

ORDA

19th November 2009

ORDA COMES TO THE EUROPEAN OUTLET SECTOR

The Outlet sector is one of the fastest growing, best performing and profitable sectors in the European retail marketplace and yet to date there has been no specific trade body. There has been very little information, research, understanding, press coverage or statistics for the sector.

All this is about to change today with the launch of **The European Outlet Retailer and Developers Association (ORDA)**, an organisation dedicated to the needs of the Outlet industry across the European retail marketplace.

Brendon O'Reilly, Director of GVA Outlets and a member of the ORDA Steering Group, explains: 'Is there a retail sector that can show that across Europe they are currently seeing a growth in centre density, sales, footfall, turnover and transactional value? The Outlet sector. There are currently over 150 Outlets across Europe, a further 30 in the pipeline for next year and the potential for a further 150 in the EU and a further 150 across Europe as a whole. Where are the headlines? There have been very few. The Outlet sector is an unsung hero and it is partly lack of understanding and lack of information, something that we as a sector need to take responsibility for and do something about.'

He explains the need for a trade body for the sector: 'ORDA has been set up by a small number of Outlet industry leaders aware of the need to move, what had started as a small and unknown area of the industry, into the forefront of the marketplace as it had now become a highly credible, constantly expanding and unique retail sector.'

Brendon continues: 'Over the past three year there has been a range of research and a steering group set up to look at what the industry wanted, the developers and retailers needs and how these could be met. We looked at any current provision for the Outlet sector including events such as the ICSC European Factory Outlet Conference every year and identified the gaps so that we could add to the existing activity rather than compete against it. The result is ORDA.'

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He adds: 'ORDA is a trade body in development driven by the needs of the Outlet sector. We have started with a website which outlines who we are and what we are trying to do and calls for interested parties to note their interests. We will then use this to develop a membership package, an events programme and networking and best practice sharing opportunities. As well as that we will provide an information hub for the Outlet sector linking to current news, research and adding in some of our own commissioned reports and figures.'

Other organisations involved in the Outlet sector are supporting this website including the International Outlet Journal, Ecostra/CBRE research, MAGDUS and International Council of Shopping Centres. Please go to the website for more details www.orda-outlets.com

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For further details please contact Nancy Riach, Head of PR for GVA Outlets on 07984 176303 or nancy.riach@gvagrimley.co.uk

Notes to editors:

ORDA Mission Statement, Target Audience and Objectives

Who We Are?

The European Outlet Retailer and Developers Association (ORDA) is an organisation dedicated to the needs of the Outlet industry across the European retail marketplace.

ORDA was set up by a number of Outlet industry leaders aware of the need to move, what had started as a small and unknown area of the industry, into the forefront of the marketplace as it had now become a highly credible, constantly expanding and unique retail sector.

Over a year was spent researching what the industry wanted and developers and retailers needs and how these could be met. Other associations, organisations, media and third parties were also consulted so that the new association could fit into the resources already on offer and fill a gap rather than duplicate what was already available. The result is ORDA.

Mission Statement

The European Outlet Retailers and Developers Association (ORDA) is an not for profit, independent, organisation dedicated to the needs of the Outlet industry across the European retail marketplace tasked promote awareness and understanding of the sector and support further development amongst a wide range of stakeholders.

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Our Membership

Our membership is comprised of those involved in the outlet sector in Europe:

- Owners of factory outlet centers
- Developers of outlet properties
- Brands/manufacturers/retailers involved in outlet sector
- Associates that are supplying services within the Outlet sector
- Other occupiers for multiple use sites

Our Target Audience

- Retailers/developers/owners
- Consumers
- Investors and banking community
- Political/planning community on a national, regional and local level
- European and national retail and real estate associations
- Agents, advisors and external service providers
- The media reaching audiences above

The Objectives

- Promote the role and value of the Outlet sector
- Increase awareness and understanding of Outlets
 - As an essential and credible retail channel
 - As a quality consumer offer
 - As an asset class
 - In the wider retail and real estate marketplace
- Provide a platform to showcase and share best practice and sector knowledge
- Provide networking forums for membership
- Improve and gain from better industry communication and interaction
- Widen the potential investment and lending to increase availability of finance
- Establish standardisation of information gathering and presentation within the sector
- Promote the beneficial effects of an Outlet development to a wider market

The Steering Group

- GVA Outlets
- FASHION HOUSE Developments
- Nike
- Cushman & Wakefield LLP
- BVS Outlet Villages
- Freeport Leisure
- McArthur Glen Group
- CRC Retail
- Fripp Sandemann & Partners
- Quintain Estates & Development
- HDH
- Bags Etc Ltd
- Timberland
- Value Retail
- Polo Ralph Lauren
- Realm Ltd
- IOJ
- ICSC
- Ecostra
- CBRE

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Audience	Objective	Initial Actions
Retailers/Developers/ Owners	<ul style="list-style-type: none"> Promote the role and value of the Outlets Provide a platform to showcase and share best practice and knowledge Improve and gain from better industry communication and interaction 	<ul style="list-style-type: none"> Provide an information platform to ensure that retailers and brands understand the importance and benefits of the Outlet offer Arrange relevant and affordable forums throughout the year to offer information, master classes on getting the most out of Outlets, share best practice and create forums for discussion
Consumers	<ul style="list-style-type: none"> Increase the awareness and understanding of the Outlet offer 	<ul style="list-style-type: none"> Establish standardisation of key reporting factors Generate best practice newlines and consumer spin on industry data for the consumer media
Investors and Banking Community	<ul style="list-style-type: none"> Increase the awareness and understanding of Outlets as an asset class Widen potential of investment and lending to increase availability of finance 	<ul style="list-style-type: none"> Generate and issue regular quantitative data on growth, resilience and long term performance Generate a presence and speaker opportunities within the industry programme of events
Political/ planning community on a national, regional and local level	<ul style="list-style-type: none"> Promote the beneficial effects of and Outlet and dispel the misplaced negative perceptions 	<ul style="list-style-type: none"> Case study and showcase those already operating in the industry Provide a series of case studies showing the short and long term benefits of Outlets in the local marketplace, the regional economy and the national offer Provide an accurate set of data and a data management benchmark so information provided is comparable Provide a panel of industry experts able to speak about the Outlet sector from an independent position
European and National Retail and Real Estate Associations	<ul style="list-style-type: none"> Increase the awareness and understanding of the Outlet sector and where they fit in to the wider retail and real estate markets 	<ul style="list-style-type: none"> Provide a data source with comparable and Outlet specific figures as a reference Generate a presence and speaker opportunities within the industry programme of events Build on existing relationships with current retail and real estate associations
Agents, Advisors and External Service Providers	<ul style="list-style-type: none"> Raise awareness and understanding of the Outlet sector and the potential to ensure representation and participation of external service providers 	<ul style="list-style-type: none"> Provide data and case studies to be used to raise the awareness of the similarities and differences between Outlet and retail Generate a presence and speaker opportunities within marketplace business focused events Arrange an affiliate membership category and also advertising and sponsorship opportunities