Warsaw, March 4th 2014

Commercial Real Estate in Poland
By Polish Council of Shopping Centres and Solvay Brussels School

On Tuesday, March 4th, Polish Council of Shopping Centres in cooperation with Solvay Brussels School of Economics & Management, organised a conference about the commercial real estate market in Poland. Newest data on particular market sectors as well as challenges for real estate professionals have been presented.

Polish economy has been experiencing consistent economic growth, although due to global economic slowdown, the growth rate in years 2009-2013 had been significantly lower than in the previous cycle in 2005 – 2008. Macroeconomics exerts direct influence on the real estate market, including its commercial part. Change in bank financing policies resulted in decrease in new investments which was especially visible in years 2008 – 2011. Currently, we record increase in investors’ focus on the market in Poland, which is exemplified on the retail market which experienced 630,000 sqm new retail surface supply in 2013 (detailed data being added to the information).

Simultaneously, specialization trend in developing specific sorts of schemes requires from the market professionals more complex skills and knowledge.

The commercial real estate market has been undergoing significant changes over the years. The first generation of real estate professionals (CEO, director, manager) since 1989 had to learn the market on-the-job. They must be able to collect and understand diversified sort of data, follow lots of globalised trends and be able to act efficiently in different complex fields being an integral part of the Real Estate sector, such as development, asset management, property management, fund management, which imply a definite command of finance, legal, leasing, administration, HR, marketing knowledge. Our Polish economic growth in a few years’ time will depend among others on our capacity to develop education in this domain for the 2nd and all further generations of real estate managers.

Poland is known and recognised for its generally high-level of education in traditional studies. Real Estate cannot be left unattended.

In order to meet the need, Polish Council of Shopping Centres and University of Brussels launched a professional and complex educational platform targeted at real estate professionals - Real Estate Professional - Postgraduate Educational Programme 2014-2015.
The programme, which third edition is starting in October 2014, is targeted at university master graduates with at least 5 years of experience professionals looking for widening knowledge on real estate industry. Students will have the opportunity to be trained in critical practical issues.

The programme is divided into four main modules:
1. DEVELOPMENT
2. ASSET MANAGEMENT
3. ADMINISTRATION & REPORTING MANAGEMENT
4. RETAILERS, BEHAVIOURISM, CONSUMERISM

The study programme is recommended especially for employers who need to build teams of well-qualified professionals and promote them within company structures. Students, apart from skills upgrade, will have the opportunity to broaden business relations. The alumni will get postgraduate diploma, released by Polish Council of Shopping Centres and Solvay Brussels School of Economics & Management which is a highly-recognised university academy.

See more at: www.prch.org.pl
www.solvay.edu/real-estate-warsaw