



SPANISH ASSOCIATION  
OF SHOPPING CENTRES  
AND RETAIL PARKS

COMMITTED TO  
OUR INDUSTRY

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

**AECC**  
ASOCIACIÓN ESPAÑOLA DE  
CENTROS Y PARQUES COMERCIALES



READY  
FOR THE  
FUTURE

# WE BRING TOGETHER ALL THE COMPANIES AND PROFESSIONALS WHO ARE INVOLVED IN THE DESIGN, CREATION AND MANAGEMENT OF COMMERCIAL SPACES IN SPAIN

Shopping Centres and Retail Parks create content and experiences to surprise their visitors. They are key elements in the economic activity and, what is more, they are committed to the well-being of society.

Founded in 1980 out of a desire by a group of professionals in the Shopping Centre industry to bring together professionals, companies and institutions whose activity is directly related to the Shopping Centre and Retail Park sector, today, more than forty years later, the AECC has become a leader in our industry.

Our reason for being is to design the future of our country's Shopping Centres and Retail Parks. To do so, we bring together companies dedicated to creating and giving life to these destinations for society to enjoy

The Spanish Association of Shopping Centres and Retail Parks, AECC, represents and brings together a diverse group of companies and professionals from different fields that span the Shopping Centre and Retail Park industry in Spain. As a result, our members include developers, investors, traders, consultants, managers, service providers, engineers, architects, lawyers, etc. All of them are companies and professionals whose activity and skills focus on the different areas that make up the Shopping Centres and Retail Parks industry.

The AECC deals with all those aspects that contribute to the growth of the Shopping Centre and Retail Park industry, to the benefit of all members. To this end, we organise conferences, fairs, seminars, meetings, professional trips, publish regular publications and collaborate frequently with public and private institutions. The end result is a group of people with a desire to work every day to do things well, with enthusiasm and excitement, who respect the environment, contribute to the community and strive for the progress of our industry.

We are a non-profit organisation incorporated under Organic Law 1/2002 of 22 March, which regulates the right of association, and we are listed in the Register of Associations of the Ministry of the Interior under number 38,507.

Managed democratically by our members, the AECC was founded as a private, independent, plural and non-profit entity with a national scope and international relevance.





# About the AECC

## KNOWLEDGE + RELATIONSHIPS + EXPERIENCE + SCOPE

These four values are the cornerstones of our partnership. The pillars that allow us to trace the path that guides us to the future of the Shopping Centres and Retail Parks of Spain

This are the four pillars that define the reason for our existence, which is why we have embraced it in our organisational culture and in our Association's mission. It is an acronym that perfectly represents what we are and what we do, since it contains the genetic code that guides our activity, while symbolising the process we carry out daily to give life to the activities, services and projects we offer our partners.

# KNOWLEDGE RELATIONS

## KNOWLEDGE

Our in-depth knowledge of our field provides a competitive edge to our partners. This is a very useful factor in strategic decision-making.

## EXPERIENCE

We have more than 40 years of professional experience, marked by a deep understanding of the Shopping Centre and Retail Parks industry. A strategic element that we place in the hands of our members.

Our experience is a firm value proposition that makes it easy for us to identify and deal with the interests and concerns of our members.

## RELATIONS

Opportunity comes from building strong relationships with other professionals in the sector. The AECC is the best meeting platform in our industry.

## SCOPE

The AECC's influence, its capacity and ability to act by crossing even national borders, as well as our public visibility, is what rounds out the production management circle.

A woman with dark, wavy hair, wearing a white button-down shirt, is leaning over a wooden desk. She is pointing her right index finger at the screen of a silver laptop. Another person, seen from the side and wearing a grey blazer, is sitting at the desk and writing in a spiral notebook with a red pen. On the desk, there is also a blue pen, a yellow notepad with glasses on it, and a white coffee cup on a saucer. The background is a bright, out-of-focus office space.

# **IONS** **EXPERIENCE** **SCOPE**







# DIRECTED BY PROFESSIONALS FROM MULTIPLE DISCIPLINES

## THE MANAGEMENT BOARD

### ONE OF OUR STRENGTHS IS THE LEVEL OF PROFESSIONALISM OF OUR MANAGEMENT TEAM

The members of the Executive Committee and the Board of Directors are experienced professionals with the capacity to raise and address the concerns of those of us who are part of this industry. They initiate the future strategies, actions and plans of our Association.

They comprise a committed and multidisciplinary team that provide a strategic and methodological approach to all the issues that concern us.

