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PROJECT & DEVELOPMENT SERVICES

CREATING
BETTER
COMMUNITIES

CUSHMAN & WAKEFIELD ECHINOX

CORE SERVICES



Office



Industrial



Residential



Retail

Land



Capital Markets



Marketing & PR



Research



Project & **Development Services** (ESG & Sustainability)



Valuation



Asset Services

80+ team members

30+ years of history on the local market

1,000,000+ sq. m transacted in the last 3 years

500,000 sq. m currently under management

400 valuation & consulting projects in 2024



MANAGEMENT TEAM



Mihnea SerbanescuFounder



Oana Iliescu

Managing Director



Partner Business Development

Andrei Brinzea

Mihaela Pana



Stefan SurcelHead of Industrial Agency



Partner, Private Investment Capital Markets



Mihaela Petruescu

Partner
Asset Services

MANAGEMENT TEAM



Madalina Cojocaru

Partner Office Agency



Bogdan Sergentu

Head of Valuation & Consulting



Dana Radoveneanu

Head of Retail Agency



Cristi Moga

Head of Capital Markets



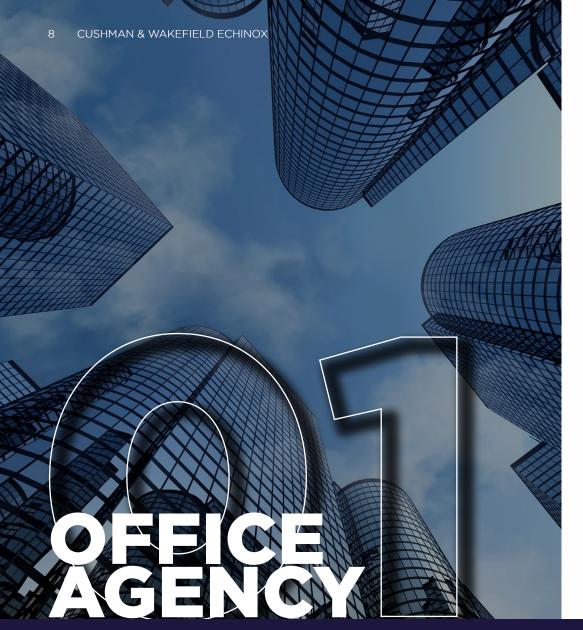
Andrei lanculescu

Head of Project & Development Services



Vlad Saftoiu

Head of Research



WE PROVIDE END-TO-END REAL ESTATE SOLUTIONS FOR BOTH TENANTS AND LANDLORDS, ENSURING STRATEGIC, DATA-DRIVEN DECISIONS THAT OPTIMIZE OCCUPANCY, LEASING ACTIVITY, AND INVESTMENT VALUE.

SERVICES FOR TENANTS INCLUDE

- Strategic advice on positioning, pricing, and workplace solutions
- Market analysis and customized property searches
- Lease negotiation, covering terms, pricing, incentives, and legal coordination with your advisers
- Transaction consulting, RFP analysis, and relocation support
- Project management for office fit-outs and furnishing

KEY HIGHLIGHTS







COUNTRY CAPABILITIES

INFINEON TECHNOLOGIES

2024

20,000 SQ. M



IBM

2024



6,000 SQ. M

ORACLE

2023



26,000 SQ. M

20,000 SQ. M

HUAWEI

2023













SERVICES FOR LANDLORDS INCLUDE

- Asset positioning, pricing strategies, and financial expertise
- Targeted tenant acquisition and marketing strategy
- Lease structuring, rent reviews, and renewal negotiations
- Market insights to maximize occupancy and property value
- Ongoing facilities and investment management

With deep knowledge of Bucharest and key regional cities like Timişoara, Cluj-Napoca, Braşov, and Iaşi, we connect landlords with the right occupiers and help tenants secure the best office solutions. Whether you're leasing, relocating, or optimizing your portfolio, our expertise ensures a seamless and successful real estate experience.

