

INDUSTRIAL BOOK



2022

TURNING
& COUNTING **15**

 CUSHMAN &
WAKEFIELD

CBS
INTERNATIONAL

CBS INTERNATIONAL / AT GLANCE

- ❑ Cushman & Wakefield is a leading global real estate services firm with 50,000 employees in more than 60 countries helping occupiers and investors optimize the value of their real estate.
- ❑ Cushman & Wakefield is among the largest commercial real estate services firms with revenue of \$9.4 billion across core services
- ❑ 130+ employees covering the region: Croatia, Serbia, Montenegro and North Macedonia
- ❑ CBS International was established in Belgrade in 2007
- ❑ The largest commercial real estate services firm in Serbia in terms of revenue for 12 years, including 2021 (Source: The Serbian Business Registers Agency)
- ❑ Winner of all the most important real estate awards in Serbia and the region (CIJ Awards, Euromoney Awards, Hall of Fame)

4 fully operational offices in the region



CBS INTERNATIONAL / IN NUMBERS



15 years
MARKET PRESENCE
IN SERBIA



12 years
MARKET LEADER IN
SERBIA (SBRA))



110+
EMPLOYEES



750,000m²
TRANSACTIONED IN
THE LAST 3 YEARS



7,500+
VALUATION
INSTRUCTIONS



3,500+
CLIENTS



46
LICENSED AGENTS



37
EXCLUSIVE PROJECTS



4
MARKETS IN THE REGION

CBS INTERNATIONAL / SERVICES

BROKERAGE SERVICES

ALL PROPERTY SEGMENTS

Office Agency
Retail Agency
Residential Sales and Leasing
Industrial Agency
Land Agency

CONSULTANCY SERVICES

Valuation and Development
Advisory
Market Research
Capital Markets
Project Management
Facility and Property Management
Marketing



CBS INTERNATIONAL / BROKERAGE PROCESS IN STEPS



CBS INTERNATIONAL

/ CASE STUDY - LEAR CORPORATION

Client	
Location	Novi Sad, Serbia
Nature of instruction	Transaction Management Build to Suit procurement
Size	Brownfield - reconstruction of the existing project of 7,300 sq m Greenfield - the development of production facility of 30,000 sq m
Construction Time	Brownfield: 3 months Greenfield: 9 months

BROKERAGE SERVICES

- Market analysis in order to identify potential locations/developers/subcontractors for the inquiry
- Collection of the offers, organizing the visits and weighing each offer against the defined criteria
- Detailed comparison of commercial and technical terms of the offers
- Meeting the potential developers and negotiations on behalf of the client
- Identification of the location and the developer/subcontractors able to execute the project as per Lear's requirements
- Final negotiation of commercial and technical terms of the agreement and signing the contract

PROJECT MANAGEMENT SERVICES

- Supervising all phases of building the production facilities from planning and design, through preparation and execution of construction, to final close-out and delivery of the project:
- Assistance in defining of detailed design brief to fully meet Client requirements
- Coordination of selection of Designer/Contractor
- Monitoring of detailed design preparation according to Client's requests
- Survey and monitor of contract of construction company
- Monitor preliminary time schedule and construction progress
- Manage change control Initiating and supervising all processes
- Project progress reporting on a weekly level
- Tracking the budget Providing quality control and on-time delivery of the Project
- Coordinate and arrange all improvements to the Projects made by or at the request of Client
- Execution of handover of the premise with snag list and close out of the project
- Budget close out / payment tracking
- Ensure and monitor contractor's final testing training and start-up systems and Utilities
- Insure Warranties, As-Builts, O&M Manuals etc. are provided to Lear
- Commissioning Post-Occupancy evaluation



CBS INTERNATIONAL

/ CASE STUDY - AMETEK CORPORATION

Client	AMETEK®
Location	Subotica, Serbia
Nature of instruction	Transaction Management Build to Suit procurement
Size	Greenfield - the development of production facility of 12,000 sq m
Construction Time	5 months



BROKERAGE SERVICES

- Market analysis in order to identify potential locations/developers/subcontractors for the inquiry
- Collection of the offers, organizing the visits and weighing each offer against the defined criteria
- Detailed comparison of commercial and technical terms of the offers
- Meeting the potential developers and negotiations on behalf of the client
- Identification of the location and the developer/subcontractors able to execute the project as per Lear's requirements
- Final negotiation of commercial and technical terms of the agreement and signing the contract