## EXECUTIVE COMMITTEE

### CHAIRMAN

Eduardo Ceballos Fernández  
Asset Management Director at NEINVER

### VICE-PRESIDENT I

José Manuel Llovet Barquero  
CEO of Terciario at GRUPO LAR

### VICE-PRESIDENT II

Cristina Pérez de Zabalza Lorenzana  
Head of Retail Leasing Shopping Centre & Retail Park at  
CUSHMAN & WAKEFIELD ESPAÑA

### VICE-PRESIDENT III

Javier Marín Santolaya  
Director of Development at AUCHAN RETAIL ESPAÑA

### MEMBERS

Dolores Bañón Fernández  
Managing Director at CARREFOUR PROPERTY ESPAÑA

Alfonso Brunet Morales del Arce  
CEO of CASTELLANA PROPERTIES

Luis Espadas Cestero  
Executive Director. Head of Retail de SAVILLS

Fernando Évole García  
Country Manager YELMO CINES, CINÉPOLIS SPAIN

Laetitia Ferracci  
Managing Director Iberia en KLEPIERRE

Carlos Homet Beltrán  
Director General de UNIBAIL RODAMCO WESTFIELD SPAIN

Javier Hortelano de la Lastra  
Real Estate Senior Advisor

Mercedes Porro Garat  
Directora de Marca en KIABI

Paul Santos Robson  
Head of Retail Iberia en CBRE

### DIRECTOR

Beatriz Vidal Cordero  
Director of the SPANISH ASSOCIATION OF SHOPPING CENTRES  
AND RETAIL PARKS

### TREASURER

Luis Lázaro Gómez  
Managing Director Retail & Logistics at MERLIN PROPERTIES

### GENERAL SECRETARY

Carlos Solana Zorrilla  
Partner at RUBIO LAPORTA & ASOCIADOS, LAW FIRM

# ORGANISATIONAL STRUCTURE

HAVING EXPERT  
PROFESSIONALS IN THE  
GOVERNING BODIES HAS  
BEEN KEY TO ACHIEVING  
THE LEVEL OF  
INFLUENCE THAT THE  
AECC HAS TODAY

## MANAGEMENT BOARD MEMBERS

Alberto Bravo Jiménez  
Managing Director, Property Management & Leasing, Iberia at  
SONAE SIERRA

Israel Casanova Lafuente  
Managing Director of REDEVCO ESPAÑA Y PORTUGAL

Marta Cladera de Codina  
Managing Director, Head of Iberia at NUVEEN REAL ESTATE

Augusto D'Arrochella Lobo  
Head of Retail at JLL

Andreu Duelt i Ribo  
Director of Development at GENERAL DE COMMERCIAL  
GALERIES

Sergio García García  
Director of Retail at GRUPO LAR

Justo Martín Sánchez-Bendito  
Senior Advisor

Diego Naranjo Sánchez  
Director de Expansión en PAUSE & PLAY

Sebastián Palacios Válchez  
Director General of CARMILLA

Rocío Palmero Pastor  
Marketing Director for Spain at CARMILA

Carlos Pestaña Lagunas  
Senior Advisor

Eva Pich Frutros  
Partner Administrative-Public Law at MANUBENS ABOGADOS

Isabel Robles Delgado  
Director of Business Development at NHOOD

Daniel Rodríguez Castejón  
Market Research Director at EL CORTE INGLÉS

Ion Saralegui López  
Managing Director ECP at EUROFUND

José Urrutia del Pozo  
Director of Asset Management at INTU MANAGEMENT SPAIN

Luisa Vasallo May  
Director of Real Estate and Expansion at INDITEX

Luis Vila Barrón  
Partner Managing Director de ÓPTIMA GLOBAL SERVICES

Alfonso Villacorta Fernández  
Managing Director at SIGLA

## HONORARY PRESIDENT

Javier García-Renedo Martínez  
Ex-President of the AECC

## HONORARY MEMBERS

Fco. Javier Acebo Sánchez  
Ex-Secretary General of the AECC). Founding Partner of  
ACEBO Y RUBIO, ABOGADOS

Carlos Cortés Beltrán  
Ex-President of the AECC. Partner at CREMADES &  
CALVO-SOTELO

Arcadio Gil Pujol  
Ex-President of the AECC. Managing Director of LaSBA

Fernando Ramos Esteve  
Ex-President of the AECC. President of PROZOSA

Gerard Taieb Cassuto

## AECC DELEGATES IN AUTONOMOUS COMMUNITIES

### ANDALUSIA

Jerónimo Solís Guardiola  
Director of Development of CARREFOUR PROPERTY

### CANARY ISLANDS

Blanca Garret López  
Director of Real Estate, ARCHIGESTÓN Shopping Centres

### CASTILE-LEÓN

Alfonso Colino de Lope  
Manager of Espacio León

### CATALONIA

Víctor García Soriano  
Public Relations Manager Catalonia & Senior Portfolio at URW