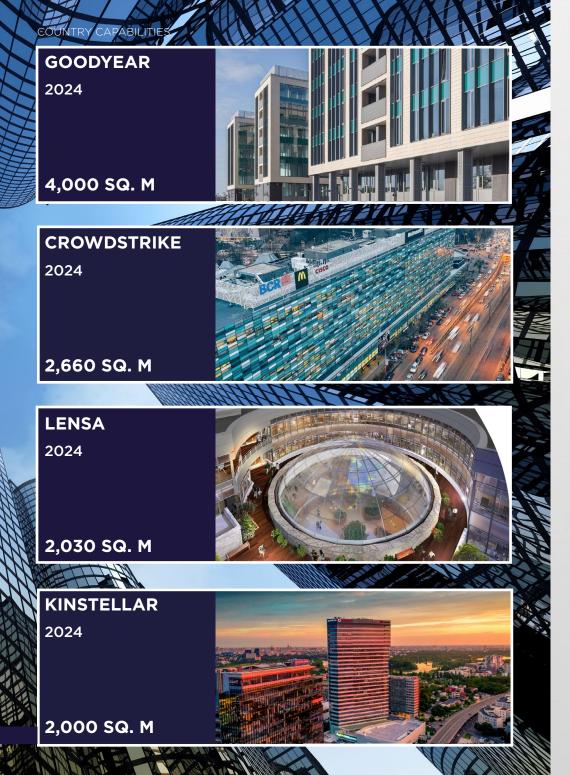


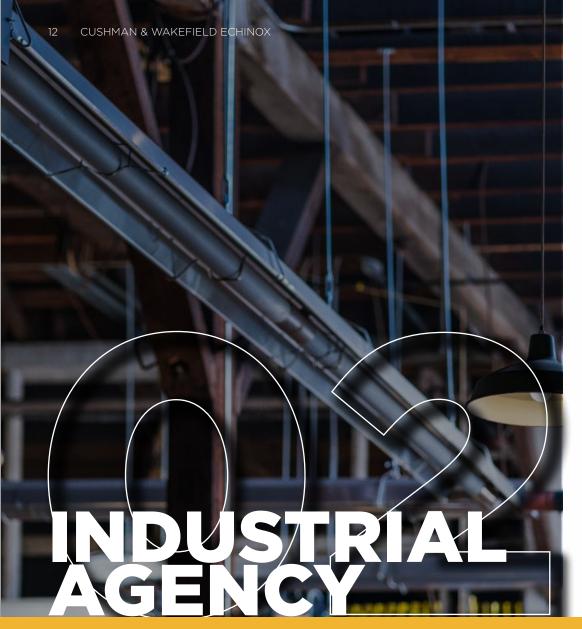












GETTING PEOPLE AND BUSINESSES THE GOODS THEY RELY ON IS WHAT KEEPS THE WORLD MOVING. JUST LIKE A PUZZLE, SUPPLY CHAIN NETWORKS ARE A CHALLENGE. WE'VE PROVEN WE CAN SOLVE THAT CHALLENGE TIME AND AGAIN BY CREATING INNOVATIVE SOLUTIONS FOR OCCUPIERS AND INVESTORS OF LOGISTICS AND INDUSTRIAL SPACE.

Our team has more than 15 years of experience and provides consultancy on logistics and industrial properties for occupiers, landlords, developers and investors from various industries: retail, e-commerce, logistics, transport & distribution, food & beverage, pharmaceutical and automotive sectors.

