

EMCT Romania

Developer: New generation shopping



EMCT ROMANIA IS ONE OF THE MOST dynamic shopping-centre developers in the Romanian retail real-estate market. At its disposal is a unique blend of technical, juridical, marketing and administrative expertise. The company is also enhancing its presence by developing new concepts, adapted to the socio-economic environment of the emerging Romanian market.

The company's attention to detail and expertise give it key advantages over its rivals. The cornerstone to a successful project is the planning at all the stages. EMCT begins by building a foundation of trust with clients – acting as their representative throughout the design, development and merchandising phases, and ensuring projects remain on schedule and under budget.

EMCT's vision is to develop retail real-estate projects, focusing on innovation, planning and the needs of the consumer.

The company's eight successful years of activity in the Romania, with 120,000m² GLA of realised projects and 300,000m² GLA of pipeline projects, includes successful partnerships with major international retailers, including Carrefour, Bricostore, Cora, Renault, XXL, as well as top domestic names such as Altex, Mobexpert and Minimax.

EMCT's expertise

The company is able to assist its clients in implementing their projects from the very first market survey, up to complete turn-key projects, providing them with a core, coherent and global analysis of their project developments. Its comprehensive range of services include:

- Retail Real Estate Development
- Market and Feasibility Survey
- Property Management
- Legal Services
- Project Management

Achieved projects

Carrefour Militari, Bucharest

The first hypermarket in Romania. Project development, land acquisition and building of the first Carrefour Commercial Center, a €30 million investment (opened in June 2001)

Carrefour Orhideea, Bucharest

Project management for the second Carrefour hypermarket in Bucharest (opened in September 2003).

Carrefour Colentina, Bucharest

Complete project development, from land acquisition to definition of commercial concept, and building of the third Carrefour Commercial Center, a €35 million investment (opened in February 2004). Leasing of all 30 shops and restaurants in the gallery was achieved by the opening. Development of the second phase of the Carrefour Colentina Commercial Center – a 4,000m² extension for a Media Galaxy Electro Complex.

Carrefour Brasov

The first hypermarket of the province. Project development and building of the first hypermarket in province, a €20 million investment (opened in October 2004). All 20 shops and restaurants in the gallery were leased three months before opening.

Bricostore Militari, Bucharest

Building of the first DIY Store in Romania within Carrefour Chiajna Shopping Center, a €6 million investment.

Bricostore Brasov

Land development for a BricoStore DIY store, a €4 million investment.

New schemes

Baneasa Mall, Bucharest

The biggest mall in Romania, 105,000m² GLA, located on one of the most important exit axis of Bucharest, in the most dynamic residential district. The tenant mix is made up of a hypermarket, a DIY store, a furniture store, several mid-size stores, a

shopping gallery and an entertainment area with foodcourt and multiplex. Opening 2006 (www.baneasa-retail.ro).

Sun Plaza, Bucharest

An inner-city project enjoying a great accessibility: only 10 minutes by car from downtown, (direct pedestrian passage to the mall from the metro; and 23 other public transportation lines on the site. With 100,000m² GLA, the project will be developed in two phases. The centre will host a hypermarket, a shopping gallery, with an entertainment area and several mid-size stores. Opening 2006.

Retail Park Militari, Bucharest

The second phase of Carrefour Militari Shopping Center will pursue a commercial strategy adapted to the consumers needs. The retail park will be structured into 30,000m² of mid-size stores and an entertainment area of nearly 10,000m² – a foodcourt and a multiplex. Currently under development (www.retailpark.ro).

Carrefour Ploiesti

Located 10 minutes from Ploiesti downtown on the main exit axis (towards Brasov), the project is easily accessible for 620,000 inhabitants in less than 30 minutes by car. The project consists of a Carrefour hypermarket with a sales area of 8,000m² and a shopping gallery, being part of Carrefour's plan to open two hypermarkets per year in Romania. Opening November 2005.

Siret Plaza, Galati

A first-class project situated in Galati-Braila - the most important urban area (530,000 inhabitants) after Bucharest. Located on the Danube shore in the new residential district of Siret, 10 minutes by car from Galati downtown and 20 minutes by car from Braila downtown, the shopping centre has a catchment of 300,000 inhabitants. The project has a built area of 40,000m² and includes a hypermarket with a sales area of 8,000m², a DIY store, several mid-size stores, as well as a shopping gallery with entertainment facilities. Opening November 2005.



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