



POLISH COUNCIL
OF SHOPPING CENTRES

15 YEARS



**PRCH
MEMBERSHIP
BENEFITS
2018**

15 years together

NETWORKING

22 February, Get ReDI to Party
December Business Mixer

3 free invitations for every event worth over PLN 2000 / a year

65% discount on further tickets

Get ReDI to Party and the Christmass PRCH Business Mixer are both an excellent opportunity to discuss important topics and meet the key representatives of the industry in an informal atmosphere.

Average number of participants in 2017: **200-250 people**

ReDI

6-7 June, Centrum Praskie KONESER,
Warsaw

1 free ticket to the fair for the CEO / General Manager, worth PLN 1090 – 2990

Free tickets for directors of shopping centres managed by the company to FDCH (RCMS) and the fair, each worth PLN 1090 – 2990

~ **30% discount** on further tickets, discounts on exhibition spaces

For a retail chain 5 free tickets

ReDI trade fair is most efficient meeting ground for retail industry representatives operating in the CEE Region. This two-day event is a unique opportunity to meet representative of retail chains, shopping centres, cities and service providers. The event is accompanied by the substantive part ReDI to Talk, during which the most important topics for the retail industry are discussed and the latest reports and studies are presented. A free Afterparty is hosted for all participants in the event after the first day of the ReDI. The 5th edition of the Fair will be accompanied by the first ReDI Center Management Summit (**RCMS**) in Poland; the event will gather about 100 directors of shopping centres associated in PRCH.

Number of participants in 2017: **1400 people**



Contest, February-June,
Gala, 11 October, Warsaw

1 free ticket to the PRCH Retail Awards Gala for the CEO/General Manager, worth PLN 1490 – 1990

~ **30% discount** on an entry in PRCH Retail Awards and further admission tickets

The contest is the most prestigious event in the industry, and the awards granted by an independent jury enjoy an even increasing recognition. The number of entries and of participants, which increase every year, make the Gala an excellent opportunity to meet the most important representatives of Polish retail.

Number of contest entries 2017: **100**

Number of participants in 2017: **over 350**

PRCH for tenants

In line with the calendar of industry events

Participation in Study Tours, participation in international fairs and industry events

Together with our international partners, we have prepared an information and support programme on selected foreign expansion directions.

CLUBS & MEETINGS

PRCH RETAILERS CLUB
PRCH ASSET MANAGEMENT CLUB
PRCH LEGAL CLUB
PRCH MARKETING CLUB

1 meeting / month on average

3 free invitations to every club meeting, at least 12 club meetings in total.

Participation of a representative of a non-member company: PLN 340 net/person

PRCH thematic clubs are meetings for practitioners, during which experts from selected sectors present their knowledge about current and upcoming trends in retail real estate, new solutions or market ideas and share their experience from implemented projects. Clubs are in the form of expert lectures combined with a discussion with participants.

The topics are determined with regard to the current market needs; clubs are divided into 4 fields: Legal, Asset Management, Marketing and Retailers.

Average number of participants in a single club meeting in 2017: **25 people**

EDUCATION

AKADEMIA PRCH

Throughout the year

50% discount for member companies

PRCH Academy is a series of educational workshops certified by PRCH, organised in cooperation with PRCH associated companies and partners. Among the course instructors, there are top-level industry specialists and practitioners.

During the workshops, industry experts share their unique know-how in key areas of management, leasing, expansion, marketing and PR of shopping centres and retailers. We selected the crucial themes, indispensable in everyday operations of retail chains and shopping centres.

Courses are organised around examples and case studies based on the practical experience of our experts.

Average number of participants in a group in 2017: **15 people**

CONSULTATION MEETINGS

Cały rok

Free participation upon invitation

Consultation meetings are thematic sessions for retail industry, during which it is possible to share knowledge and experience in a particular field. Meetings are organised in the form of a discussion or as presentations. The topics are determined with regard to the current market needs.

Selected topics in 2017: new and planned taxes, Sunday ban, “fill in you tax return form quickly” event in shopping centres, national receipt lottery, advertising market self-regulation forum etc.

PRCH DATABASE PRCH RETAIL RESEARCH FORUM

March

For members only:

Free access to current reports (on-line) and 2 free invitations to presentation of the PRCH Retail Research Forum report

Once a year

The PRCH Retail Research Forum report is a reliable compendium of knowledge on the retail real estate market in Poland. It contains, among others, information on the stock of modern retail space, new schemes delivered and those under construction, retail formats statistics, retail space density, vacancy rates and investment data.

Possibility of participation in research work groups and cooperation in retail publications (only essential)

PRCH DATABASE PRCH TURNOVER INDEX

Monthly

For members only:

Free, monthly access to **basic data** (no reporting required) or a possibility of participation in reporting and full access to detailed indices reported every month for the price of about PLN 1000 / month.

The aim of the PRCH Database programme is to create tools allowing for analysis of sales and footfall in Polish shopping centres. Since 2008, PRCH Database consists of two reports: Footfall Trends and Turnover Index.

PRCH Footfall Trends Index shows the footfall dynamics in Polish shopping centres by agglomerations and cities as well as by the size of the shopping centre, presenting the footfall dynamics month to month and year to year. **PRCH Turnover Index** presents the turnover per a square meter of GLA by NUTS level 1 regions and agglomeration as well as by the size of a shopping centre and by store categories. It is the only such index in Poland that allows to analyse data in eight retail categories, gathered by into regions, large cities and shopping centre sizes. PRCH Turnover Index compares net sales results per a square metre month to month and year to year, showing sales trend and dynamics in shopping centres in Poland.

2018 will see some revolutionary changes in the Database project, focusing on modern and cutting-edge analysis tools as well as complex and visually-attractive presentation of analysed data.

PRCH DATABASE SHOPPING CENTRES CATALOG

Throughout the year

For members only: free access to the full version of the online Shopping Centres Catalog

A compilation of information on the Polish retail market; the data concern both retail projects and retailers, with a possibility to update details of one's business by the user. Multifunctional filtering and geolocation of assets.

PRCH DATABASE

Throughout the year

For members only: free access to the full range of publications

PRCH database is a regularly updated, compendium of key business information on the commercial real estate market, available at the PRCH website. An extensive collection of Polish and foreign reports, analyses and presentations about Polish, European and global market.

PUBLIC AFFAIRS

Throughout the year

For the retail real estate sector

PRCH actions benefit whole retail real estate sector, however, the Members of the Council have a direct impact on shaping its position and strategy.

PRCH is involved in lobbying activities for the shopping centre industry in Poland. We support solutions favourable to business development and advocate changes that are beneficial to the industry and the employees. We have been actively engaged in issues such as Sunday ban, turnover tax, minimum income tax on commercial real estate, the so-called „mega act”. We are the voice of our members in the Polish Parliament and among the general public.



Throughout the year

For members only

Promotional services: logo and company description at: www.prch.org.pl, possibility to use the Member logotype in an internal and external communication.



Throughout the year

For members only:

Possibility of consultations and submitting important issues to be discussed within the EPF.

Providing strong and effective representation of Member Companies in the legislative processes of the EU institutions. More details available at: www.epf-fepi.com



www.prch.org.pl

Beata Fus

Membership Relations
& Development Manager

bfus@prch.org.pl
tel. +48 506 924 120

Michał Barański

Membership Relations
& Development Manager

mbaranski@prch.org.pl
tel. + 48 518 241 333

Justyna Kowalczyk

Membership Relations
& Development Specialist

jkowalczyk@prch.org.pl
tel. +48 501 495 266