

ICE PLAZA

SHOPPING CENTRE

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



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

Foreign Investment (Oct 04) : Total 181,786,706 USD :

USA	- 48,491,115 USD
Germany	- 31,501,335 USD
France	- 29,156,209 USD
Italia	- 26,005,822 USD
Japan	- 17,936,700 USD
Spain	- 5,431,702 USD
Holland	- 4,402,359 USD



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



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.

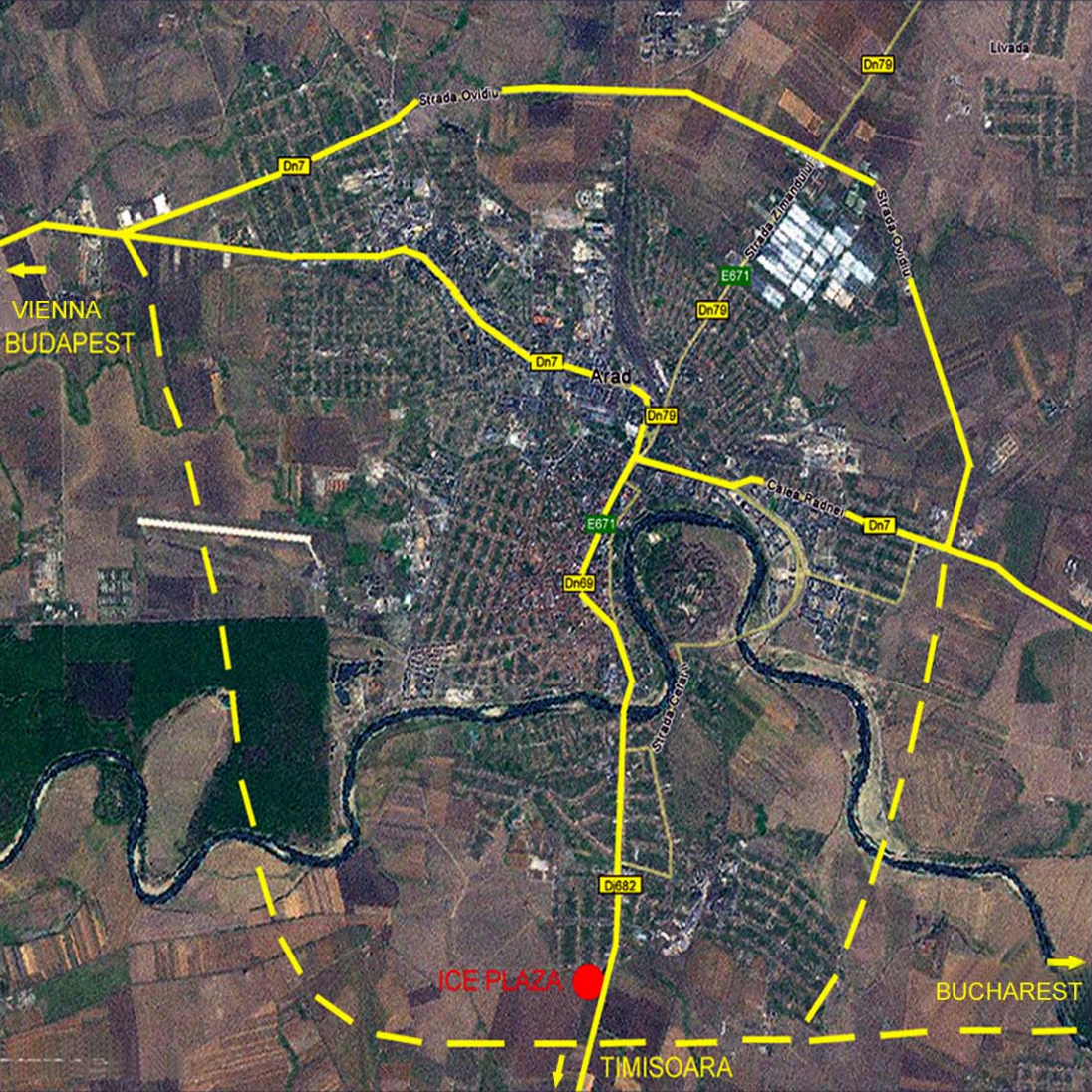


Statistic information	
Production :	20%
Commercial :	26%
Services :	28%
Import - export :	20%
Construction :	6%

LOCATION



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. 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, therefore minimising the impact on the centre during construction.



