

A series of events focused on issues that impact you and your city



# PLACES + SPACES

## THE FUTURE OF DESTINATION SHOPPING

Tuesday 9 September 2025 / 5:00 pm 9:00 pm CEST  
KinoGram at Fabryka Norblina, Warsaw

### PROGRAMME

5:00 pm Registration

5:30 pm Welcome and introductions

- **Soren Olsen**, ULI Poland ExCo Member

#### PRESENTATIONS:

- 1. THE POWER OF EXPERIENTIAL RETAIL: Elevating Luxury Retail Through Space, Service, and Storytelling**
  - **Sylvie Freund Pickavance**, Strategy & Business Development Director, Value Retail
- 2. PUERTO VENECIA: Building a Destination Beyond Shopping** (online)
  - **Elin Vigren**, Head of Property Management Retail, CBRE Spain
- 3. GÓRASZKA PROJECT: a mixed-use development combining diverse functions in a single, integrated destination**

- **Ada Walentek**, Head of Market, Property & Asset Services, Nhood Poland

#### DISCUSSION AND Q&A SESSION WITH AUDIENCE AND INVITED GUESTS

- **Sylvie Freund Pickavance**, Strategy & Business Development Director, Value Retail
- **Monika Kulawińska**, Associate Director, CBRE
- **Ada Walentek**, Head of Market, Property & Asset Services, Nhood Poland
- Moderator: **Anna Szelc**, Director of Investment Management, Invesco Real Estate

7:30 pm Networking mixer

9:00 pm Close of the event

#### Gold Corporate Partners



#### Silver Corporate Partners



#### Bronze Corporate Partners



For more information please visit [poland.uli.org](http://poland.uli.org) or contact [Malgorzata.Poreba@uli.org](mailto:Malgorzata.Poreba@uli.org)

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## SYLVIE FREUND PICKAVANCE

**Strategy & Business Development Director**  
**Value Retail Management Limited**



Sylvie Freund-Pickavance is a strategic leader specializing in luxury and experiential retail with extensive international experience across Asia, North America and Europe. Currently, she serves as the Global Strategy and Business Development Director at Value Retail, for The Bicester Collection portfolio of 12 luxury shopping destinations in Europe, China and the US. She was recognized in the power list of the British Luxury Federation's Walpole power list under the innovators category. She joined The Bicester Collection in 2009 as the Managing Director for Bicester Village. Over the years, she expanded her role to include Fidenza Village, Kildare Village, and La Vallée Village. Prior to joining The Bicester Collection, Sylvie was CEO of Paris – based lingerie brand Princesse tam-tam, succeeding the founders when they sold the business to Fast Retailing. Before that, she spent 13 years with Cartier in Asia and North America running their retail and marketing divisions, before joining the venture between De Beers and LVMH to launch De Beers Jewellers worldwide. In addition to mentoring young designers, Sylvie also serves on several boards including Glasgow Caledonian University, the Association of International Retail, Original Fibers and is a Foreign Trade Advisor to the French Government.

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## MONIKA KULAWIŃSKA

**Associate Director**  
**CBRE Poland**



Monika Kulawińska has been a key player in the capital markets team, primarily focused on facilitating investment transactions, leading due diligence processes, and managing marketing efforts. Her expertise spans all stages of real estate acquisition and disposal, with particular emphasis on the office and retail sectors. Recently, Monika represented the Emira Property Fund in an investment exceeding €100 million in DL Invest, advised Blackstone on the sale of Forum Gdańsk, and assisted Frey in the sale of Matarnia Retail Park. She has also provided guidance to Ghelamco in iconic transactions involving the sale of the Warsaw HUB Office and HUB Hotels in Warsaw. In her role as Head of Retail, Monika concentrates on managing and developing the retail sector at CBRE, devising a cohesive business plan for all services offered to clients within this market segment. Her responsibilities will include overseeing the entire portfolio of products available to clients, including their strategy, development, and performance, as well as driving business growth by identifying new opportunities across various business lines and fostering long-term client relationships.

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## ELIN VIGREN

**Head of Property Management Retail**  
**CBRE Spain**



Elin Vigren is the Head of Property Management Retail at CBRE Spain. Originally from Sweden, she has lived and worked in Spain for over 20 years and is based in Barcelona. With more than 15 years of experience in the shopping centre industry, she began her career at Unibail-Rodamco-Westfield and later joined CBRE in 2014. Elin is passionate about retail innovation, customer experience, and optimizing centre performance.

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## ADA WALENTEK

**Head of Market, Property & Asset Services**  
**Nhood Services Poland**



Ada Walentek is the Head of Market, Property and Asset Services, for Nhood Polska. She joined the company in 2015 as Head of Leasing, responsible for leasing Ceetrus portfolio and Auchan leasing mandate. She was promoted to COO in 2019 and afterwards General Manager in 2020. Since 2001 she has been active on Polish real estate market gaining her professional experience working for companies such as Plaza Centers Management, Neinver and Klepierre. She is a graduate of the University of Lodz and the School of Management and Marketing in Warsaw and holds a real estate agent's license.

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## ANNA SZELC

**Senior Director, Investments, CEE**  
**Invesco**



Anna Szalc is a Director of Investment Management in Poland at Invesco Real Estate. She is responsible for asset management of portfolio totaling ca 1.4 billion EUR. Anna is also in charge of identifying initiatives to maximize performance, implementing ESG strategy in Poland and business development. Anna began her professional career in 2004 and joined Invesco Real Estate in 2021, heading the Investment Management in Poland and being responsible for business development and asset management of the portfolio of local assets in Poland. Prior to joining Invesco, Anna worked for companies like Breevast and Azora and was representing the company in Poland and Czech Republic. Anna has professional experience in asset management, investment, leasing and law within the CEE and Polish property markets. Anna earned a Master of Law degree from the Jagiellonian University of Cracow and she is a member of the Bar of Advocates. She has completed various real estate courses.