

DIVING INTO SHOPPING MALLS & THEIR CUSTOMERS



EUROFM WINTER SCHOOL 2023

November 2-11, 2023

Ankara & Istanbul, TURKEY

Hosted by Ankara University, TURKEY

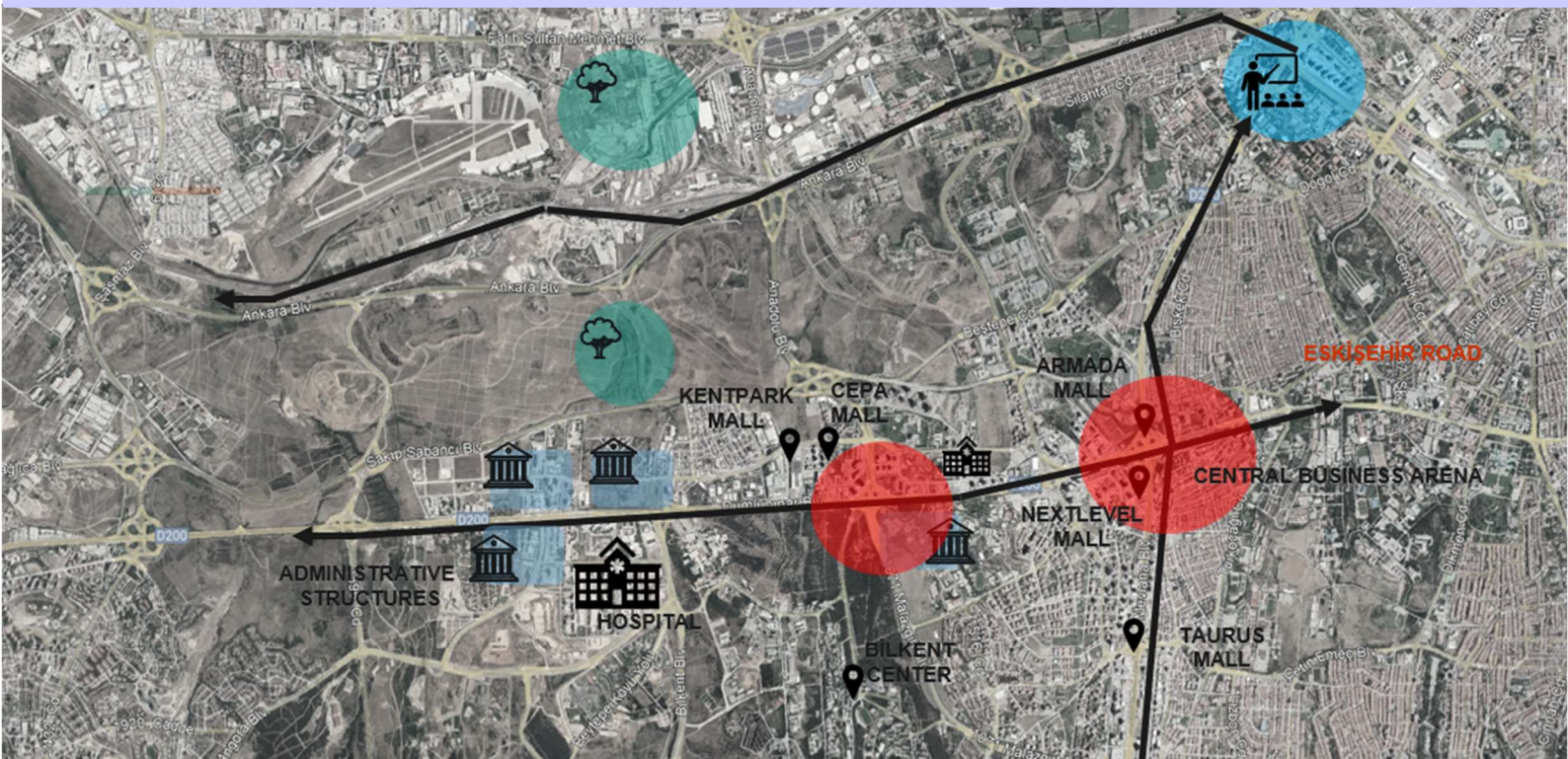


INTRODUCTION

A magnifying glass with a black handle and a silver rim is positioned over the word 'INTRODUCTION' which is written in large, white, sans-serif capital letters. The background is a dark grey surface with scattered white letters of various sizes and orientations, creating a collage-like effect.

Ankara University, which was established on June 13th, 1946 as the First University of the Republic of Turkey, is one of the leading universities in our country and the world with its 79,868 students, 8,342 academic staff, 19 faculties, 14 graduate schools, 12 vocational schools and a conservatory. This year, Ankara University Department of Real Estate Development and Management is hosting the EuroFM Winter School 2023. As the idea of hosting a school was already around, coherence with the EuroFM 2023 Conference, which would take place in Istanbul between November 9-11, 2023, was proposed by Ankara University Department of Real Estate Development and Management.

