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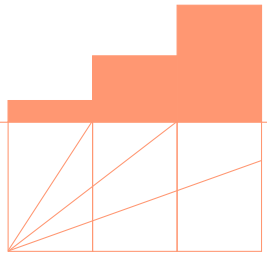
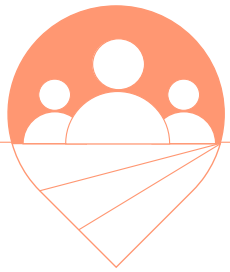
FAMILY MARKET MIROSLAVA

Family Market Miroslava is the first proximity retail center developed by IULIUS, strategically located in the center of Miroslava commune, Iași County. Inaugurated in July 2022, the project comprises approximately 7,000 sqm of modern spaces accommodating retail units, services, restaurants and a fitness center.

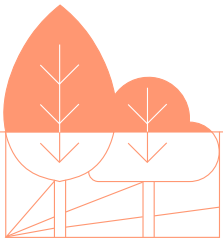


€12,000,000+
Investment value



1,800,000+
Annual visitor traffic

7,000 sqm
Gross leasable area GLA (retail)



4,300 sqm
Green surface area

IULIUS

	FAMILY MARKET MIROSLAVA Uses	
	Retail	7,000 sqm GLA
	Number of brands	33
	Occupancy rate	100%
	Daily visitor traffic	5.500 visitors
	Annual visitor traffic	+1,800,000 visitors
	Parking	140 places
	Park	4,300 sqm
	Anchor tenants	Auchan Supermarket, Sinsay, Pepco, DM drogerie markt, StayFit Gym, Mado, Restaurant Meat Concept Store, Agroland, Happy & Hop.
	Development platform for local entrepreneurs	Meat Concept Store, Cobyul, Papiro, Autopit, Lisnic Barber Shop, Saria Flower Shop, Blanca Confectionery, Rewind, Kosarom, Omniclean, Praxis, Happy & hop, Căsuța cu cafea, La Titi, Fornetti, JustVape.
	Specialized stores	• Eco-friendly dry cleaning • Exchange office • Beauty salon • Florist • Bank branch • Pharmacy • Medical testing services • Butchery • Pet shop • Children playground • Garden
	Economic, Social and Cultural Impact	• The Family Market Miroslava project has contributed to economic development by creating 140 jobs and stimulating local businesses by attracting a relevant mix of retailers. • At a social level, it has improved access for residents of the commune and the metropolitan area to modern retail and leisure services, within an accessible and community-friendly environment. • EUR 1 million invested in parking and access roads (137 parking places, modernization of the public transport stop, widening of the access lane within the project). • EUR 400,000 invested in the development of green spaces and the pedestrian area (park, statue, etc.). • Taxes and duties paid to local and state budgets: more than EUR 1,467,000 (2021–2025).

IAȘI: Strategic Hub of the North-East Region		
	Project type	**Proximity shopping center** **Retail park type**
	Region	North-East Romania (Moldova) – the largest city in the region
	Nearby borders	Republic of Moldova (approx. 20 km), Ukraine (approx. 100 km)
	Road connectivity	European routes E58, E583; planned connection to the A8 Motorway
	Population	County: 992,000 inhabitants City: 476,000 inhabitants
	Universities	"Alexandru Ioan Cuza" University (UAIC) "Gheorghe Asachi" Technical University (TUIASI) "Gr. T. Popa" University of Medicine and Pharmacy "George Enescu" National University of Arts"
	Number of students	42,000, including thousands of international students
	Average net salary	RON 5,200
	Unemployment rate	3.81%
	Top employers	Amazon, Continental, Antibiotice, PHINIA Delphi, Oracle, Bitdefender, Microsoft, E-on, BRD, Delphi, KOSAROM, UniCredit Bank
	Top industries	Automotive components, IT, pharmaceuticals, steel manufacturing, etc.
	Airport & connectivity	• Passenger traffic (2024): 2.2 million passengers (second largest in Romania) • Processing capacity: 3.5 million passengers (expandable based on demand) • Airlines: Wizz Air, TAROM, AnimaWings, Austrian Airlines, Ryanair, HiSky • Number of destinations: 33 • Distance from city center: 8 km