To ensure that a shopping center is up to date and remains interesting to customers and tenants, it needs to be modernized, refurbished, and developed further - proactively and with foresight. ECE is an expert in revitalizing, modernizing, restructuring, and extending shopping centers. The company has a deep understanding for setting trends and investing successfully into the future. Our current refurbishment projects are proof of this with modern design, attractive food areas, an excellent quality of stay, and innovative retail concepts.

www.ece.com
GRAND OPENING FOR LOOM BIELEFELD

Loom Bielefeld will open on October 26, 2017. The newest ECE Center will bring more than 50 retail concepts to Bielefeld that have not been in the city before. These include the first Primark store in the region and further retailers such as Bershka, Pull & Bear, Superdry, Adidas Originals, KIIT, JD Sports, and New York-based body care specialist “Kiehl’s.” One of its attractions will be the dining area “Loom Kitchen,” which will feature nine different food service operators and seating for 340 guests in a comfortable loft ambiance. The center will feature further restaurants with outside seating that open the center to the pedestrian zone. Loom will also offer a number of services such as ticketless parking with the “Easy to Park” card, the QR-code based “Car Finder,” a digital 3D guiding system, indoor navigation using Google Maps, various services for families with children, a center app, and high-quality lounge areas for visitors to sit back and relax.

NEW MANAGING DIRECTOR LEASING

Change in the top management of ECE: Steffen Friedlein will assume the role of Managing Director Leasing in 2018. He previously held the position of Senior Director Germany, being responsible for the leasing of the centers in Germany. Friedlein, who has been in the company since 1999, is a renowned personality in the industry with long-term experience and has built a remarkable network. Klaus Streibaich, who has been holding the position of Managing Director for 15 years, will retire for personal reasons at the end of the year. He will continue to serve ECE as a consultant.

ECE TÜRKİYE UNDER NEW LEADERSHIP

New management for ECE Türkiye: Pınar Yalçınkaya Hacaoğlu has been appointed CEO and Managing Director of ECE’s Turkish subsidiary effective July 1, 2017, and Nuri Sakapci has been appointed to the management of ECE Türkiye as CFO. They both previously held the responsible position of Deputy General Manager. Their aim is to continue the advancement of ECE Türkiye and to sustainably extend its portfolio in cooperation with investors and retailers, also in the currently challenging political situation in Turkey.

NEW MANUALS FOR MORE SUSTAINABILITY

Sustainability in practice: ECE has published two further manuals that will help in implementing sustainability practices at shopping centers. The “Tenant fit-out building materials” manual is intended for retail partners at shopping centers and was developed in collaboration with major retailers. It provides hands-on advice for the use of environmentally friendly and low-emission building materials for the design of the tenant spaces. The second new manual entitled “Electromobility” provides guidance on implementing the necessary infrastructure and services for electric vehicles at shopping centers and aims at facilitating the expansion of sustainable electromobility.

www.ece.com/sustainability
Digital and physical retail, online and offline – the two worlds are merging continuously and rapidly – especially in the retail industry: Classical e-tailers go brick-and-mortar with their own stores, physical retail uses digital channels and extends its online activities. Retail platforms have become more and more important. Shopping centers also qualify as omnichannel platforms that connect customers and tenants on all channels – online and offline. Which center apps, platforms have become more and more important. Shopping centers continuous and rapidly – especially in the retail industry:

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**THE SHOPPING CENTER OF THE FUTURE**

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**DEPARTURE**

The shopping bags will be carried to the car by robots – or delivered to the customers’ home within a short period of time. Thus, the center will become a logistics platform and can make effective use of the proximity to the customers on the “last mile” of the delivery chain.

**RELAX**

Multisensory applications will enhance the shopping experience with lighting, sounds, and scents. International brands will present themselves in a new way as marketing and entertainment will become one and create a whole new experience.

**SMART CENTER**

Digital Facility Management will improve the operations of the center. A digital center twin will bundle all relevant data. The systems of all retailers in the centers will be fully interconnected. Heat maps will help in analyzing the customer movements and thus facilitate the acquisition of new tenants. Footfall projections will support retailers in deploying their staff more efficiently.

**INFORMATION**

Customers will have tailored offers sent to their smartphones based on their personal profiles when they check in. Digital maps will help them find their way in the center. A digital AI concierge will provide them with information and advice.

**ARRIVAL**

Visitors arriving by car will no longer have to deal with parking gates or cash machines. Their satnav will lead visitors to the next free parking space. Self-driving cars will take visitors to the stop&shop zones. Parking fees will be determined by a dynamic pricing system and automatically debited from the customers’ account.

