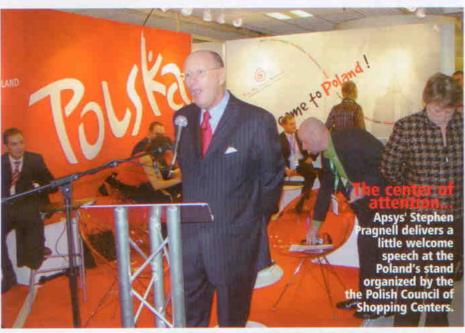
REAL ESTATE MAPIC MAPIC





One of the Old Boys

The annual showcase of the retail world rolled into Cannes in November, and if nothing else it underlined Poland's growing status as a developed market.

It is rapidly becoming a given law in retail that each year MAPIC gets bigger, and this year was no different. The annual show case for retail space developers, retailers, and high-street innovators in Cannes, was the biggest ever in the event's 12-year-long history.

The 2006 MAPIC, the International Market for Retail Real Estate, set a new

record for attendance in all sectors of the market, from property professionals to retailers and local authorities. With 8,000 delegates from 62 countries, compared to 7,200 last year, attendance grew by 12 percent in just twelve months. "The growing number of participants was really visible," says Maciej Kiełbicki, managing director Mayland Real Estate, one of the participating companies.

Key markets from around the world significantly increased the size of their presence. Russia offered a striking example with 73 exhibiting firms compared to 36 last year, a rise of 103 percent, while Germany posted a 48percent increase in exhibitors with 31 firms, and Spain's exhibition presence was up 39 percent with 52 firms. Newcomers from Bulgaria, Romania, Turkey and India—all countries showing dynamic growth and vitality in the retail real estate

sector—added to the flavor.

Another increase this year was the number of retail developers attending: 2,000 participated in 2006, compared with 1,500 last year. Since high-street trading is a key driver of urban renewal, more and more city authorities were trying to showcase their development schemes to retail real estate

Step this way...

A cocktail party organized by Echo Investment on the Poland Stand, attracted a crowd of 200 real estate professionals. professionals in an effort to attract bran and property projects.

One example of this was the Poli Council of Shopping Centers (PRC stand, a flagship stand for Poland, ar according to the organizers, one of t most popular of all the stands at the fa Compared with its last year's presence MAPIC, the stand grew by about 20 pe cent as more Polish companies attende which consequently translated into larger number of projects on displ "The stand was full from the opening the closing," says Stephen Pragne PRCH president, and the head of ret space developer, Apsys. "All partne went away well satisfied with both t contacts made and business done duri the fair."

Others struck the same upbeat no "The Polish presence was on the up la year and this year as well," says Rysza Leśniewski, president of Gr International, a company set up solely develop real estate in Poland. "So was t interest in the retail market in Poland," added.

On the business and social level, the Polish stand offered exiting opportunities. "As ever, the Polish stand part where a highlight of MAPIC and all the Polish participants of MAPIC and mediused the stand and its facilities as a central meeting place, which was the initial idea of our presence," Pragnell explain

Kielbicki was also satisfied by t results. "I am very happy with our pn ence at MAPIC," he says. "We achiev two of our main goals: reinforcing of company's image and promoting of four projects. We had many meeting during the fair that will soon result business."

One of the cocktail parties at the Poli Stand, an event that attracted nearly 2 people, was sponsored by Ec Investment, a developer of shopping a entertainment centers. The compa organized the party to showcase th new projects, the Arena in Słup Metropolis in Poznań, and Mundo Budapest.

And it was for the Arena mall that Ec signed a deal with a bowling alley ope tor during MAPIC. "With a multiplex c ema operator already signed for Aren