Ankara has a distinct advantage for hosting national and international meetings as its location offers easy access for travellers. Its well-developed infrastructure and transportation system, rich cultural heritage and natural resources make the city ideal for congresses, meetings, and leisure activities. It also has a range of hotels, resorts, universities, and public buildings with well-established, state-of-the-art facilities, making them ideal locations for successful events of every kind.

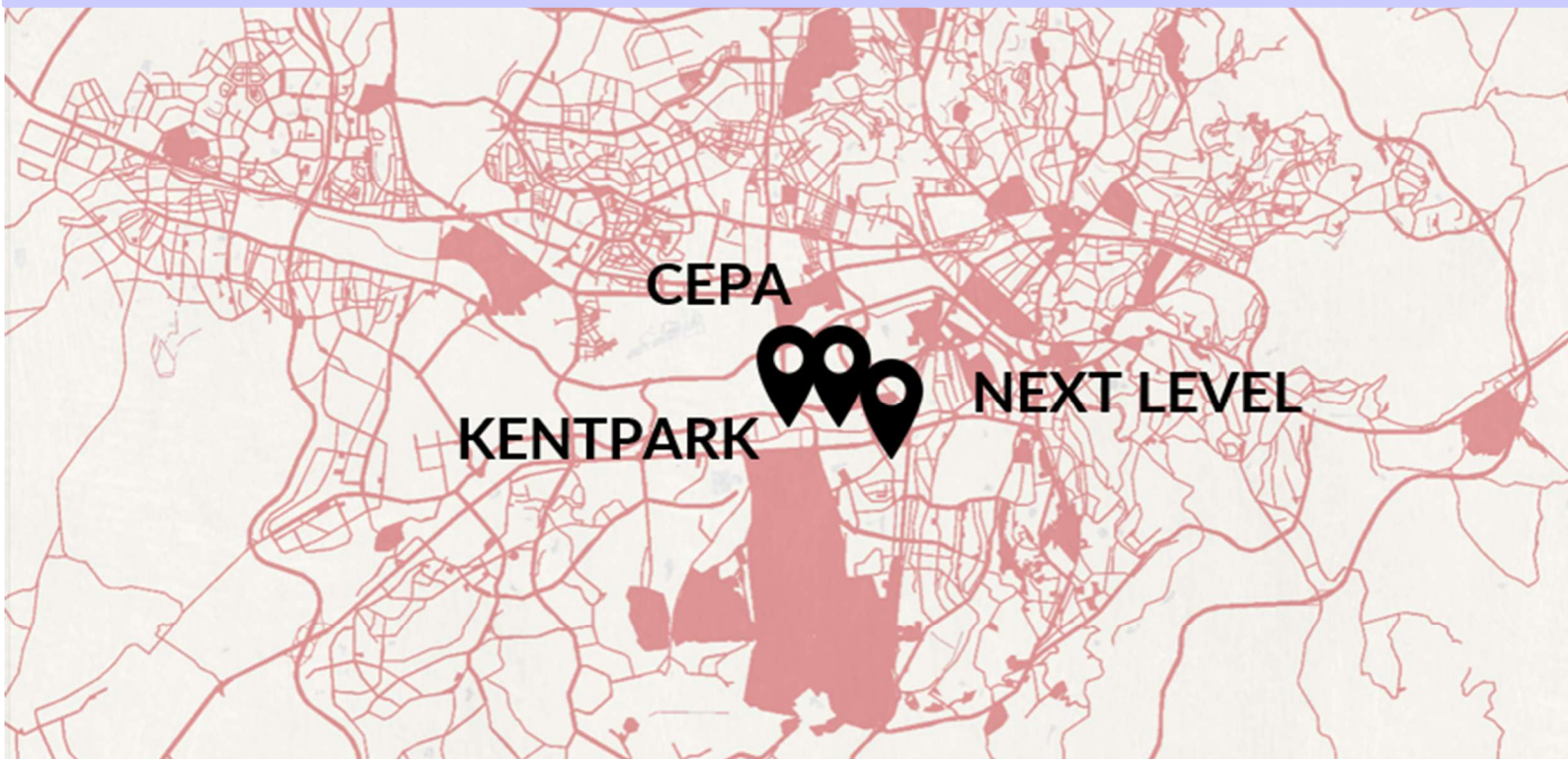


ANKARA RETAIL INDUSTRY AND APPROACHING SHOPPING MALLS

Many businesses and mall owners are expanding their thinking to discover methods to keep malls relevant in the new normal as they deal with the COVID-19 pandemic's effects. Turkish real estate and retail markets are thriving. Shopping malls are on the road to recovery thanks to the vaccination distribution and the drop in COVID cases, despite the lockdowns and activity limitations during the epidemic. They have begun to notice increased activity coming from investors and occupiers.

The expansion of shopping malls that started in Turkey in the late 1980s is still strong today, with first-generation malls degenerating as projected due to increased rivalry amongst new malls. The media and global cultural influences further increased Turkish citizens' desire for mall-based shopping. Additionally, improved economic conditions and credit options allowed Turkish consumers to buy products from internationally recognised brands.