**SHOPPING**

The center will also become a manufacturing site. Customized products will be manufactured on-site by way of body scanners and 3D printers. Customers will be able to pay directly and cashless at automated checkouts.

**@HOME**

The customers of tomorrow will no longer differentiate between online and offline. They will be connected to the center online and offline. All products available in the center can also be bought online, tried and bought in the store, or delivered to the customers’ home. The center will become a retail and logistics platform.

**DIGITAL MALL**

More than 100,000 products are already available in the Digital Mall. With this pilot project, ECE can make available the products of the participating retailers of Alstertal-Einkaufszentrum on the Internet. Customers can use it to reserve their desired product and pick it up later.

This video clip shows how the Digital Mall works:

*[Link to video]*

The Digital Mall can be found at: produkte.alstertal-einkaufszentrum.de

**MORE THAN 100,000 PRODUCTS ARE AVAILABLE**

**A CHAT WITH ALEXANDER OTTO, CEO OF ECE:**

Alexander Otto, who has been CEO of ECE since 2000, celebrated his 50th birthday in July. A good opportunity to talk to him about the changes that happened in the past years and to discuss what lies ahead in the future.

The industry has been undergoing a period of change and so is ECE. In your view, what have been the major changes in the company in the past ten years?

ECE has definitely evolved from a developer of shopping centers to a portfolio and asset manager. Our job today is, more than ever, to advance our existing portfolio and the individual assets in cooperation with the investors, and to prepare those properties for the future. Refurbishments in particular have become more and more important to increase the value of a property. At the same time, we have been extending our activities in developing hotels, apartments, offices, and logistics centers.

Is digitization also a driver of change?

Yes, absolutely. The distinction between online and offline is blurring rapidly. We therefore need to be visible on all channels and provide the customers with the very services they want – both analog and digital. This means, we must further increase the quality of stay at our centers and provide an excellent shopping experience. Customers can choose from a large variety of places to shop and this is the only way to bring them to our centers. At the same time, we need to make available the products offered at our center online as well. We are currently testing this very service in our pilot project, the “Digital Mall.” Customers can check out the availability of products on the Internet at home or on the way, reserve them, and pick them up at the store later. Also a home delivery service may be realized at a later point in time.

Looking ahead: What will the center of the future look like?

The shopping center will probably serve a double purpose: it will be a shopping destination for customers and a logistics platform. This way, we will bring together retailers and customers – in real life and online. Besides showing the availability of a product, we will offer more digital services such as an automatic parking guidance system, customized offers that are sent to smartphones based on individual customer profiles, virtual heat maps for customer analyses and the acquisition of tenants, or footfall projections that can be used as a planning tool for operators and retailers.

What will remain despite all these changes?

I think a solid constant is our values and principles that we base our actions as a family company on, such as sustainability, integrity, and customer orientation. Customers and their wishes and needs will always be at the center of all our actions also in the future. This not only applies to the customers of the center but also, and equally as important, to the retailers and investors. We want to convince them of our expertise in providing digital services, high data quality, and maximum transparency. This will enable us to make the best decisions together.
Well-performing shopping centers are more than just places for shopping. They become comprehensive shopping and entertainment locations once they feature attractive restaurants with outside seating areas, places to rest and relax, and measures are taken to emphasize and utilize the character of the center location. Rhein-Galerie Ludwigshafen, for example, will be turned into a shopping marina with restaurants with outside seating, piers, a hotel, and restaurant pavilions directly on the banks of the Rhine (see large picture).

A clear layout is vital for the shopping center. Therefore, a refurbishment often includes updating or installing new information devices such as definite and obvious signage, digital 3D guidance systems, or changing the color design of the parking garage or mall areas.

Times change and so do the expectations regarding design and architecture. Today, a convenient feel-good atmosphere and a high quality of stay in the center are essential. This includes warm colors, premium building materials, a modern design, comfortable seating, fine furniture, and an elaborate lighting concept.

Eating out has been a trend for some time and is an important part of spending leisure time. Therefore, many centers rely on food services as drivers of footfall and leisure options and increase the number of food services available by establishing newly designed food courts, nice terraces like at Rhein-Galerie Ludwigshafen, an entire new floor with food services like at Europa Passage, or completely new food experiences like “Foodtopia” at MyZeil.

