

# HOT RETAIL CITIES

# 2019

RANKING  
1—100

2<sup>ND</sup> EDITION



# TENDAM

GLOBAL FASHION RETAIL

CORTEFIEL

Pedro del Hierro

SPRINGFIELD

women'secret

FIFTY



\*La suma que multiplica



2.000 puntos de venta  
90 mercados  
Más de 650 ciudades



ENCOURAGED BY  
Tendam is one of the main European companies in the fashion sector specialised in the management of premium mass-market brands. The company currently owns five different brands: Cortefiel, Pedro del Hierro, Springfield, Women’secret and Fifty brands. Each of them has its particular creative team, sales and management structure. Present in over 80 countries and with about 2,000 outlets, it is distributed through stores of its own, e-commerce and franchises.

## TENDAM

CONTRIBUTOR  
Founded in 1973 as a centre of formation for executives, IE Business School is nowadays one of the most important schools for business in the Spanish market. The school counts with University programs, Masters, Doctorates and MBA, as well as an area specialised in retail. With a strong international character, the organisation owns around thirty offices and headquarters around the world.



BY  
Modaes.es is the leader journal regarding economic information about the fashion business in Spain, specialised in generating information, providing services and elaborating activities which answer to the needs of the professionals working in this important economic sector. The header also counts with Modaes Latin American edition and, since 2018, with the English global edition MDS.



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# HOT RETAIL CITIES 2019

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# CITY, CHANGE AND FUTURE

In its second edition, this report analyses once again the suitability of the world's top cities for retail based on fifty key indicators. That is in addition to a new element of analysis brought by 2019: urban air quality.

## INTRODUCTION

In 2018, the introduction of the first Hot Retail Cities edition was titled The city as the centre of everything. A rate of growing urban population around the world makes cities gain even more value in all social science spheres, from economy to sociology, anthropology and demography. Moreover, cities are also the core of political and cultural activity and, largely, witnesses and perpetrators of human history.

Ever since Jericho, Damascus, Plovdiv or Aleppo, some of the oldest sites in the world, cities have been the centre of power for all different civilisations that ruled humanity throughout history, as well as being the stages of many of its most transcendental changes.

In the 21st century, the significance of cities in the development of history is all the more evident. For many people, the current century began on September the 11th 2001, when the terrorist attacks in New York -the West's most emblematic metropolis- put a radical end to the idea that, after the end of the Cold War, the history of humanity was experiencing an impasse where no more relevant changes would take place. On the other hand, in 2010, in a much smaller city in Tunisia called Sidi Bouzid, the mass protests that were taking place gave rise to the Arab Spring, which changed the political map of most of the Maghreb and the Middle East.

Rio de Janeiro was the host of the controversial Olympic Games of 2016, which were meant to exhibit the strength of the BRIC (Brazil, Russia, India and China) but was, on the contrary, a display of its development weaknesses. Eight years before that, China had used the Olympic Games celebrated in its capital to show the world their new geopolitical position after decades of constant growth, whereas today, it is the city of Hong Kong the one at the core as well as the symbol of its pressing political issues.

There is no doubt that for retail businesses it is elementary to have a deep understanding of cities, their characteristics, their transformation and their evolution, so as to know at all times which seem like the most suitable place for their stores. Visiting the cities, knowing the shopping centres, analysing the competitors, checking statistics of the population's profile, studying the offer's characteristics and existent prices, finding out the costs for implantation and identifying the most appropriate local partners and suppliers. All these are tasks in charge of the retail companies' expansion managers who, entering a new market, need to resort to multiple sources of information in order to make the smartest decisions.

Generally, professionals with the biggest amount of information usually make the best decisions. Hence the importance of obtaining relevant and meaningful data, and the more the merrier. However, the most significant reality is that data has an ephemeral character: they go out of date at a greater rate than ever.

The current report does not aim to be an only guide for retail business' managers and those in charge of their expansion, not by a long chalk. What it seeks to be is a useful tool to complement other resources of direct or indirect information and to lay out all this knowledge for professionals to see.

In its second edition, Hot Retail Cities has added an extremely important element of appeal for its readers and users as it will not only show a selection of the top one hundred cities for retail around the world but also their evolution within the last fiscal year.

Hot Retail Cities was born in 2018 with the commitment to offer elements of analysis to know in depth the trade conditions of a hundred global cities. Today, in this second edition, the report is starting to achieve another of its purposes: offering relevant elements of information on how these cities have evolved in contrast with last year, identifying as clearly as possible those that improved and those that got worse in relative terms in base to a whole.

Encouraged by a global retail player, Tendam, a business school, Instituto de Empresa, and magazine specialised in retail, moda.es, Hot Retail Cities analyses again in 2019 about 150 of the top cities in the world from the point of view of their suitability for a certain retailer, attending to the main factors of their competitiveness for a company inside a city: socioeconomic environment, demography, politics, tourism, retailers' activity, or cultural and entrepreneurial climate.

As stated in the former edition, the report is born from the conviction that, provided that there are no two equal retailers nor two equal cities, the match created between the brand and the city is the most complex and decisive strategic task for any retailer. Each player, attending to the characteristics of their offer, the profile of their public objective or many other elements of their idiosyncrasy, is the one that knows best which cities are appropriate to establish in. In that sense, Hot Retail Cities does not pretend to offer categorical answers on which is the best city for a particular retailer, or for the players of a determined sub-sector. On the contrary, the present report analyses the starting conditions of a hundred cities worldwide in aspects that indeed affect all global retailers, whether it is a small luxury operator or a big multinational with low prices and high volumes.

Amongst the fifty different indicators taken into analysis, the study evaluates, for example, some key elements to determine the potential volume of the city's demand (drawn from indicators such as population, wealth or age) or the legal certainty offered to international companies (revised by means of index of worldwide recognised entities of great prestige). In that sense, the report does not introduce relevant changes regarding the original edition in terms of the configuration of indicators (which distribute points up to a maximum possible of one thousand). The only exception is attributed to the introduction of the ponderation of a new indicator: urban air quality. Hot Retail Cities reflects in that way that pollution is not only a concern for citizens and administrations, but it also has an impact on the eligibility of a city for trade activity too.

It all counts in favour (or against) for a city aspiring to be chosen by the leviathans of international trade. And, based on the severe changes experienced from one year to the next, if you want companies to invest in your streets or shopping centres, then you must not rest. ■





“CUSTOMERS  
DEMAND NOT ONLY  
FASHION BUT ALSO  
RESPONSIBILITY”

JAUME MIQUEL

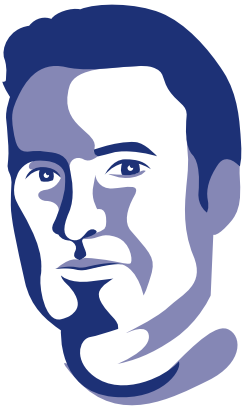
TENDAM      EXECUTIVE CHAIRMAN AND CEO

It is a pleasure to collaborate once again with the economic journal Modaes.es in this Hot Retail Cities project. The fashion market is more global and interconnected by the day, and that comes with plenty of opportunities, but also with risks associated with this changing -and sometimes convulsive- economic and geopolitical environments. In this volatile environment, great cities gain even more relevance in the sense that they focus more and more trade activity in just one setting that is, again, volatile and changing: the digital world has radically transformed both the competitive landscape and the way to reach consumers. That affects everything in the value chain in a disruptive way and is clearly a threat for those who do not know how to adapt to the modern world. However, it also represents a brand new chance to interact with customers in a more intimate and complete way.

And, once more, global cities are right in the middle of this transformation. Customers demand more and more from the fashion industry. They do not demand “only fashion” but also responsibility: being committed to the world and the global challenges such as sustainability and the protection of the environment. And that voice is even louder in large global cities. All these things mentioned represent magnificent opportunities for the fashion industry. The opportunity of knowing, serving and satisfying in a much better way the needs of our consumers as well as contributing to build a better world. I hope this new edition of Hot Retail Cities becomes a useful tool that allows us to know in a greater extent what is going on in the cities that affect our industry, and that it also helps us make best informed and altogether better decisions. ■



EDITORIAL



“THE BIRTH OF IDEAS, THEIR EXECUTION AND THEIR MONETISATION IN RETAIL”

EDUARDO RUIZ

IE BUSINESS SCHOOL DIRECTOR OF RETAIL MGMT PROGRAM

In a global world with free trade, regions are productively specialised. That generates surpluses, improvements which are distributed, prompting the concept of competitive advantage, which is a basic economic theory. This ideal premise in which countries trade between them, selling others what one produces most efficiently, has never really existed and is even less real these days. The world’s macro scenario is quite delicate. Out of the three main economic blocks, the engines of the world’s economy, two of them are economically confronted and the other is undergoing a process of internal divorce that looks worse by the day and that has its main economy stagnated. Clearly, we seem to be experiencing a global deceleration, and we are yet to see if it comes hand in hand with a crisis or if it will just involve a gradual downswing followed by a recovery. The difference between this alleged change of cycle in contrast with the previous abides is the fact that the past one was fundamentally attributed to private initiative and its lack of ethics, whereas the current one will essentially be attributed to politics and its lack of ambitious vision and negotiating skills. In relation to the birth of ideas and their marketing in retail, I think Europe will continue to be the main focal point. We may

not have money as such, but we do have taste, apparently. As for the actual execution of ideas and their production, Asia will continue to be the workshop for global ideas. The different tariff policies, hopefully circumstantial, will (probably) shift the productive cores of some Asian countries to others, but production itself will not leave the continent. Africa will have to wait to sit in that throne for the time being, although in base to labour costs, it is the following continent on the list to develop economically if 3D print advancements allow such thing. The project, as in previous years, includes a great variety of macro data that impact the city’s valuation. In my opinion, there are several conclusions to extract from this year’s ranking. Europe disappears. The world’s playroom is losing the match as for potential of aggregate consumption in relation to the United States and China. It looks like the interest of brands now and for some future years lays even more -if possible- in the American and Asian markets. Thus, monetisation and the ideation and design of products for brands and retailers will be located in those two substantially different poles in regards to taste, which will influence the product development area. ■





“IF ONLY WE COULD  
SAY *STOP THE WORLD!*  
*I’M GETTING OFF*”

PILAR RIAÑO  
MDS EDITOR IN CHIEF

For a long time now, the productive capacity of the world has exceeded the demand. Well into the era of information and communication technologies, the challenge for factory workers does not lie in producing more quantity anymore. There have emerged other needs, like producing other products or doing it faster. If throughout the 19th century and a good chunk of the 20th, the winners of the game were those who did more, in the 21st century it will be those who do best. And with this concept of information, there is something essential to understand: the most capable will do best, of course, but those with more and greatest information will have an obvious advantage over the others.

