



LUXURY OUTLET
VAALIMAA

THE NEW FRONTIER
TO THE RUSSIAN MARKET



The Vaalimaa Destination Center

Finland is a country with a sound economy and governance which make it one of the top performing countries in Europe.

WELCOME TO VAALIMAA

VAALIMAA IS ONE OF THE MOST IMPORTANT BORDER CROSSING POINTS BETWEEN THE EU AND RUSSIA

THE PLACE TO REACH THE GROWTH OF THE RUSSIAN MARKET WITHIN A EUROPEAN BUSINESS ENVIRONMENT

Vaalimaa is on Finland’s border with Russia, halfway between Helsinki and St. Petersburg, and is one of the busiest crossing points in Europe.

More than 3.6 million travelers crossed its border in 2013 alone. A strategic location for luxury, fashion, and designer brands wanting to access the Russian market with their products at very competitive prices.

European law - Russian market.

LUXURY OUTLET VAALIMAA offers the best way to reach the 5 million inhabitants of St. Petersburg and the Russian market.

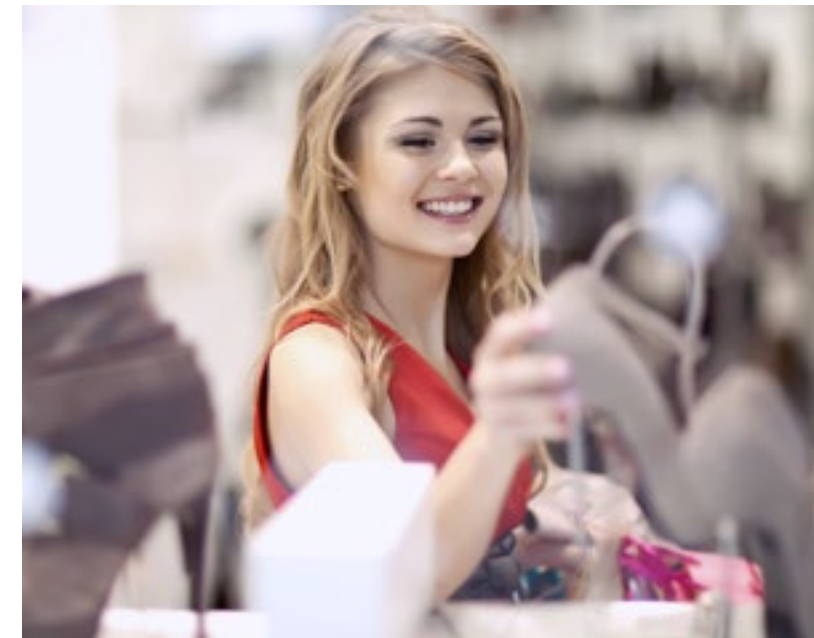
AN EXCLUSIVE DESTINATION CENTER

VAAAIMAA DESTINATION CENTER

A PRESTIGIOUS OFFER:

- A LUXURY OUTLET WITH OVER 60 STORES AND A WIDE RANGE OF FASHION BRANDS
- A 150 ROOM DESIGN HOTEL
- A RETAIL AREA OF 15.000 SqM
- A WELLNESS CENTER
- LOUNGE BAR AND RESTAURANTS
- AN ABSOLUTELY UNIQUE CENTER FOR THIS NEW MARKET

HIGH CLASS - NO LIMITS - DESTINATION CENTER
LUXURY OUTLET - RELAX - OPPORTUNITY - HOTEL





We will provide a shuttle from St. Petersburg and Helsinki.

