

IKEA and shopping centres to be interlinked

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The property developer Inter IKEA Centre Group (IICG) and the furniture seller IKEA are launching a new unique concept - full integration of IKEA stores into IICG group shopping centres. The reason for the concept change was to accommodate customers who will be able to walk from the shopping centre passage to the furniture store with dry feet. The first project where the concept was implemented was in Portugal two years ago in the form of the regional shopping centre MAR Shopping with the area of 100,000 sqm. The developer followed on from the Portuguese success this year when they opened the shopping destination Port Łódź in Poland. "The unique concept of full integration of IKEA into the shopping centre Avion passage will soon be brought also to the Czech Republic and to Slovakia," said Zuzana Mizerová, director of the development department at Inter IKEA Centre Česká republika and Inter IKEA Centre Slovensko. This trend will affect both new and existing shopping centres.

IICG was founded in Denmark in 2001, it is owned by the groups IKEA Group and Inter IKEA Group. Creating IICG brought about a unique concept of long-term partnership. It lies in the fact that the company is the investor, manager and developer of the shopping centre with a unique business partner - its flag tenant IKEA. Given the diverse needs of local markets, IICG subsidiaries were subsequently founded in the countries where they operate. Thus, IIC ČR and IIC SR were founded in 2003.

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