Always the latest brands, always the most trendy concepts: The big plus of a shopping center is its ability to advance constantly and to re-adapt or enhance the tenant mix as part of a refurbishment or modernization, for example at MyZeil, which specializes in international premium brands and high-profile lifestyle concepts, and at Sachsen-Allee Chemnitz where the tenant mix will be changed focusing especially on fashion retailers.

There is a wide spectrum of ways to modernize shopping centers. And the benefits for the owners and operators can be equally diverse. Good and suitable locations for new shopping center developments have become a rare occurrence in most markets ECE is active on. At the same time, many centers have come of age and are in need of an extensive makeover or they can be optimized proactively and future-oriented. This is the only way a center can keep pace with the times and can remain popular with the customers as a shopping and leisure destination. The extent to which a property can be modernized is diverse and ranges from a cyclical restructuring, or constructional changes, to a complex refurbishment in the form of a complete makeover. The areas that can be enhanced with a refurbishment are equally diverse. Mostly, several areas at once or even all areas can be included in a refurbishment.

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€510 mill. has been invested into refurbishments of ECE centers in 2015/16 alone.

Where can I find ...?

Where can I find ...?

Where can I find ...?
INNOVATIVE TENANT MIX, SUCCESSFUL CONCEPTS

INNOVATIVE TENANT MIX, SUCCESSFUL CONCEPTS

Tesla come to shopping centers

Behind the business parks in favor of a store to sell cars. They have decided to leave the进项zentrum in Hamburg in its first own store manufacturer Tesla has been presenting its mobile industry has been testing new ways of capturing the attention of car buyers. With the progress of digitization, the auto

In August, the multi-brand concept “XYZ” opened its first store at an ECE Center at City-Arkaden in Klagenfurt, Austria. With its diverse assortment of clothing from premium brands, XYZ Fashion Stores make fashion shopping unique. The concept is part of Sportina Group, the largest fashion retailer in southeast Europe with more than 340 outlets in twelve countries.

“City-Arkaden and our concept XYZ are a perfect fit. Our mission is to bring our fashion close to the customer, to offer curated fashion stores by choosing only the best brands and brands as well as to create fashion stores full of unique experiences for every style and taste. We are convinced that ECE is the right partner in promoting a new chapter in the development of XYZ.”

Valentina Satrani,
CEO Premium Segment Sportina Group

“Shoe love is true love” – that is the motto of the new shoe store ONYGO. ONYGO started as a style blog and online retailer for girls. Now, there are more than 20 stores throughout Germany – like the one at Europa Passage in Hamburg. Here, fashion-conscious shoe lovers have been able to discover a wide assortment of shoes since the beginning of the year from fashionable sneakers, classic boots and heels, to eye-catcher accessories and hip kicks by the ONYGO store brand, the concept proves to be truly trend-setting – with the best shoe advice in a high-quality ambiance.

“A lot of our young people shopping malls can no longer be dismissed from the city landscape. Here, every shop is combined with strong brands in an appealing atmosphere – a new kind of ‘quality time’ at the consumer level with everything that belongs to a lifestyle experience!”

Sascha Richter,
Head of Marketing, Onygo SE

CAR MANUFACTURERS OPEL AND TESLA COME TO SHOPPING CENTERS

With the progress of digitization, the automobile industry has been testing new ways to sell cars. They have decided to leave behind the business parks in favor of a store at high-footfall locations such as shopping centers. Since mid-2017, the American car manufacturer Tesla has been presenting its models and services at Alstertal-Einkaufszentrum in Hamburg in its first own store in a shopping center in Germany. On September 1, Opel opened its first shopping center store at Milanova in Stuttgart. This new distribution channel provides car manufacturers with the opportunity to present and stage their brand surrounded by other premium brand stores. In addition, a balanced merchandise mix, a feel-good atmosphere, events, and an attractive range of services at ECE centers create an appealing ambiance and generate even more footfall.

PALLAS DES THÉS

The first boutique of the French tea house “Pallad des Thés” in Germany opened at Alstertal Einkaufszentrum in Hamburg. Founded in 1986, the company is already present, among other countries, in France, Belgium, Norway, and Israel, offers a wide range of high-quality teas, and wins over new customers with its modern shop concept.

“With ECE, we work together in an uncomplicated manner and in the spirit of partnership. We opened our shop at Alstertal Einkaufszentrum because the center has a particularly high football and high-profile stationary.”