A UNIQUE DESTINATION CENTER

RETAIL OUTLET
WHIT MORE THAN
STORES 60

**A RETAIL
AREA** OF
15.000 SqM

150 ROOM
HOTEL

**WELLNESS
CENTER**

RESTAURANTS
AND LOUNGE BARS

AN ATTRACTIVE CATCHMENT AREA

ABOUT
180 KM
FROM ST. PETERSBURG
AND HELSINKI

60 KM
FROM LAPPEENRANTA
AIRPORT

3,6 MLN
PEOPLE PASSED
THROUGH IN 2013

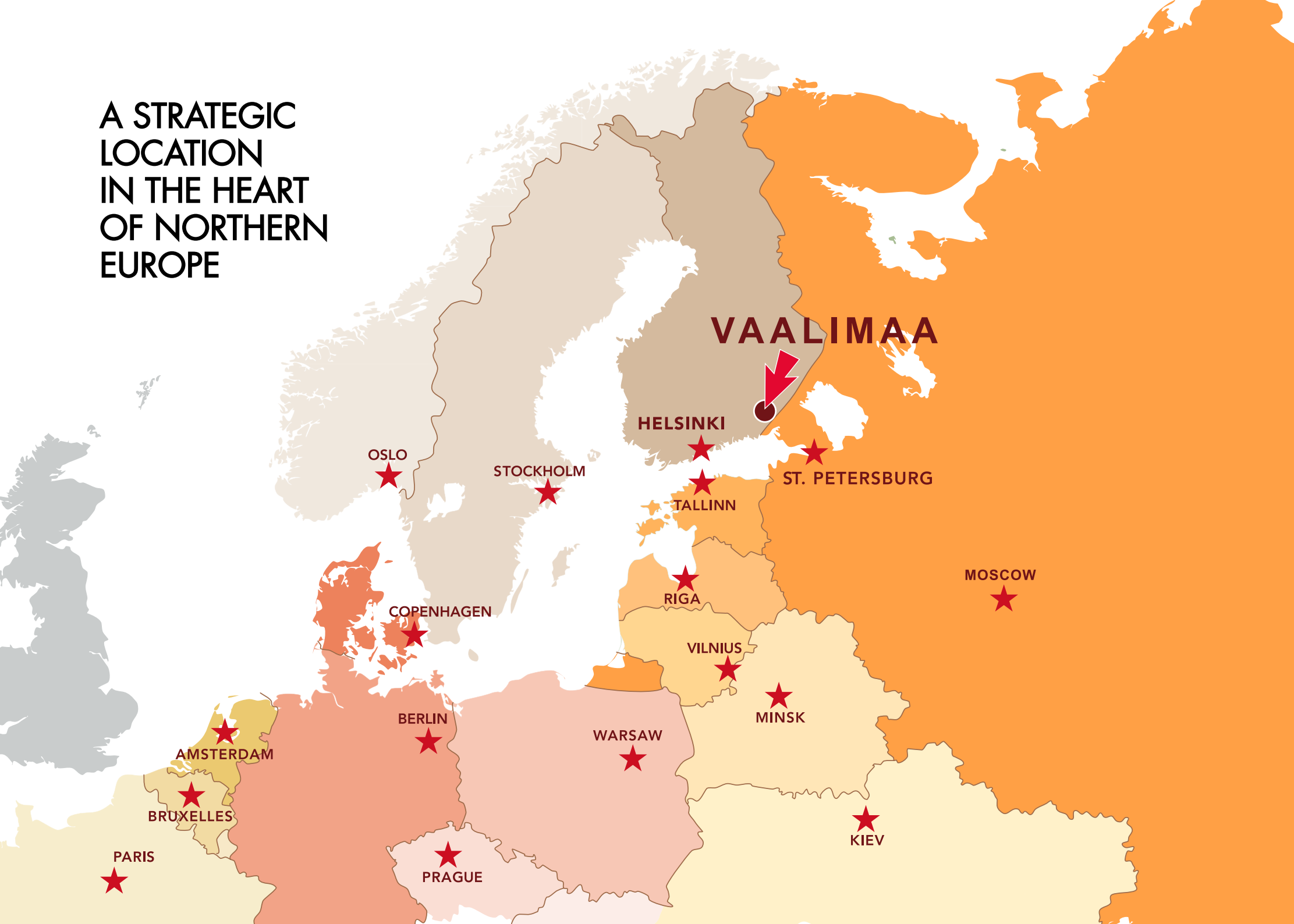
WITH THE EUROPEAN BUSINESS RULES

LOWER
SELLING PRICES

WITH VAT REFUNDS
FOR NON EU RESIDENTS

COMPETITIVE
TAXATION SYSTEM

A STRATEGIC
LOCATION
IN THE HEART
OF NORTHERN
EUROPE



THE MARKET

THE FIRST OF ITS KIND, THE BEST LOCATION

More than 3.6 million people crossed the border at Vaalimaa in 2013.

Tax-free spending by Russian citizens in the Vaalimaa area alone reached 110 million euros in 2013.

Finland is one of the European Union's more mature economies. Its AAA rating was confirmed by Fitch in May 2013.

The population is slowly growing (up by 3.1% between 2005 to 2012 and up by 0.4% last year).