The livelihood of small-scale, traditional shop owners was in danger due to these contemporary, organised retailers, similar to the situation in many other nations. Other small stores, though, saw the adjustments as a chance to modernise and devise plans to strengthen their resilience.



ANKARA

SELECTED SHOPPING MALLS

The potential of retail real estate depends on its capacity to link buyers with their beliefs and aspirations on a personal and societal level. One of the most significant locations for the evolution of Turkish urban life is the mall as an emerging public place. But, changes in spending and leisure habits are not being driven primarily by the space itself. Instead, promptly, Turkish cities' efforts to globalise corresponded with urban people's demands to reestablish modernity. Due to global influences, the Turkish population's shifting leisure and consumption habits made this spatial revolution feasible. The shopping centre is where the local and the international successfully converge.

The shopping malls are postmodern structures that match the shifting needs of Turkish urban residents in terms of consumption and shopping. The shopping mall development is timely for the Turkish urban population looking for modernity through new identity components in purchasing habits. Certain people, such as working women, profit more than others from this growth.

The selected shopping malls (for information):

- [Next Level SC](#)
- [Kentpark SC](#)
- [Cepa SC](#)



The programme takes place over ten days; prior to this, an introductory activity will occur.

02 November (09.00-18.00 h.) kick-off, project work and welcome party
03 November (09.00-18.00 h.) inspirational lectures and project work
04 November (09.00-18.00 h.) inspirational lectures and project work
05 November (09.00-18.00 h.) inspirational lectures and project work
06 November (09.00-18.00 h.) inspirational lectures and project work
07 November (09.00-18.00 h.) inspirational lectures and project work
08 November (09.00-18.00 h.) final feedback from coaches and project work, travel to Istanbul

09 November (09.00-17.00 h.) attendance to conference and project work
10 November (09.00-17.00 h.) attendance to conference and project work
11 November (09.00-17.00 h.) attendance to conference, presentations of project groups and wrap-up

Please note: this schedule is subject to change.



LOCATION, COSTS & SIGN-UP

Location:

The main venue for work would be Ankara University Department of Real Estate Development and Management, based in Besevler 10. Yil Campus. The full address could be found below:

Ankara University Department of Real Estate Development and Management

Ankara University Besevler 10. Yil Campus Ord. Prof. Dr. Sevket Aziz Kansu Building, Block: B, Floor: 2
Besevler, Cankaya, Ankara, TURKEY





<http://ggy.fenbilimleri.ankara.edu.tr/en/contact/>

Costs:

Students (or their universities) are expected to pay for their travel, housing and living costs. ***Participating in the programme is free.*** However, Ankara University is providing support for the organisation. Please find the details below:

LOCATION, COSTS & SIGN-UP

Ankara Üniversitesi Şevket Aziz Kansu Bina

	<p>The students would have access to some of our desktop computers. However, it would be ideal for the students to bring their laptops or work devices. Ankara University would provide a wireless internet connection upon arrival and during the times on campus.</p>
	<p>The lunches would be at the student cafeteria on campus, which is within walking distance. The lunches on the campus would be free of charge to our winter school students and lecturers. Depending on the schedule, some work hours and lunches might be at the shopping malls. These would be free times given to students at the food court of those malls.</p>
	<p>Accommodation arrangements in Ankara would be clarified during September-October depending on the new student enrollments of Ankara University. If the student dormitories would be arranged for our winter school students, then low-cost (we would do our best to provide them free of charge, but no promises) accommodation could be provided to our winter school students and lecturers during their stay in Ankara. Accommodation alternatives for İstanbul would also be proposed within the same period (September-October), as it could be challenging for students to arrange accommodation in İstanbul as a visitor. Please note that the students are planned to stay in groups in each room.</p>
	<p>Transportation within Ankara, between Ankara and İstanbul, and within İstanbul would be organised by a dedicated bus provided by Ankara University, free of charge.</p>

Contact person and e-mail: Emir Sunguroglu - esunguroglu@ankara.edu.tr



LOCATION, COSTS & SIGN-UP

Sign-up

Are you enthusiastic about joining the EuroFM Winter School 2023? Contact your education coordinator/internationalisation officer or a lecturer within your program. They can sign you up by directly submitting the names and contact details of students to the contact person.

Please observe that Ankara University would like to have received the students' applications before October 2nd, 2023.

Transportation from Airport

Airport Shuttles

After you arrive at Esenboğa Airport, to go to the city centre, you can use Havas services from their bus stop in front of the Domestic-International Lines Arrivals Floor. The bus stop is on the right side of the entrance. Buses do not have a fixed schedule and depart according to the arrival times of flights. For detailed information about Havas Services, visit the website.

Belkoair Buses offer services every 30 minutes from 05:00 a.m. to 00:00; and every 60 minutes from 00:00 to 05.00 a.m. For detailed information regarding bus line 442, which makes a ring tour of Airport – ASTİ – Kızılay: <http://www.belkoair.com>

Airport Taxi

If you wish to use a taxi from Esenboğa Airport, for detailed information: <http://www.esenbogataksi.com.tr>