KEY HIGHLIGHTS







COUNTRY CAPABILITIES

MARAVET

WDP Park Baia Mare



11,000 SQ. M

LEROY MERLIN

CTPark Bucharest
West



5,500 5**4**. 11



HEALTHCARE

ELI Park Iasi

4,000 SQ. M

CRANE PHARMA

Industra Park Arad

3,000 SQ. M



LKY

RA-RA Logistic Brasov



2,800 SQ. M

COCA COLA

ELI Park lasi



2,800 SQ. M



ELI Park lasi

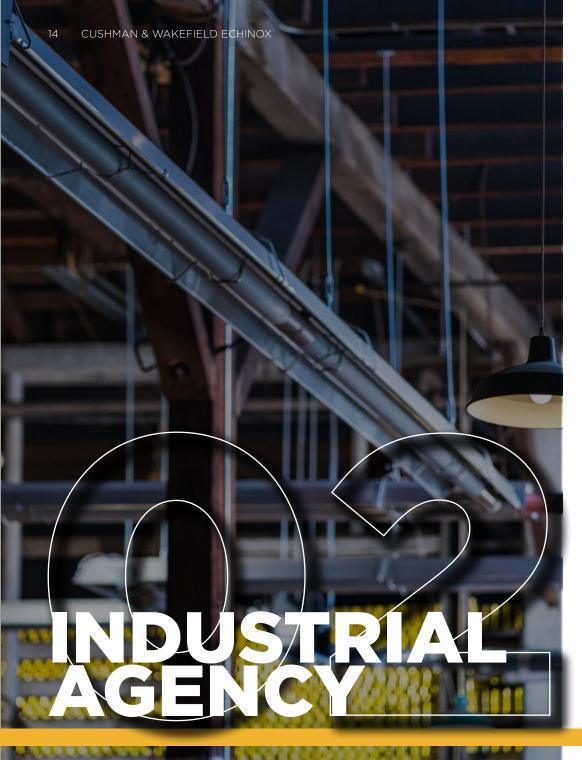


2,800 SQ. M



Metav Industrial Park, Bucharest





SERVICES INCLUDE

TENANTS/OCCUPIERS

- Development strategy
- Sale & leaseback strategy
- Feasibility & demographic analysis
- Competitor analysis
- Rent reviews & renewals
- Site selection strategy
- Occupancy cost analysis
- Negotiations for acquisitions

LANDLORDS / INVESTORS

- In-depth market & property analysis
- Strategic positioning and pricing
- Marketing and leasing strategy
- Lease negotiation
- Retention of existing tenants

AD PHARMA

CTPark Mogosoaia



34,000 SQ. M

FRESHFUL BY EMAG

WDP Stefanesti



11,000 SQ. M

TUBORG

CTPark Bucharest North

10,300 SQ. M



BEBE TEI

Metav Industrial Park, Bucharest

10,000 SQ. M



NOTINO

CTPark Bucharest



7,500 SQ. M

DELHAIZE GROUP MEGA IMAGE

Chitila Logictics Hub



2,000 SQ. M

FILDAS

VGP Park Brasov



3,800 SQ. M

DPD

VGP Park Arad



3,600 SQ. M



OUR REAL ESTATE LEASING SERVICES FOCUS ON MAXIMIZING PROPERTY VALUE AND WE MANAGE THE ENTIRE LEASING PROCESS, FROM MARKET AND COMPETITION ANALYZE TO NEGOTIATIONS OF COMMERCIAL TERMS AND LEASE AGREEMENTS.

SERVICES INCLUDE

LANDLORD REPRESENTATION

- Market & competition analyses
- Strategic asset analyses
- Advice on tenant mix & layout set-up
- Rent & fit-out contribution estimations
- Leasing & marketing strategy
- · Negotiation of commercial terms of the lease agreements
- Advice on legal and technical documentation

KEY HIGHLIGHTS







JUMBO CENTER

Jumbo



25,700 SQ. M

MALL MOLDOVA

Prime Kapital



100,000 SQ. M

TRANSILVANIA MALL

Prime Kapital

130,000 SQ. M



AGORA ARAD

33,000 SQ. M

Merton



PARKLAKE MALL

Sonae Sierra



70,000 SQ. M

BACAU MALL

Prime Kapital - MAS

Real Estate

51,200 SQ. M



VERANDA MALL

Veranda Obor





SERVICES INCLUDE

TENANT REPRESENTATION

- Development strategy consultancy
- Commercial terms & lease agreement negotiation
- Prolongations/renegotiations of existing lease agreements
- Sourcing retail units according to the development strategy
- Assessment of all retail units proposed (by our team & other parties) and assisting the client in the selection process