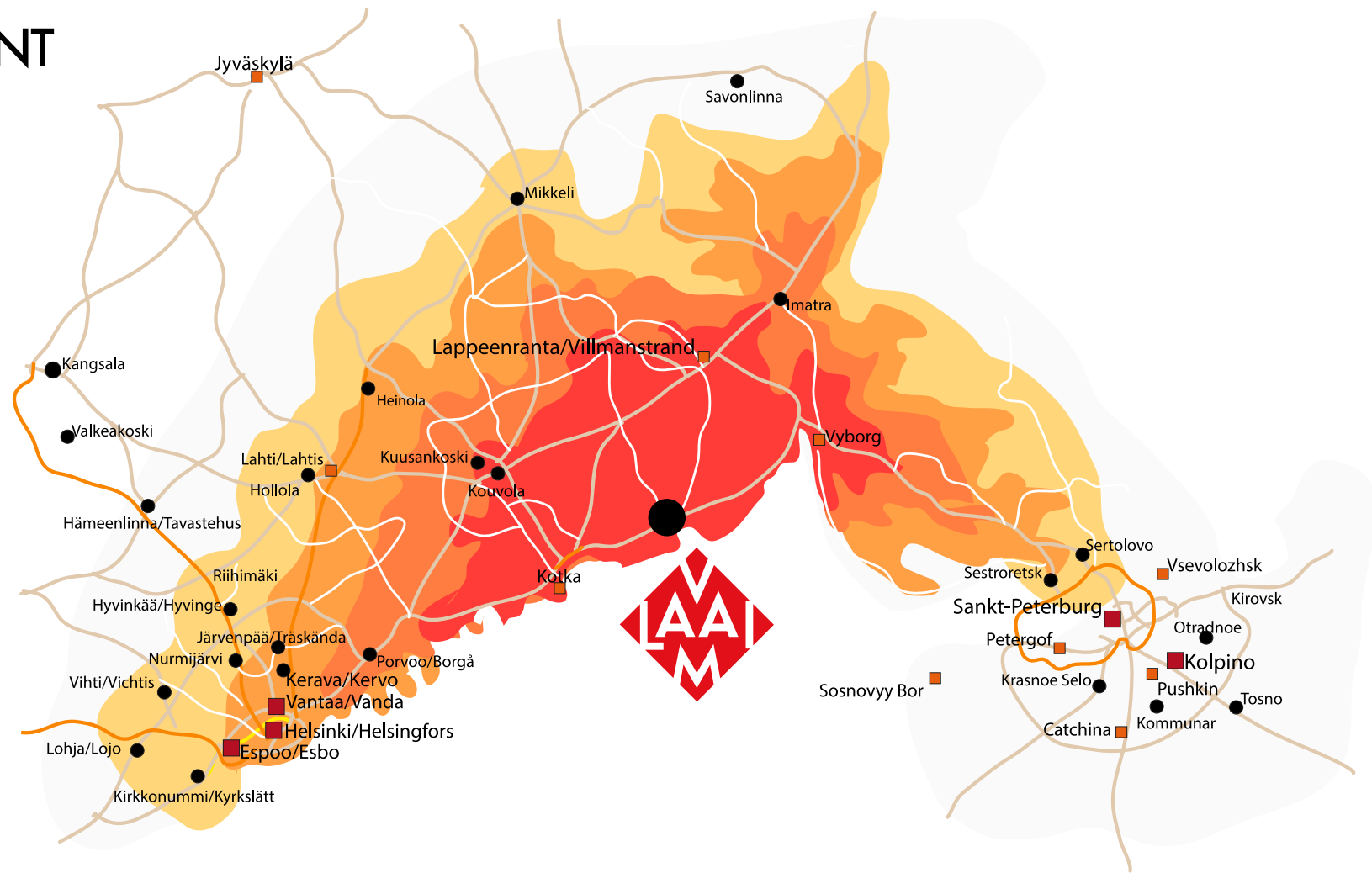
The unemployment rate is steadily falling and in 2012 was below 8% (down by 0.5% from the previous year).

Finland is the third most competitive country in the world, after Singapore and Switzerland.

Russia's economic growth in the last two years has been faster than Brazil, South Korea and Turkey. Russian GDP has been growing steadily since 2000 and now ranks eighth among the world's economies.

75% of Russian citizens traveling to Finland come from St. Petersburg.