Stefan Richter,
Managing Partner of the Grand City Trade and Leisure GmbH, 1st Licensee of Pallas des Thés in Germany

UP TO DATE:

Premium architecture, attractive services, a nice and comfortable ambiance, and a well-balanced brand and tenant mix – these are the factors of success of ECE’s shopping centers. This approach also includes bringing new tenants to the centers on a regular basis.

The biggest fashion faux pas in my wardrobe … is a green Mickey Mouse tie. But I only wear it on very special occasions.

In our questionnaire, industry professionals, experts, and partners of ECE provide information on shopping, fashion, retail, and their most beautiful piece of clothing.

Dr. Bernd Schade (52), a member of Breuninger’s corporate management, is responsible, as the Chief Real Estate Officer, for real estate, corporate procurement, the Dorotheen Quartier in Stuttgart, newly opened in 2017, and the Breuningerland shopping centers in Ludwigshurg and Sindelfingen, which are operated in cooperation with ECE.

E. Breuninger GmbH & Co. is one of the most successful fashion and lifestyle companies in Germany. With eleven fashion houses, an online shop, and 5,500 employees, Breuninger has established itself as a multichannel department store in the higher-end market segment. An important component of its strategy remains brick-and-mortar retail.

I prefer to buy … at Breuninger. There I can get top service and competent advice and I can find what suits my style. Also online, by the way.

For me, shopping means … fun and entertainment. And when traveling globally: a lot of inspiration, new ideas, and trends.

I know ECE … because I used to work there in project development.

For me, Breuninger is … the fashion and lifestyle brand in Germany. And we want to continue to grow. In addition to our eleven fashion houses, we are planning to expand into other German cities like Munich, Frankfurt, or Hamburg.

The retail sector in Germany … is in a massive upheaval and in the coming years it will have to focus even stronger on the interests of the customers.

A good retailer is characterized by … meeting the wishes of the customer every time without compromise.

A center operator should … focus shopping into a unique experience through innovative concepts such as pop-up stores and new trends.

Dr. Bernd Schade, E. Breuninger GmbH & Co., Stuttgart

NEW CONCEPTS

The innovative gourmet food retail concept Gepp’s offers a wide assortment of “fashion food” and creates a unique experience using its own recipes, presenting refreshing designs and offering the opportunity to taste gourmet food. Since 2013, Gepp’s has opened 13 locations in cooperation with ECE, seven of them – and all in ECE centers – in 2017 alone. Two more stores are opening in 2017, and more are planned for 2018.

“Our cooperation with ECE is based on an equal partnership, sustainable, business, and professional. The center locations are tested for profitability and customer contact and focus on frequency – and we feel reliable real estate standards that enable us to realize a brand-oriented multiplication.”

Dr. Alexander Gepp,
Managing Partner, Gepp’s GmbH

For me, shopping means … is a meeting point for young people, a place to buy, to exchange tips and tricks, to meet and Atlantis Rischke,
Managing Partner of the Grand Cru Shopping Centers

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THE NEW SERVICE INITIATIVE OF ECE

Attractive and individually tailored service offers are decisive for the success of a shopping center. The wishes and needs of the customer must clearly take center stage. With “At your Service,” ECE has launched a major initiative to analyze all the services of a center, make them more apparent to the customers, optimize them, or add new ones if necessary and suitable.

“At your Service” starts by individually analyzing the relevant services of a center. This way, the required measures to improve the services, the design of restrooms, and kids’ play areas, the color concept and the lobby area design in the parking garage, signage and the online search at home, the arrival in the parking garage, informational services can be determined for all customer touchpoints: from the time of entry in the center and relaxation spots like seating areas and restrooms, to the departure after shopping. “Classical” improvements in the “At your Service” context are items such as signage, lighting, the color concept and the lobby area design in the parking garage, signage and the service counter in the center, seating and lounge areas, customer restrooms, and kids’ play areas.

For the first time, “At your Service” is now being implemented as part of a pilot project at Alstertal Einkaufszentrum (AEZ) in Hamburg. ECE examined the service offers there that span the entire customer journey. Since September, a package of measures has been implemented to optimize and expand the service offers in the relevant areas of AEZ.

The experience from the pilot project at AEZ is to be examined and evaluated carefully and then integrated into the planned and continued expansion of “At your Service.” Currently, approximately 65 objects are being analyzed in detail. In the next step, “At your Service” measures will then be realized from 2018 to 2020 for a major part of these properties with an investment volume amounting to approximately 160 million euros in total.

