



The **Polish Council of Shopping Centres (PRCH)** was established in 2003 and is currently a not-for-profit organization associating 220* companies operating on the retail real estate market. PRCH is a national partner of the International Council of Shopping Centers (ICSC) as well as the European Property Federation.

13	YEARS OF ACTIVITY
8	YEARS OF RESEARCH ACTIVITY
220	MEMBER COMPANIES
7000+	CONTACTS IN THE RETAIL SECTOR
70%	SHOPPING CENTRES MANAGED BY ASSOCIATED COMPANIES
3000	SHOPS OWNED BY RETAILERS AFFILIATED WITH PRCH

**INVESTORS, DEVELOPERS, SHOPPING
CENTRE MANAGERS, RETAILERS,
ADVISORY AND SERVICE COMPANIES**

*Current status for the 1st of December 2015

MEMBERSHIP BENEFITS 2016

	Benefits for PRCH member companies and their estimated value	Planned event dates for 2016
NETWORKING	<p>Get ReDI to Party and the Christmas PRCH Business Mixer are both an excellent opportunity to discuss current topics and meet key representatives of the industry in an informal atmosphere.</p> <p>Average no. of participants of one event in 2015: over 200</p>	<p>3 free invitations for both PRCH Business Mixers estimated value: 2000 PLN /year</p> <p>50% discount on further tickets</p> <p>February 18, December Warsaw</p>
ReDI 2016 CEE TRADE FAIR FOR RETAIL INVESTMENT	<p>ReDI Trade Fair is the biggest B2B fair for retail industry representatives operating in the CEE Region. This two-days event is a unique opportunity to meet delegates from retail chains, shopping centres, city councils and service companies.</p> <p>No. of participants in 2015: 1400</p>	<p>1 free invitation for the President/ CEO/ Managing Director for ReDI, valued at 1490 – 2390 PLN</p> <p>~ 30% discount on further tickets and exhibition space</p> <p>June 1-2 PGE Narodowy, Warsaw</p>
 PRCH RETAIL AWARDS	<p>Based on international standards, our awards program is the most prestigious competition in the retail industry in Poland. The awards granted by an independent expert Jury enjoy high recognition. The PRCH Retail Awards Gala is an occasion to meet key representatives from the retail sector.</p> <p>No. of participants in 2015: over 380</p>	<p>1 free invitation for the President/ CEO/ Managing Director for the Gala, valued at 1490 – 1990 PLN</p> <p>~ 30% discount on further tickets and competition entries</p> <p>October Warsaw</p>
EDUCATION PRCH THEMATIC CLUBS	<p>This educational program provides a broad-base, practical introduction to main concepts and approaches of real estate, combined with practical insights, rounded off by four core topics: Marketing, Asset Management, Retailers and Legal issues.</p> <p>Possibility of cooperation as well as the exchange of experience and knowledge.</p> <p>No. of participants in 2015: over 400</p>	<p>2 free invitations to each of the 4 thematic club meetings: - PRCH Retailers Club - PRCH Asset Management Club - PRCH Marketing Club - PRCH Legal Club</p> <p>Averagely 1 club/month Warsaw</p> <p>Estimated value at 5440 PLN, for 2 participants from one company taking part in all 8 thematic club meetings within a year</p>

EDUCATION	<p>Expansion of knowledge and competences in concrete fields of activity concerning current objects of interest for the retail industry.</p> <p>Planned for 2016: - Anti-terrorist protection and measures for large area shopping centres, in cooperation with the Polish Ministry of the Interior and Administration - Tax changes for retail - other up-to-date topics</p>	min 30% discount for members	PRCH Office Warsaw
EDUCATION PRCH ACADEMY	<p>PRCH Academy, based on educational cooperation with industry professionals, is an educational program serving the retail real estate and shopping centre industry. Courses are designed to transfer practical knowledge and usable information in three modules: -Leasing -Marketing & PR -Property, Asset, Facility Management</p> <p>3 sessions, each 2-day long, for each of the 3 modules.</p> <p>Possibility of cooperation as well as the exchange of experience and knowledge.</p>	~30% discount for members	Throughout the year PRCH Office Warsaw
PRCH RETAIL RESEARCH FORUM	<p>PRCH Retail Research Forum reports are published semiannually and cover all main statistics of the shopping centre industry in Poland (formats, supply of GLA, vacancy rates, market saturation) as well as in-depth analyses of trends in the market.</p> <p>Possibility cooperate in a group of market research experts from PRCH member companies and to take part in the Reports preparation.</p>	Members only benefit: Free access to current reports and 2 free invitations for the PRCH Retail Research Forum presentation, 2 times a year	March, September Warsaw
PRCH TURNOVER INDEX PRCH FOOTFALL TRENDS	<p>PRCH Turnover Index - shows the average net turnover (in PLN per square meter of GLA) in almost 100 traditional shopping centres, reported in 8 retail categories.</p> <p>PRCH Footfall Trends - shows the average traffic in >60 traditional shopping centres in Poland.</p>	Members only benefit: Free, monthly access to country-level reports Possibility of participation in reporting and receiving detailed indices (data per regions and agglomerations), for the price of 1300 PLN/month.	Monthly
SHOPPING CENTRES CATALOGUE	<p>Online catalogue of shopping centres developed by PRCH is a database updated twice a year. It contains over 550 shopping facilities and the most important data on shopping centres and retail chains in Poland.</p>	Members only benefit: Free access to the online Shopping Centre and Retail Chain Catalog	Online access
 MEMBER	<p>Promotional services: logo and company description at: www.prch.org.pl</p>	Members only benefit	Throughout the year
 MEMBER	<p>Access to a global data base and discounts on international networking & education events. More details available at: www.icsc.org/membership</p>	Members only benefit. Possibility to become an ICSC (International Council of Shopping Centers) member on preferential conditions.	Throughout the year
 EPF	<p>Assurance of a strong and effective representation of member companies in legislative processes of EU institutions. More details available at: www.epf-fepi.com</p>	Members only benefit. Possibility to consult and report important issues to be discussed within EPF.	Throughout the year

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