The truth is that information has never had a better reputation, and to a large extent it is due to the peak of the internet and the transformation brought to our value creation systems led by digitalisation. The leading companies have made of big data their central axis of work, using the information produced in digital environments as a fundamental fuel for their decision making.

This way of working is also transferred to physical outlets, where there was already a strong tradition of data obtention to help with the decision process, although not quite in the same way. That is where a great deal of the triumph of vertical supply chains lies, using direct access of customer information as a competitive advantage (thanks to physical outlets). Having said that, digitalisation has not only given companies more tools and sources of information for their decision making, it has also changed consumer behaviour patterns. Nowadays, information on

what they want is more ephemeral than ever. To state a conclusion for this argument, turns out that the world is also changing faster than ever: expansion cycles, stagnation and recession tend to be shorter by the day, and what is most important, the most successful political and economic structures of our recent history are starting to fall apart. Is it possible to imagine a World Trade Organisation without the United States? Or an Italy that has recovered the lira after abandoning the euro? And what about the use of nuclear weapons by part of North Korea? Solely the shadow of doubt around these matters is already strong enough to make us leave behind categorical convictions regarding the route our world is taking.

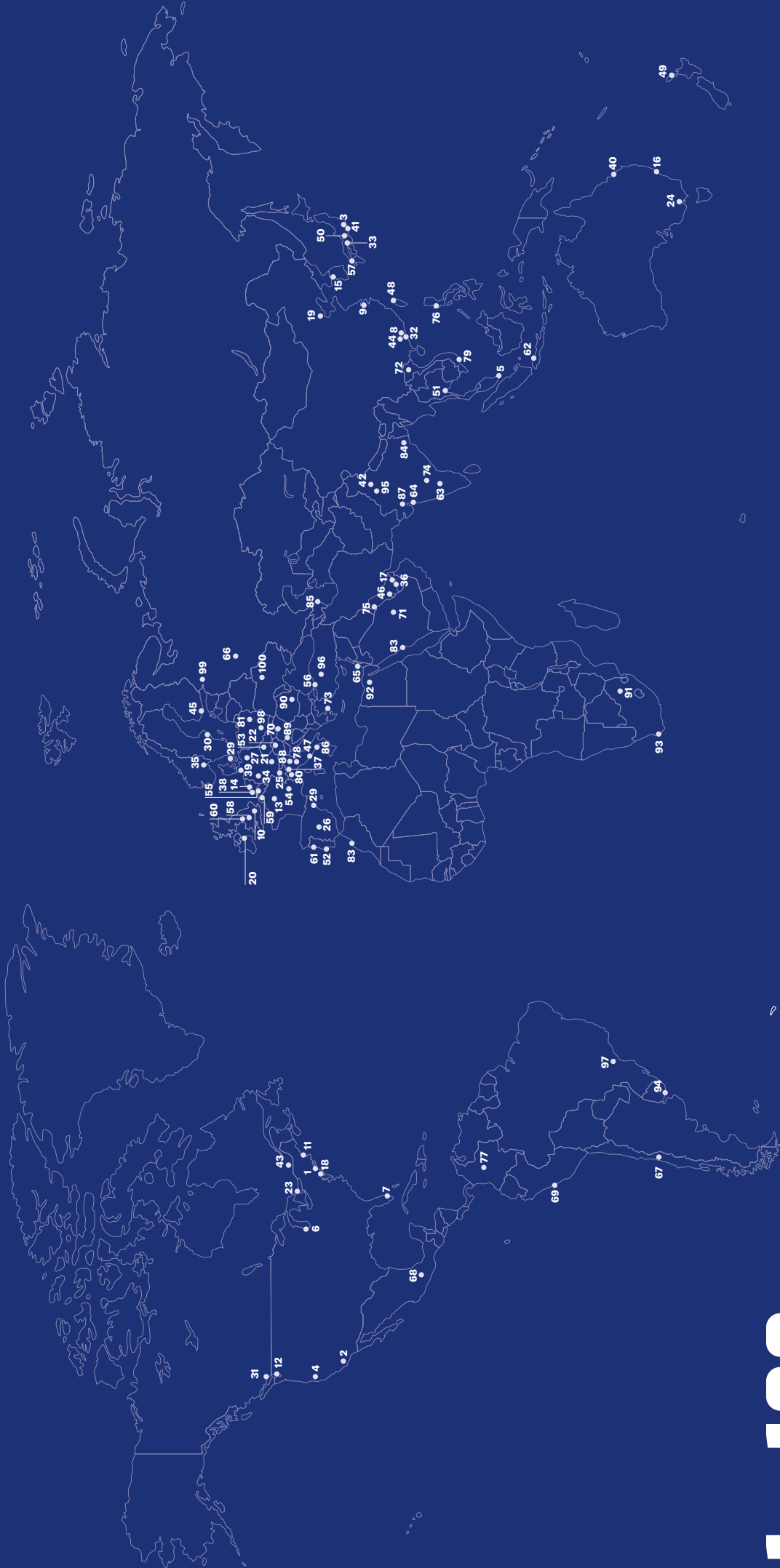
Around this colourful garden, retailers must -as every other business- seek opportunities for growth and rentability formulas. Their field game is partly global and cybernetic, yes, but it is also physical still. Where to open the next store is a question that continues to be of transcendental importance and, in order to answer it, a retailer must use information that is becoming more fleeting and ephemeral by the day.

It is a pity that we can not make true that great quote by Groucho Marx that said “Stop the world! I want to get off.” Whether it is in our interest or not, the world is turning faster every day, and we can’t ignore its changes. Because of that, since 2018, we have resolved to take a walk around the world every year paying attention to the one hundred most interesting cities for retail.

We trust this may help in the continuous (and exhausting) task of being always up-to-date. ■



# HOTPRETAL GHTIES



# HOT RETAIL CITIES

## RANKING

LEGEND

- (M. 人) In millions of people
- (%) In percentage
- (\$) In dollars
- (M. \$) In millions of dollars
- (%. 人口%) In percentage of active population
- (商) Number of companies
- (↑↑↑) Leader in rankings
- (✕) Not highlighted
- (✓)Is the capital/There is port
- (-) Not applied/There is not
- (NA) Not available
- (↑) Scored higher than in 2018
- (↓) Scored lower than in 2018
- (=) Equals its 2018 mark

P. 32  
United States  
America

1. NEW YORK  
647<sup>PT</sup>

P. 36  
United States  
America

2. LOS ANGELES  
605<sup>PT</sup>

P. 40  
Japan  
Asia

3. TOKYO  
590<sup>PT</sup>

P. 44  
United States  
America

4. SAN FRANCISCO  
583<sup>PT</sup>

P. 48  
Singapore  
Asia

5. SINGAPORE  
581<sup>PT</sup>

P. 52  
United States  
America

6. CHICAGO  
579<sup>PT</sup>

P. 56  
United States  
America

7. MIAMI  
575<sup>PT</sup>

P. 60  
China  
Asia

8. HONG KONG  
571<sup>PT</sup>

P. 64  
China  
Asia

9. SHANGHAI  
548<sup>PT</sup>

P. 68  
United Kingdom  
Europe

10. LONDON  
541<sup>PT</sup>

P. 74  
United States  
America

11. BOSTON  
541<sup>PT</sup>

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United States  
America

12. SEATTLE  
517<sup>PT</sup>

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France  
Europe

13. PARIS  
514<sup>PT</sup>

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Netherlands  
Europe

14. AMSTERDAM  
511<sup>PT</sup>

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South Korea  
Asia

15. SEOUL  
511<sup>PT</sup>

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Australia  
Oceania

16. SYDNEY  
510<sup>PT</sup>

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Asia

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27. BERLIN  
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Europe

30. STOCKHOLM  
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America

31. VANCOUVER  
448<sup>PT</sup>

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32. SHENZHEN  
440<sup>PT</sup>

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33. OSAKA  
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34. COLOGNE  
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35. OSLO  
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65. TEL AVIV-YAFO  
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66. MOSCOW  
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68. MEXICO CITY  
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75. KUWAIT  
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99. ST PETERSBURG  
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Ukraine  
Europe