Raúl Monroy Sáinz  
Barcelona Office Director for SCCE

### VALENCIAN COMMUNITY

Cristina Ros Bernabeu  
Manager of C.C. Zenia Boulevard

### GALICIA

Roberto Vázquez Vázquez  
Manager of MARINEDA CITY

### MURCIA

Óscar Pastor García  
SC Manager Nueva Condomina at KLEPIERRE

### BASQUE COUNTRY

Santiago Blanco López  
Regional Director at GENTALIA

### OTHER DELEGATIONS

Local Council of Commerce of the  
Valencia Town Hall

Isabel Picazo González  
Manager of CC El Saler



# WE COLLABORATE WITH A WIDE RANGE OF MEMBER COMPANIES

## WORKING COMMITTEES

At the AECC, we collaborate with a wide range of member companies, who are represented in various working groups. They are responsible for invigorating our Association and provide a meeting point for professionals from different areas of the sector. These working groups are made up of teams of industry professionals with complementary skills, knowledge and abilities. The main objective of the committees is to conduct specific studies, share, analyse and draw conclusions on issues of interest to the sector, identify and reach a consensus on topics that concern and affect our partners, standardise industry terms and practices, and more. Their motivation stems from the passion they feel for the Shopping Centre and Retail Park sector, and their selfless collaboration gives rise to the majority of the products and services that the AECC makes available to members.

## PUBLIC AFFAIRS COMMITTEE

Defines the strategy for defending the interests of AECC members in the political and institutional area. Through its efforts, it further develops the Association's ability to influence.

## TRADERS COMMITTEE


Identifies all the topics of interest to traders, which are key elements in the mechanics of shopping centres. The Traders Committee enhances the integration, visibility, representativeness and prominence of traders in shopping centres. It also prepares industry reports and takes part in defining projects and studies.

## TECHNICAL COMMITTEE

Many of the ideas, proposals and developments implemented by the AECC team in its activities originate in this working group. It creates content, such as the English-Spanish Glossary of industry terms, a publication that is highly requested by shopping centre professionals. It is responsible for preparing, reviewing and updating studies on trends, standardisation of best practices, classification of types of shopping centres, etc.

## INDICATORS COMMITTEE

The indicators committee, a working group consisting of AECC companies that own or manage shopping centre portfolios, provides a framework for studying aggregate data on traffic and sales in the industry, which it analyses using a broad, representative and stable sample of shopping centres.



"GOOD TEAMS  
INCORPORATE TEAMWORK  
INTO THEIR CULTURE,  
THUS CREATING THE  
PILLARS OF SUCCESS"

Ted Sundquist

# WE ARE A TEAM OF COMMITTED, DEDICATED AND ENTHUSIASTIC PROFESSIONALS



**Beatriz Vidal**  
**Director**  
b.vidal@aedecc.com



**Milagros Hernández**  
**Strategic and Operational  
Marketing**  
m.hernandez@aedecc.com



**Celia Valderrabano**  
**Marketing and PR**  
c.valderrabano@aedecc.com



**Raquel Alonso**  
**Research**  
research@aedecc.com



**Victoria Prado**  
**Activities Coordinator**  
v.prado@aedecc.com



**Pablo Cano**  
**Oficina del Socio**  
aecc@aedecc.com

## TEAM

We have a team of committed professionals who are dedicated and enthusiastic about the Shopping Centre and Retail Park industry.

Our work is focused on our partners, whom we strive to serve and provide effective responses.

We go all out to ensure that all the products and services we offer throughout the year meet expectations, facilitating and promoting the coordinated participation of the entire AECC community.





# OUR MEMBERS ARE OUR BEST ASSET

Over the years, the AECC has been able to attract strategic allies to join our partnership

MEMBERS  
**400+**

CONSULTANTS  
**38%**

TRADERS  
**18%**

PROMOTERS AND  
INVESTORS  
**17%**

SUPPLIERS  
**16%**

SHOPPING  
CENTRES  
**9%**

INSTITUTIONS  
**2%**

AECC members are an essential part of the idea and identity of our Association and contribute to the common good every time they meet, debate and work together.

Our membership consists of a group of companies and professionals who share an interest in the Shopping Centre and Retail Park sector.

