



PRESS RELEASE
December the 17th, 2015

NEW RETAIL PARK
ZAC DES CAILLOUX IN CALAIS (62)

On December the 17th, 2015, Mrs. Natacha Bouchart, Mayor of Calais, Senator of Pas de Calais (Strait of Dover) and President of Calais Promotion and Mr. Thierry Chambellan representative director of the engineering division of the GSE company have set the first stone of this new retail park, which will be composed of 10.000 m² of commercial surfaces with selling areas between 1.000 and 3.000 m².

In 2011, CALAIS PROMOTION has proposed the project of GSE to the city of Calais who wished to follow the planning of the "zone des Cailloux" in order to host stores dedicated to the equipment of the person and of the house.

This RETAIL PARK will open in summer 2016. The retailers INTERSPORT, L'INCROYABLE and ORCHESTRA have already found their places.

Ideally situated at the entrance of the city near the highway, the Channel Tunnel and the ferry terminal that link to England, this project combines functionality, flexibility and self-management of the cells. The program has been designed in order to best optimize the common charges in integrating a strong environmental approach.

Result of a successful collaboration with the City of Calais and development agency "Calais Promotion", GSE has been able to develop and obtain the commercial licenses CDAC and planning required to launch the project in 2013.

If those development stages are often long, and thanks to close consultation with the authorities and local actors, partnerships with national and regional retailers, professionalism and perseverance, GSE observes that the operations of the RETAIL PARK that are developed are materializing.

This RETAIL PARK is divided in 6 to 7 cells and completes the local already existing offer in particular with the retailers BUT and DECATHLON. The trading zone is estimated at about 160.000 inhabitants.

This project offers to the takers independently if they are buyers or tenants functional and high quality buildings, gathered in a park for creating synergies and genuine economic dynamics.



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For its construction, GSE makes extensive use of local companies: it is thus 70% of building lots that will be entrusted to regional companies representing a volume of about 35.000 hours over 9 months or the equivalent of about 25 jobs.

Schedule of the operation:

End 2013: CDAC and building permits purged

2014: commercialization/marketing

September 2015: land acquisition and start of work

Summer 2016: public opening

Other similar RETAIL PARK are successfully developed by GSE in CAEN, in SAINT MALO, in PLESSIS BELLEVILLE, today in CALAIS, tomorrow in CAMBRAI...

The companies involved in the development of the retail park of the "Cailloux"

GSE is an engineering company specialized in design/construction of business real estate. Its job is the complete management of construction projects (financial arrangements, site selection, technical studies, design / implementation and after-sales service) and contractually commitment on the price, time and quality of work.

In Calais, we can also note the completion of the new GSE Armatix LC group building: a beautiful operation of 4.200 m² of offices delivered a few months ago in the "zac Marcel Doret" in CALAIS on the behalf of the promotor DCB International.

GSE is present in the Nord-Pas de Calais region for over 30 years and has already built more than 800.000 m² of buildings.



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Regarding Calais Promotion

Calais Promotion is the economic development agency for Calais and its region. Entrance point and reference of economic implementation projects, prospecting for foreign investment, support and facilitation of implementation projects over the territory are some of its main missions. Including both elected officials and economic stakeholders, the agency is supported by the City of Calais, the urban community Cap Calais, the community of municipalities in the region of Audruicq, the Chamber of Commerce and Industry of the Opal Coast and the member companies' network.

EOL, a company specialized in corporate real estate consultancy, ensures the development, marketing, sales and support for the construction of commercial, industrial, logistics and offices, including RETAIL PARK on the "zac des CAILLOUX".

GSE PRESS RELATIONS:

Isabelle TESSIER – Communication Director

Tel : +33 4 90 23 74 41 - Email : itessier@gsegroupe.com

CALAIS PROMOTION PRESS RELATIONS:

Nathacha Belkisse – communication officer

Tel : +33 3 21 34 66 83 – Email : nbelkisse@calaispromotion.com