Prime Kapital

COUNTRY CAPA





Prime Kapital

58,000 SQ. M

DN1 VALUE CENTER

Prime Kapital

28,000 SQ. M

BAIA MARE VALUE CENTER

Prime Kapital

25,000 SQ. M





Prime Kapital - MAS
Real Estate



30,000 SQ. M

MEGA MALL

NEPI Rockcastle



75,000 SQ. M

ATRIUM ARAD

Prime Kapital - MAS Real Estate

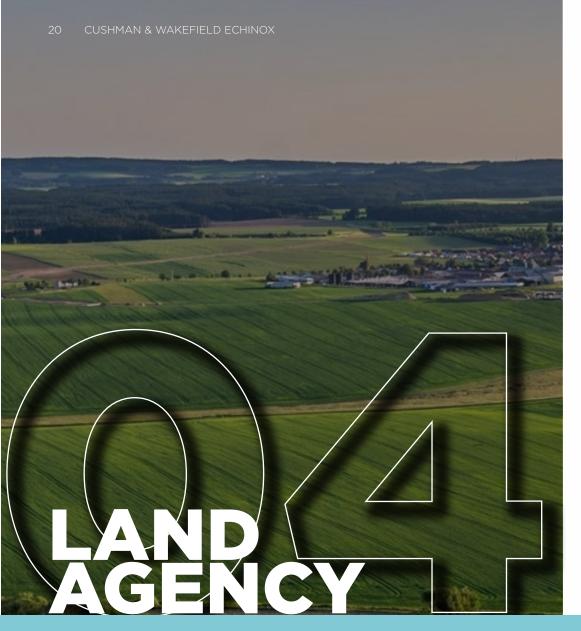
28,700 SQ. M



SHOPPING CITY TIMISOARA

NEPI Rockcastle





WHETHER YOU ARE A LAND OWNER OR A TENANT, A REAL ESTATE INVESTOR OR DEVELOPER, A PUBLIC INSTITUTION OR A PRIVATE CLIENT, LOOKING FOR LAND DISPOSAL, DEVELOPMENT, ACQUISITION OR NEW INVESTMENT OPPORTUNITIES, OUR LAND TEAM WILL PROVIDE THE RESOURCES, SUPPORT AND EXPERTISE TO MAXIMIZE YOUR MARKET PRESENCE AND LAND VALUE, SETTING GOALS BASED ON THE REAL ESTATE CURRENT REALITIES.

EXPERIENCE

Our team has over 15 years of experience in land services, including: sale & buy transactions, residential and commercial development, planning and entitlement, valuation & consulting.

UNDERSTANDING

Our background as brokers & consultants provides a unique understanding of the key aspects regarding land properties: from the operational factors to the overall macroeconomic climate impact value.

CONSULTANCY

Whether you are looking to buy or sell land plots, we provide assistance to identify your investment goals, evaluate the options and then recommend a custom-tailored land strategy for successful transactions.

KEY HIGHLIGHTS







LION'S HEAD

LAND TRANSACTION

BUCHAREST





IRIDE PARK

PROPERTY TRANSACTION
BUCHAREST

13 HA



SILK DISTRICT

LAND TRANSACTION

10 HA



NEWCOLD

LAND TRANSACTION

ILFOV

9 HA



AXELL CAPITAL

LAND TRANSACTION

6 HA



SONAE SIERRA SALE

LAND TRANSACTION
CRAIOVA

6 HA



ONE COTROCENI

PARK

LAND TRANSACTION &
LEASING, BUCHAREST

4.5 HA



VGP A2 INDUSTRIAL PARK

LAND TRANSACTION
BUCHAREST

2 HA





OUR CAPITAL MARKETS TEAM ADVISES INSTITUTIONAL AND PRIVATE OWNERS, OCCUPIERS, INVESTORS AND DEVELOPERS ON THEIR MOST SIGNIFICANT TRANSACTIONS REGARDING THE SALE AND ACQUISITION OF PROPERTIES ACROSS ROMANIA.

Our top-performing investment team with cross-industry experience provides investment strategies to solve the most complex real estate challenges and manages exclusive or co-exclusive mandates for the acquisition or disposal of prime real estate assets in Romania. We act locally, but we think and coordinate globally. The team's extensive track record includes advising diverse and complex transactions where new investors entered the Central and Eastern European (CEE) market.

