



ICE PLAZA
SHOPPING CENTRE

Phase 1 opening July 2009
Phase 2 opening Summer 2010

ARAD
ROMANIA

HIGHLIGHTS

Ice Plaza will be the **first shopping centre in Arad, Romania**, supporting a local population of 250,000 people and a catchment of over 500,000.



- Exciting Entertainment and Mall promotions
- Enjoyable shopping experience
- Unique centre of retail
- 70 + quality retailers
- Excellent choice of restaurants and cafes
- Safe and easy access
- Friendly and Professional Management team
- Expandability for the future
- Hypermarket, Electronics, Furniture and DIY
all with direct Mall access

Local population
250,000 people

Catchment
over 500,000





ARAD CITY

Arad City was principally developed by Maria Terreza, Empress of the Holy Roman Empire. The context of the city is typical for this era with a wealth of history and a sophisticated cosmopolitan atmosphere.



The River Mures passes through the city which contains in its bow, one of the largest 18th Century fortified areas in Europe built by the Empress to protect the border from the Ottoman Empire. The town therefore has a great history and solid infrastructure.

Arad is considered as the western entrance gate to Romania, and with a rich industrial and commercial tradition, is one of the most prosperous towns in Romania. Arad also forms the most important Trans-European road and rail junctions in Western Romania.

Situated along the Mures river, the architectural patrimony of the city, combining styles such as Baroque with Secessionism and Eclecticism, offer residents and visitors an unforgettable experience.



REAL ESTATE REPORT

Due to the unique geographic position of Arad, most foreign operators recognize the potential of the city as a strategic location for distribution into Romania.



At the present time many major retail warehousing groups active in Romania are targeting acquisitions in Arad.

Arad has a very limited supply of retail accommodation relative to the number of inhabitants, in comparison to other cities within the EU.

Statistic information	
Production	20%
Commercial	26%
Services	28%
Import - export	20%
Construction	6%





Distance	
Belgrade	217 km
Budapest	217 km
Vienna	519 km
Bucharest	549 km
Sofia	608 km

LOCATION

The site will additionally benefit from the *Vienna - Budapest - Bucharest* European highway due to be completed in 2010. This will dramatically increase access and therefore catchment to the shopping centre.

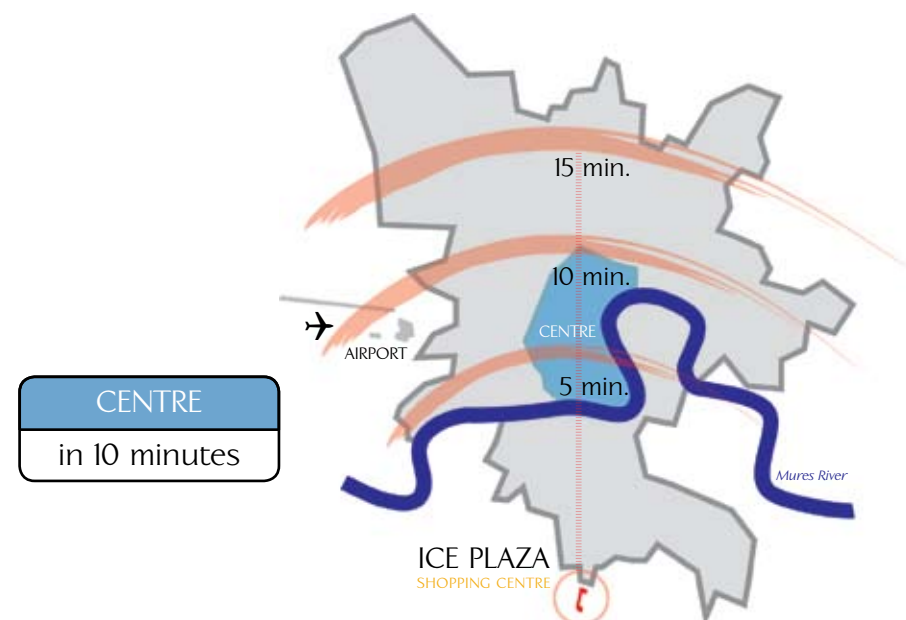
This highway will have a main junction located approximately 300 metres south of the site.

Ice Plaza Shopping Centre is strategically located on the edge of Arad. The City Centre can be easily reached within 10 minutes, with full public transportation access.