PROJECT MANAGEMENT SERVICES

- Supervising all phases of building the production facilities from planning and design, through preparation and execution of construction, to final close-out and delivery of the project:
- Review and comment on developer's proposed schedule
- Basic review of construction documentation and provide comments, if any
- Managing and controlling contractors, subcontractors and other third parties in connection to the project
- Establishing and coordinating the organization and high efficient time schedule
- Manage change control through-out the whole process (design and construction)
- Project progress reporting on a weekly level
- Providing quality control and on-time delivery of the Project
- Coordinate and arrange all improvements to the Projects made by or at the request of AMETEK
- Execution of handover of the premise with snag list and close out of the project
- Budget close out / payment tracking
- Ensure and monitor contractor's final testing training and start-up systems and Utilities

SERBIA INDUSTRIAL MARKET

/ SUPPLY VS DEMAND

2,400,000 sq m

Modern stock at the end of 2021 in Belgrade and its vicinity (Stara Pazova and Pecinci)

Dominant share of owner-occupied facilities

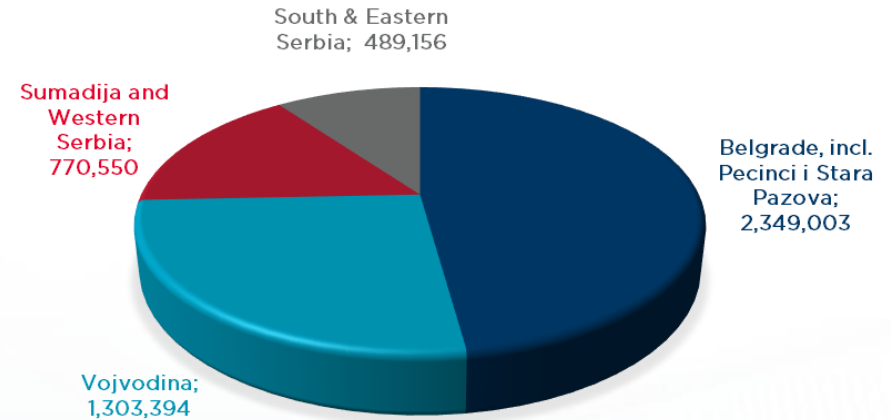
EUR 3-5/sq m

For modern logistics space

Strong development activity

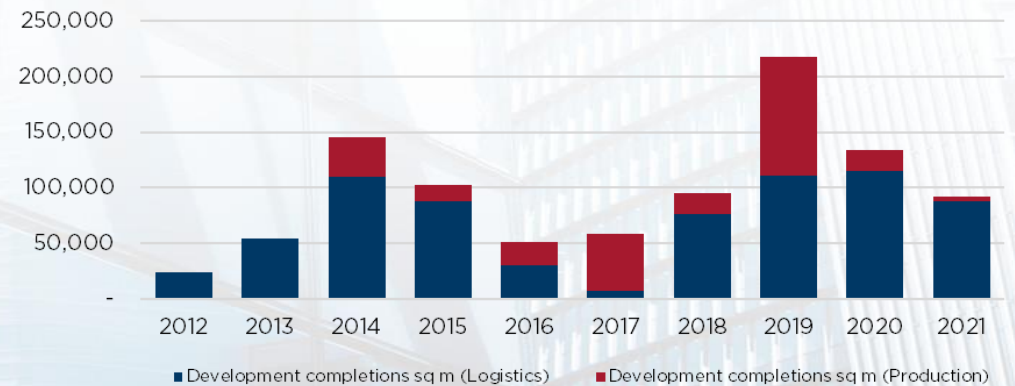
More than 100,000 sq m of industrial space in Belgrade should be delivered by the end of 2022

INDUSTRIAL STOCK PER REGIONS (SQ M)