KEY HIGHLIGHTS







7 STRIP MALLSMAS REI



32,000 SQ. M

BUCHAREST
FINANCIAL PLAZA

Immofinanz / CPI

39,400 SQ. M

K+K HOTEL

InterGlobe



67 Rooms

FLOREASCA PARK
GLL



39,400 SQ. M

AMERICA HOUSE
AEW Europe



27,400 SQ. M

THE LIGHT

River Development

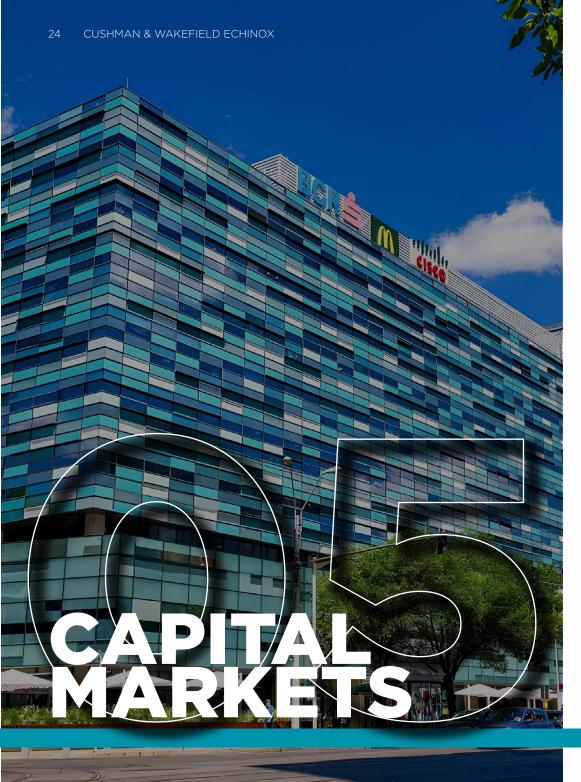


22,200 SQ. M

ONE VICTORIEI
CENTER

Ionut Dumitrescu, Omer Susli





SERVICES INCLUDE

- Preparation and management of sale process
- Development consultancy
- Access to a strong network of trusted investors and also to investors not yet present on European markets
- Identification of the most suitable opportunities in the market, regardless of sector
- Investors consultancy for office, retail, industrial, residential and hospitality assets
- Optimized and integrated solutions for clients based on our capabilities in leasing, asset management, operations and valuation



PROMENADA MALL
TG. MURES

Indotek

50,000 SQ. M



ELI PARK

FORTRESS



50,000 SQ. M

CORA

HYPERMARKETS

Galimmo

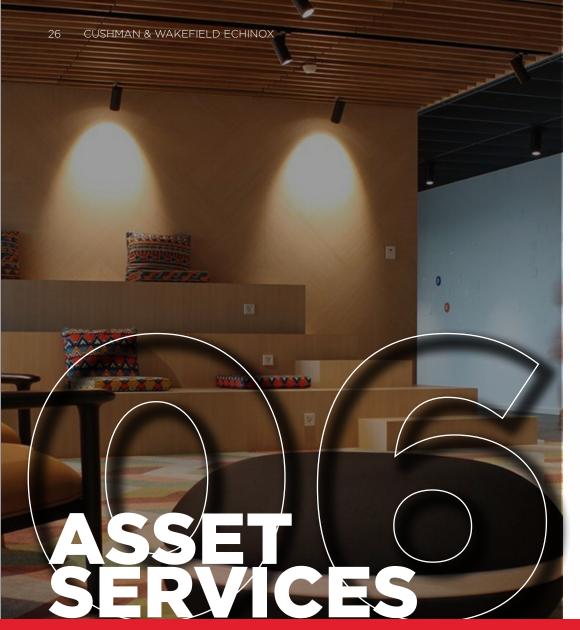
120,000 SQ. M



EQUEST LOGISTIC CENTER

Equest





TAKING CARE OF YOUR PROPERTIES PROVIDES BUSINESS SUSTAINABILITY SUPPORT AND SHAPES EVERY DECISION WE MAKE, EVERY PERSON WE HIRE AND EVERY INTERACTION WE HAVE WITH TENANTS.

We manage the most diverse portfolio of real estate assets. covering all three commercial segments: offices, retail and logistics, in Bucharest and throughout the country. Our integrated teams of property managers, engineers and financial experts collaborate to optimize operating costs, develop strong tenant relationships and create engaging workplace experiences, using the latest key knowledge and technology.

SERVICES INCLUDE

- Tenants management
- Lease management
- Accounting & financial reporting
- Operational & administrative management
- Technical management
- PR & Marketing
- Community management
- Legislation compliance
- ESG

