Depot has used the option of a pop-up space to test a new product line. Long-term partners are just some of those benefiting from this exciting way to enter the center environment.



### REWE

**A whole shopping center as advertising space**

Inside, outside, above, below – our shopping centers are not only excellent sales platforms, but also advertising platforms for brands to capture attention. Rewe, for example, used the extensive advertising space to celebrate the opening of its newly designed store in the Elbe shopping center with large posters, banners, and floor and escalator stickers.



### LE BURGER

**German market entry with ECE**

The Viennese burger producer Le Burger, already represented in Austria at the ECE Center DEZ in Innsbruck, among other locations, has chosen the ECE-managed Olympia-Einkaufszentrum in Munich for its first restaurant in Germany, offering customers a new culinary highlight from Austria to enhance their shopping experience.



### ZARA

**From the high street to shopping centers**

In both Essen and Regensburg, the Inditex brand Zara is expanding and moving from the high street to store spaces twice as large in the Limbecker Platz Essen and Regensburg Arcaden. In addition, Zara opened its largest and most modern flagship store in Parque Principado, Spain, on an enlarged space in March 2023.



## CONSUMER ECOSYSTEM

Linking all touchpoints in the customer journey



● Sebastian Baumann  
Head of Digital Business & Innovations  
at ECE Marketplaces.



### What does that mean for ECE's digital strategy?

We have achieved our initial goal of making brick-and-mortar retail suitable for marketplaces – the pandemic certainly acted as a positive catalyst for that. Our focus now shifts to our second goal: how can we understand our visitors as well as online retailers understand their customers? And how can our tenant partners benefit from that?

### How will that work?

We are currently working on an overarching B2C digitization strategy – our "Consumer Ecosystem." The aim is to digitize our customer relationships and collect as much customer data as possible while complying with data protection laws. This will allow us to gain a bet-

### What does the future hold for the Digital Mall?

The Digital Mall was an initial step in making retailer product ranges visible online. With nearly 100 participating retailers and over 3 million products, it has been successful.

Our user analyses have shown that customers are particularly interested in curated content pages, such as fashion tips, and special promotions.

With that in mind, we will focus the Digital Mall on these two areas in future: curated content related to retailers in our shopping centers and regular special product-price promotions for our most important customer groups throughout the year.

# FOCUS ON THE CUSTOMER

## DIGITAL STRATEGY

**Mr. Baumann, for several years ECE has been pursuing the approach of positioning its shopping centers as omnichannel hubs. Is this strategy sustainable and future-proof in a world of online and offline retail?**

Absolutely. As omnichannel hubs, our shopping centers play a central role in customers' shopping journeys. They combine the best of both worlds: easy access, short distances, fast availability, and a

wide selection, along with additional services such as food and entertainment. Each shopping center is like a large depot in and of itself. By viewing the shopping centers as micro-hubs, we not only increase sales for retailers and offer faster delivery times to customers, but also contribute to reducing CO<sub>2</sub> emissions by minimizing distances. Through strong partnerships, we aim to further support omnichannel commerce in our shopping centers.

### What changes in online retail are you seeing?

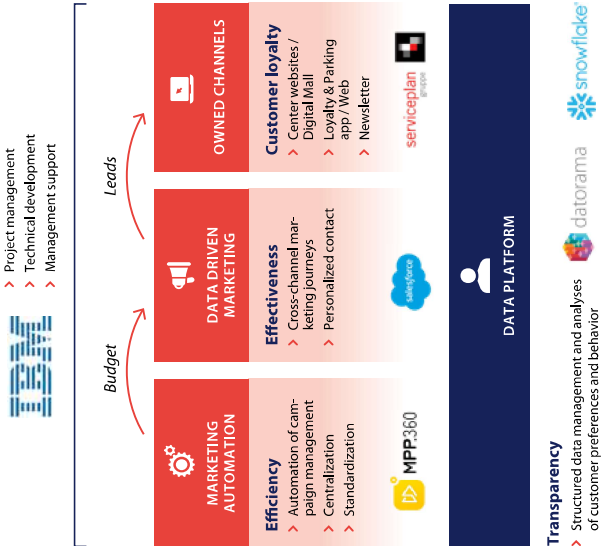
Online marketplaces have exhibited strong growth in recent years. Brick-and-mortar retailers have been focusing on marketplaces to expand their offline business through additional online sales. However, since the end of last year, we have witnessed significant changes: marketplaces are striving to become profitable and have increased their fees drastically. As a result, it has become increasingly challenging for retailers to operate profitably on these platforms. Additionally, many retailers have shifted their focus back to physical stores since the end of the pandemic.

### So is omnichannel becoming less important?

I don't see it that way. On the one hand, there are still a considerable number of retailers who can offer specific product ranges profitably on marketplaces. On the other hand, many retailers have invested in their own infrastructure in the meantime and can operate independently of marketplaces. Omnichannel is here to stay.

## B2C MARKETING WITH STRONG PARTNERS

Optimal use of marketing budgets through data-driven processes



### Parking and mobility

ECE is one of the largest parking garage operators in Germany and takes care of all management of the parking sites.

**122** parking garages  
**177,500** parking spaces



### Real estate financing

Whether it is short-term development financing or long-term portfolio financing: ECE is networked with the major real estate financiers worldwide and provides support for an annual closing volume of around one billion euros.



