



Back to Office

Let Your City
Grow Faster

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Economic Evolution

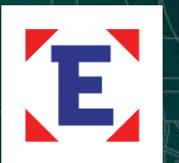
“The new office projects should be encouraged, as they represent a guarantee of the economic evolution of a big city less attractive to the transformation industry in conditions of poor land accessibility to the EU core.”

professor George Turcanasu,
“Alexandru Ioan Cuza” University of Iasi



The new smoke-free factories

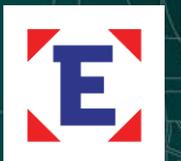
Is office stock an indicator of urban growth?



Green vs. Brown Development

What is the desired solution
in the current post-industrial context?

New constructions
or reconversion of industrial lands?



Mix Use Development

Mixed projects will dominate in the coming years because it creates an ecosystem of services that attracts the new generation of employees





Adapt

Office development in CEE is adapting to the preferences of new generations of employees and changing the very idea of its offer.

Developers now design projects for complex living, providing good quality of life and urban regeneration rather than just work premises.



Class A office

Office +
Retail

Office +
Residential

Future

Trends

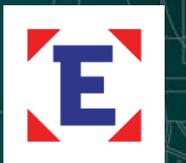
Green Buildings (office and residential)
School/ Kindergarden
Electric car charging stations
Track and bike field
Apartment
Co-working spaces
Technological centers/ parks
Business hotel
Conference/ show center
Park and pedestrian area



Zoom Out

For those focused only on comparison between IASI, CHIȘINĂU or CLUJ-NAPOCA, let me tell you that it's a waste of time.

We should be zooming-out beyond our borders for the other 50+ regional successful cities from Central and Eastern Europe.