100. KIEV  
300<sup>PT</sup>

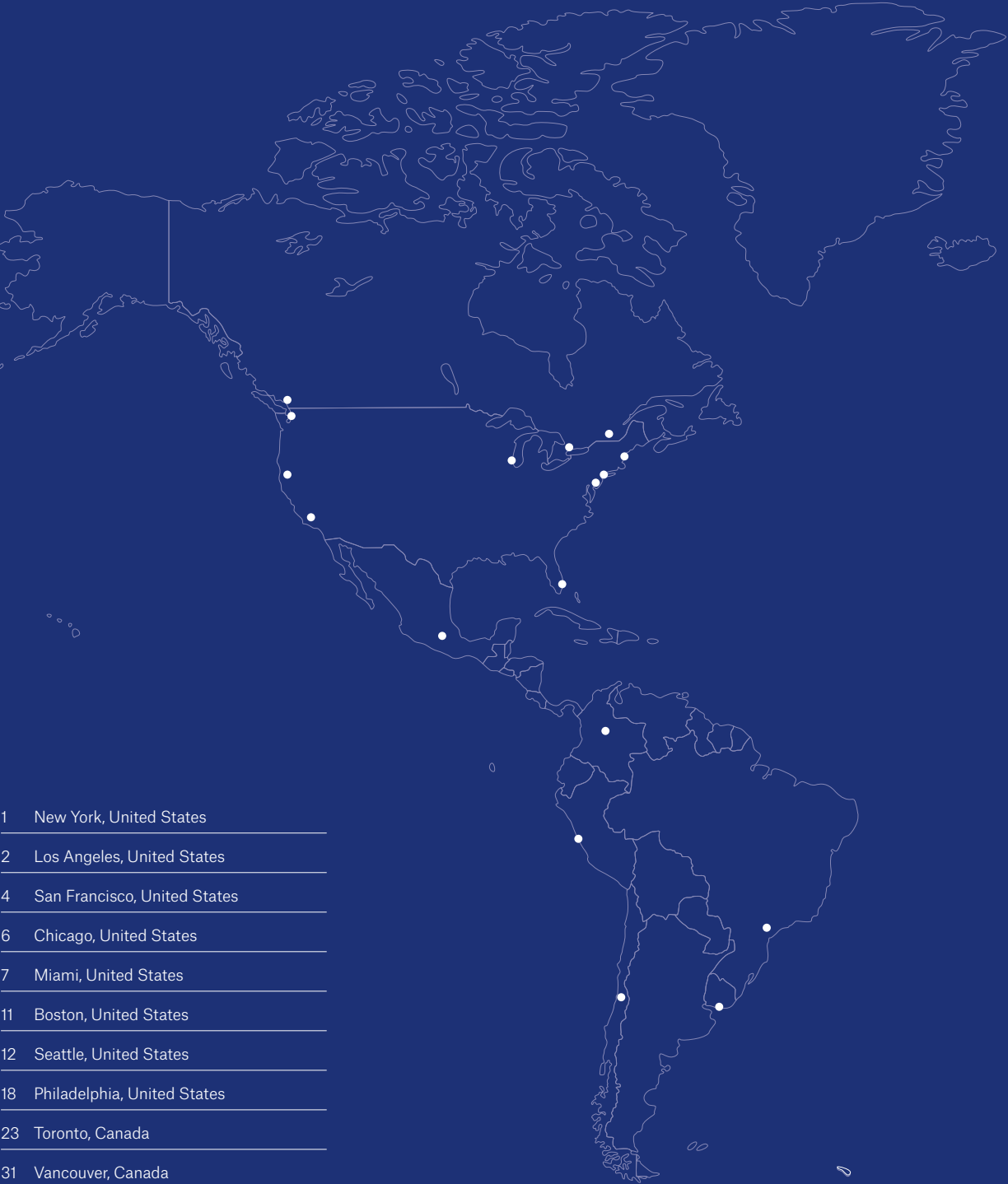
# AMERICA

The retail arena has 13% of the world’s population and 28% of the wealth

America is a strategic region for any international retailer due to several reasons. Firstly, due to having the world’s top economic power, that is, the United States, which is furthermore looking for a new development pattern for the future with a president, Donald Trump, determined to define the new rules of the game for global trade. Secondly, for having some of the most promising developing economies on the planet, destined to play a more and more relevant role on an international scale. North America, Central America and South America, as well as the Caribbean islands, add up to a population of 1,01 billion inhab-

itants, which represents 13.2% of the world’s total. Likewise, the region’s economy scales up to 28.07 trillion dollars, out of which 73% belong to the United States. Altogether, the American countries, where the population density is lower than in Europe, Asia and Africa, depict almost a third part of the world’s wealth. Currently, the United States is driving the economy of the region, with a growth of 2.9% in 2018 and 2.3% in 2019 according to the estimations of the International Monetary Fund (IMF), whereas Latin America and the Caribbean are thriving at rates of only 1% and 1.4% in 2018 and 2019 respectively.

Notwithstanding, the weak growth of the Latin American region is mainly due to the instability of some of the region’s key economies such as Argentina, Venezuela or, more recently, Ecuador, whereas countries like Chile or Peru maintain developments typical of developing economies. In both cases, the rise in 2018 stood at 4%. The key to Latin America’s achievement resides in the progression of Mexico and Brazil, the two main economies in the region. In July, the IMF reduced its estimations for the areas due to the halts predicted in both countries. ■





# EUROPE

## On pins and needles due to Brexit and the trade war

On pins and needles due to Brexit and the trade war between the United States and Asia, the two global powers. Europe is living a convulsive political moment in which we are yet to see the outcome as well as the leadership doses it is capable of resisting. The exit of the United Kingdom from the European Union (the first process of these characteristics in the history of the confederation of the Old Continent's countries) and the war between the Asian and North American titans are for many people two faces of the same coin. A step back in the process of globalisation which, funnily enough, has in the European Union one of its greatest

standard-bearers. Waiting for the resolution of the British exit as we are, old Europe has nonetheless shown a cohesion that most people did not expect and which resorts to the Europeanism of countries such as Spain or Portugal, but has also been principally showcased by two of the Eurozone's powers like Germany and France. In any case, Europe has already lost the political and economic centrality that characterised it until the 20th century and is now adapting to a new environment marked by two circumstances: the fact that its demographic weight keeps on falling, by 9.7% at

the moment, and that its Gross Domestic Product (GDP) is decreasing too, currently at 25.5%. At press time of this report, the Brexit negotiating process has a date marked in its calendar by the end of October. Even so, the Benn Law would force the British Government to ask Brussels for a new deferral in the probable case that the House of Commons has not signed a Withdrawal Agreement. Considering the exposed, the main analysts are laying out conditional predictions for the continent. The consequences of Brexit without an agreement are, in any case, seen as the most unpredictable possible. ■

POPULATION (millions)

747,2

DENSITY OF POPULATION (inhab./km2)

33,8

AVERAGE AGE (years old)

42,5

GROSS DOMESTIC PRODUCT (trillion dollars)

21,80



10	London, United Kingdom	53	Prague, Czech Republic
13	Paris, France	54	Lyon, France
14	Amsterdam, Netherlands	55	Brussels, Belgium
20	Dublin, Ireland	58	Birmingham, United Kingdom
21	Munich, Germany	59	Lille, France
22	Vienna, Austria	60	Manchester, United Kingdom
25	Zürich, Switzerland	61	Porto, Portugal
26	Madrid, Spain	66	Moscow, Russia
27	Berlin, Germany	70	Budapest, Hungary
28	Copenhagen, Denmark	73	Athens, Greece
29	Barcelona, Spain	78	Florence, Italy
30	Stockholm, Switzerland	80	Turin, Italy
34	Cologne, Germany	81	Warsaw, Poland
35	Oslo, Norway	86	Naples, Italy
37	Milan, Italy	88	Bologna, Italy
38	Rotterdam, Netherlands	89	Zagreb, Croatia
39	Hamburg, Germany	90	Bucharest, Romania
45	Helsinki, Finland	98	Krakov, Poland
47	Rome, Italy	99	St Petersburg, Russia
52	Lisbon, Portugal	100	Kiev, Ukraine

# AFRICA

“Large” problems in the region that is home to 17% of humanity

“The problems are very real and are large.” Those are the words of the new World Bank President, David Malpass, after his designation in April 2019, in regards to Africa. Donald Trump’s former Economic Advisor in the White House chose the African country as his first official trip, a decision he justified pointing out that it was the region in which the entity has more work to do. “The World Bank Group’s mission is more urgent than ever - by 2030, nearly 9 in 10 extreme poor will reside in sub-Saharan Africa. I have chosen the African continent for my first official visit as World

Bank Group President, recognising the difficult challenges for leaders in promoting economic growth, security, and good governance,” said he. The International Monetary Fund (IMF) estimates that sub-Saharan Africa will register growths of 3.5% in 2020, an insufficient rate to create the twenty million employments that economy requires periodically to face the amount of people who join the labour market every year. Furthermore, there has been a resurgence of armed conflict in the continent, affecting a third of the countries during these last few years.

Besides the flux of refugees generated by these conflicts, according to the IMF, these disputes can alter the region’s GDP growth up to three points every year. With vast cities such as Luanda, Algeria, Accra, Nairobi, Casablanca, Lagos or Johannesburg, some of them analysed in this Hot Retail Cities report, Africa currently has a population of 1,3 billion people, the equivalent of 17% of the world’s population. Notwithstanding, its weight is significantly inferior in economic terms: the continent produces only 2.9% of the world’s Gross Domestic Product (GDP). ■

POPULATION (millions)

1.308,1

AVERAGE AGE (years old)

19,7

DENSITY OF POPULATION (inhab./km2)

44,1

GROSS DOMESTIC PRODUCT (trillion dollars)

2,45



- 83 Casablanca, Marruecos
- 91 Johannesburg, Sudáfrica
- 92 Cairo, Egipto
- 93 Cape Town, Sudáfrica



# ASIA

## Multi-speed development in the largest and most diverse region of the planet

Asia concentrates six out of ten inhabitants on the planet and is, moreover, the largest, most diverse and most densely populated region in the world. In Gross Domestic Product (GDP) terms, the economy promoted by cities such as Shanghai, Tokyo, Dubai or Ahmedabad amongst many others, reaches the figure of 32.6 trillion dollars, the equivalent of 36.9% of the world’s total. Analysts often stand developing Asia apart from the rest (excluding Japan). For instance, in that region, the GDP registered a 6.2% growth in 2018, the same as the former fiscal year. Nonetheless, entities such as BNP Paribas warn that “the realities underlying

this stability, however, are more uneven,” with countries like China undergoing a deceleration period. According to the entity, this reflects weakness in foreign demand and in the interior consumption of the most important country in the region (and the second economy worldwide). On the other hand, industrialised Asia (South Korea, Hong Kong, Taiwan, Singapore and Malaysia) also decelerated in 2018, whereas India, another giant, sped up its rate. BNP predicts that the deceleration in China and the rest of developing Asia will continue in 2019 with growths of only 5.9%. “The continent’s downward trend reflects cyclical factors,

external shocks, and structural changes,” states the entity, as it points out as the key element for the region the outcome of the open trade war between China and the United States. In the case of Japan, the most developed country in the region (although not the wealthiest, as that title is reserved for the United Arab Emirates and Qatar), economy slowed down in 2018, going from a rise of 2.1% to only 1%. However, according to the last projections published by the International Monetary Fund (IMF), the Japanese economy will gather momentum in 2020 with a rise of 1.2% (close to the estimated global growth, which stands at a moderate figure of 1.3%). ■

POPULATION (millions)

4,601,4

DENSITY OF POPULATION (inhab./km2)