KEY HIGHLIGHTS







TIRIAC TOWER

2020-PRESENT



16,500 SQ. M

EXPO BUSINESS PARK

2024-PRESENT

39,500 SQ. M



FLOREASCA PARK

2020-PRESENT

39,500 SQ. M



EMINESCU OFFICE

2019-2024

7,500 SQ. M



MENDELEEV
OFFICE 5

2019-2024

5,000 SQ. M



PENNY CENTERS

2017-PRESENT



27,000 SQ. M

FUNSHOP PARKS

2021-2024

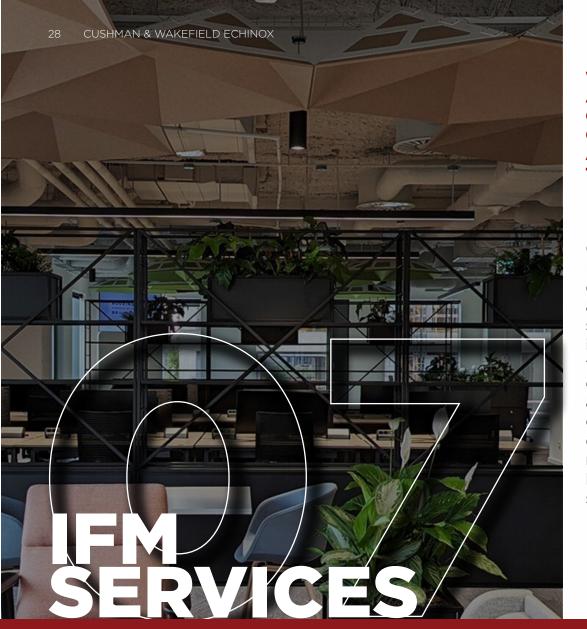


44,000 SQ. M



2019-PRESENT





WE IDENTIFY AND ESTABLISH APPROPRIATE PROCESSES AND RESOURCES TO MEET THE NEEDS AND BUDGETS OF ORGANIZATIONS, BASED ON A SUSTAINABILITY AND ESG-ORIENTED STRATEGY. WE MAINTAIN A TRANSPARENT AND CLOSE COLLABORATION WITH OUR CLIENTS, THROUGH EFFICIENT AND EFFECTIVE COMMUNICATION.

SERVICES INCLUDE

Our goal is to act as an Integrator to ensure a smooth day-by-day operational activity and to find the best solutions for all administrative issues that might occur in the client's premises. We coordinate and supervise all administrative works, create and manage facility costs budget, and manage relationships with the landlord and all administrative suppliers.

- Contract management & services supervision
- Budgeting & cost control
- Recruiting, hiring & onboarding FM professionals
- Events, catering, coffee/ vending solutions
- Office supply management
- Courier services
- Cleaning, disinfection, recycling
- Indoor plant maintenance
- Technical maintenance
- Fire protection
- H&S/Labor protection
- Concierge (transportation, gifts, touristic guided tours)

KEY HIGHLIGHTS







CAPGEMINI IASI

2025-PRESENT



1,100 SQ. M

MICROSOFT

2020-PRESENT



23,500 SQ. M

AMD

2021-PRESENT

2,500 SQ. M



BOOKING HOLDINGS

2021-PRESENT

7,000 SQ. M





SOFTWARE

2021-PRESENT





ESTEE LAUDER

2022-PRESENT



5,000 SQ. M

MASTERCARD

2022-PRESENT

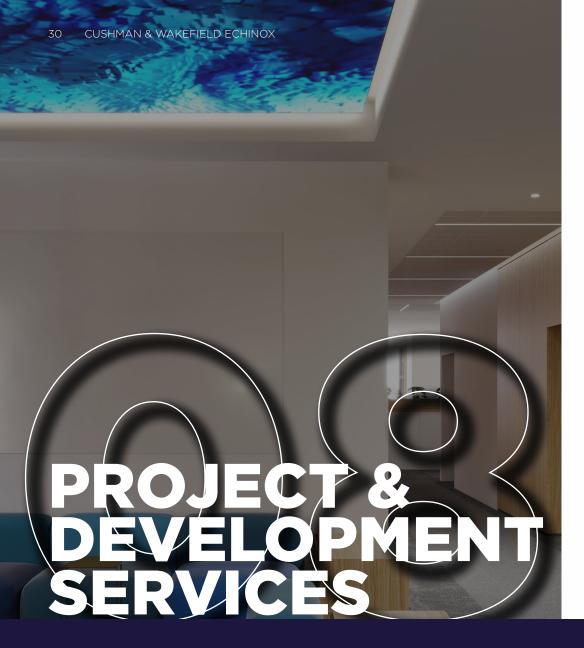


500 SQ. M

ADOBE

2017-PRESENT





PROJECT & DEVELOPMENT SERVICES (PDS) REPRESENT A WIDE ARRAY OF SERVICES THAT ASSESS AND DEVELOP YOUR REAL ESTATE ASSETS, BEING PROVIDED BY A TEAM OF MORE THAN 7 MEMBERS WITH OVER 15 YEARS OF EXPERIENCE WITHIN THE INDUSTRY.

