

"MALL" Strikes a Balance

On April 8-10, 2009, the 6th "MALL" International Exhibition of Retail Real Estate was held in the "Expocenter" Central Exhibition Complex on Krasnaya Presnya.

The slogan of the exhibition "What's difficult to do for you alone is possible for the market as a whole" was offered by the organizers as a key information appeal to all the commercial retail property market participants to reflect the current status of the shopping center industry and the key goal of the exhibition in 2009 very well.

The fact that the exhibition was almost two times less in scale than usual did not make it less attractive for the market participants. More than 3,000 people visited the "MALL" exhibition and that was practically the total target audience of the market. Among them there were shopping center owners, managers, project managers, the companies' specialists in development, retail, services, the shopping center equipment.

The press-conference "The Commercial Real Estate Market in Russia: "Crisis Lessons" and Prospects of the Further Development" has become the main official event devoted to the beginning of the "MALL" exhibition work. The press-conference was opened by Oleg Voitsekhovskiy, managing director of the Russian Council of Shopping Centers. Among the participants were such people as Vitaly V. Tkachenko, Director General of Hermitage Construction & Management Group, Dr. Bernd Hallir, the Director of the European Institute of Trade (Germany), Alexander I. Borisov, Director General of Moscow International Business Association, the Chairman of the Committee for the Consumer Market Development of Russian Chamber of Commerce and Industry, Vyacheslav V. Kaminskyi, Director General of DVI Group. The representatives of the authorities and Russian development emphasized the importance of the market participants' professional cooperation and joint development of the new policy in developer-retailer relationships.

An Anti-Crisis Business Forum has become a thematic and activity dominant at the "MALL" International Exhibition in 2009, which started its work on April 8. For three days this unique specialized Forum united the different format events, the most actual subjects and more than 500 participants. The Anti-Crisis Business Forum focused on efficient crisis-resistance-measures, "working" strategies and variants of the ways out of existing situation, as well as the today's opportunities for the further business development. Participation in the Forum allowed the owners, managing directors, line managers to get information about the current status of the market, possible trends of its development, and to think over the whole complex of new ideas related to the basic issues of SEC development and management, to discuss the certain directions in detail (such as marketing, leasing, operational administration, standardization, innovations, legal aspects) to understand the real retail medium-term opportunity

April 9 in the exhibition schedule was declared a "Shopping Center Day". Its key business event was the conference "The Shopping Center under the Crisis: Concept, Marketing, Management". These three issues are especially actual now, as all the conference participants believe, as only competent management, a well-thought concept, and clearly designed marketing can assure the shopping center's stable work.

The "Shopping Center Day" ended with the Ceremonial Supper for the Commercial Real Estate Toilers devoted to the opening of the exhibition and traditionally held for the exhibitors.

This year the highlight of the party was the solemn ceremony at which the results of the Russian Shopping Centers Rating - 2008 were announced. The winners of the Rating were awarded by the jury representatives, the owners and the directors of the companies. The “Shopping Center of Russia – 2008” title was assigned to the following winners:

- * SEC “Planeta”, Krasnoyarsk, in the category “super-regional shopping center” (with the lease area of more than 60 ths. m2);
- * SEC “Karnaval”, Ekaterinburg in the category “a big shopping center” (with the lease area from 30 to 60 ths. m2);
- * SC “Evropa-Tsentri”, Kaliningrad, in the category “a medium shopping center” (with the lease area from 10 to 30 ths. m2);
- * SEC “Iridium”, Zelenograd, in the category “a small shopping center” (with the lease area under 10 ths. m2);
- * SEC “Tulskiy”, Moscow in a special “mixed use” category (mixed use center);
- * “MEGA Belaya Dacha”, Moscow, in the nomination “Narodnaya Tropa. The Most Popular Shopping Center” established by the WATKOM company (the winner is determined on the basis of the shopping center attendance evaluation);
- * A special award from the MALL Publishing House in the nomination “Competitive Format of the Working Shopping Center” was given to the children’s shopping center “Aerobus”, Moscow.

On April 10, the “MALL” International Exhibition finished its work. Its main result was the confirmation of the MALL exhibition progressive advance which is not always seen in the official figures of the exhibition statistics. As of today, the MALL exhibition is the only site actively attended by the stable and profile audience. The participants, guests and visitors of the exhibition had the same opinion that in spite of the current status of the commercial real estate market the MALL exhibition is an important source of the latest tendencies, expert opinions, and joint appraisal of the current market status. The 6th MALL International Exhibition has vividly demonstrated the current market status and the necessity to change the format accounting for the current conditions and the opportunities of the commercial real estate market. Being always actual and compliant with the contemporary stage of the market development, the MALL exhibition will change not only its scale but the format as well in 2010.

The organizers of the “MALL” Exhibition greatly appreciate the support of all the participants of the Exhibition and the Anti-Crisis Business Forum, as well as of honorable guests, information partners, and visitors, of all those, whose participation has made the Exhibition a really significant event at the commercial real estate market of Russia!

<http://eng.mall-expo.ru>

Exhibition organizer: MALL Events

Legal support: Capital Legal Services International Exhibition support: Russian Chamber of Commerce and Industry, Moscow International Business Association, Russian Council of Shopping Centers, CJSC Expocenter.

Exhibition sponsor: Hermitage Construction&Management Group

Official edition: “MALL” magazine.

General information partner: Commercial Real Estate.

General Internet-partner: Rambler-nedvizimost Official Internet-partner: Arendator.ru Special information partner: Real Estate Quarterly Information sponsors: Vedomosti-nedvizimost, SNIP Strategic information partner: “HT/Retail News”
Leading Internet - partners: Dometra.ru, Retail.ru.
Information partner in St Petersburg: Delovaya Nedvizimost
Video-partner: CRE News
Information partners: CitySpace, “Arkhitektura i Stroitelstvo”, B4Buildings for Business, Display Russia, Rent&Sale, Publishing House Retailer.ru, LUMdecor, “PROSvet”, “PROFashion”, “Belyi Biznes”, “Mir&Dom”. Business”, “Mopdnyi Magazin” “Moyo Delo. Magazin”, “Oborudovanie”, “Paradnyi Kvartal”, Rosyiskaya Torgovlya”, “SIB”, “Sobstvennik”, “Sovremennaya Torgovlya”; “Torgovoe Oborudovanie. Luchyi Vybor”, “TiTO”, “Torgovoe Oborudovanie v Rossii”, “Upravlenie Magazinom”, “Elektronika”; internet-portals: RBK –Nedvizimost, Real Estate Indicators, BSN, ShopAndMall.ru, Delinform.ru, Delomag.ru, Investorkirov.ru, Isticon.ru, Commercial Realty, Mallmart.ru, Моллы.Ru, Lenta -nedvizimost,Oborud.info,Europaproperty.com, Torgrus.com, Zdanie.info, analytical agency RWAY.