Each member is a fundamental part of this Association, since its knowledge and experience enrich the whole. At the AECC, we strive to meet their expectations every day, as we have laid out in the Association's mission statement.

AECC gives companies more credibility and reliability with their customers; it expands the network of professional contacts by promoting interactions with other market players at all of the activities organised; it contributes to promoting and disseminating the achievements of partner companies through our communication platforms; it provides access to training and courses; it reports on new developments and trends in the industry; it creates a space for sharing and debating experiences and ideas that drive new projects; it collaborates in solving the industry's common problems and, in short, it provides great benefits that help to grow the group of member companies, while also supporting and contributing to the generation of a positive image of the sector by promoting our industry's interests.

OUR 400+ MEMBER  
PROFESSIONALS HAVE  
ACCESS TO INSIDE  
INFORMATION ON THE  
INDUSTRY  
AND DO BUSINESS IN OUR  
EXCLUSIVE GATHERINGS





# OUR INDUSTRY BY THE NUMBERS

On 31.12. 2021

**860.000**  
**JOBS**

Of which 428,760 are indirect jobs and  
365,240 are direct jobs.

**575+**  
**SHOPPING CENTRES  
AND RETAIL PARKS**

A market that is expected to open  
30 new projects through 2024.

**16.6**  
**MILLIONS**  
**OF M<sup>2</sup> SALES GLA**

The total gross leasable area available  
in shopping centres in Spain.

**33.500+**  
**TRADERS**

Integrated into these 570 Shopping Centres  
and Retail Parks, 85% of which are small  
businesses under 300 m<sup>2</sup>,  
most of which are  
entrepreneurs and franchisees.

**1,700**  
**MILLION**  
**VISITS**



**47.763  
MILLION  
OF € IN SALES**

The trend in average sale per visit  
remains positive.

# PROGRAMME OF ACTIONS AND ACTIVITIES

## THINKING OF OUR MEMBERS' INTERESTS



### SPANISH SHOPPING CENTRES AND RETAIL PARKS CONGRESS

Held since 1988, it is the sector's most important activity, featuring the largest number of members. A place to take stock of the situation, debate current topics, learn about the latest trends in an industry known for constant changes, get together and do business.



## MEETINGS OF SHOPPING CENTRE DIRECTORS AND MANAGERS

Presentations and roundtable discussions, where management teams discuss and analyse the daily operations of Shopping Centres and Retail Parks.

## TECHNICAL DAYS

Meetings to analyse topics related to the ownership, conceptualisation, design and trends of Shopping Centres and Retail Parks.

## WORKING BREAKFASTS

A morning meeting in which to discuss highly topical issues with experts.



## WOMEN'S BRUNCH

To celebrate International Women's Day, the AECC pays tribute to women who have successful careers in this industry.

## STUDY TRIPS

The opportunity to see first-hand innovative and interesting retail industry projects and shopping centres in other parts of the world.

## MEMBER MEETINGS

Professional meeting in a relaxed atmosphere where the AECC thanks its members for the support they provide throughout the year.



## AECC CLASSROOM

Streamed to make them easy for all our partners to follow, in these training sessions a leading expert takes a closer look at various current topics of interest.

## AECC ITALKS

Discussion panels made up of industry professionals who share topics of interest, with active participation from attendees through comments and questions.

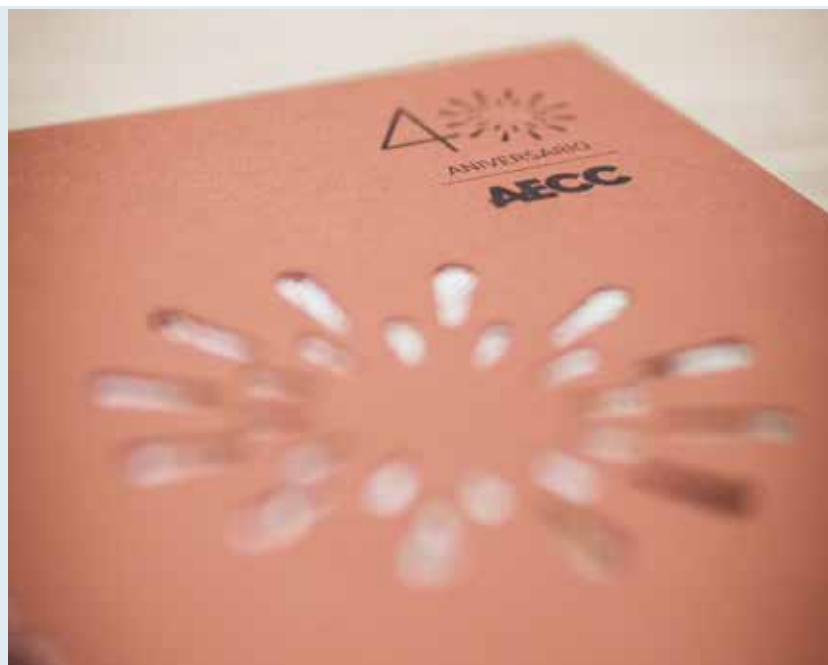


## PRESENCE IN OTHER INDUSTRY EVENTS

Participation in national and international events to promote the presence and active involvement of our partners.

