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IULIUS

# PALAS IAȘI

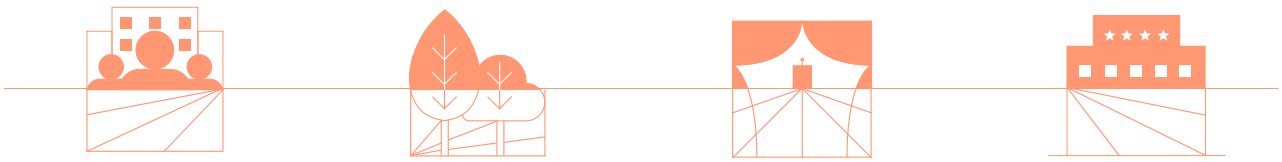
In the middle of the city, in the immediate vicinity of the Palace of Culture, IULIUS has developed Palas Iași—a premiering project designed to pay homage to the iconic building and as an economic and social boost for the entire region. Palas Iași is the first mixed-use urban regeneration project developed in Romania, which has made a significant contribution to the development of an area with major, previously undercapitalized potential, while integrating Western standards of the urban lifestyle concept.

**€ 320,000,000+**
Annual investment

**22,200,000**
Annual visitor traffic

**64,000 sqm**
Gross leasable area
GLA (retail)

**130,000 sqm**
Gross leasable area
GLA (office)



**14,000**
Total office employees

**50,000 sqm**
Green space area

**4 event halls**

**4-star**
International Hotel



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| | PALAS Uses | |
|---|---|---|
| | Retail | 300 brands, 64,000 sqm GLA |
| | Class A office buildings | 8 buildings, over 75,000 sqm |
| | Congress Hall | 4 Congress Halls |
| | Parking | 2,500 places<br>5 underground levels<br>1 outdoor parking area |
| | Foodcourt | 1,300 seats / 26 brands |
| | Restaurants and cafés | 20 venues offering a diverse cuisine mix: Italian, Lebanese, Japanese, international, Romanian, mexican |
| | Park | 50,000 sqm<br>1.000 trees<br>50.000 shrubs |
| | Hotel | International Hotel, 4-star |
| | Entertainment | Seasonal ice rink, carousel, trampoline park, summer theatre, exhibition spaces |
| | Economic, social and cultural impact | • Palas Iași is a mixed-use project inaugurated in 2012, following an investment of over EUR 320 million, with a transformational impact on the city.<br>• From an economic perspective, it has generated over 9,000 jobs and attracted international companies to its 75,000+ sqm of office space, contributing significantly to local and national budgets.<br>• It has revitalized the city center by creating a modern urban space, featuring a 5-hectare park and multiple community facilities, becoming a daily meeting and recreation destination for tens of thousands of people.<br>• From a cultural perspective, it has become a major hub for artistic, educational and traditional events, supporting local cultural identity and consistently attracting visitors from the region and beyond. |

| | RETAIL area | |
|---|---|---|
| | Gross leasable area (GLA) | 64,000 sqm GLA |
| | Daily visitor traffic | 60,000 visitors |
| | Annual visitor traffic | 22,200,000 visitors |
| | Number of brands | 300 stores |
| | Occupancy rate | 99% |
| | Key anchor tenants (selection) | Zara, Peek&Cloppenburg, Massimo Dutti, Stradivarius, Pull&Bear, Bershka, Oysho, H&M, C&A, New Yorker, BOSS, Obsentum, Beautik, Mango, Teilor, Tommy Hilfiger, Calvin Klein, Swarovski, Guess, Liu Jo, US Polo Assn, Douglas, Sephora, Intimissimi Uomo, Intimissimi Donna, Calzedonia, Furla, L'occitane, Rituals etc. |
| | Top 5 anchor tenants by occupied area | • Auchan – 6,700 sqm<br>• Inditex – 5,800 sqm<br>• P&C – 3,600 sqm<br>• H&M – 1,600 sqm<br>• LC Waikiki – 1,500 sqm |

| | OFFICE area (Palas & Palas Campus) | |
|---|---|---|
| | Gross leasable area (GLA) | 130,000 sqm |
| | Total office employees | 14,000 people |
| | Number of companies | 76 companies (63 UBC, 13 Palas Campus) |
| | Occupancy rate | 98% |
| | Top 5 companies by occupied area | • Amazon - 37,000 sqm<br>• UniCredit – 5,300 sqm<br>• Endava – 5,200 sqm<br>• Centric IT Solutions – 3,900 sqm<br>• Microsoft Romania – 5,200 sqm |
| | Class A office buildings | 8 buildings |

| | Foodcourt | |
|---|---|---|
| | Number of operators | 26 brands |
| | Number of seats | 1,300 |
| | Anchor tenants | McDonald's, KFC, Burger King, Mado, Mesopotamia, FryDay, Spartan, Chinese Express, Cartoffiserie, Taco Bell, Salsa Mexican, Popeyes etc. |
| | Culinary concepts | Romanian, Italian, Mexican, Japanese |
| | Occupancy rate | 100% |

| IAȘI: Strategic Hub of the North-East Region | | |
|---|---|---|
| | **Project type** | **The first mixed-use urban regeneration development** |
| | 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<br>City: 476,000 inhabitants |
| | Universities | "Alexandru Ioan Cuza" University (UAIC)<br>"Gheorghe Asachi" Technical University (TUIASI)<br>"Gr. T. Popa" University of Medicine and Pharmacy<br>"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, Aumovio, 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)<br>• Processing capacity: 3.5 million passengers (expandable based on demand)<br>• Airlines: Wizz Air, TAROM, AnimaWings, Austrian Airlines, Ryanair, HiSky<br>• Number of destinations: 33<br>• Distance from city center: 8 km |