



# A unique support for your international expansion

For more than 20 years, Eurelia has been providing French and international retail chains with a concrete approach to the countries of Europe and the main international export markets thanks to its twofold role as a business intelligence firm and a place to meet and to share information.

Having observed the structuring and emergence of specialized retail activities in numerous markets (Italy, Spain, Poland and Romania, etc.) our team provides a relevant up-to-date analysis of retail schemes in suburban and town centre locations for more than 20 countries.

Providing strategic advice, economic studies and forecasts, an overview of retail projects in addition to information and debates on retail trends and new markets, Eurelia brings its members the most effective tools to help them take major decisions concerning their choice of retail locations.

Thanks to its permanent links with the international real estate sector (developers and agents, etc.) Eurelia offers a vital source of exchange and acts as a contact facilitator for all key players in international retail developments.

**Join us and secure  
your foreign investments!**

## *Une structure d'appui incontournable pour un développement commercial à l'international*

*Depuis plus de 20 ans, Eurelia apporte aux enseignes françaises et internationales une approche unique sur les pays d'Europe et Grand Export, du fait de sa double compétence de Bureau d'Etudes et de Forum d'échanges.*

*Forte d'avoir assisté à la structuration - et aussi émergence - du commerce sur de très nombreux marchés (Italie, Espagne, Pologne, Roumanie...), notre équipe apporte un regard unique issu de l'analyse de l'équipement commercial (périphérie ; centre-ville) sur plus de 20 pays.*

*Conseil stratégique, études et analyses prospectives, observatoire de projets commerciaux, réflexions/débats sur les tendances du commerce et les nouveaux marchés : Eurelia veille à mettre à disposition de ses enseignes adhérentes les outils les plus performants d'aide à la décision dans leurs choix d'implantations commerciales.*

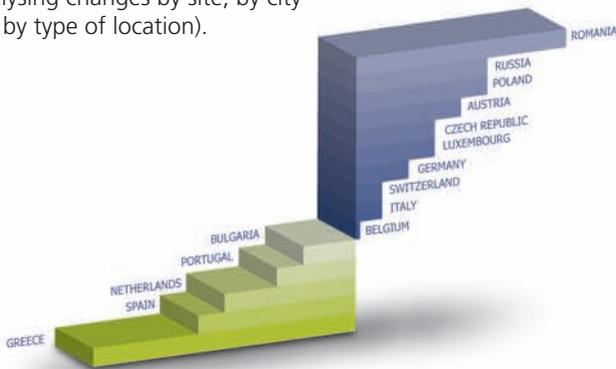
*Et, par ses liens permanents avec l'immobilier international (promoteurs, agents...), Eurelia apporte cette place incontournable de rencontres et de mises en contact entre les acteurs d'un projet à l'international.*

**Rejoignez-nous et sécurisez  
vos investissements à l'étranger !**

# eurelia

## Business intelligence: studies, pipe-line monitoring & benchmark analysis

**Monthly sales panel to benchmark more than 10 European countries,** (analysing changes by site, by city and by type of location).



### More than 200 studies are available:

- **Regular annual output** (15 publications per year): **City reports** (downtown/suburban offer including project expertise), **Regional/medium-sized towns studies** (analysing the cannibalization between medium-sized towns in the same region, potential number of stores in the region, etc.), **European cross-market studies** (retail trade in railway stations, department stores, outlet centres, e-commerce, etc.), **Factsheets on new markets** (distribution, the franchising framework, etc.), **Mapping** (suburban retail schemes, catchment areas, statistics, etc.)
- **Our reports cover more than 20 countries:** mainly the E.U. (Belgium, Italy, Spain, Portugal, Poland, Switzerland, Germany, etc.) but also Russia, the Middle East and North Africa, etc.

**Database of retail projects** listing almost 2,000 projects (shopping centres, retail parks, extensions, etc.), constantly updated and covering the 40 main countries of interest to the retail chains.

CITY	TYPE	PROJECT NAME	AREA GLA
Gdansk	Extension	Baltycka phase II	15 000
Gdansk	Hm + Mall	Stocznia - Young City	63 100
Kielce	Hm + Mall	Kielce Plaza	35 000
Leszno	Hm + Mall	Lesno Plaza / Plaza Mlyn	15 000
Poznan	Hm + Mall	Metropolis	52 000

## The federation & its members

**A dynamic organisation which gathers leading international retail chains in the specialised retail sector, of varying nationalities regardless of:**

- **The entry mode** (company-owned store, franchising, master-franchising, etc.)
- **The retail sector** (DIY, ready-to-wear, restaurants, beauty, culture, etc.)
- **The type of location** (town centre, shopping centres, retail parks, outlet centres, etc.)
- **The current stage of development** (early stage, prospecting phase or a mature network)