Source: CBS International

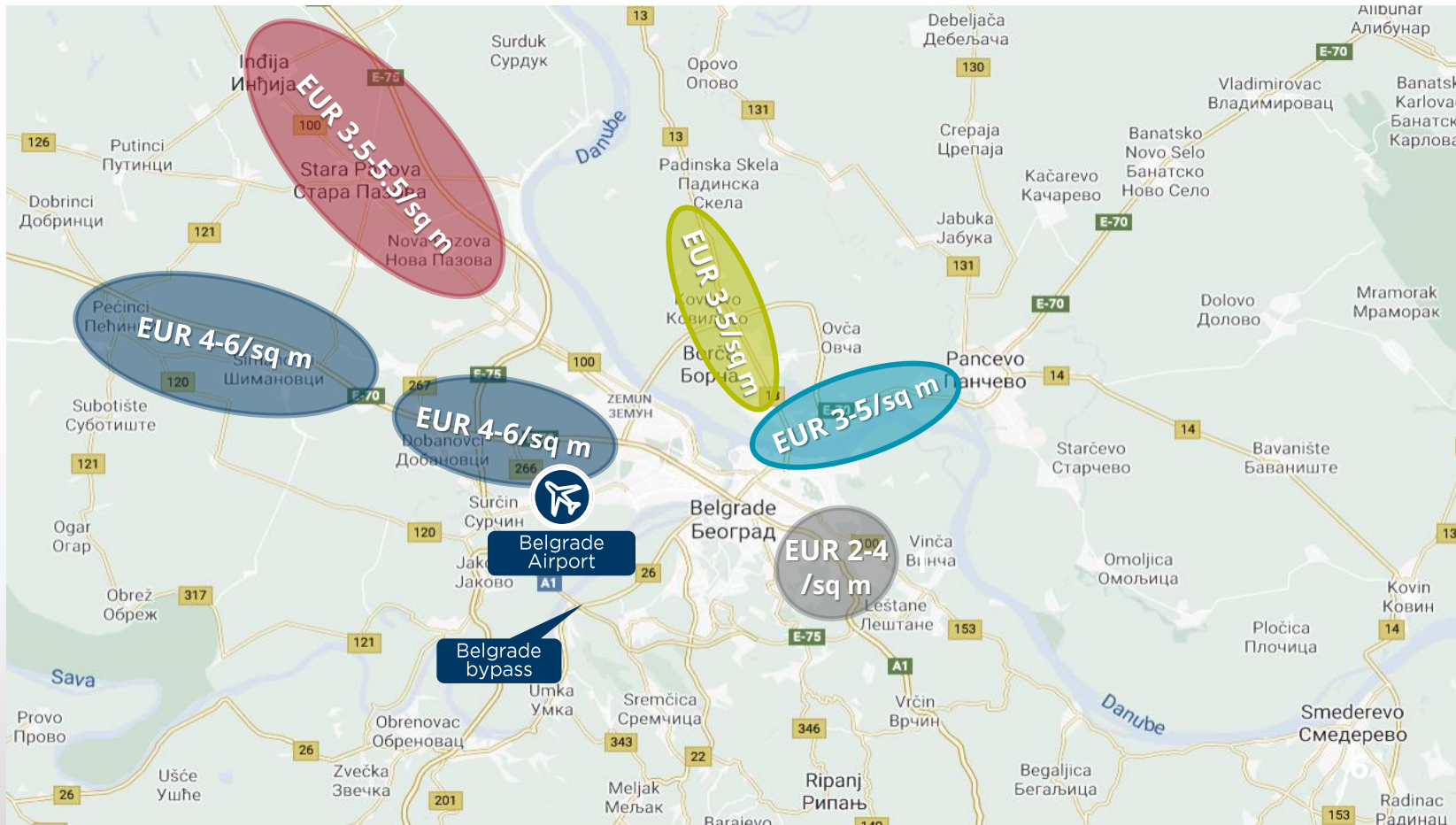
DEVELOPMENT COMPLETIONS IN BELGRADE 2012-2021



Source: CBS International

SERBIA INDUSTRIAL MARKET

/ KEY INDUSTRIAL ZONES - RENTAL LEVELS



KEY INDUSTRIAL ZONES

- Zagreb highway
- Zrenjanin road
- Novi Sad highway
- Pancevo highway
- Nis highway (Lestane)

INDUSTRIAL AGENCY / THE TEAM



Goran Zivkovic
Managing Director



Dusan Miletic
Director Brokerage
Operations



Boris Fent
Senior Consultant
Industrial and Land Agency



Aleksandar Stojkanovic
Senior Consultant
Industrial and Land Agency



Ivan Boskovic
Consultant Industrial
and Land Agency

- ✓ CLIENT CENTRIC
- ✓ DEDICATED
- ✓ EXPERIENCED
- ✓ SOLUTIONS ORIENTED
- ✓ RESULTS DRIVEN
- ✓ COLLABORATIVE
- ✓ RESOURSFULL
- ✓ TRANSPARENCY



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