City Map



Accessibility



ICE PLAZA SHOPPING CENTRE

Ice Plaza Shopping Centre will provide a unique development as follows:

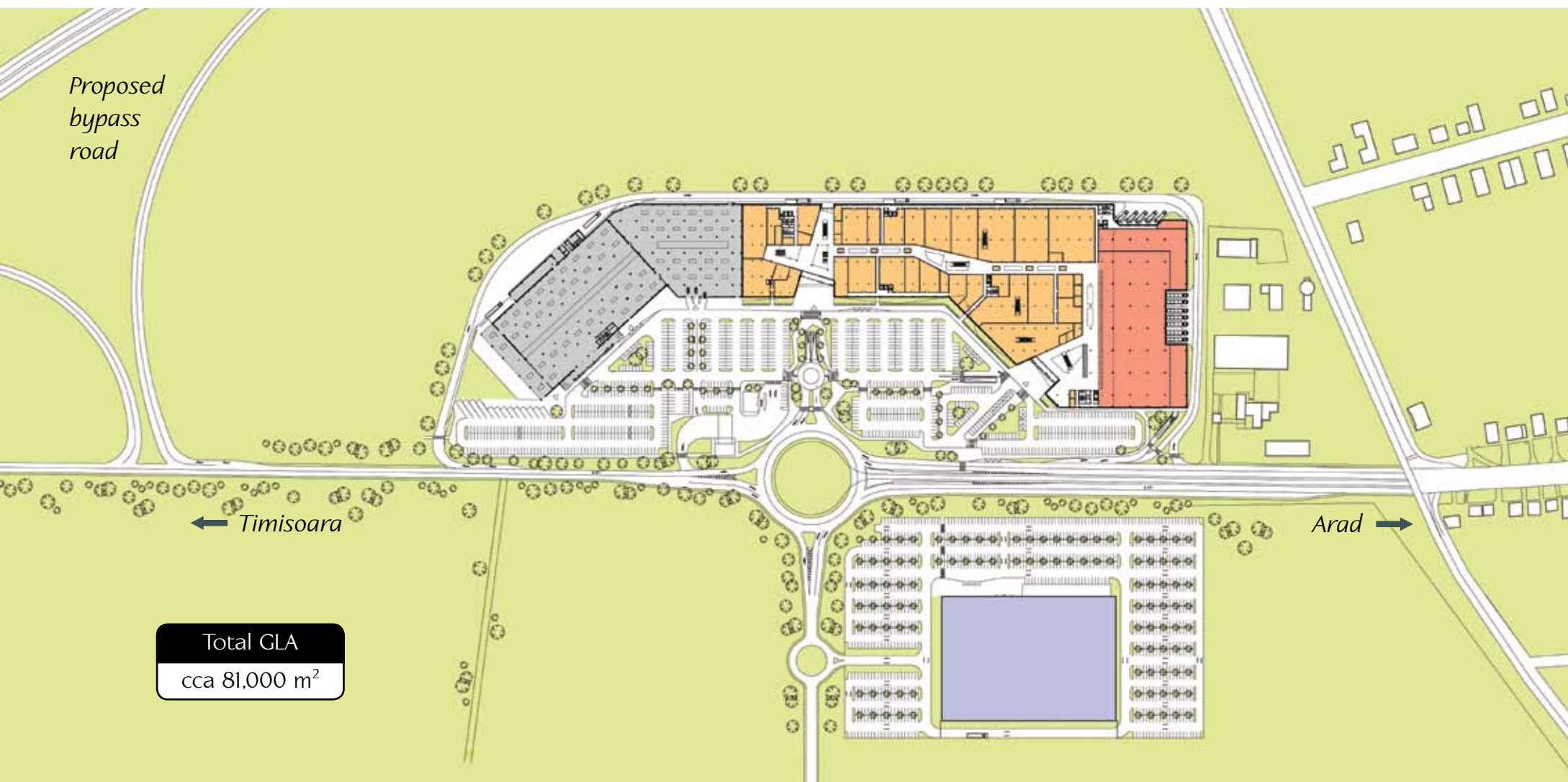
- 8,000 m² Hypermarket
- 32,000 m² net Shopping Mall
- 3,200 m² 5 Cinema screens
- 1,300 m² Electronics
- 15,000 m² DIY unit
- cca. 81,000 m² Gross area
- Drive in fast food restaurant
- Petrol station
- 2,000 car parking spaces

First floor



Ground floor





- Strategic demographic position: adjacent to the borders with a wide local catchment
- Strategic city edge position, Logistic (roads, railways, airport, borders)
- Cargo Terminal at Arad International Airport
- Excellent public access



- Efficient and highly qualified labour force
- Experienced International Development Team
- Unique centre of retail
- High quality design and finishing
- Largest Shopping Centre in Arad
- Catchment of over 500,000 people



Developer



Architects



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