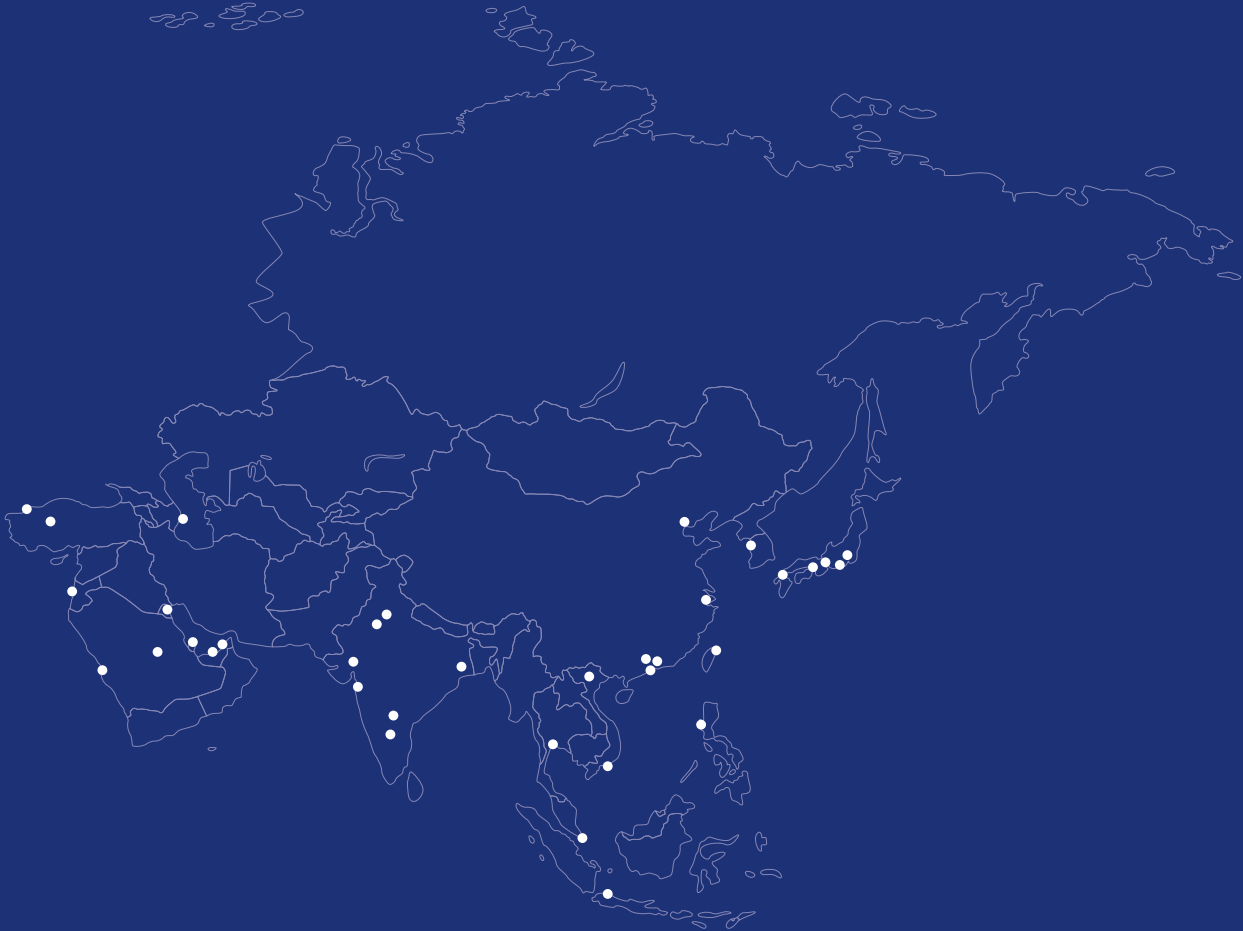
148,3

AVERAGE AGE (years old)

32

GROSS DOMESTIC PRODUCT (trillion dollars)

31,60



3	Tokyo, Japan	57	Fukuoka, Japan
5	Singapore, Singapore	62	Jakarta, Indonesia
8	Hong Kong, China	63	Bengaluru, India
9	Shanghai, China	64	Mumbai, India
15	Seoul, South Korea	65	Tel Aviv-Yafo, Israel
17	Dubai, United Arab Emirates	71	Riad, Saudi Arabia
19	Beijing, China	72	Hanoi, Vietnam
32	Shenzhen, China	74	Hyderabad, India
33	Osaka, Japan	75	Kuwait, Kuwait
36	Abu Dhabi, United Arab Emirates	76	Manila, Philipines
41	Yokohama, Japan	79	Ho Chi Minh, Vietnam
42	New Delhi, India	82	Jeddah, Saudi Arabia
44	Guangzhou, China	84	Kolkata, India
46	Doha, Qatar	85	Baku, Azerbaijan
48	Taipei, Taiwan	87	Ahmedabad, India
50	Nagoya, Japan	95	Jaipur, India
51	Bangkok, Thailand	97	Ankara, Turkey
56	Istanbul, Turkey		

# OCEANIA

## Stability (with storm clouds) in the world’s least densely populated region

The countries comprising the Oceanic continent add up to a lower population than that of Spain or South Korea, but its economy has a bigger weight than its population in relative terms. The region is constituted by the continental platform of Australia, the New Guinea islands, New Zealand, and the archipelagos of Melanesia and Polynesia. All put together, these territories, with a density of population of only five inhabitants per square kilometre, add up to 42.1 billion people, 0.5% of the world’s total. Having said that, in terms of Gross Domestic Product (GDP) the contribution of Oceania reaches 1.9% with a total

asset of 1.63 trillion dollars. That is possible thanks to the wealth of the countries in the region, supported by cities such as Sydney, Melbourne, Brisbane and Auckland, as well as their strong dynamism in the last decades. According to the predictions of the International Monetary Fund (IMF), Australian economy, the only developed country that grows steadily since 1992, will slow down in 2019: the country’s GDP will grow 2.1%, the lowest level since 2013. Nonetheless, the recession could be temporary: the entity’s projections for 2020 place Australia’s growth at 2.8%. Something

similar will happen with New Zealand, According to the IMF, the country’s economy will slow down half a point in 2019, but it will gain momentum in 2020 with a rise of 2.9%. That said, these countries are by no means immune to the threats of the global economy. In that sense, the rating agency Fitch has reduced its expectations of growth for Australia, which has traditionally resisted the impact of global crisis, due to the deterioration of the world’s economy because of the United States and China’s trade war. And that is not fortuitous: the Asian leviathan is Australia’s first trade partner. ■

POPULATION (millions)

42,1

DENSITY OF POPULATION (inhab./km2)

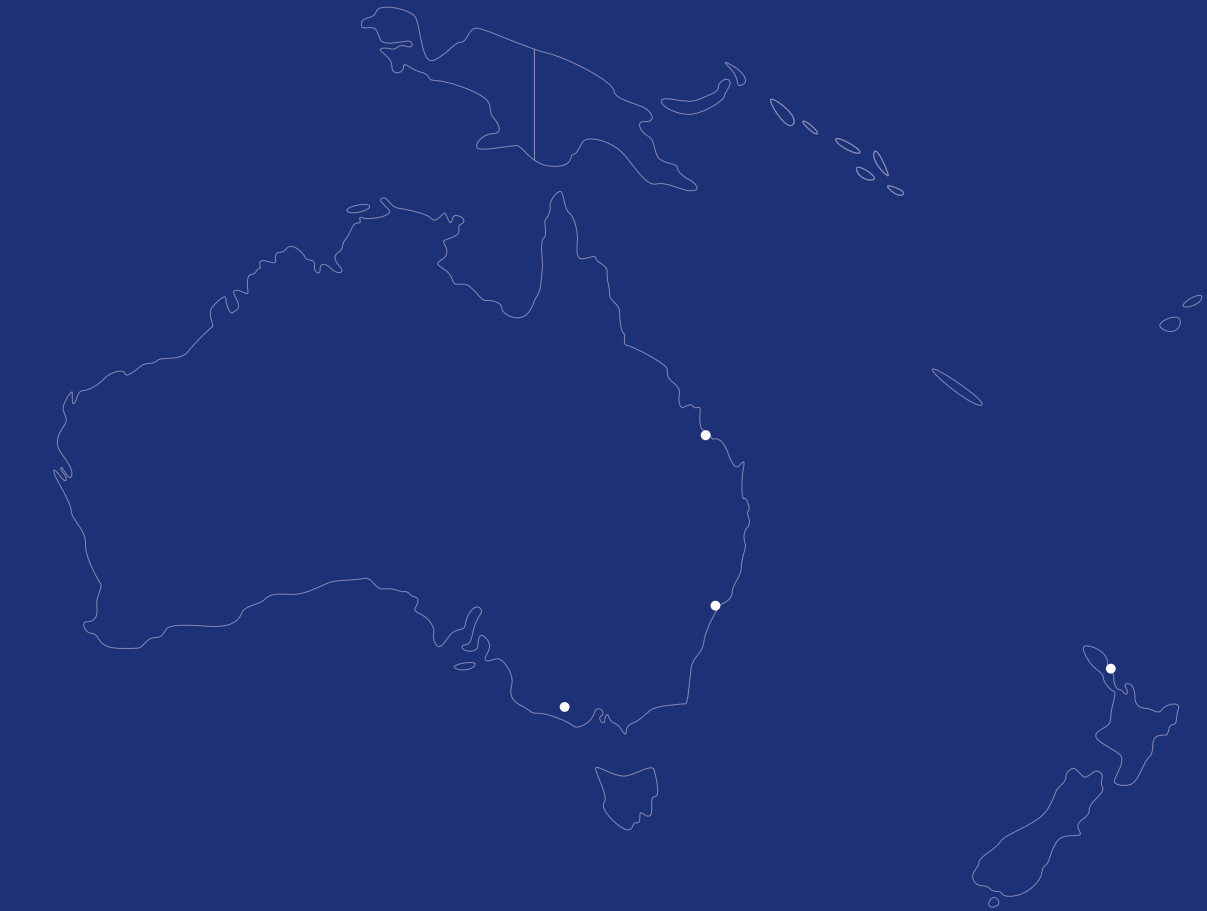
5,0

AVERAGE AGE (years old)

33,4

GROSS DOMESTIC PRODUCT (trillion dollars)

1,63



- 16 Sydney, Australia
- 24 Melbourne, Australia
- 40 Brisbane, Australia
- 49 Auckland, New Zealand



HOT RETAIL  
CITIES

01

\_\_\_\_\_

10

# 01

It is the city of musicians such as Jon Carin or Lady Gaga, filmmakers like Woody Allen or Robert De Niro, designers like Marc Jacobs or Donna Karan and also figures such as Donald Trump, today president of the United States. The city of skyscrapers par excellence (whether it has or not the tallest building in the world) is a global emblem of tourism, consumption and retail. New York repeats a pole position among the ideal destinies in the world for international players in this second edition of Hot Retail Cities.



