

# At the Heartbeat of the Industry!



**SHOPPING RESORTS** HOW EUROFUND COMBINES SHOPPING, GASTRONOMY, AND LEISURE  
**ECE** THE FUNDAMENTAL CONDITION FOR SUCCESS IN RETAIL IS NOT TO STAND STILL  
**INTERVIEW** SPAR'S MARCUS WILD RELIES ON ACTIVE PARTNERSHIPS WITHIN THE INDUSTRY



UNIBAIL-RODAMCO-WESTFIELD

CREATING SUSTAINABLE PLACES THAT  
REINVENT BEING TOGETHER



## DEAR READER,

It's time to show off! When the retail industry meets in Cannes at the end of November for MAPIC 2024, it's all about showing what you are doing and planning and giving and receiving ideas and impulses. In recent years, the quality and profitability of the company's offerings have been reviewed, and new solutions have been developed. Many have done this task too half-heartedly and have been overwhelmed by past mistakes. The consequence: The market has shaken itself out, and if we believe the experts, this shakeout will continue.

However, many have taken on this task masterfully! Despite the challenging business environment, the heartbeat of many retail properties looks strong. This magazine and MAPIC 2024 are precisely to show these companies. In the 120 or so pages that follow, we present some of the most exciting projects in the industry and talk to people who will not only help shape and change the industry in the present and future but, above all, prove that they have already set the right course in the past. At the end of the day, a genuine will to shape the future is a fundamental working attitude, regardless of whether we are in times of crisis or prosperity.

A few examples: We spoke to Ian Sandford, President of the Eurofund Group, about his so-called "shopping resorts." His vision is to create places that combine shopping, leisure, and F&B so that everyone has a reason to visit these centers every day. After successful projects in Spain, Portugal, and the UK, he is now bringing the idea of "shopping resort" to Germany. He is a great advocate of making mistakes if you can quickly forget them and move on. We also spoke to Steffen Eric Friedlein, Managing Director Leasing Services at ECE Marketplaces and jury member for the renowned MAPIC Awards. Thanks to ECE Marketplaces' long and successful history, the manager has a keen eye for what needs to be brought into focus, especially in economically challenging times, and what constitutes outstanding performance in the retail real estate industry. Marcus Wild, Member of the Executive Board of SPAR Group Austria, has proven many times in his long career that new steps must always be taken, but this does not mean breaking principles. He explains impressively how partnerships are lived at SES and which cooperations the company wants.

We wish all readers an exciting MAPIC 2024 and look forward to exchanging ideas with you. And do not forget to continue to follow our appeal: Show what you've got! Be the heartbeat of the industry and go ahead and show off! But first of all, enjoy reading our articles and interviews.

Yours sincerely,

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IMAGE: INGKA CENTRES

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