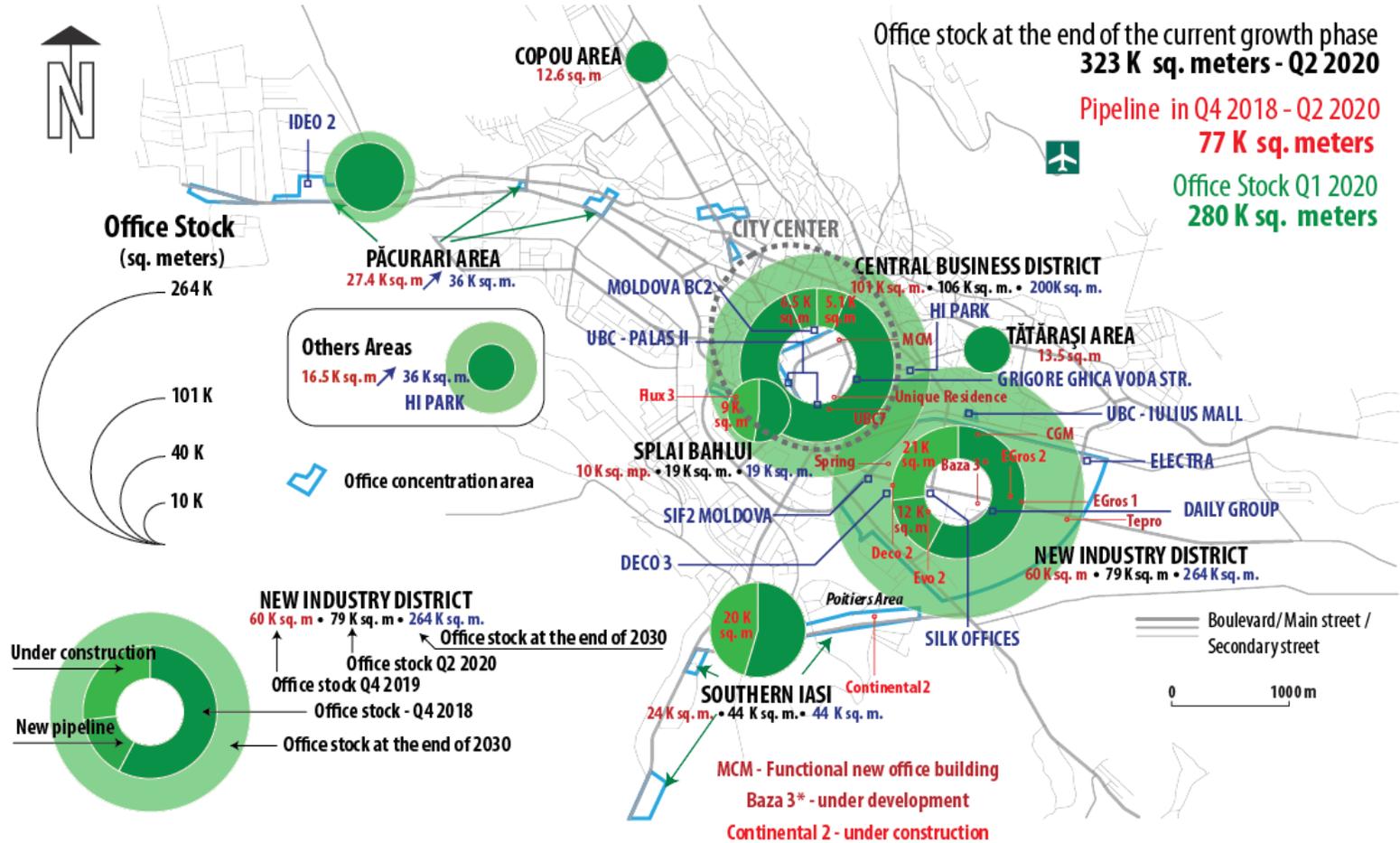


Let Your City Grow Faster

For every 10 sq.m of office you create 1 new workplace



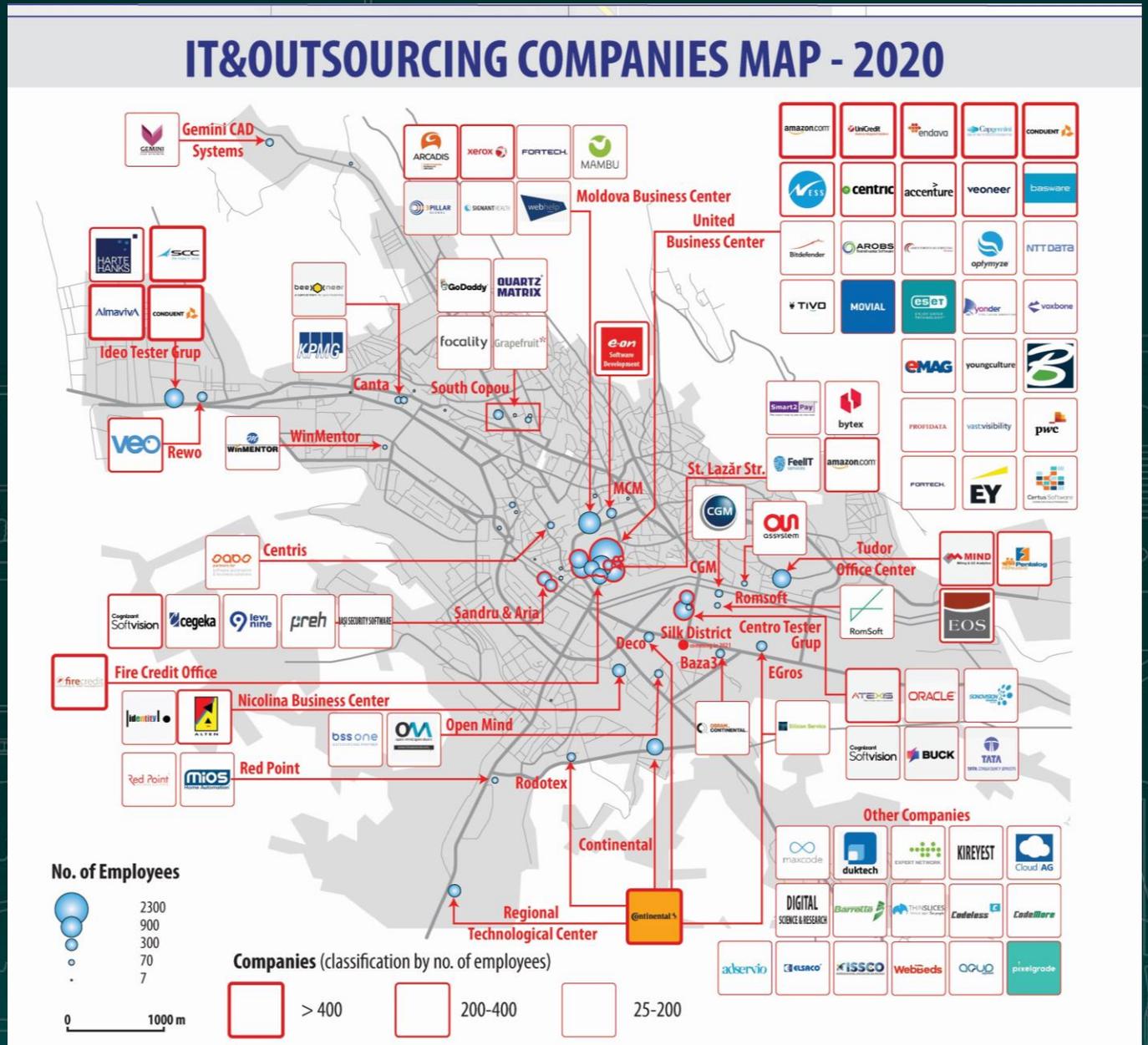
SPATIAL DYNAMICS OF STOCK OFFICE (Q4 2018 - Q4 2030)



Do you have an updated LinkedIn account?

How about a paid internship?

Where do you want to work in 3 years after graduation?



Who wants to live in a city that really rocks?



<https://danzaharia.biz/office-leasing/>



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