

# TRENDS AND TRENDSETTERS IN SOUTHERN EUROPE



**COIMA SGR**  
*Kelly Russell Catella,*  
*Chairman of the COIMA*  
*Sustainable Innovation*  
*Committee*

Source: Giulio Boem

COIMA is a Real Estate investor, developer and manager committed to urban regeneration with positive environmental and social impact. Awarded by the U.S. Green Building Council (USGBC) with the EU Leadership Award for its commitment to sustainable development, it is the only Italian Real Estate investor to adopt the 'comply' approach according to the recent Sustainable Finance Disclosure Regulation, SFDR.

[www.coima.com](http://www.coima.com)



**Lar España**  
*Jon Armentia,*  
*Corporate Director & CFO*

Quality retail has established itself as a resilient real estate segment. The best centres generate differential innovative experiences and increase brand loyalty, while providing unique and safe experiences for end customers. Shopping centres have been established as a social meeting point and the main focus of attraction and intersection of the on and off worlds before and after the pandemic.

[www.larespana.com](http://www.larespana.com)



**NAI Target.RE**  
*Raffaella Cassese,*  
*Global Corporate Services*  
*Manager,*  
*NAI Global, Southern Europes*

By uncertainty resiliency meant the capacity to give people a perspective. March 2020 we felt lost: first reaction was to cut expenses. Was this resilient? Not at all. Soon after we changed our attitude introducing new services. This way, we could gain shares in our market. If we didn't do it, we would be lost. So: Be prepared to anticipate new trends; be prepared to face a bigger contest through a constant professional work; add competencies and value to your professionalism!

[www.target.re.it](http://www.target.re.it)  
[www.naiglobal.com](http://www.naiglobal.com)



**P3 Logistic Parks**  
*David Marquina,*  
*Chief Development Officer*  
*P3 Logistic Parks*

P3 Logistics Parks helps customers unlock the value of key commercial locations via our integrated pan-European platform of high-quality, sustainable logistics warehouses. As the first European logistics warehouse developer to sign the UN Global Compact, P3 incorporates best-in-class sustainable thinking into the way we invest, develop and manage our portfolio.

[www.p3parks.com](http://www.p3parks.com)



**CBRE**  
*Prof. Dr. Alexander von Erdély,*  
*CEO CBRE Germany*

In large parts of Europe, the return to the office is imminent - or it has already begun. Now, at the latest, it becomes clear whether office space really meets the complex requirements of New Work. The possibility of social networking and creative exchange of ideas has now become the most important success factor for our offices. For spaces that do not yet fulfil this, large scale retrofitting measures are mandatory.

[www.cbre.de](http://www.cbre.de)



**Drees & Sommer SE**  
*Klaus Hirt,*  
*Partner at Drees & Sommer SE*

It is not only the EU Commission's ESG reporting requirements that are putting the squeeze on real estate companies. Increasing pressure is also coming from investors. However, those who see the stringent environmental, social and corporate government requirements as an opportunity rather than as a hindrance can also strengthen what their own company's brand represents. This should consist of investments in real estate with a sustainable design and a low ecological footprint, as well as a high rate of recyclability in accordance with the Cradle to Cradle approach.

[www.dreso.com](http://www.dreso.com)