**LIST OF MEMBERS**

**Brioche Doree Restaurants**  
JEFF DE BRUGES  
LADUREE  
FOURNIL DE PIERRE  
MARTIAL  
SALAD & CO  
PIZZA DEL ARTE

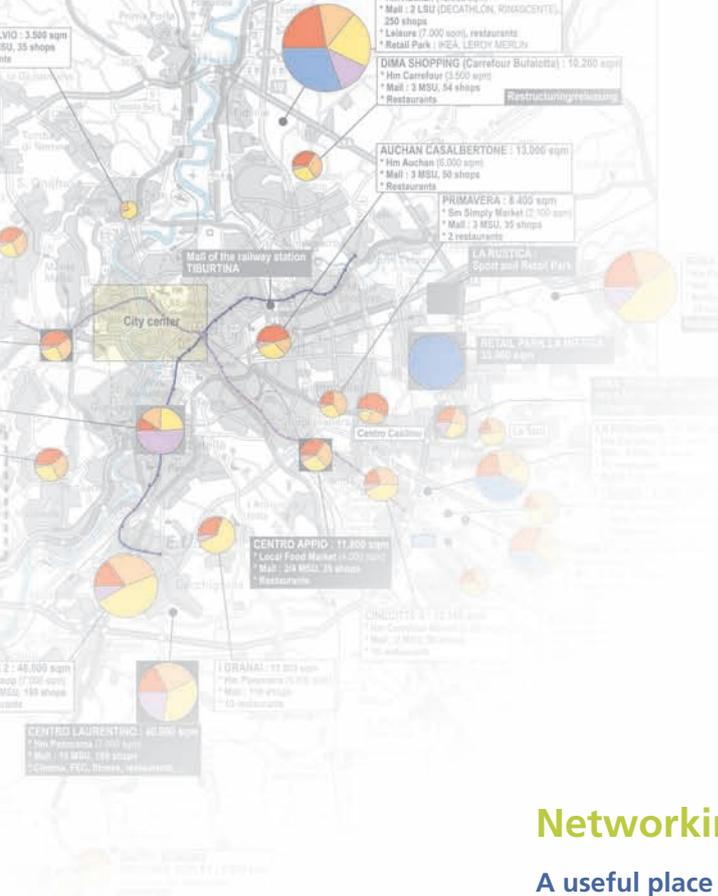
**Leisures & Toys**  
LA GRANDE RECRE  
HAMLEYS  
FNAC  
STAR JOUET  
CINESA  
FRANZ CARL WEBER

**Hunkemöller Underwear**  
UNDIZ  
DARJEELING  
CHANTAL  
CHANTELLE  
ETAM  
LINGERIE

**Personal Equipment**  
PIMKIE  
SCOTTAGE  
PROMOD  
CONBIPEL  
MS MODE  
CELIO  
MORGAN  
BONOBO  
MIM  
BUGGY  
ERAM  
CACHE-CACHE

**Children's Fashion**  
DU PAREIL AU MEME  
OXYBUL  
EVEIL ET JEUX  
PÉTIT BATEAU  
SERGENT MAJOR  
OBABI  
PREMAMAN  
JACADI  
TAPPE A L'OEIL  
OKAÏDI  
PRENATAL  
ORCHESTRA

**Other brands visible:** PATRICE BREAL, FABIO LUCCI, DIESEL GEMO, MELLOW YELLOW, UN JOUR AILLEURS, HEYRAUD, PARADE, TATI, TEXTO, LEVI'S, BOCCAGE, MERKAL, CLAIRE'S, JULES, LA CITY, KIABI, ORO VIVO, BOBAGNE, DIESEL, TBS, GIGASTORE, PATRICE BREAL, FABIO LUCCI, DIESEL GEMO, MELLOW YELLOW, UN JOUR AILLEURS, HEYRAUD, PARADE, TATI, TEXTO, LEVI'S, BOCCAGE, MERKAL, CLAIRE'S, JULES, LA CITY, KIABI, ORO VIVO, BOBAGNE, DIESEL, TBS, GIGASTORE.



## Impartial and proven expertise

### A totally impartial and independent team

High-quality work, widely recognised by professionals in the retail real estate sector:

- **The members of our federation:** a group of major international retail chains
- **Developers,** investors, leasing agents
- **The specialised press**
- **Congresses** and real estate fairs

**A unique methodology** involving all key players in the retail sector (combining field work, investigation, feedback from members, meetings and interviews with leasing agents / developers / managers, etc.).

## Networking, debates & data sharing

### A useful place for dialogue between International Expansion Managers and key players in the retail real estate market:

- **Meetings:** the members meet regularly in Paris and Barcelona to discuss and debate the strategic issues related to store openings, based on Eurelia's publications, with guests and speakers specialised in different aspects of retail development.
- **Themed workshops:** to better understand "far away" markets (Asia, South America, the Middle East, etc.) or hot topics (partnerships, etc.).
- **Facilitating privileged introductions** to the key international players in the retail sector (leasing agents, developers, investors, managers, local authorities, etc.) thanks to regular contact with the Federation since it was created in 1990.