# NEW YORK

40°40'12"N 73°56'24"W

UNITED STATES, AMERICA

647 PT



2018

P.01

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01

NEW YORK

647 PT

The city of skyscrapers is affected by the slowing down of the United States’ economy but maintains its appeal for international retailers. Streets such as Fifth Avenue or Times Square are still in the world’s podium of the most wanted spots for retailers whom, since 2019, have a new neighbourhood in Manhattan called Hudson Yards.

UNITED STATES, AMERICA

40°40’12”N  
73°56’24”O



DEMOGRAPHY			
Population	8,4	M. ♂	↑
Urban area (population)	21,0	M. ♂	=
Growth of population	0,5	%	↑
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war		
Exports per inhabitant	4.717	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	55	間	=
Main airport	John Fitzgerald Kennedy		
Airport traffic	↑↑↑		
Port	↑↑↑		

Railway network	*****	↑
Quality of roads	*****	=
Electric infrastructures and telecommunications	*****	=
Smart city	*****	↓
Public safety	*****	↓
Quality of air	*****	

TOURISM		
Number of tourists	13,6	M. ♂
Tourists’ expenditure	1.208	\$/ ♂

RETAIL		
Shopping centres	Hudson Yards, Westfield World Trade Center, Newport Center...	
Main street	Upper 5th Avenue	
Department stores	Macy’s, Nordstrom, Saks Fifth Avenue...	
Minimum salary	1.198	€ =
Attraction of talent	*****	=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	New York Fashion Week, Coterie, FN Platform, Accessories The Show...		
Cultural activity	↑↑↑		
Entrepreneurial climate	****		↓
Quality of life	****		=

New York repeats for a second year in a row the pole position among the hottest cities for retail, a status that endorses a prestige based on its historical career, its sales structure and its activity in the world of distribution. The city that has seen some of the leading companies in distribution rise is still today an essential key for all players who aspire to reach the whole world. Being on Fifth Avenue, Madison Avenue or Columbus Circle requires a great investment for any retailer, but no other city name is as shiny as New York’s in a bag or a store locator. The uncertainty in the international economy produced by Donald Trump, a businessman precisely from New York and now the president of the White House, has not harmed, at least for now, the growth of the United States. The new Managing Director of the International Monetary Fund (IMF), Kristalina Georgieva, blames trade disputes like the one taking place between the United States and

China for the future deceleration that will affect 90% of the planet. Notwithstanding, the United States keeps on growing above the average figure of the developed economies and will probably continue to do so in the immediate future. In 2018, the United States economy grew by 2.9% and slowed down to 2.3% in 2019 (according to the predictions of the IMF) and will continue to do so by 1.9% in 2020. Despite the reduction of growth rates, the United States holds a relative position that stands at a better position than that of the rest of developed economies, reinforced in aspects such as the reduction of unemployment or the increase of private consumption. During the last few months, the mayor of New York, Bill de Blasio, has resigned from the primary dispute in the Democrat Party to become the candidate to face Trump in the US Presidency due to his poor results in the polls. However, the 109th mayor of New York does

maintain his popularity at the head of the City Council, to which he arrived after a long political career that led him to be the city’s Ombudsman, a position from where he created a list of the worst landlords in New York to “publicly identify those who take advantage from common New Yorkers.” In 2019, New York has continued to make history with the inauguration of Hudson Yards, a new neighbourhood born after the biggest private real estate project of the United States’ history. Also known as the Far West Side, the area covers from 30 to 34 streets between the 10th and 11th Avenues of Manhattan’s island, combining spaces for housings and offices, as well as luxury residences, leisure and services areas. In the meantime, the city’s traditional shopping streets are still at the top of the international rankings for best retail localisations. That is the case of Fifth Avenue and Times Square, whose rents are only surpassed by Hong Kong’s streets. ■



# 02

Los Angeles 1932 meant the return of the Olympic movement to the United States after staying in Europe for 28 years, but the effects of the Great Depression blurred the event reducing the number of participating nations. In 1984 the Olympic Games came back to the Californian city, which managed for the first time to make the games beneficial for its host. In 2028, the Olympic torch will stop for its third time in the city of cinema (and retail too), in the West Coast of the United States.



# LOS ANGELES

34°01'10"N 118°24'40"W

UNITED STATES, AMERICA

605 PT

2018  
P.02

=

02

LOS ANGELES

647 PT

Los Angeles maintains a second position for the second year in a row in Hot Retail Cities. Besides the Hollywood neighbourhood, the world’s mecca for cinema, the Californian city has one of the most remarkable spots in the world for retail: Rodeo Drive, in Beverly Hills.

UNITED STATES, AMERICA

34°01’10”N  
118°24’40”O



DEMOGRAPHY			
Population	4,0	M. ♂	↑
Urban area (population)	15,4	M. ♂	=
Growth of population	0,5	%	↑
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/ ♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	4	⌘	=
Main airport	LAX		
Airport traffic	↑ ↑ ↑		
Port	↑ ↑ ↑		

New York on the east, Los Angeles on the west. The Californian city repeats for a second year in a row a second position in the world’s hottest cities for retail and, just like New York, it does so with solid grounds and only partly linked to the economic wealth of the moment lived in the United States. The beaches, Hollywood, and Rodeo Drive’s boutiques, are all part of the seductive power of Los Angeles, which in 2028, will host the third Olympic Games of its history. The designation of the city as the Olympic headquarter for the third time, after 1932 and 1984, happened after a tight competition against Paris, which finally obtained its designation for 2024. In both cases, the International Olympic Committee (IOC) made an unprecedented choice of selecting two western cities at the same time; both with recognised solvency and with organisational abilities, which already have facilities for the games, so as to leave behind the economic and organisational fiascos experienced in Rio de Janeiro 2016. Eric Garcetti, mayor of Los Angeles, pointed out after the designation that “bringing

the Olympics back home to LA gives us the chance to imagine what our city will look like a decade from now.” As a former soldier and actor, Garcetti is one of the most well-known mayors in the United States in and out of the country, especially due to his leadership in the World Mayors Summit (C40) in October 2019. During the historical meeting, Garcetti pointed out that “whether or not the White House is on board, we are involved in the fight against pollution.” The summit celebrated in Copenhagen recognised, for instance, the existent environmental emergency and pursued the commitment of the City Halls to put up a fight against pollution at the core of their decisions. The environmental improvement is also behind one of the city’s most ambitious projects: a plan to invest 120 billion dollars in forty years for the modernisation of transport in South California. As it was pointed out in 2017 when presenting the plan to the local authorities of Los Angeles, it is the biggest infrastructural program ever seen in the United States. With the Olympic Games anticipating their stop in Los Angeles, the city is profiting from

the current environment of the United States’ economic fluctuations. The country’s economy will slow down in 2019 to the extent of reaching a growth of its Gross Domestic Product (GDP) of 2.3% (six tenths less) and will do so again in 2020 with a figure of 1.9% according to the estimations of the International Monetary Fund (IMF). Despite all that, the recession of the world’s economy makes the United States position even better in comparative terms. For retailers, establishing themselves in Rodeo Drive where prices have not altered during the last year has a very important component of appearance. The road for shopping par excellence stands at the 20th position in the world and, according to the Main streets across the world report, it exceeds the rents of streets such as the London Oxford Street or the Piazza di Spagna in Rome. As well as in Beverly Hills street, retail in Los Angeles is grouped in roads such as Melrose Avenue, or the so-called Fashion District, and Santee Alley area, as well as in shopping centres such as the Beverly Centre or The Americana. ■

Railway network	*****	↑
Quality of roads	*****	=
Electric infrastructures and telecommunications	*****	=
Smart city	***	↑
Public safety	*****	↓
Quality of air	*****	

TOURISM		
Number of tourists	-	M. ♂
Tourists’ expenditure	-	\$/ ♂

RETAIL		
Shopping centres	The Grove, 2rd Street Promenade, Beverly Center...	
Main street	Rodeo Drive	
Department stores	Macy’s, Nordstrom, Bloomingdale’s...	
Minimum salary	1.198	€ =
Attraction of talent	*****	=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Select/ Transit, Los Angeles Kids Market, Los Angeles Fashion Market, LA Fashion Week		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	****		↓
Quality of life	***		↑



# 03

The 1964 Tokyo games introduced numerous technological novelties such as live retransmission to other continents or slow-motion cameras. The Olympic torch will be back to the Japanese capital in 2020, putting it in the whole world's spotlight. In 2019, the city goes five positions up in the Hot Retail Cities ranking obtaining the bronze medal, right after New York and Los Angeles. With the world watching, and at a time of economic stability, Tokyo has the chance to surprise each and every one of us once again.



# TOKYO

35°40'48"N 139°46'12"E

JAPAN, ASIA

590 PT

2018

P.08



TOKYO

590

PT



The Japanese capital and its vast area of influence are experiencing a mature economy and it is one of the few that has managed to speed its growth up in 2019. Staying out of the trade war between the United States and China, Japan has now the capacity to start a race towards a new cycle of expansion.

JAPAN, ASIA

35°40'48"N

139°46'12"E

DEMOGRAPHY			
Population	9,3	M. 人	↑
Urban area (population)	38,5	M. 人	=
Growth of population	-0,2	%	=
Average age	**		=
Higher education	***		=
Main language	Japanese		

ECONOMY			
Country GDP 2018	4.970.916	M.\$	↓
Country GDP growth 2019	1	%	↑
GDP per capita 2018	39.287	\$	↑
Unemployment rate	2,4	%. 人	↑
Currency	Yen		
Average monthly earnings	2.424	€	=
Inflation	1	%	=
Inequality	29,9	pt	=
Household consumption	2.696.808	M.\$	↑
Interest rates	-0,10	%	=

POLITICS			
Capital	✓		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	5.460	\$/人	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	141	間	=
Main airport	Narita		
Airport traffic	↑ ↑ ↑		
Port	↑ ↑ ↑		

If the estimations of analysts are true, Japan and Europe could become the indirect winners of China and the United States’ open trade war in the medium term, a struggle that exists to achieve the economic leadership of the 21st century. Tokyo, Japan’s capital, has been promoted in the 2019 ranking of the hottest cities for retail due to a weaker international economic environment characterised by uncertainty. Fixed in rates of moderate growth since years ago, Japan has not yet reached the rates of international economy. Notwithstanding, it is one of the few developed economies that, according to the International Monetary Fund (IMF), will manage to increase the rate of growth of its Gross Domestic Product (GDP) in 2019 in contrast to the previous year, a circumstance that promotes and increases the points of the capital in economic terms. Even so, the Japanese economy could be penalised, according to economists, due to the recent increase of their VAT applied in October 2019. Large population and a vast area of influence