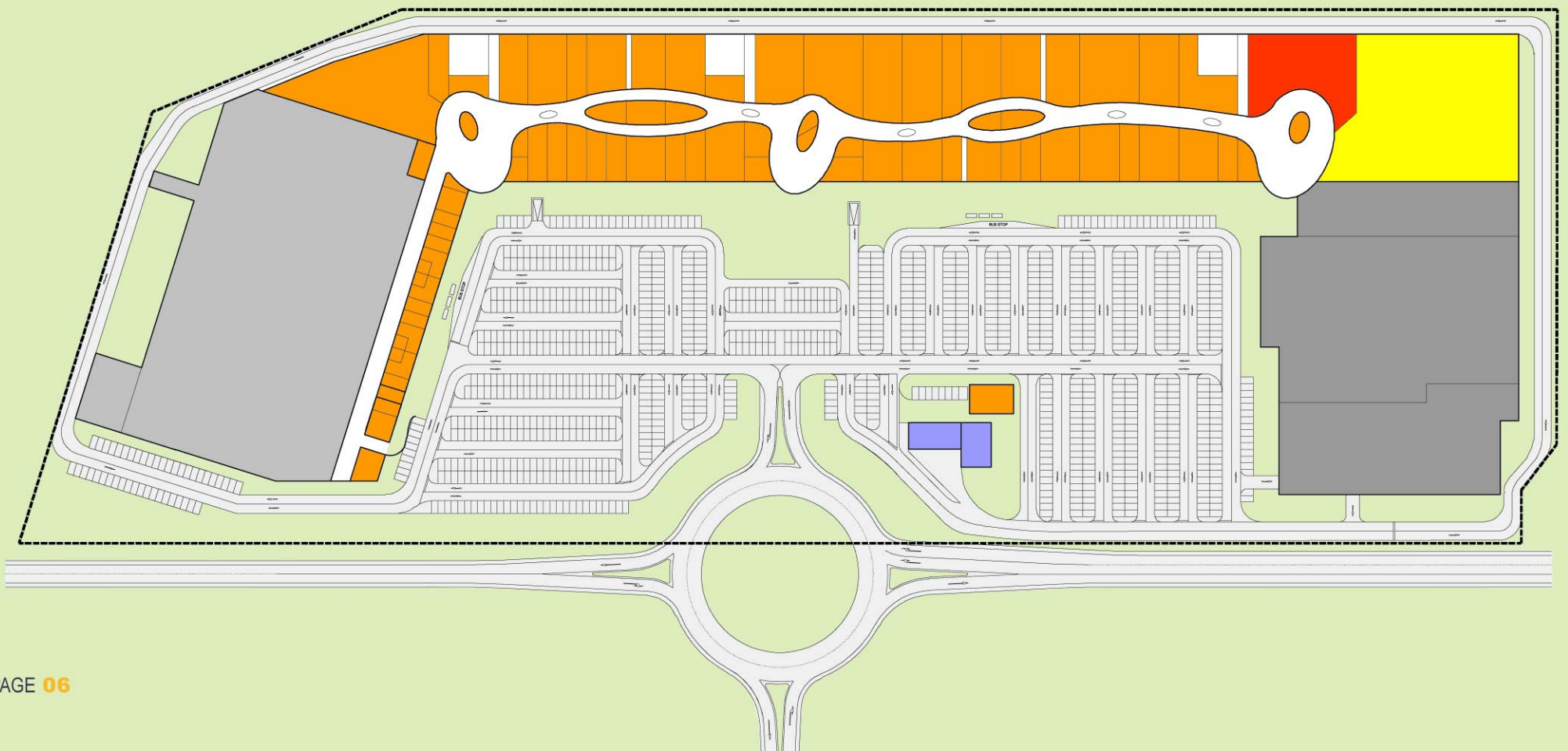
ICE PLAZA SHOPPING CENTRE

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

- 10,000 m2 net **Hypermarket**
- 24,500 m2 net **Shopping Mall**
- 8,000m2 **Furniture shop**
- 1,500 m2 **Electronics**
- Drive in fast food restaurant
- Petrol station
- 11,000 m2 **DIY unit**
- 1350 car parking spaces
- **cca. 52,000 m2 Gross area**

Total GLA
cca 52,000m2

Car Parking
1,350 spaces





- Strategic demographic position: adjacent to the borders with a wide local catchment
- Strategic city edge position, Logistic (roads, railways, airport, borders)
- Excellent public access
- Cargo Terminal at Arad International Airport
- Catchment of over 500,000 people



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

Developer



www.kenandin.com/ice/site/index.html

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