THESE MEASURES WILL BE IMPLEMENTED WITHIN THE “AT YOUR SERVICE” PILOT PROJECT AT AEZ:

@HOME

- Optimized, more visually appealing homepage with all relevant information
- The pilot project “Digital Mall” provides information on the availability of selected products in the center

INFORMATION

- Tools for improved orientation in the center such as additional 3D guidance systems
- Clear information about existing and additional services
- New information desk with a clear focus on customer service

RELAX

- Three new lounge areas with comfortable seating, high-quality materials, atmospheric lighting, and a pleasant ambiance as well as USB charging stations for smartphones and tablets
- Additional seating opportunities throughout the entire center
- Improvement of restrooms through optimized lobby areas, attractive surfaces and materials, as well as pleasant lighting
- Completely redesigned kids’ play area

ARRIVAL / DEPARTURE

- Dynamic parking guidance system and new availability display for free parking spaces
- Improved guidance, signage, and coloring at the relevant location
- Additional comfort due to wider parking spaces, additional special spaces, additional charging stations for electric vehicles, and new bicycle stands
- More appealing design of the lobby areas of the parking garage
- Additional lighting solutions

THE OBJECTIVE:

To learn more about the customers and their purchasing behavior, to identify specific strengths and potential weaknesses of centers and their market positioning, and to derive appropriate measures for the optimization of the long-term strategy of the individual ECE centers.

THE BASIS:

The analysis is founded on a study already published by ECE concerning customer segmentation and its eight characteristic “shopper types.” This typification was applied specifically to the ECE centers and linked with data from more than 100,000 customer surveys in 130 ECE centers in 11 countries.

THE RESULT:

A new aspect of the study is center typification according to “shopper missions,” which analyzes the visits and divides them into three superordinate categories (“Desire,” “Purpose,” “Location”), and three ‘submissions’ for each. This resulted in an unprecedented, multi-layered customer characterization with statements on typical characteristics and visits.

THE LATEST ECE SURVEY “RETAIL INSIGHTS” PROVIDES AN INSIGHT INTO THE RETAIL WORLD OF ECE.

For more information go to: www.ece.com/surveys
FRESH AND TASTY: NEW CHOICES ON THE MENU AT ECE

The classic food truck concept Vincent Vegan has opened its first brick-and-mortar restaurant in Food Sky in Europa Passage in Hamburg. The concept is based on the hearty enjoyment of well-known fast food dishes, creatively put together with only vegetable ingredients, and live cooking. For its return to metropolitan areas, Marché Movenpick is using its innovative, urban gastronomy concept at locations with a high-volume frequency. The first restaurant at an ECE center is opening at Leom in Bielefeld this autumn.

“Our cooperation with ECE is a partnership-oriented and strategically important. With a strong partner like ECE, we are hoping for a successful customer relationship and good business.”

Lothar Menge, Business Unit Manager City Concepts, Marché International

Talking Food with Jonathan Doughty

Internationally renowned food service expert Jonathan Doughty joined ECE in July as the company’s new Global Head of Food Services. Here, he talks about his experiences and his goals at ECE, his favorite dish, and about opening his own restaurant.

Jonathan, let’s talk about food: What is your favorite dish?
Oh, that’s hard to say, but at the moment, it is definitely food that is influenced by the Levant region. The one I came back to is a slow-grilled whole chicken from Bresse in France, rubbed in sumac and grilled with lime and coriander, creating a Fatteh, which is served over rice with yoghurt. I am fascinated by ancient recipes brought right up to date and love the “clean tastes” of this region. I am getting hungry just talking about it!

Speaking of “hungry,” what are your goals as ECE’s new Global Head of Food Services?
The challenge for me is to understand and provide what the guests to ECE centers want in the future from food and drink. It is important that we give these guests what they will enjoy and come back for. We want to excite and delight them, not just feed them. My goal is to offer a broad range of food services that suit every pocket and every experience.

You are still new to the company. If you look at the food services currently available at the ECE centers – what do you think?
From what I have seen in the first weeks, ECE has definitely recognized the growing importance of food and beverages and changed focus on the importance of food and drink. We already have some very exciting and interesting dining options in development such as FoodSky in Europa Passage and Foodtopia in MyZeil. And we also know that some of the main parts of our dining options need to change, including the traditional food court. The market is constantly moving forwards, so we have to keep moving to stay up to date.