-the biggest in the planet- are two of Tokyo’s top appeals for retail, as well as a GDP per capita that stands around 39,3 billion dollars or top-level infrastructures. On the other side of the coin, there are aspects such as the ageing population or the high costs of implantation when opening a store in the city. On the other hand, if an aspect promotes Japan’s position particularly it is the celebration of the next Summer Olympic Games in 2020. The Japanese capital, today a synonym of modernity, technology and pop culture, stands in the hot cities’ podium for retail boosted by the next Olympic summit. The Japanese city will host the event having for the first time in its history a woman as a Governor. Yuriko Koike, former Minister of the Environment, assumed the position as Governor of the city in 2016 under the promise of focusing on the preparation for the games. “The games are ahead of us; I want to use them as an opportunity to build a new Tokyo that will last beyond 2020,” she stated. The first Olympic Games in Japan in 1964

entailed an unprecedented jump forward regarding the use of technology in sports. Besides being the first televised games in colour and transmitted live via satellite to Europe and North America, Tokyo 1964 added novelties such as the use of slow-motion cameras or computers to register the exact timings in competitions. Given this precedent and the well-known Japanese capability for innovation, the 2020 Games are destined to put Tokyo in the spotlight of the whole world. For global retailers, Japan’s capital is already a mandatory spot in every expansion plan. Ginza, the preferred street for high street players, has not changed its prices per square metre in the last year and stays in the ninth position of the most coveted streets in the world according to the report Main streets across the world, carried out by the real estate consultant Cushman&Wakefield. To stores in the streets are added the local offers located in shopping centres such as Futakotamagawa Rise, DiverCity or Kitte and department stores such as Isetan or Parco. ■

Railway network	*****	↑
Quality of roads	*****	=
Electric infrastructures and telecommunications	*****	=
Smart city	****	↓
Public safety	*****	↓
Quality of air	***	

TOURISM		
Number of tourists	12,93	M. 人
Tourists’ expenditure	1.065	\$/ 人

RETAIL		
Shopping centres	Futakotamagawa Rise, DiverCity, Kitte...	
Main street	Ginza	
Department stores	Isetan, Mitsukoshi, Parco...	
Minimum salary	1.200	€ =
Attraction of talent	****	=

FASHION			
Fashion consumption	766	\$	=
Evolution of fashion consumption	6,1	%	↑
International operators	*****		↑

TRENDY CITIES		
Fashion fairs	Textile Tokyo, Premium Textile Japan, Japantex, Japan Fashion Week, Magic Japan, Fashion World Tokyo...	
Cultural activity	↑ ↑ ↑	
Entrepreneurial climate	***	↓
Quality of life	****	↑



# 04

45

Hot Retail Cities

1-100

The precipitous hills of San Francisco and its symbolic tram are part of the world's collective imagination. The city represents as not many others the so-called new economy. It may be because of that that the president of the United States, Donald Trump, has aimed his criticisms at the city. During the last year, he has publicly criticised it and brought its mayor, London Breed, to exasperation. Aspects like water quality and the homeless are at the centre of the controversy between the President and chairman of the city council.



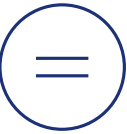
# SAN FRANCISCO

37°43'38"N 123°1'55"W

UNITED STATES, AMERICA

583 PT

2018  
P.04



# 04

## SAN FRANCISCO

583 PT

The most paradigmatic city of the new economy maintains its position in the ranking promoted by the pleasant economic situation of the United States. The quality of its airport and the high demand of its main commercial streets play also in favour of San Francisco, the third North American city in the Hot Retail Cities ranking of 2019.

UNITED STATES, AMERICA

37°43'38"N  
123°1'55"O



DEMOGRAPHY			
Population	0,9	M. ♂	↑
Urban area (population)	6,1	M. ♂	=
Growth of population	0,4	%	↓
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	14	☐	=
Main airport	S. F. International Airport		
Airport traffic	-		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	The Embarcadero, Westfield San Francisco...		
Main street	Union Square		
Department stores	Macy's, Nordstrom, Bloomingdale's...		
Minimum salary	1.198	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Fashion Market Northern California		
Cultural activity	-		
Entrepreneurial climate	*****		=
Quality of life	****		=

It has been thoroughly and factually proven that the global power's arithmetics in the 21st century are multipolar, but that does not mean that the United States, the leading power of the second half of the 20th century, has stopped having a prominent role in the world. This relevance is palpable in consumption, where the US is not only the first global market but also continues to be, to some extent, the economy that sets the trends that will later turn to the rest of the planet. With China's permission, where e-commerce, for instance, has had a development like no other in the West, economy and commerce's new patterns are conceived and shaped in the United States. Moreover, if we were to zoom in the map, San Francisco would definitely be the nerve centre of the so-called new economy. Regarding retail, the city with the most iconic hills and trams maintains a distinguished position in the fourth slot of the ranking for the hottest cities for global players. Just like in New York and Los Angeles, the positive environment regarding the United States

economy (despite its open trade war with China, source of the huge storm clouds covering the whole world's skies) explains in great measure the fact that San Francisco maintains its position intact. Paying attention to the International Monetary Fund's (IMF) estimations, the United States' economy will continue to grow in 2019 above the rest of developed countries, although the nation's Gross Domestic Product (GDP) will slow down its increase to 2.3% (six tenths less than in the previous fiscal year). Equally to the rest of the world, the perspective regarding 2020 is even less flattering, although the United States will keep up a solid performance with a growth of about 2%. Furthermore, in San Francisco, there are other factors that promote the city such as the volume of population (although it does not look as good for long term predictions of growth) or the score of the city's airport obtained by the World Airport Awards. The main market area in the city, Union Square, has kept its rents unaltered during the previous year, standing at the 28th place in the

world among the most expensive streets to open a store, according to the Main streets across the world ranking by the consultancy company Cushman&Wakefield. On the contrary, Post Street, the second most expensive street in town, reduced its rents last year with a drop of 2.8%, standing at the 41st position on the global scale. The mayor of the city is London Breed, who became in 2018 the first woman to be at the top of the Californian City Hall. Breed, member of the Democrat Party, has faced during her first year in the job Donald Trump, the president of the United States and member of the Republican Party, due to the town's quality of water or the homeless people, issues that the president blames on democrats. "We can't let Los Angeles, San Francisco and numerous other cities destroy themselves by allowing what's happening", said Trump after a visit to those cities in 2019. Breed said in September that she was "tired" of the United States' president's attacks, to whom she accuses of damaging the ability of North American cities to fight climate change. ■



# 05

49

Hot Retail Cities

1-100

Asia's eternal layover is a haven for retail. Prosperous, safe, touristic and open to business, Singapore is like candy for huge international players who get installed all through the 2.2 kilometres of its main artery, Orchard Road. Having one of the highest GDP per capita in the world and an enormous flow of foreign tourists, Singapore is a store window to the world and a strategic hub in the highest growing continent of the world.



# SINGAPORE

1°16'60"N 103°51'0"E

SINGAPORE, ASIA

581 PT

2018

P.03



05

SINGAPORE

581

PT

Singapore has seen the podium slip away from its fingers penalised by the advancement of other huge metropolis such as Tokyo and by having its worse performance in economic indicators, damaged by the impact of trade war. All in all, the city-state continues to be a mandatory and rewarding stop in Asia for retailers.

SINGAPORE, ASIA

1°16’60”N

103°51’0”E



DEMOGRAPHY			
Population	3,5	M. 𑖇	↑
Urban area (population)	5,7	M. 𑖇	↓
Growth of population	0,8	%	↓
Average age	***		=
Higher education	****		=
Main language	English / Mandarin		

ECONOMY			
Country GDP 2018	364.157	M.\$	=
Country GDP growth 2019	1,3	%	↑
GDP per capita 2018	64.582	\$	↑
Unemployment rate	3,8	%. 𑖇𑖇	↑
Currency	Singapore dollar		
Average monthly earnings	2.703	€	=
Inflation	0,4	%	=
Inequality	39,8	↑	↑
Household consumption	127.258	M.\$	=
Interest rates	1,94	%	=

POLITICS			
Capital	✓		
Fiscal barriers	****		↑
Economic freedom	*****		=
Import openness	*****		=
Quality of political institutions	*****		=
Trade openness	*****		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	66.178	\$/𑖇	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	13	𑖇	=
Main airport	Changi		
Airport traffic	↑ ↑ ↑		
Port	↑ ↑ ↑		

Railway network	*****	↑
Quality of roads	*****	=
Electric infrastructures and telecommunications	*****	=
Smart city	****	↓
Public safety	*****	↓
Quality of air	***	

TOURISM		
Number of tourists	14,67	M. 𑖇
Tourists’ expenditure	1.129	\$/ 𑖇

RETAIL		
Shopping centres	Paragon, Ngee Ann City, ION Orchard...	
Main street	Orchard Road	
Department stores	Takashimaya, Tangs, Isetan...	
Minimum salary	-	€ =
Attraction of talent	*****	=

FASHION			
Fashion consumption	568	\$	↑
Evolution of fashion consumption	11,9	%	↑
International operators	*****		↑

TRENDY CITIES		
Fashion fairs	Singapore International Indian Expo	
Cultural activity	↑ ↑ ↑	
Entrepreneurial climate	**	↓
Quality of life	*****	=