## SPANISH SHOPPING CENTRES AND RETAIL PARKS DIRECTORY

It is the AECC's most prominent publication. An essential reference with complete and updated information on all the Shopping Centres and Retail Parks in Spain.



## DAILY PRESS CLIPPINGS

A daily selection of the most notable and interesting press articles for professionals in the sector.

## “CENTROS COMERCIALES” MAGAZINE

It collects and analyses all the latest news, opinions of industry leaders and progress in industry trends, both nationally and internationally, every month.

## OTHER PUBLICATIONS

AECC Business Guide, Glossary of routine terms in the industry, Economic Indicators, Traffic and Sales Indexes, Internal Trade Regulations, and other studies and reports of interest.





## 1,000+ PROFESSIONALS

Two-day trade fair and conference attended by all the leading companies and professionals in our industry, both nationally and internationally.

## INSTITUTIONAL SUPPORT

Our conferences always have the support of institutions at every level: ministries, regional governments and city councils.

## DEBATE FORUM

A series of conferences where current topics and industry challenges are put on the table.



## TRADE FAIR

The best showcase to present new products, the latest trends and new projects. The place to set up trade relationships and do business.

## ACKNOWLEDGMENT OF THE INDUSTRY

The awards that recognise the year's most important initiatives, projects, actions, services and solutions. The industry's applause for excellence.

## MEDIA COVERAGE

Monitoring by financial and industry media, both written and radio.



# ENJOY THE BENEFITS OF BEING A MEMBER

**1**

## **STRATEGIC ALLIANCE**

The AECC acts as a platform to disclose the company achievements of its members and contributes to strengthening the brands of companies and increasing their clients' level of confidence.

**2**

## **INTERNATIONAL SCOPE**

We belong to the ECSP (European Council of Shopping Places), which looks after the industry's interests vis-à-vis European bodies.

**3**

## **PROFESSIONAL CONTACTS**

We facilitate relations and collaboration between our members, and to do this we organise various activities throughout the year to strengthen relations and create business opportunities: member meetings, forums, congresses, study trips, etc.

**4**

## **INFORMATION**

Daily press clippings, monthly newsletter with sector current affairs, AECC news and news about our members.

**5**

## **MARKET ANALYSIS AND RESEARCH**

Department available to members to attend consultations, provide information on new shopping centre openings, statistics, situation reports, sector details, etc.

**6**

## **PUBLICATIONS**

Directory of Shopping Centres and Retail Parks, free subscription to the monthly magazine "Centros Comerciales", Economic Situation Indicators, Shopping Centre glossary of terms, etc.

## **7** **ACTIVITIES**

Organisation of activities which meet the needs of our members: Technical Days, Shopping Centres Directors and Managers' Meeting, Conferences, Forums, etc.

## **8** **EXCELLENCE**

AECC promotes excellence in the industry and, through the AECC AWARDS, recognises companies that, through their efforts, encourage the development of the Shopping Centre sector in Spain.

## **9** **COOPERATION**

The group unity of member companies of the AECC makes it a solid body which contributes to the individual growth to each company and the sector.

## **10** **TRAINING**

Training is key to improve competitiveness, as a result the AECC offers the chance to increase knowledge by attending online courses, providing study bursaries through market information which is disclosed daily and events which are organised and which are full of common interest content.

## **11** **REPRESENTATION**

The AECC represents the interests of its members to State agencies and bodies. In addition, we encourage the attendance of our members at relevant sector forums and fairs: MAPIC, SIMA, BMP, etc.

## **12** **SPECIAL PRICES**

On all the activities and publications of the Association.

**JOIN THE AECC**  
**ENJOY ALL THE**  
**BENEFITS WE**  
**HAVE TO OFFER**

If you would like to join the largest association of Spain's Shopping Centre and Retail Park industry, ask for information.

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**[www.aedecc.com](http://www.aedecc.com)**



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