It is by no way an exaggeration to call you a “food expert” since you are an educated and experienced chef. How often do you cook?
Well, I don’t cook as often as I would like to, although I still enjoy working in the kitchen with colleagues and friends. But I think that it will actually increase now as I am at ECE. Many of the tenant partners are excited to have a “food businessman” working with them and I have already received lots of invitations to innovation days, cooking sessions, and workshops. It is my first love and my biggest passion and we also get to eat our work, which is perfect!

Have you ever thought about opening your own restaurant, bar – or even a food truck?
Of course, it is every person’s dream in the food service industry to own their own place, but I also have a very serious business head and so far, my head has won over my heart. The passion for doing this cannot guarantee success. I think I would run a beautiful little restaurant in the country, with great simple food and a clean and comfortable place to stay. I think I like this idea of having “guests” not “customers,” so it will need to feel like I am asking people to come into my home.

Jonathan Doughty, Head of Germany, Five Guys
NEW HOTEL HIGHLIGHTS
“MADE BY ECE”

ECE has been further expanding its activities in the hotel real estate business with highlights in Hamburg, Cologne, and Düsseldorf.

MESSECITY KÖLN
ECE and STRABAG Real Estate are developing a seven-story property featuring two hotels in the Cathedral City of Cologne. The plans include a Hotel One with more than 300 rooms and an Adina Apartment Hotel with 170 studios and apartments. The construction start has been scheduled for 2018. Completion is expected for 2020.

HAFENCITY HAMBURG
ECE is teaming up with HSP Hamburg to build an international congress hotel with approximately 500 rooms and a conference hall for up to 1,300 attendees. The congress hotel will be a 4- to 5-star hotel. According to current planning, the architectural competition will start at the beginning of 2018, and the project could be completed by 2021. At the same time, the construction of the new Holiday Inn hotel “LE QUARTIER CENTRAL” DÜSSELDORF real estate fund. at Lohsepark, also in Hamburg’s HafenCity district, is on schedule. The 4-star hotel located opposite the new city district, which is currently being developed by Aurelis. The 18-story hotel tower called “Das Tour” (the tour”) has 200 rooms. A rooftop bar and a restaurant will be built on the two upper floors. The hotel is owned by PATRIZIA Immobilien AG who had acquired the property for a real estate fund.

“LE QUARTIER CENTRAL” DÜSSELDORF
In June, the topping-out ceremony took place for the new 25hours hotel in the new “Le Quartier Central” district which has been developed by Aurelis. The 18-story hotel tower called “this Tour” (the tour”) has 200 rooms. A rooftop bar and a restaurant will be built on the two upper floors. The hotel is owned by PATRIZIA Immobilien AG who had acquired the property for a real estate fund.

“Being commisioned to build the new congress hotel in Hamburg shows that we are continuing our successful work in the hotel real estate business. This new project highlights in a top location in the Elbbrücken district fits well into the ECE property portfolio.”
— Dr. Andreas Mattner, Managing Director of ECE’s Office, Traffic, Industries Division.

FOUNDATION STONE FOR “MESSECITY KÖLN”
At the end of June 2017, the project partnership of ECE and STRABAG Real Estate laid the foundation stone for the new MesseCity Cologne complex in the presence of one Lady Mayor of Cologne-Henriette Reker. The vibrant new city district, which is currently being developed on an area of 5.4 hectares, is located between the south entrance to the trade fair and ICE railway station Köln-Deutz and consists of six buildings that will house offices, restaurants, small retail units, and leisure opportunities. Zurich Insurance (offices boasting a GLA of 60,000m²), Motel One, and Adina Apartment Hotels have already signed leases. The construction sites 1 to 3, which will accommodate the Zurich head office, have already been sold to Warburg HIH Invest.

INTELLIGENT QUARTERS HAMBURG
Construction work for the highest building site in Hamburg’s HafenCity district is entering the home stretch. ECE and STRABAG Real Estate (SRE) are developing a complex consisting of three buildings in the heart of the new city district: the 70-meter-high WATERMARK office tower with 18 stories, the seven-story SHIPYARD office building, and the FREEPORT residential property. Completion has been scheduled for spring 2018. Restaurants, cafes, and shops will be located on the central square of the quarter by the river.

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To ensure that a shopping center is up to date and remains interesting to customers and tenants, it needs to be modernized, refurbished, and developed further - proactively and with foresight. ECE is an expert in revitalizing, modernizing, restructuring, and extending shopping centers. The company has a deep understanding for setting trends and investing successfully into the future. Our current refurbishment projects are proof of this with modern design, attractive food areas, an excellent quality of stay, and innovative retail concepts.

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