Safe, wealthy and thriving. Singapore has it all to become one of the greatest capitals for re-tail around the world, although this year, it has stepped back two spots in the ranking due to the advancement of other metropolis like Tokyo, which has taken away the bronze medal of the hottest retail cities to operate locally. Singapore is the seventh country with higher Gross Domestic Product (GDP) per capita in the world, which stands at 64,582 dollars, and one of the safest cities in Asia. Furthermore, the city-state obtains really good qualifications in aspects such as quality of life or attraction of talent, partly due to English being its co-official language too. However, this year, the city has been damaged by the worst evolution of its economy, highly exposed to international commerce and thus, especially affected by trade war. The country avoided technical recession in the third trimester with a growth of 0.6% after the fall of 2.7% of the previous trimester. In interannual terms, Singapore barely grew by 0.1% in both periods, which is its lowest number in a decade. The city has also been affected by the ranking

due to indicators such as relevant street, losing positions in the ranking of Main streets across the world elaborated by Cushman&Wakefiled. It has also flopped in entrepreneurial climate and smart cities, for which this year a new ranking has been used and in which Singapore was not greatly valued. The country is, together with Hong Kong, South Korea and Taiwan, one of the four Asian Tigers, a group of countries that industrialised quickly during the decades of the sixties and the nineties. During the last few years, its efforts have focused on reducing its dependence on the commercial port and on claiming itself as a financial pole, a sector that currently occupies the fourth part of its GDP. In 2018, Singapore signed a free trade and protection agreement with European Union investments which, beyond getting the rich territory closer to the communitarian market, opens it the door to the Association of Southeast Asian Nations (ASAN) too, putting together ten countries of the region which amounts up to 625 million inhabitants. Tourism is once more one of the strongholds

of Singapore, which stood in 2018 as the fifth most visited city in the world. According to MasterCard data, around 14.67 billion tourists stayed overnight in the city last year, 4% more than the previous one. Moreover, Singapore was the third city in the world where tourists spent the most, with an average disbursement of 1,129 dollars. To the visitors who stay the night are also added those travellers who layover in the city, as Singapore is the centre of aerial connections for Southeast Asia and the technical stop for the Kangaroo Route between London and Sydney. Huge international players such as Zara, Uniqlo, Gap or H&M are present in the country, most of them in the main street, Orchard Road, a street that is 2.2 kilometres long. Retail is completed with department stores like the Japanese Takashimaya or Isetan and shopping centres such as Pragon or Ngee Ann City. Halimah Yacob is at the head of the city-state ever since 2017, when she became the first president not to go through the urns as she was the only candidate that gathered all the conditions established by the law. ■



# 06

The third biggest city in the United States sounds like blues, house and jazz, but also like dozens of curtains opening year after year in a hunt for a piece of the budget of the over ten million people inhabiting its metropolitan area. Chicago is one of the biggest economic poles in the country and has managed to start to overcome the Retail Apocalypse with innovative concepts and investment in large international brands.



# CHICAGO

41°54'0"N 87°39'0"W

UNITED STATES, AMERICA

579 PT

2018  
P.05

↓

06

CHICAGO

579 PT

Chicago falls one position behind in the Hot Retail Cities global ranking but manages to stay in the top ten despite the strong advancement of other metropolis such as Miami, which went six times up this year. The city continues to show economic strength but it is not exempt from huge challenges like corruption or the upbringing of criminality.

UNITED STATES, AMERICA

41°54'0"N  
87°39'0"O



DEMOGRAPHY			
Population	2,7	M. ∆	↑
Urban area (population)	9,3	M. ∆	=
Growth of population	0,5	%	=
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. ∆ ∅	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/∆	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	17	▢	=
Main airport	O'Hare		
Airport traffic	↑↑↑↑		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↑
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ∆	
Tourists' expenditure	-	\$/ ∆	

RETAIL			
Shopping centres	900 North Michigan Shop, The Shops at North Bridge, Water Tower Place...		
Main street	North Michigan Avenue		
Department stores	Macy's, Kohl's, Bloomingdale's...		
Minimum salary	1.198	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Chicago Shoe Market, The National Bridal Market, Stylemax, Chicago Collective		
Cultural activity	-		
Entrepreneurial climate	***		↓
Quality of life	****		=

Chicago resists the impact of the global retail ranking. The city, the third largest one in the United States and one of the most important regarding its Gross Domestic Product (GDP) falls only one position behind staying in a top ten that has been shaken by Hong Kong's crisis and the impact of trade war, deceleration and Retail Apocalypse, as many other towns in the United States. Chicago is one of the US economic motors and home to the headquarters of leviathans such as Boeing, Kraft Heinz or Caterpillar. The city is, together with its metropolitan area, one of the places with more scientists and engineers per capita in the States, as well as being cradle to some of the country's top economists, amongst them twelve Nobel Prizes. In 2019, Chicago made history choosing its first female, Afro-American and openly gay mayor, Lori Lightfoot. The Democrat politician took the lead of the third biggest city in the country after a long career in the private sector, where she assisted the Attorney Gen-

eral and presided the Police Board. Lightfoot replaced the former White House Chief of Staff, Rahm Emanuel, who shook municipal politics in 2018 after announcing that he would no longer run for a third mandate. The new mayor has committed to face three of the city's greatest issues: criminality, police brutality and endemic corruption. Over 550 people were murdered last year in Chicago due to gang violence, most of them linked to drug traffic, becoming the city with higher firearm mortality in the country. After her election, Lightfoot has also announced measures to promote access to housing, a recurrent issue in all the country's large cUNrbations. Specifically, the mayor destined a budget of sixty million dollars to the development of social housing policies. As in most US cities, shopping centres are the kings and queens of commerce in Chicago, although there are also relevant axis in the streets such as Magnificent Mille, where large international brands are located, as well as luxury

brands and department stores. The also known as Mag Mile is actually a stretch of Michigan Avenue, and connects Chicago's river with Oak Street, in the Gold Coast neighbourhood. A proof of social dynamism in the city are the names of players who have invested in it during the last year. That is the case of Nike, which opened a pop-up store in Michigan Avenue; Louis Vuitton, which released another ephemeral store in town, or Amazon Go, to name a few, as well as the sneakers' pure player Allbirds and the Canadian chain Roots. One of the last players to join the city's offer is the Irish king of low-cost fashion Primark, which in July chose Chicago to open its first store in the Midwest. The company settled in a store of over 4,100 square metres in State Street, which previously belonged to Gap. The opening reactivated the street in Chicago, one which suffered the most the impact of Retail Apocalypse, becoming the biggest rental agreement per surface ever signed since 2014, as gathered by the local press. ■



# 07

The bridge between North America and Latin America, land of beaches, parties and luxury in a Latin style. Miami is a city of contrasts and in full expansion that has yet to heal some scars from the crisis -like huge inequality-, but that vibrates at the sound of salsa and retail. To its dynamic inhabiting population, most of them with South American and Caribbean roots, there is added a growing touristic volume that adds even more appeal if possible to international trade to the most important city in Florida.



# MIAMI

25°47'00"N 80°13'00"W

UNITED STATES, AMERICA

575 PT

2018

P.13



07

MIAMI

575

PT

Retail is looking for shelter in Miami. Despite the threat of trade war and Retail Apocalypse in the United States, the city from the state of Florida has the leading role in the biggest escalation of this edition of Hot Retail Cities’ top ten, going six places up and standing among the top spots for the sector.

UNITED STATES, AMERICA

25°47’00”N

80°13’00”O



DEMOGRAPHY			
Population	0,5	M. ♂	↑
Urban area (population)	6,0	M. ♂	=
Growth of population	0,8	%	↑
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/♂	=

Retail is coming to Miami’s party. The United States’ city, the link between North American and Latin cultures, has undergone one of the biggest escalations in this edition of Hot Retail Cities and manages to sneak between the ten hottest cities for international retail. Whilst the country presided by Donald Trump is facing several challenges such as trade war, deceleration and Retail Apocalypse, Miami is vibrating more than ever encouraged by indicators such as aerial traffic and smart cities. The city occupies the position number 40 in the Cities in Motion ranking carried out by the business school IESE and stands out in factors such as the environment, mobility and transport. On the other hand, the score of Miami has gone all the way up partly thanks to its spot in the Megahubs International Index ranking, in which this year stands at the world’s 25th position. This rise is, to a large extent, given by the increase of tourists that took place last year. According to data from the Greater Miami

Convention&Visitors Bureau (GMCVB), the impact of tourism in the city stood around 18 billion dollars. This is also added to a dynamic local population, constituted in a 70% by Latinos. Out of the rest, most are Afro-American or with European origins. This multiculturalism has made Miami become one of the cities with a higher number of non-English speakers in their homes: two-thirds of the town’s citizens do not speak English as their mother tongue. In September of 2019, Miami’s mayor Francis Suárez received the Small Business Advocate Award from the United States Conference of Mayors due to his labour promoting Miami’s appeal for business. Amongst the stipulated measures by the Alderman was the launch of the E-start tool, which was created to facilitate the opening of new business through a cellphone. Suárez, a Republican, has also promoted the plan called Strategic Miami Area Rapid Transit (Smart), which contemplates the expansion of transport in the Miami-Dade

county with six new passages and new bus routes. The politician is the son of Xavier Suárez, who in 1985 became the first mayor in Miami that had been born in Cuba. Retail is focused on commercial streets such as Lincoln Road and shopping centres. In the outskirts of town, there is, for instance, Sawgrass Mills, a shopping centre turned into one of the biggest touristic destinations in South Florida. The city is also building the American Dream, which will be the biggest shopping centre in the United States with a surface of almost 560,000 square metres. The project, passed in 2018, does not have yet an estimated opening date. But not everything is bright in the town of the eternal sun. Miami is still one of the US cities with greater inequality of incomes and was one of the most damaged by the real estate crisis that affected the country in 2007. That thought has motivated the city today to face a growing issue of access to housing as it was the city in the United States with the largest rate of rejected mortgages. ■

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	4	⌘	=
Main airport	Miami International Airport		
Airport traffic	↑↑↑		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↑
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Lincoln Road Mall		
Main street	Lincoln Road		
Department stores	Macy’s, JC Penney, Sears...		
Minimum salary	1.198	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	***		=

TRENDY CITIES			
Fashion fairs	Coast Fashion Trade Exhibition, Swim Show		
Cultural activity	↑↑↑		
Entrepreneurial climate	***		↓
Quality of life	***		=



# 08

Hong Kong, the home of the two most expensive commercial axis in the world to open a store, the kingdom of neons and trade from dusk to dawn, is staggering. The special administrative region falls only two slots down in the ranking of the hottest cities for retail because the impact of the protests, which started in 2019, has not been reflected in most indicators, as they take reference from 2018 data. Only time will tell if it's a point of no return or if Hong Kong's neons will be able to shine bright once again.



# HONG KONG

22°16'42"N 114°09'31"E

CHINA, ASIA

571 PT

2018  
P.6

↓

08

HONG KONG

571 PT

Hong Kong resists being China. The city is going through one of the biggest political and social crisis in its history in a time where retail is already trying to reinvent itself ahead of the downfall of Chinese tourism. The protests started as peaceful manifestations against an extradition law, but have now become an affront to Beijing’s Government.