We are confident that we have the people and services to suit your goals. From complex new developments to day-today move management, our platform and expertise ensure on-time, on-budget execution. You will find in us a partner to assume full responsibility for:

SERVICES INCLUDE

- Project management
- Building consultancy
- Building engineering services
- Workplace strategy & delivery timeline
- Advice on the conditions of prospective properties before lease signing;
- Fit-out for new premises or refurbishment of existing sites;
- Design & architecture planning
- BOMA measurements
- BREEAM, LEED certifications
- Health & Safety services
- Authorized site inspector services

KEY HIGHLIGHTS







TECHNOLOGY COMPANY

OFFICE

23,000 SQ. M



EMAG

OFFICE



10,000 SQ. M

CONFIDENTIAL CLIENT OFFICE

OFFICE

4,600 SQ. M



BNP PARIBAS

6,000 SQ. M

OFFICE



TRADESHIFT

OFFICE





URSUS

BREWERIES

OFFICE

2,700 SQ. M



AMD

OFFICE

2,500 SQ. M



BUCHAREST

STOCK EXCHANGE

OFFICE

2,200 SQ. M



CAPGEMINI IASI

INDUSTRIAL & OFFICE



1,000 SQ. M

AMD

OFFICE



2,500 SQ. M

A&D PHARMA

5,400 SQ. M office 2,000 SQ. M exterior spaces



BAYER OFFICE

900 SQ. M



ANALOG

OFFICE



DOVER

OFFICE

1,000 SQ. M



BUCHAREST

STOCK EXCHANGE

OFFICE

2,200 SQ. M



BNP PARIBAS

OFFICE



GREEN CERTIFICATIONS

EMAG DC 1 & DC 2
WAREHOUSES

BREEAM NC EXCELLENT



EMAG

WAREHOUSES

BREEAM NC EXCELLENT



PRIVATE CLIENT

BREEAM RFO EXCELLENT



SAMEDAY

COURIER

BREEAM NC EXCELLENT



FLOREASCA PARK

BREEAM IN USE EXCELLENT



TOWER CENTER

INTERNATIONAL

LEED O&M GOLD



MLP BUCHAREST WEST

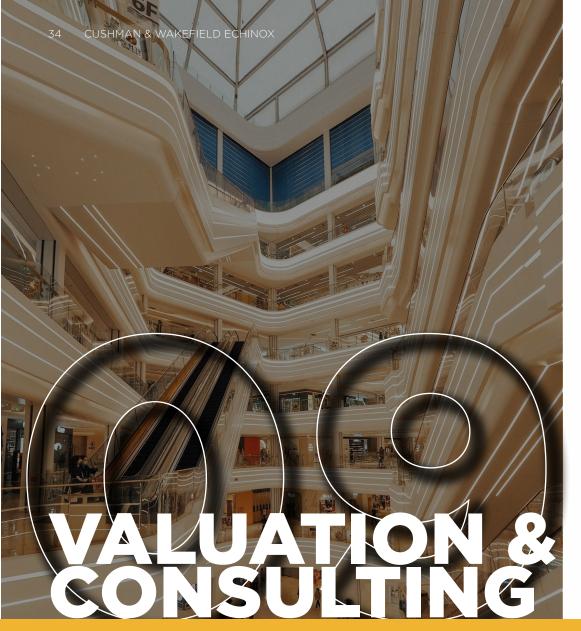
BREEAM NC & BIU VERY GOOD



OREGON PARK

WELL HEALTH & SAFETY





OUR VALUATION & CONSULTING TEAM CONSISTS IN 7
MEMBERS WITH AN AVERAGE EXPERIENCE OF OVER 20
YEARS IN THE REAL ESTATE VALUATION SECTOR.
WE ADVISE ON CURRENT AND PROJECTED VALUE BASED
ON MULTI-POINT DATA FROM EXPANDED BROKERAGE
AND RESEARCH COVERAGE.

In 2024 our expert valuators appraised 400 properties with a total value of 5.7 billion euros. Our services use recognized concepts and principles for better transparency and consistency and include Valuation for Financial Reporting, according to applicable standards: IFRS and country-specific compliance, Valuation for Taxation as well as for Lending and Transactional support.

