

## Client:

### IKEA - more than just furniture!

The IICG Germany is a subsidiary of IKEA and has been founded in 2004. It is part of the International Inter IKEA Centre Group, the worldwide project development company for retail sales space in close proximity to the IKEA stores. In Germany, the IICG runs about 216,000 square meters of retail sales space. Further locations are under development.

Together with over 40 retail partners and the IKEA stores, the shopping centres attract more than 18 million visitors a year.



## Project:

In the near future, the Scandinavian way of living begins in the Lübecker Bucht. In the middle of an attractive catchment area and one of the most popular holiday regions of Germany, the most significant German project will open in Lübeck-Dänischburg in 2014. With over 60 shops for fashion, furniture, outdoor, sports and more the IKEA Scandinavian Centre will attract and fascinate the many people.

To a perfect shopping day, the right foodservice is of great importance. In Annette Mützel and James Bola, foodservice solutions, Wiesbaden, the IICG has found a professional partner with the corresponding knowledge of the industry. Attractive, "Nordic-type" foodservice concepts shall emphasize the consistency and the reliability of the whole centre. Thus, the IKEA Scandinavian Centre in Lübeck is intended to become a new meeting point.

The terrain is a former production area of the company Villeroy & Boch, who will open the first "House of Living" of Germany in this centre, together with IKEA. This will make the centre a magnet for many other famous brands. Also, the location on the river Trave is particularly attractive: The planned own boat dock will offer interesting possibilities for marketing promotions and will be an attraction for many tourists.

In addition to that, the centre has a fantastic geographical position and infrastructure. The area is only 10 kilometres away from Lübeck city centre or Travemünde, Germany's biggest Baltic Sea port. And with the opening of the IKEA Scandinavian Centre, an own local train station on the Travemünde-Lübeck-Hamburg line will go into operation - visitors can get off the train 6 minutes from Lübeck city centre.

Interested restaurateurs can contact foodservice solution via email or telephone:

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