



Paris, 27 April 2018

**ICSC European Awards 2018:  
With Posnania, Apsys wins their third European Shopping Centre award !**

**Paris, 27 April 2018 - Following on from Manufaktura in 2008 and Beaugrenelle in 2015, it was now time for Posnania, Apsys' new flagship in Poland, to receive the European Shopping Centre Award in the category "New developments: extra large". With this third distinction, Apsys' savoir-faire in creating iconic places has once again been recognised.**

Apsys' latest Polish flagship, Posnania has just been named the best European shopping centre in the "New developments: extra large" category at the ICSC European Awards 2018.

*"I am very proud of this 3<sup>rd</sup> ICSC trophy for the best European shopping centre given to Apsys for Posnania," said Fabrice Bansay, CEO of the Apsys Group. "After Manufaktura and Beaugrenelle, our savoir-faire in creating iconic places has once again been recognised! This very welcome recognition is the result of the innovation and excellence-based approach of Apsys' teams, enriched by Apsys Lab!"*

The ICSC (International Council of Shopping Centers) awards are the most prestigious in the world, thanks to a highly comprehensive selection and evaluation process (a two-step process at the continental level). Every year and for each continent, applications are examined by a jury of international experts who, after visiting and auditing the finalists, attributes the ICSC Awards.

Combining all the latest material innovations in retail and lifestyle shopping, Posnania offers an unparalleled consumer experience in Poland: architecture with spectacular volumes, themed window displays, summer and winter gardens, digital innovations and more. Arranged by concepts, the retail offer brings together leading national and international brands. A premium setting, the "Crystal Forum" offers premium brands (including Rolex) and a plethora of high-end services: purchase delivery, parking assistance, a concierge service and more. Since opening in October 2017, Posnania has already welcomed 17 million visitors.

This new distinction comes in addition to the numerous awards already received by Posnania since its creation, such as Eurobild 2017 in the category "New Shopping Center of the Year 2017", the prize for the "Best New Shopping Center 2017" awarded by the PRCH Awards, or the ISCS Solal Marketing Award 2017 in the categories "Opening Campaign" and "Brand Awareness Campaign".

[About Apsys:](#)

Masters of commercial real estate, Apsys designs, builds and manages iconic places that breathe life into cities and communities. A property developer present in France and in Poland since 1996, Apsys manages a portfolio of 31 shopping centres (including Beaugrenelle and Manufaktura, both winners of the ICSC European Shopping Centre Award, Posnania, the group's new Polish flagship, and Muse in Metz, its latest emblematic development in France) and is leading 5 projects under development, including Bordeaux Saint-Jean. Apsys Lab, our ideas incubator, brings together those passionate about innovation who analyse the DNA of places and anticipate emerging trends, thereby shaping cities, shopping and the customer experience of tomorrow.

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**Agence 2017**

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