



Why outlet center operators are increasingly emancipating themselves from the “factory” image and why institutional investors now like to “shop” there, too

OPINION Josip Kardun on adaptability in the European shopping center sector
RETAIL TECHNOLOGY The prospects for the digital brick-and-mortar store
COUNTRY REPORT Focus on the Swiss shopping center market

AN ADVISORY BOARD FOR ACROSS

A body that has its finger on the pulse of the European market. Top industry players who contribute their expertise in identifying and formulating topics. “ACROSS - The European Retail Real Estate Magazine” recently gained just such an asset in the form of a high-caliber advisory board.



What unites—in alphabetical order—Christoph Achammer, Joanna Fisher, Dietmar Reindl, Martin Sabelko, Henrike Waldburg, and Marcus Wild? For one, all of them are well-known leaders in the European shopping center industry. For another, all of them are members of ACROSS’s recently launched advisorboard. This body’s declared aim is to offer its expertise in topic identification and formulation. There will now be a semi-annual discussion process whereby the advisory board identifies the challenges and opportunities the industry faces and what burning problems and emerging trends, etc., they see.

In his capacity as CEO of ATP architects engineers, Christoph Achammer has his ear to the ground on the subject of architectural market activity. Born in 1957, he studied architecture at the Technical University of Vienna, where he is now Chair of Industrial Building and Interdisciplinary Construction at the Institute for Interdisciplinary Building. ATP is one of the largest integrated design offices in Europe. To give just one example: Polus City Center, which was built in 2000 as Bratislava’s first shopping center, was made significantly more attractive through measures designed by ATP.



IMAGE: ATP

CHRISTOPH ACHAMMER
*Chairman of the Board at
ATP architects engineers*



IMAGE: ECE

JOANNA FISHER
*Managing Director Center
Management at ECE*



IMAGE: IMMOFINANZ GROUP

DIETMAR REINDL
COO of Immofinanz Group

Onto the next member of the ACROSS advisory board: What Hamburg-based company is a household name in the European shopping center industry? That's right. It's ECE. Joanna Fisher has been managing director of center management there since 2014 and is responsible for the existing business in that capacity. Her career at ECE began in 1998 as a center manager at various locations, particularly in Eastern Europe. Fisher was born in Stettin in 1973. She studied Business Administration at European University Viadrina in Frankfurt / Oder with a focus on marketing and controlling.

Dietmar Reindl, COO of Austria's Immofinanz Group, will also bring his expertise into ACROSS's Advisory Board. He can look back on many years of experience in the development, management, marketing, and sale of real estate. Prior to joining Immofinanz Group, Reindl held, among other positions, management roles at Inter Ikea and at the Falkensteiner hotel group, each with a focus on the Central and Eastern European region.

**ATP, ECE, CBRE,
IMMOFINANZ GROUP,
UNION INVESTMENT, SES**

Martin Sabelko is director for the CEE region at CBRE Global Investors, one of the world's largest real estate investment management firms, with \$89.0 billion in assets under management. In addition, the 56-year-old lawyer is a founding member of the Austrian Council of Shopping Centers (ACSC),

scientific adviser for Danube University Krems, and just recently became a member of ACROSS's advisory board.

Henrike Waldburg, Head of Investment Management Shopping Centers at Union Investment, is the body's second woman. She joined the company in 2006 and led a number of key transactions in Europe on behalf of its funds. Waldburg holds a degree in engineering from the University of Aix-la-Chapelle in France, a degree in international management from SGMI in St. Gallen, Switzerland, and a master's in real estate economics from the European Business School in Oestrich-Winkel, Germany.

MORE TO COME

Yet another member of the ACROSS advisory board is Marcus Wild, who, as CEO, has been responsible for SES Spar European Shopping Centers' agenda since 2007. The business economist started his career in the Spar Group before 1994. He began as Managing Director of Europark Development and Operating GesmbH and then as Austrian Managing Director of Interspar from 1998 to 2007. Almost three years ago, Wild was appointed Divisional Vice President of the European Division of ICSC's Executive Committee.

Thanks to these six members, ACROSS can build on profound and broad industry expertise. The advisory board is not yet complete, however. It will still grow quickly to between 10 and 15 experts.



IMAGE: CBRE

MARTIN SABELKO
CEO of CBRE Global Investors
for the CEE Region



IMAGE: UNION INVESTMENT

HENRIKE WALDBURG
Head of Investment Management
Shopping Centers at Union Investment



IMAGE: DANIEL FAGER

MARCUS WILD
CEO of SES Spar European
Shopping Centers

