

# TriGranit's innovative strategy: help in the process of client's relocation

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Sarolta Csikosová, Head of Office Leasing in TriGranit Development Corporation, confirmed that in the first quarter of 2009 they managed to conclude lease contracts with two companies: IDO Hutný Projekt and Nokia Siemens Networks (NSN). "Particularly at the time of this global financial crisis we appreciate such partnerships very much," she commented on the new tenants of office premises in Lakeside Park Phase 01.

## Close cooperation between property developer and consultant

"In the tough competition of office areas offered in Bratislava for rent, we have chosen Lakeside Park. The building provides one of the highest standards with exceptional technical parameters, and is set in a pleasant environment of a green park," said Itzhak Hadash, Chief Financial Officer for IDO Hutný Projekt, which rented almost 3,000 square metres. The Bratislava-seated company is a leading provider of complex project and engineering services in Central Europe. Its multidisciplinary working team and long-time experience make it a reliable partner for a range of clients and cooperating partners in TriGranit's database.

NSN hired the real estate consultancy Cushman & Wakefield to manage the whole process of relocation to the new premises. "The goal of our order specification was not only to find a suitable office building in Bratislava, but first and foremost to find the 'right mix' of available location, good price and technical parameters that can meet all our specific requirements. From our experience we can say that the Department of Office Lease in Cushman & Wakefield has a great knowledge of the local market and its skilled experts provided us with professional advice and opinions during the whole process. Our company is extremely satisfied with the final outcome," said Jozef Pavlík, Country Director in Nokia Siemens Networks Slovakia, s.r.o.

Andrew Thompson, Chief Executive Officer for Cushman & Wakefield Slovensko, which is behind both transactions, says about NSN: "We worked very hard to survey the market in great detail and to find the optimum option to meet the extremely challenging and strict requirements by NSN. At the same time I must mention the professional and innovative approach by TriGranit. I am convinced that NSN will be more than satisfied with the choice of Lakeside Park as the company's new seat."

## Professional and flexible approach

Tomáš Liška, Leasing Manager in TriGranit for Slovakia, revealed some secrets to do well even in difficult times: "Together with our real estate consultants, we prepared a detailed study of the current situation on the office lease market. This study resulted in the finding that in spite of their big interest in changing their seat, many renowned international companies operating in Slovakia have problems getting a permit for such relocation by their parent companies due to reasons attributable to the global economic crisis. We focused on this fact and applied an innovative strategy tailored to suit the client's needs, which efficiently aids the general relocation process. There are still many companies in Bratislava that work in premises that are not too suitable for their business. With its high standard and flexible approach, Lakeside Park is probably the right choice, and the result is that both the mentioned companies are among the tenants of our project now."

Apart from the two above-mentioned lease contracts, it should be also mentioned that TriGranit agreed on

a timeless concept of a self-service lunchroom with an area of almost 820 square metres and its location on the ground floor of Lakeside Park Phase 01 with the biggest private network of catering facilities in Slovakia - Progastro Group (which also includes restaurants Medusa, Primi, Al Dente, Due Amici, Prešburg and Presto). The lunchroom should contain a comfortable café and a smaller flexible congress centre. In addition to other services, it will also provide catering to the tenants.

### **Messenger of good news even in a difficult situation**

In spite of the alarmingly unstable global economic situation, the whole year 2008 and the first three months of 2009 were very active and busy for TriGranit Development Company, one of the biggest complex property development companies operating in 8 countries of Central and Eastern Europe. The company underwent 4 groundbreaking events, a successful event for its management and corporate educational seminars. Its projects received several important international awards given by professional organizations such as CNBC Europe & Africa Property Awards in Hungary and Poland, Euromoney / Liquid Real Estate Award and three CiJ awards in Hungary and Slovakia.

“Last year we actively contributed to the overall urbanization of individual cities with principal urban elements. Specifically, we opened the remarkable Arena Zagreb in Croatia and introduced the long-awaited Oak Terraces residential project in Katowice, Poland; as regards administration projects, we launched the attractive Lakeside Park in Bratislava and the equally interesting Millenium Tower II and III project in Budapest. We successfully rented 600,000 square metres of retail areas. We also increased the number of our development projects, including 7 projects in Romania. During the whole 2008 we recorded over 1 million visitors at meeting organized in our projects, such as Hungarian Palace of Arts, Sport Arena and WestEnd Shopping Center,” TriGranit is proud of all of its achievements, considering them a testament to the high quality of its development projects, which “are not only competitive, but can even triumph in the respective segments in spite of the persistent competition on the European scene.”

According to the property developer, this high standard can be underpinned by the company’s win in the tender for a new seat of the renowned banking group K&H in Budapest. The company demonstrates its preparedness for the further development of its activities on the real estate market with its large portfolio of assets and the quantity of mixed-use development project under preparation, and even with several PPP projects. Of course, it does not share the detailed recipe with anyone, restricting itself only to the general information about high-quality management at the time of the financial crisis. In spite of the current burdensome situation, TriGranit wants to remain the “messenger of good and positive news”. Immodesty or self-confidence? Either away - inspiration for others...

Photo - TriGranit

- 1, 2 - Lake Side Park Phase 01, Bratislava
- 3 - Arena Centar Zagreb project, Croatia
- 4 - Oak Terraces residential project, Katowice, Poland
- 5 - Millenium Tower II and III project, Budapest

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