SERVICES INCLUDE

- Portfolio valuation
- Economic, real estate & risk analyses
- Best use
- Opportunity & feasibility studies of all types of properties across Romania: office, retail, industrial, residential, land, hotels

KEY HIGHLIGHTS









SONAE SIERRA PARKLAKE SHOPPING CENTER



70,000 SQ. M

IKEA

BANEASA & PALLADY **RETAIL UNITS**



60,000 SQ. M





AUCHAN & NHOOD 300,000 SQ. M **HYPERMARKETS** 150,000 SQ. M **RETAIL GALLERIES**





5 COMMERCIAL **PROPERTIES**

221,000+ SQ. M



GLOBALWORTH OFFICE-BUCHAREST



690,000 SQ. M

CTP

25 INDUSTRIAL PARKS

2,000,000 SQ. M



PRIME KAPITAL-**MAS REI ENTIRE REAL ESTATE**

PORTFOLIO





OUR RESEARCH TEAM MONITORS THE EVOLUTION OF THE REAL ESTATE MARKET, WHILE INTERPRETING THE MOST IMPORTANT EVENTS AND ANTICIPATING THE MAIN TRENDS ON THE MARKET.

With internal and external data, our analysts present a complete market view, offering a unique service in the market.

The market studies we deliver cover the whole spectrum of the real estate market, while the on-site research and the multi-source documentations represent fundamental aspects of any analysis.

SERVICES INCLUDE

- Portfolio valuation
- Economic, real estate & risk analyses
- Best use
- Opportunity & feasibility studies of all types of properties across Romania: office, retail, industrial, residential, land, hotels

KEY HIGHLIGHTS









IFMA GIULESTI
BEST-USE STUDY LAND



2,6 HA

METRO MILITARI &
VOLUNTARI
HIGHEST & BEST-USE
STUDIES - LAND



TUTUNUL ROMANESC

BEST-USE ANALYSES -

LAND

6 HA



TUDOR

6 HA & 8 HA

VLADIMIRESCU FEASIBILITY STUDY -LAND

1.5 HA



PARKLAKE
SHOPPING CENTER
GENERAL MARKET

STUDY

70,000 SQ. M

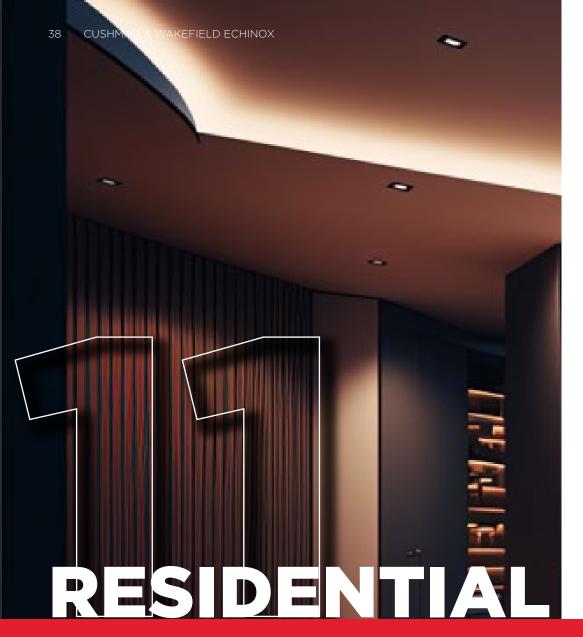


URBAN PLAZA
BRASOV
BEST-USE STUDY -

LAND

10 HA





EXPLORE FUTURE OPPORTUNITIES FOR YOUR PREMIUM RESIDENTIAL ASSETS FROM OUR HIGHLY EXPERIENCED TEAM.

We offer high-level consultancy services for the most sophisticated demands for luxury villas, apartments or penthouses in the Premium North area of Bucharest and the main regional cities. Our expertise in diplomatic relocations created an unique service on the local market destinated especially for Embassies and diplomatic missions in Romania. We work alongside embassies, state institutions, multi-national companies and private clients and we assist both local and international owners, investors and tenants in every aspect of investing in, owning, selling, renting and leasing residential properties.

We strive to provide tailormade solutions for complex requirements and to build longterm partnerships with our clients. We work closely with our investment and research teams.

SERVICES INCLUDE

- Sale and lease strategy for residential compounds
- Consultancy for residential project development
- Tenancy management & relocation
- Management of a broad portfolio of clients
- In-depth market analysis
- Marketing strategies

KEY HIGHLIGHTS











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CONNECT WITH US



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facebook.com/cwechinox/

ABOUT CUSHMAN & WAKEFIELD ECHINOX

Cushman & Wakefield Echinox is a leading real estate company on the local market and the exclusive affiliate of Cushman & Wakefield in Romania, owned and operated independently, with a team of over 80 professionals and collaborators offering a full range of services to investors, developers, owners and tenants. Copyright ©2025 Cushman & Wakefield Echinox. All rights reserved.