CATCHMENT
AREA







	FINLAND	RUSSIA	TOTAL
0-75 mins	237.007 inhabitants	118.017 inhabitants	355.024 inhabitants
75-90 mins	130.018 inhabitants	48.270 inhabitants	178.288 inhabitants
90-120 mins	1.331.895 inhabitants	73.093 inhabitants	1.404.988 inhabitants
120-150 mins	377.758 inhabitants	1.816.714 inhabitants	2.194.472 inhabitants
	2.076.678 TOTAL	2.056.094 TOTAL	4.132.772 TOTAL



ACCESS TO VAALIMAA

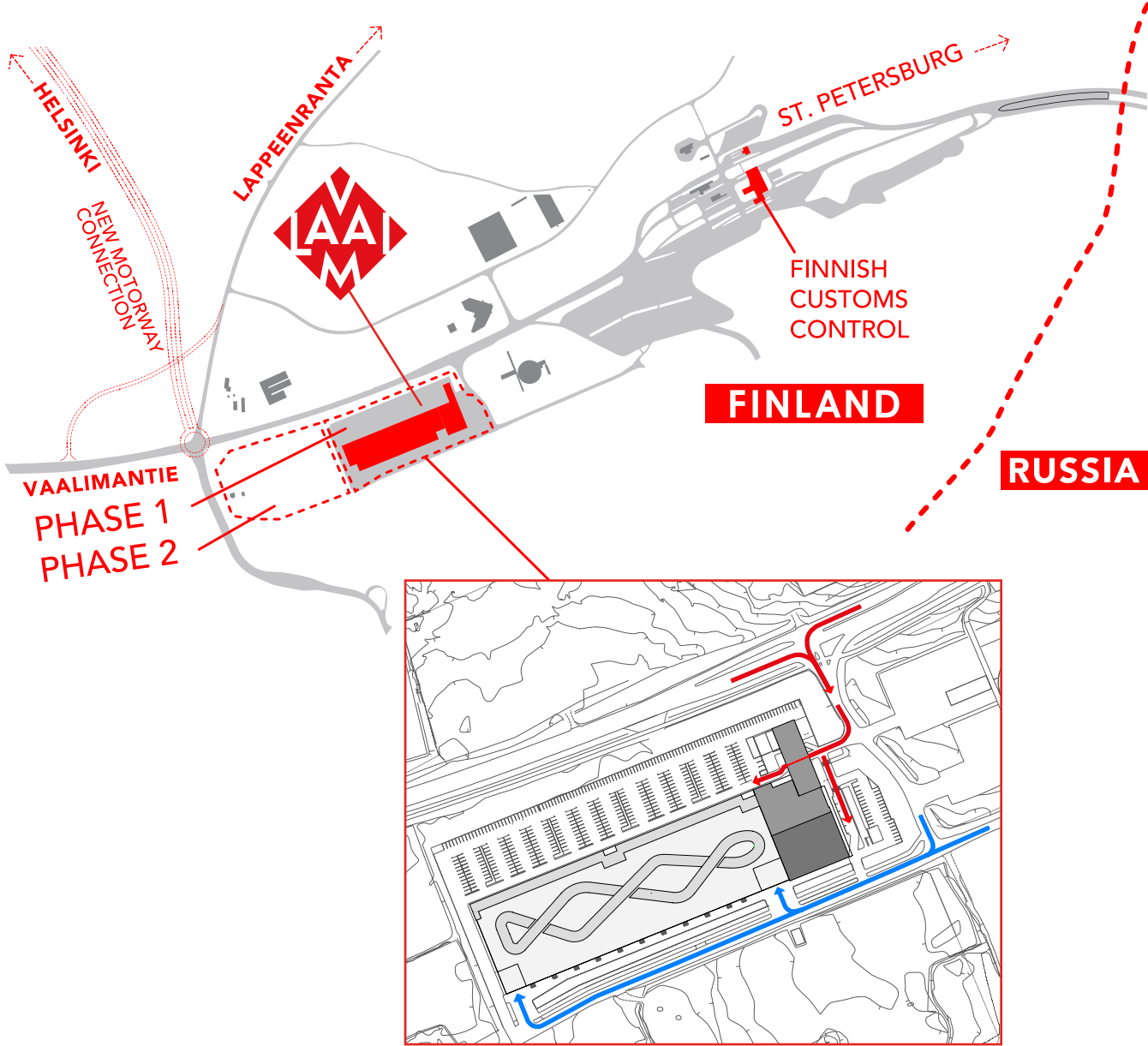
MASSIVE FLOW,
SOLID INFRASTRUCTURE

-  **BY AIR** 60 km from Lappeenranta, Finland (alternative hub to St. Petersburg airport)
-  **BY SEA** The nearby ports of Kotka and Hamina are served by more than 80 locations worldwide
-  **BY ROAD** The E18 Helsinki to St. Petersburg freeway passes through Vaalimaa
-  **BY TRAIN** 2 hours from St. Petersburg via Vainikkala

