

eurelia

International division of
PROCOS retail federation



RETAIL EXPERTISE FOR YOUR INTERNATIONAL EXPANSION

STUDIES | MEETINGS | STRATEGIC ADVICE
DATA EXCHANGE | SERVICES | FEDERATION

eurelia

For more than 25 years, Eurelia has been providing French and international retail chains with a unique retail real estate approach to the countries of Europe and the main international export markets.

ANALYSIS

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 downtown locations for more than 20 countries.

STRATEGIC ADVICE

Thanks to effective tools and retail reports we help retailers take major decisions concerning their choice of retail locations and optimize their development.

NETWORKING

Encouraging a dynamic process of exchange between retail actors through debates on retail trends and new markets.

Eurelia is the international division of Procos, a retail federation expert in the French real estate market.

JOIN OUR INTERNATIONAL RETAIL NETWORK!

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, suburban retail areas, etc.

THE CURRENT STAGE OF DEVELOPMENT

early stage, prospecting phase or a mature network.

IMPARTIAL AND PROVEN EXPERTISE

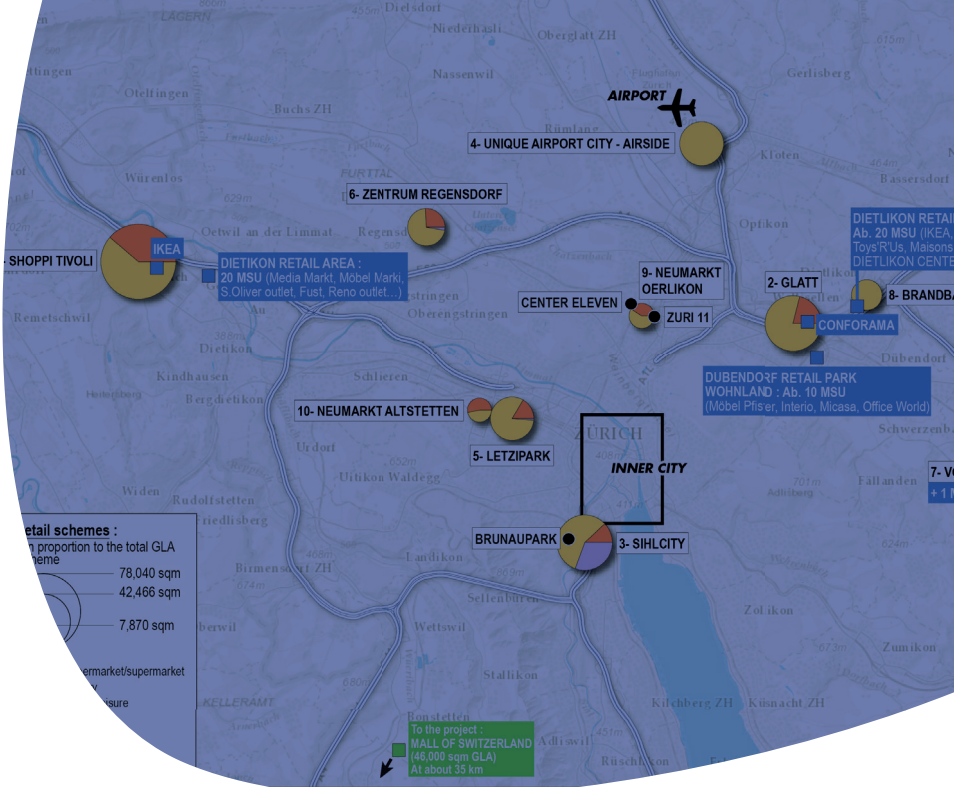
A totally impartial and independent team

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.)



BUSINESS INTELLIGENCE: STUDIES, PIPE-LINE MONITORING & BENCHMARK ANALYSIS



MORE THAN 200 RETAIL REAL ESTATE REPORTS:

City reports (downtown / suburban offer including project expertise),

European cross-market studies (department stores, outlet centres, e-commerce, etc.),

Country / New markets Factsheets (distribution, the franchising framework, etc.),

Mapping (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.



STRATEGIC CONSULTANCY

services at any time.



WEBSITE with a private login area.



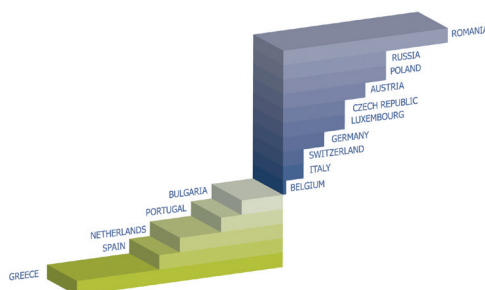
“LE FORUM” NEWSLETTER (monthly).



TELEPHONE SUPPORT



MONTHLY SALES PANEL TO BENCHMARK EUROPEAN COUNTRIES



NETWORKING, DEBATES & DATA SHARING



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

Meetings: the members meet regularly to debate the strategic issues related to store openings, based on Eurelia’s publications, with country expert guests and speakers specialised in different aspects of retail development.

Themed workshops: focus on “far away” markets (Asia, South America, the Middle East, etc.) or hot topics (partnerships, e-commerce, etc.).

Facilitating privileged introductions to the key international players in the retail sector (real estate experts per country, leasing agents, developers, investors, managers, local authorities, etc).

Retail trade shows and Media partnerships

TAILORED STRATEGIC ADVICE

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 retail chains, developers and investors or local authorities.

TWO CLUBS: EMEA & IBERIAN

Eurelia's activities are run from two divisions:

The Eurelia EMEA Club, based in Paris.

This club deals with all international markets with the exclusion of France (covered by Procos Federation), Spain and Portugal.

The Iberian Club, based in Barcelona.

For Spain & Portugal, Eurelia works in an exclusive partnership with **Retail & Trade Marketing**, a well-known firm in the fields of market and consumption studies based in Barcelona.

Together, they operate this club and propose their activities and services on the Spanish and Portuguese markets.



**EURELIA IS THE INTERNATIONAL
DIVISION OF PROCOS**

PROCOS

www.procos.org

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 gathering more than 300 retailers, Procos is a reference in terms of strategic consulting concerning the retail expansion and store network optimization in France. Procos analyses retail evolution (in city center, malls, suburban areas...) in the French market.

HOW TO JOIN EURELIA?

To receive information on registration conditions,
please contact

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