Logistics: The new High Street. Is Greece capable of following the example of Poland?

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Overview

1. Poland and Greece
2. Analysis of Real Estate Sector
3. Analysis of Logistics
4. Conclusions
Poland has the largest economy in Central Europe. Since the fall of the Iron Curtain, Poland has refashioned itself as a model of free-market economics. A "shock therapy" program during the early 1990s enabled the country to transform its economy into one of the most robust in Central Europe. From 1989 to 2007 its economy grew 177%, outpacing its Central and Eastern European neighbours.

GDP

$534.3 BILLION TOTAL GDP

Unemployment

7.5% unemployment

20.8% youth unemployment

Life Expectancy

76.7 years
Greece has suffered a severe economic crisis since late 2009. Since 2010, Greece has entered three bailout agreements with the European Commission, the European Central Bank (ECB), the IMF, and with the third, the European Stability Mechanism (ESM). The economy remains in recession and prospects of a swift recovery appear elusive. The business environment remains very weak, with the continued imposition of capital controls and other restrictive measures undermining confidence.

**GDP**

$194.9 billion total GDP

**Unemployment**

- 24.9% unemployment
- 49.8% youth unemployment

**Life Expectancy**

81.2 years
Analysis of Real Estate Sector - Poland

- Direct and indirect investments in real estate
- Advantages
  - Low interest rates
  - Attractive capitalisation rates compared to Western Europe
  - Mature and safe market
  - Constant infrastructure development
- Volume of transactions in 2015 more than 4 billion euros
Analysis of Real Estate Sector – Greece

- Negative pressure on the real estate market
- Decrease of residential and commercial property prices
- Fewer transactions
- Distressed sales
Analysis of Logistics

- 4.6% vacancy rate
- 8% increase in take-up between 2015-2016
Analysis of Logistics

- Increasing trend in demand
- Prices and yields remaining in the same
Conclusions - Economy

GDP growth (% yoy)

Public budget balance (% of GDP)

Inflation (% yoy)

Prime Yields (%)


Source: World Factbook, Data Worldbank, European Commission, modified

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Source: Emerging Trends Europe survey 2016

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Conclusions – Location and Infrastructure

- Geographically and economically advantageously located.
- 45 airports
- over 140 seaports

Source: NAI Hellas
Conclusions – Changes

- Logistics sector
- Bureaucracy
- Implementation of government regulations
- Licensing issues
Conclusions – SWOT Analysis

- Natural location Gateway
- Monetary & fiscal policies
  Financial crisis
- Alternative market
- Uncertainty
  Insecurity
Thank you!

Questions?

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