ABOUT **180 KM** FROM ST. PETERSBURG AND HELSINKI

60 KM FROM LAPPEENRANTA AIRPORT

VIABILITY





ARCHITECTURAL DESIGN

DESIGN DEDICATED TO CREATE AN IMMERSIVE EXPERIENCE

The complex is conceived as a light up landmark. Its illuminated façade transforms the entire site, creating a new kind of space.

The ribbon is a connecting and leading design element. The walkway with its continuous skylight is reinforced by the form and pattern of a ribbon and leads customers through the gallery. The shopping mall has two main intersecting avenues that invite visitors to explore every store in the outlet.

The avenues' intersections offer a new spatial experience with the unique skylight, various naturally lit areas invite for relaxation.

The fluid forms of the layout mean that retail units can be optimized to offer a wide range of different sizes and layouts.

The idea is to create an experiential architecture that unfolds for visitors as they perceive it through each individual movement through space and time. The different elements of the complex blend together to make a minimalist and highly recognizable destination center.

Design & Architecture
cappa+stauber
 and Partners





RETAIL AREA

AN EFFICIENT SHOPPER JOURNEY

The most important material is light.

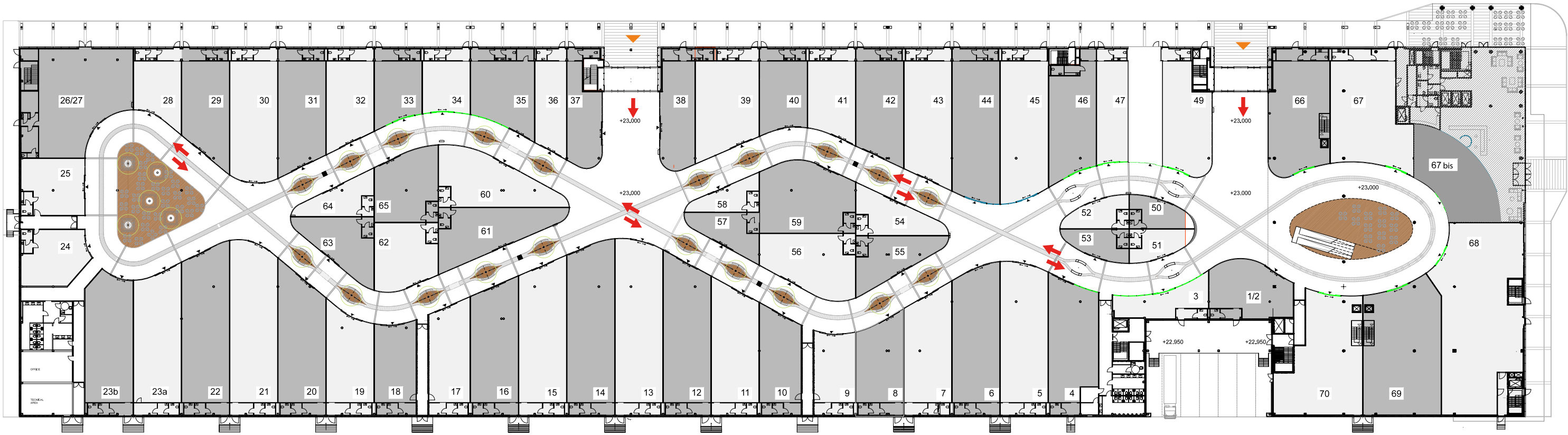
The gallery walkway has double height and its curved ceiling creates an atmosphere of elegance. The ceiling opens up to the sky. Natural light falls in from above and gives an outdoor feeling. Natural elements, including light, trees, and water, create a comfortable indoor climate.

The ribbon on the ground leads the visitors through the luxury outlet.

The materials used, including stone, glass, and metal, provide a distinctive minimalist background for luxury stores and restaurants.



