



The Prime Mall Iskenderun.

Out of Istanbul

Established under the name of Alexandria after the victory of Macedonian King Alexander the Great over Darius the 3rd, the Sheik of Persia, near Issos in 333 B.C., the city of Hatay is of great importance to Turkey for its historical and geopolitical values. With a population of 807,000, Iskenderun is among the biggest districts of Hatay and one of the biggest non-metropolitan districts of Turkey for its industry. Since the elimination of visa applications, the Syrian neighbouring city has become a priority destination for tourists of the two countries.

Realized with an investment of approximately 100 million US dollars, Prime Mall Iskenderun is the first and only shopping mall of its region and the first investment of Prime Development in Turkey. Prime Development Managing Partner Dr. Philip von Wilmowsky explains the region's uptrend in the Eastern Mediterranean as being the reason for their entrance to the Turkish market from Hatay and Iskenderun. "When we entered the Turkish market, we conducted broad scale researches regarding the regional potentials and decided to start our investments from Anatolia. Now we see how appropriate this decision is. Iskenderun has a shopping mall now. We believe we've realized an important investment that creates new jobs in the region and provides franchising opportunities to local entrepreneurs as well as adds value to local community", Wilmowsky says.

Prime Development, which enjoys global expertise in mall management, predicts that the sector will grow in Turkey. Though Istanbul is saturated in some areas, Anatolia still needs investments. Municipalities also believe that mall projects will contribute greatly to the economic development of Anatolia. In addition, when these projects are

perfectly integrated into the local architecture and natural beauties of the city, they add aesthetic value. With its modern and dynamic design, Prime Mall is a nominee to be the visual of the city.

91 percent are rented

The fact that 91 percent of the shops in the Prime Mall Iskenderun are rented is more evidence that the region needs a mall. The "Franchise Days" event held by Prime Development is one of the reasons for this success. Targeting the entrepreneurs in the region, the event acted as an agent for approximately 20 large scale brands to find local retail dealers. The authorities commented that nearly 15 percent of the rented offices in the Mall belonged to the franchisees of these 20 brands.

The investment has created approximately 1,500 direct and 1,500 indirect new jobs, and this lends immense support to the elimination of unemployment in the region. Syrian visitors are also expected to be potential financial supporters of the region, thanks to their geographical position. Prime Development managers state that they expect 750,000 visitors to Prime Mall Iskenderun every month.

Prime Mall Iskenderun will be the meeting point of the city with various activities, internationally known exhibitions and theme weeks. Designed by a professional team of consultants, the Mall is built to international standards from its exterior to interior lighting system. With a total construction area of 86,000 square metres and rental area of 35,500 square metres, the Mall includes a supermarket, a movie complex with 8 theatres, a 1,000 square-metre food-court, 126 stores and a 3-storey car park.