### Insurance

Tailor-made insurance packages and close cooperation with leading insurance companies have become increasingly important in light of changing risks and rising premiums. ECE's Versicherungsservice, established in 2009, offers suitably specialized services. In collaboration with Chubb, ECE has been testing IoT solutions for the prevention of water damage since 2021. Additionally, ECE is currently developing a tool for assessing climate and location risks together with Swiss Re.

### Central purchasing

ECE procures standard services such as escalator and elevator maintenance, security, and cleaning, as well as Christmas decorations, electricity, and gas, centrally and thus at more favorable conditions. Securing electricity prices early on has been particularly beneficial in relieving ancillary costs. Additionally, ECE leverages synergies in advertising campaigns, photo shoots, and promotions, in order to make particularly efficient use of available resources.

### Junior staff training

The systematic training of junior staff at ECE has enjoyed an excellent reputation for decades, and ECE was once again recognized as one of the top ten employers in the real estate industry in 2022. That same year, ECE employed approximately 700 young talents, including around 20 apprentices, trainees, and coop-ed students. As an example, in the Real Estate Management trainee program, young people spend four months each in asset management, center management, and leasing before choosing a six-month specialization phase.



### Work with associations

ECE is actively engaged in real estate and trade associations to advocate for the interests of its investors and tenant partners in ongoing decision-making processes. Recent focal points have included the management of the coronavirus and energy crises, as well as compliance with ESG regulations. Joanna Fisher, the CEO of ECE Marketplaces, serves as the Chair of the European Council of Shopping Places (ECSP), while former ECE managing director Dr. Andreas Matzner holds the position of President of the ZIA.



### Sanctions list check

Through the introduction of a specialized SAP tool, ECE is able to fully screen business partners for existing EU sanctions. Since the beginning of the sanctions against Russia, two existing business relationships have been identified and ended.



### Architects and engineers

Whether it is development studies, master plans, (energetic) refurbishments, reuse concepts, or project management: the architects and engineers at ECE know how to create and maintain value.

### Research

Market research, data analysis, and geo-research: the in-house Research department makes it possible to take decisions on the basis of valid data.

### Mall Marketing

Promotional space, advertising banners, or pop-up areas: the mall marketing experts at ECE translate retailer strategies into effective advertising at the point of sale.



### Compliance

ECE is a founding member of the Institute for Corporate Governance in the German Real Estate Industry and is one of the 19 certified companies. In 2023, the third recertification was successfully completed. With the anonymous BKMS notification system, ECE already meets the future legal requirements.

360° SPECTRUM OF EXPERTISE

# "MUCH MORE THAN "CORE BUSINESS"

ECE offers all relevant real estate services from a single source. In doing so, it can draw on a wealth of experience. Many of its services go far beyond its core business. They are the decisive piece of the puzzle in the mosaic of competencies for sustainable success.

10 YEARS OF SUCCESS IN CHINA

# DESIGN AND CONCEPTS FOR A GROWING MARKET

# 29

PROJECTS IN CHINA  
IN 12 CITIES



ECE has had an architecture team in the “Middle Kingdom” for 10 years, and has already successfully implemented 29 projects in 12 cities. In 2019, ECE established its own subsidiary in Shanghai.

In addition to facade design and interior design, the Asia design team also focuses on storytelling: Chinese shopping centers tell cultural stories from the respective region. Thanks to a broad range of entertainment and education, they also become “points of experience.”

In addition, ECE is also active in Asia as a neighborhood planner and provides comprehensive real estate planning, urban planning, and architectural services – for everything from individual shopping centers and their surroundings to master planning for entire city districts, always starting from retail functions as the hub of all uses.

• *Currently under development: the Jufeng Road project – the largest commercial project in downtown Shanghai.*

## 3 QUESTIONS FOR

**XIN LU**  
Director Asia Business at  
ECE Group Services

**#1** **What was ECE’s first major milestone in China?**

After smaller consulting activities, our first major project was when one of the largest Chinese project developers, Vanke, commissioned us with the development of the important Qibao Vanke Plaza shopping center in Shanghai in 2014. Our service covered not only the design of the full architecture, but also the development of the interior design. The opening of the center in 2016 was a huge success, with 25 % higher average rent than expected. With this project, which became the benchmark for Vanke, we became well-known in China and were able to secure many new contracts.

**#2** **How do Chinese shopping centers differ from European ones?**

In China, the focus was on a particularly broad sector and tenant mix from a very early stage. Restaurants and entertainment, for example, played an important role right from the start, as did omnichannel and digitization. Since families are very important in China, shopping centers also have extensive play and entertainment facilities for children. In addition, there are many new, innovative ideas that ensure high levels of visitors – in terms of the culinary options, for example.

**#3** **What projects are you currently working on?**

We are currently planning the architecture and design for a new shopping center in Shanghai, together with an office building and apartments, for the investor GIC from Singapore. With a total area of 220,000 m², this will be the largest commercial project in downtown Shanghai. We are also providing extensive urban planning services for new neighborhoods, such as the West Bund Quarter near the center of Shanghai, and the new Optical Valley district in Wuhan. In addition, of course, we are also looking at how the retail real estate market is developing in other Asian countries, in order to offer our service portfolio beyond China.

• *Nanxiang Incity Mega: The first shopping center in China to feature a botanical garden.*