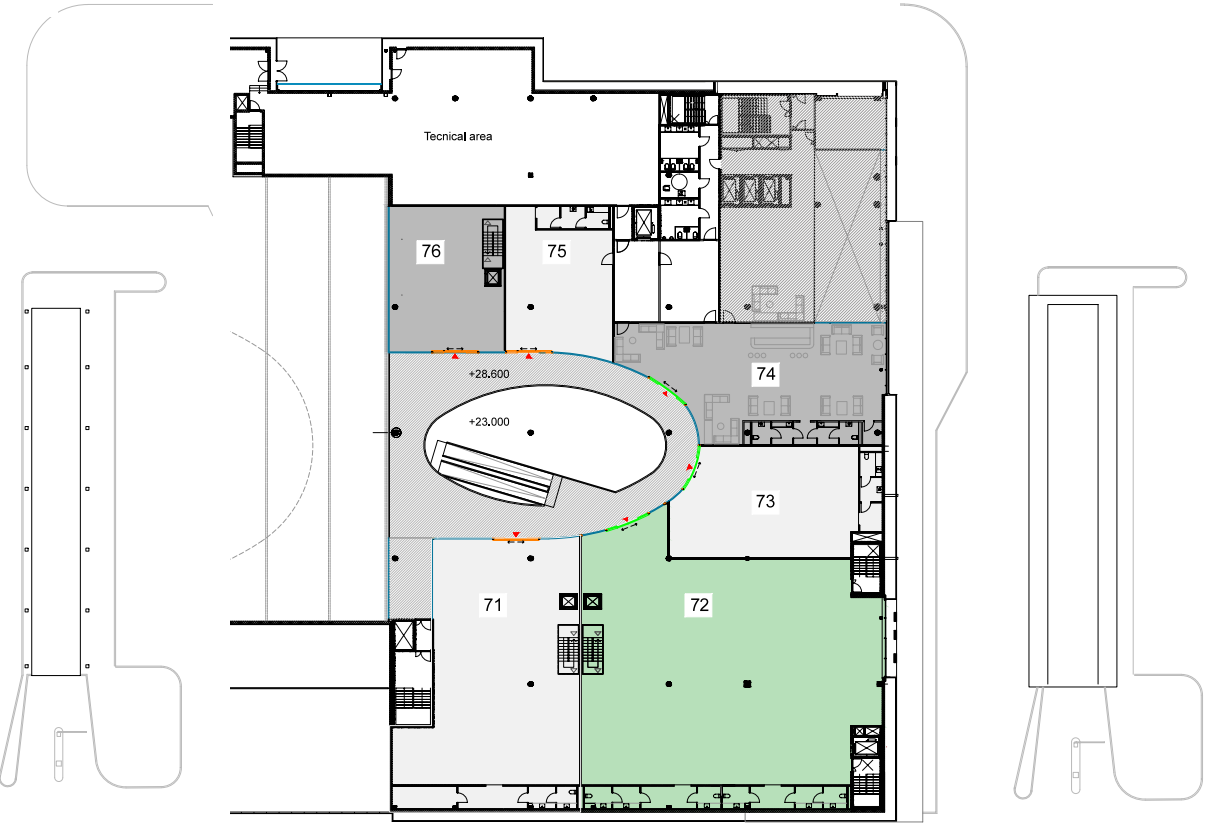
MASTER PLAN



GROUND FLOOR

01/ 160 sqm	11 215 sqm	21 290 sqm	31 200 sqm	41 148 sqm	51 55 sqm	61 180 sqm
02 104 sqm	12 259 sqm	22 280 sqm	32 160 sqm	42 185 sqm	52 63 sqm	62 144 sqm
03 218 sqm	13 295 sqm	23a 242 sqm	33 124 sqm	43 223 sqm	53 63 sqm	63 127 sqm
04 256 sqm	14 288 sqm	23b 240 sqm	34 110 sqm	44 257 sqm	54 103 sqm	64 83 sqm
05 249 sqm	15 255 sqm	24 132 sqm	35 177 sqm	45 256 sqm	55 118 sqm	65 154 sqm
06 206 sqm	16 220 sqm	25 133 sqm	36 116 sqm	46 195 sqm	56 187 sqm	66 270 sqm
07 160 sqm	17 166 sqm	26/27 378 sqm	37 126 sqm	47 130 sqm	57 85 sqm	67 300 sqm
08 125 sqm	18 139 sqm	28 120 sqm	38 160 sqm	48 136 sqm	58 63 sqm	67bis 195 sqm
09 153 sqm	19 172 sqm	29 180 sqm	39 221 sqm	49 192 sqm	59 223 sqm	68 555 sqm
	20 234 sqm	30 225 sqm	40 139 sqm	50 55 sqm	60 192 sqm	69 355 sqm
						70 312 sqm

