

## **Nordic Expansion for Completely Retail Marketplace**

20th March 2017 - **In association with the Nordic Council of Shopping Centres, the retail industry's most effective deal-making event is coming to Stockholm on 24th October 2017.**

This new cross-border European retail property event in Stockholm, to be held the day after The Nordic Council of Shopping Centres' annual conference, will facilitate entry or expansion for brands in the Nordic market and will be held at The Brewery, the historic landmark venue in the heart of the city.

Completely Retail Marketplace Nordics is expected to attract more than 600 senior retail and leisure sector tenants, landlords and brokers from across the Nordic region. They will come together under one roof for an intensive day of deal making and the forging of lasting business partnerships.

First held in London in 2012, Completely Retail Marketplace events are acknowledged as the industry's most effective retail deal-making events by over 5,500 annual delegates, representing 900 companies and brands,

With Marketplace events now a regular fixture in the retail calendar in London, Dublin and Amsterdam, they facilitate deals in the UK, Irish and Western European retail markets respectively. Now the Stockholm event will do the same for the Nordic market.

Distinct from any other European deal-making event, the exhibitor stands are all the same size, with identically-sized branding, creating uniformity and a level playing field for all. Other services such as Wi-Fi, phone chargers, refreshments and lunch are all provided at no extra charge, giving attendees a friction-free environment to help them concentrate on doing business.

With attendance strictly restricted to retailers, landlords, developers and brokers the environment is specifically structured to accelerate business transactions.

Justin Taylor, EMEA & UK Retail CEO at Cushman & Wakefield, commented: "The Cushman & Wakefield European Retail team has always found CR Marketplace events to be highly productive and market-focused. The format is straightforward and focused around transactions,

networking and building relationships. Key stakeholders are always well represented, including owners, occupiers and agents, in an informal but business-orientated environment, providing an appropriate platform to also discuss trends, developments and opportunities. Our involvement goes back many years and we are delighted to be the event's Pan-European partner."

The day also includes the popular Soapbox sessions which give new or expanding retailers the opportunity to take the stage and introduce themselves and their brands to the assembled audience of landlords and brokers. Over the years, these have played a part in the development of many embryonic ventures that have gone on to become high street success stories.

Dom Millar, CEO of The Completely Group, commented on the new initiative: "Our successful event in Amsterdam last September, which focused on the retail market in Western Europe, clearly demonstrated the enthusiasm and the demand for Completely Retail Marketplace events where they can facilitate entry or continued involvement in a specific market within Continental Europe.

"This inaugural event in Stockholm will focus on serving the Nordics market." Millar continued, "Stockholm is recognised as a springboard to entry into a market that covers Sweden, Norway, Finland, Denmark and Iceland, and we will be supporting retailers with free return flights and free entry to the event.

"It is very exciting to see the exceptional growth of Completely Retail Marketplace, which started just five years ago as a single UK event and has now grown to dominate its market and become a multinational brand."

For more information, see [www.crmarketplace.com/Nordics](http://www.crmarketplace.com/Nordics)

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**Media enquiries:**

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