household  
equipment  
& FEU VERT  
Services  
KIWOKO  
ALE-HOP JYSK  
RETIE

COLORII NAILS BAR  
GENERAL OPTICA  
SAINT ALGUE  
JEAN LOUIS DAVID  
FRANCK PROVOST  
Health & Beauty  
FABIO SALSÀ  
PARASHOP  
YVES ROCHERS  
PERFUMERIAS IF  
SEPHORA

ortswear  
INTERSPORT  
QUIKSILVER



## Tailored Strategic Advice

### For members:

In addition to its regular meetings and publications, Eurelia also proposes a tailored and adapted approach to support each retail chain **at its own pace** throughout the year:

- Strategic **consultancy** services **at any time**
- **Website** with a private members-only area
- **The monthly "Forum" newsletter**
- **Telephone support**

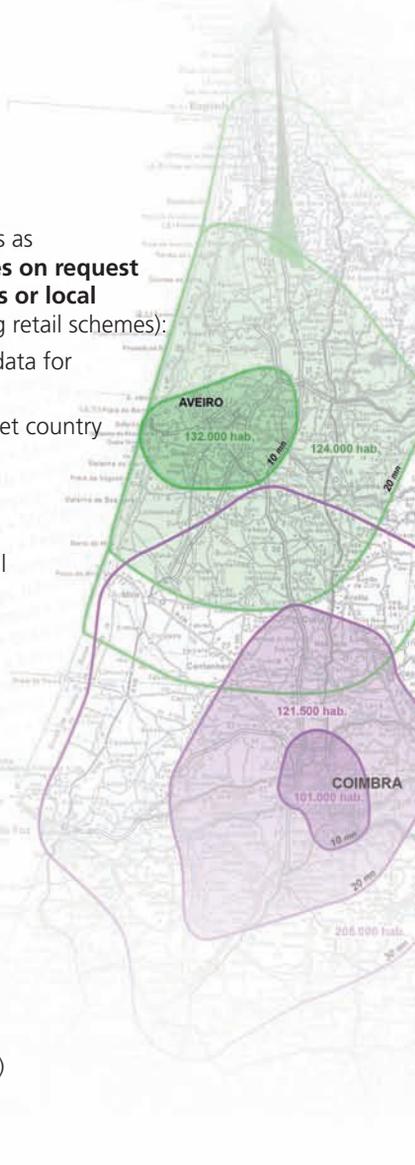
### For non-members:

In addition to the Federation's activities, Eurelia also operates as a business intelligence firm and can carry out **ad hoc studies on request for non-member retail chains, developers and investors or local authorities** (including feasibility studies or audits on existing retail schemes):

- Specific characteristics of retail real estate and contextual data for a specific country
- The simulation of a 3 to 5 year development plan in a target country
- Calculations of potential turnover for a site
- Repositioning of networks or of the merchandising mix of an existing shopping centre, etc.
- Local regeneration plans, expert input concerning the retail potential of a site

### Our references:

- |                   |                               |
|-------------------|-------------------------------|
| ■ Ahold Group     | ■ Mc Arthur Glen              |
| ■ Apsys           | ■ Nuñez Y Navarro             |
| ■ Casino          | ■ Retail Corp (Arab Emirates) |
| ■ Courtepaille    | ■ Unibail-Rodamco             |
| ■ Easy Cash       | ■ Saprogal                    |
| ■ Eiffage         | ■ Scic                        |
| ■ Filo            | ■ Klépierre                   |
| ■ Gruppo Percassi | ■ City of Lerida (Spain)      |
| ■ Hema            | ■ City of Bergamo (Italy)     |
| ■ Immochan        | ■ etc.                        |
| ■ Leclerc         |                               |
| ■ Metrovacesa/cmm |                               |



## Two divisions: EMEA and Iberian

### Eurelia's activities are run from two divisions:

- **The Eurelia EMEA division**, based in Paris.  
This division deals with all international markets with the exclusion of France (covered by Procos Federation), Spain and Portugal (covered by Iberian division).
- **The Iberian division**, based in Barcelona.  
Since it was founded, Eurelia built in an exclusive partnership with **Retail & Trade Marketing** in Barcelona, a well-known firm in the fields of market and consumption studies.  
Together, they operate this division and propose their activities and services in the Spanish and Portuguese markets.



### Retail & Trade Marketing

C/Muntaner 477, 1º - 08021 Barcelona  
Tel: +34 93 415 13 14 / Fax: +34 93 415 19 40  
e-mail: [contacto@retailtrade.es](mailto:contacto@retailtrade.es)

## Key Partners in France



Procos has been the Federation for urban planning and expansion in the French specialised retail sector for more than 30 years. As a business intelligence and market research firm, Procos is a reference in terms of strategic consulting concerning the retail expansion in France and analysis on evolution trends.



For more than 20 years serving as a valuable link between the public and private sectors, "Bérénice pour la Ville et le Commerce" encourages and stimulates urban and retail change, drawing upon its vision of the city of tomorrow. "Bérénice pour la Ville et le Commerce" unites all of the leading players in the urban and retail sectors and supports local authorities, retailers, developers and investors.

## Contact

# eurelia

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