- Entries
- Circulation



FIRST FLOOR

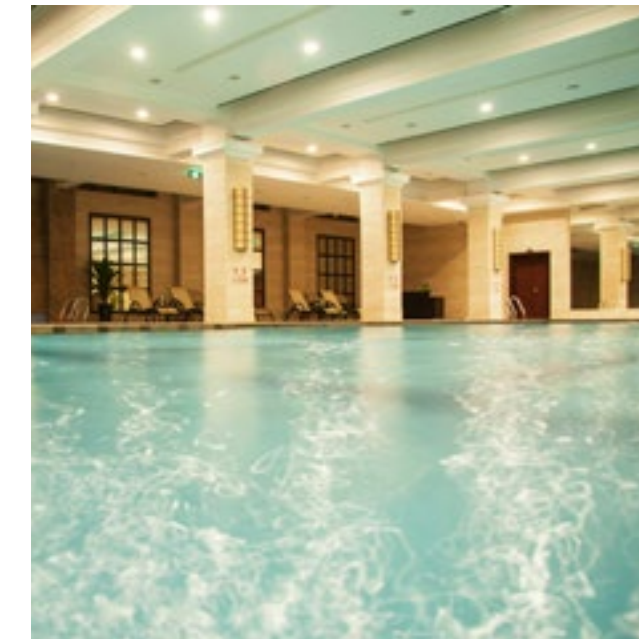
71 406 sqm
72 700 sqm
73 205 sqm
74 260 sqm
75 150 sqm
76 160 sqm

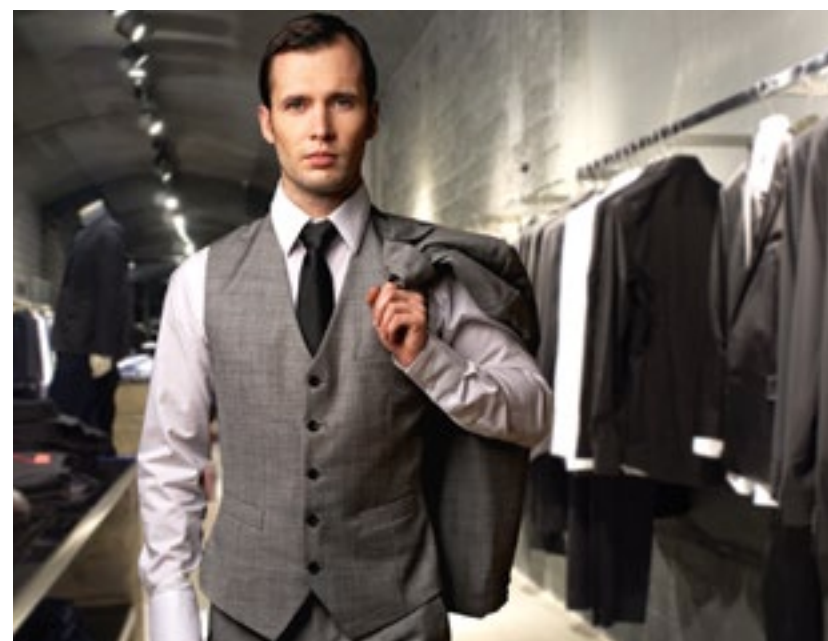


ESSENTIAL

THE PLACE TO BE...

- EU RULES, COMPETITIVE FINNISH TAX SYSTEM
- KNOWN RULES FOR EUROPEAN INVESTORS
- ACCESS TO THE RUSSIAN MARKET WITH VERY COMPETITIVE SELLING PRICES, VAT REFUNDS FOR NON-EU RESIDENTS
- THE KARELIA VAALIMAA AREA IS THE TOP TOURIST DESTINATION FOR RESIDENTS OF ST. PETERSBURG
- MORE THAN A LUXURY OUTLET: A REAL DESTINATION CENTER WITH FACILITIES, HOSPITALITY, AND ENTERTAINMENT FOR SHORT-STAY TOURISM









LUXURY OUTLET VAALIMAA

REAL ESTATE DEVELOPMENT
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