CHINA, ASIA  
22°16’42”N  
114°09’31”E



DEMOGRAPHY			
Population	7,4	M. 𑖀	↑
Urban area (population)	7,4	M. 𑖀	=
Growth of population	0,6	%	↑
Average age	**		=
Higher education	***		=
Main language	Mandarin		

ECONOMY			
Country GDP 2018	362.993	M.\$	=
Country GDP growth 2019	2,7	%	↑
GDP per capita 2018	48.717	\$	↑
Unemployment rate	2,8	%. 𑖀𑖀	↑
Currency	Hong Kong dollar		
Average monthly earnings	718	€	=
Inflation	2,4	%	↓
Inequality	53,9	pt	↓
Household consumption	248.136	M.\$	=
Interest rates	4,25	%	↑

POLITICS			
Capital	-		
Fiscal barriers	*****		↑
Economic freedom	*****		=
Import openness	*****		=
Quality of political institutions	*****		=
Trade openness	*****		=
Political stability	*****		=
Contextual factors	Protests		
Exports per inhabitant	74.560	\$/𑖀	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	58	𑖀	↑
Main airport	Chek Lap Kok		
Airport traffic	↑ ↑ ↑		
Port	↑ ↑ ↑		

The signs that flood Hong Kong’s sky shine just a little less this year. China’s special administrative region has fallen two positions down in this edition of Hot Retail Cities weighed down by the country’s deceleration and, especially, due to the impact of the protests in the city’s economy and particularly in its sales. Notwithstanding, the impact of its score has not been higher because most of the indicators analysed for the report based their analysis on data from the year-end of 2018 before the riots started. That is the case, for instance, of a report by Cushman&Wakefield that maintains two of Hong Kong’s neighbourhoods in the first two positions of the ranking for the most expensive spots in the world for store openings. According to the document, which utilises data from July 2018, Causeway Bay stays at the lead with a price of 24,606 euros per square metre per year, followed by Tsmi Tsa Shui. Another Hong Kong neighbourhood, Mong-kok, occupies the 23rd position. The protests started in March of 2019 as manifestations against an extradition law, but

have ultimately become a more transversal movement of protests against Beijing’s control. The protests, which have become more violent by the day, have forced stores to close their business on several occasions. The strike has been especially tough for luxury, which generates between 5% and 10% of the sales according to Bernstein. Looking at the last available data, in August, jewellery and watch shops dropped by 47.4% after another decrease that took place in July of 24%. The arrival of tourists, on their part, dropped by 39% in August as a consequence of the fall of 42.3% of arrivals coming from continental China. Only the 1st of October, when the seventieth anniversary of the foundation of the People’s Republic of China, thirty shopping centres closed their doors, whereas brands such as Hugo Boss, Levi Strauss or Ralph Lauren have also stayed with their curtains down and Chanel has postponed sine die its Cruise collection fashion show. On the contrary, other players who had been thinking about their settlement in the region

have kept their plans on track, as it is the case of Sephora, which opened the 4th of September a megastore of 4,200 square metres inside the IFC Mall to which will accompany seven more in the next few months. It is the first store belonging to the LVMH chain in the region ten years after their decision of leaving the country. Stuart Weitzman, Alexander McQueen or Moda Operandi are some of the brands who invested in Hong Kong nonetheless. In September, Hong Kong’s Chief Secretary for Administration announced the drawback of the bill that started the protests, but it wasn’t enough to put an end to the movement. A month later, Lam suggested the possibility of an intervention of the Chinese army were the crisis to escalate. The region is no alien to the challenges of the economy in China, which is deep into deceleration and trade war. In April, when the protests had barely started, the International Monetary Fund (IMF) anticipated a peak of Hong Kong’s economy of 2.7% for 2019 and 3% for 2020. ■

Railway network	*****	↑
Quality of roads	*****	=
Electric infrastructures and telecommunications	*****	=
Smart city	****	↑
Public safety	*****	↓
Quality of air	***	

TOURISM		
Number of tourists	8,23	M. 𑖀
Tourists’ expenditure	-	\$/ 𑖀

RETAIL		
Shopping centres	Times Square, Lee Gardens, IFC Mall...	
Main street	Causeway Bay	
Department stores	Sogo, Lane Crawford, Shanghai Tang...	
Minimum salary	623	€
Attraction of talent	*****	=

FASHION			
Fashion consumption	4.529	\$	=
Evolution of fashion consumption	26,1	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Hong Kong Fashion Week, Centrestage, China International Fashion Fair...		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	**		↓
Quality of life	***		↑



# 09

65

Hot Retail Cities

1-100

The biggest metropolis in the world and the Chinese miracle's unofficial capital. There are many titles well deserved by Shanghai, which once again reigns over the rest of continental China as the hottest city for retail and is the second town from the developed country, after Hong Kong, to appear on this list. The city is now facing a new economic transition at the same time as it is trying to withstand the blow of trade war.



# SHANGHAI

31°10'00"N 121°28'00"E

CHINA, ASIA

548 PT

2018  
P.9

=

09

SHANGHAI

548 PT

China’s economic capital is trying to avoid a double threat: on the outside, trade war, which has started to impact the city’s sales; on the inside, the slowing down of the Asian beast, which is in need of a new economic model. Despite the challenges, Shanghai manages to maintain its position in 2019’s Hot Retail Cities.

CHINA, ASIA

31°10’00”N

121°28’00”E



DEMOGRAPHY			
Population	22,7	M. 𐇔	=
Urban area (population)	22,7	M. 𐇔	↓
Growth of population	2,1	%	↑
Average age	***		=
Higher education	**		=
Main language	Mandarin		

ECONOMY			
Country GDP 2018	13.608.152	M.\$	↑
Country GDP growth 2019	6,3	%	↓
GDP per capita 2018	9.771	\$	↓
Unemployment rate	4,4	%. 𐇔𐇔	↑
Currency	Yuan		
Average monthly earnings	718	€	=
Inflation	2,1	%	↓
Inequality	51	pt	↓
Household consumption	4.704.445	M.\$	↓
Interest rates	4,25	%	↑

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	**		=
Import openness	*		=
Quality of political institutions	***		↓
Trade openness	*		↓
Political stability	***		↑
Contextual factors	Trade war		
Exports per inhabitant	1.600	\$/𐇔	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	32	𐇔	=
Main airport	Pudong		
Airport traffic	↑↑↑		
Port	↑↑↑		
Railway network	****		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	**		=

Smart city	**		↑
Public safety	****		↓
Quality of air	*		

RETAIL			
Shopping centres	Global Harbor, IFC, Grand Gateway Plaza...		
Main street	West Nanjing Road		
Department stores	No. 1, Grand Gateway, Takashimaya...		
Minimum salary	272	€	↑
Attraction of talent	****		↓

FASHION			
Fashion consumption	-	\$	↓
Evolution of fashion consumption	50,7	%	↑
International operators	****		=

TRENDY CITIES			
Fashion fairs	Itma Asia&Citme, Yarn Expo, Intertextile, Interfilière, Chic		
Cultural activity	↑↑↑		
Entrepreneurial climate	**		↓
Quality of life	**		=

Shanghai wants its signs to shine at night too. Ahead of the Chinese economy’s deceleration, as well as the impact that trade war is having upon two of the city’s strategical sectors -finances and sales- there is a new plan coming to save the city which is to expand its commercial dynamism also after sundown. In July, the local Governments of Shanghai, Beijing, Guangzhou and Shenzhen promoted each a set of measures to invigorate the so-called Night-time Economy, from six pm to six am. The project includes measures such as the authorisation for restaurants to use their terraces also during the night, although its impact is quite minimal as most of the restaurant establishments are located in first floors of buildings or shopping malls. In parallel, some streets will cut traffic during the night. The city council has also announced the designation of a “nightlife director” to promote the city’s night-time economic growth, and each district will have a person in charge of its own. The organisation chart tries to replicate similar measures to those promoted in New

York or Paris in order to manage efficiently the relationship between neighbours and the establishments that will remain open all night. Shanghai is China’s main shopping destiny, right behind Hong Kong’s special administrative region, and it is also the first city to be chosen by international brands to land in continental China. The west part of Nanjing Road is the most expensive in the country (excluding Hong Kong), with an average price of 3,706 euros per square metre per year. Another of the trade epicentres, a quieter one anyway, is Xujiahui, were there are grouped shopping centres, food chains and department stores like Grand Gateway 66, which has international brands, and Metro City, which specialises in electronic articles. In 2019, the city was chosen by the United States giant Costco to be the host of its first store in continental China, an event that caused such frenzy among consumers that it forced the brand to close the store ahead of schedule. “For your safety, we hope citizens who want to go to Costco can maintain a rational attitude about consumption” recom-

mended the Shanghai police in a statement. Shanghai was also the spot chosen by Pronovias for its disembark in Asia in 2019. The bridal fashion company, property of BC Partners, landed in Plaza 66 shopping centre, specialised in high-end brands, were brands such as Chanel, Dior or Céline were already operating. The town, whose mayor is since 2017 Ying Yong, leads an important role in China’s digital economy and is home to the Consumer Electric Show, one of the biggest international events of the sector. Despite its energy, Shanghai has been no alien to deceleration and the impact of trade war, which ultimately promoted its stock exchange to undergo in May its biggest fall in three years, with a drop of 5.6%. The International Monetary Fund (IMF) estimates China to grow by 6.3% in 2019, which is further from the figure of 7% that it used to maintain only a few years ago. All in all, the talks between the government of Xi Jinping and Donald Trump have continued to move forward, and it is expected that the end of trade war will come earlier than imagined. ■



# 10

It survived wars, plagues, devastating fires, and now it is getting ready to overcome, as undamaged as possible, the next huge challenge in its history: Brexit. The British capital, which at one point in the 19th century came to be the greatest city in the world, is today a rich and vibrant cosmopolitan city, as well as stronghold for remainers, those who were against the disconnection with the European Union. The city, which has been the bridge between the United States and Europe for decades, between the old and the new world, is about to write a new chapter in its story.



# LONDON

51°30'26"N 0°07'39"E

UNITED KINGDOM, EUROPE

547 PT



2018  
P.10

=

10

LONDON

547 PT



London resists. Despite the uncertainty caused by Brexit, British economy has barely started to resent itself, which has allowed London to stay in this position at the rear end of the top ten. In favour of the city? Its historic and powerful commercial web, with the most expensive street in Europe and three more among thirty of the world’s most expensive.

UNITED KINGDOM, EUROPE

51°30’26”N  
0°07’39”O

DEMOGRAPHY			
Population	8,1	M. ♂	↑
Urban area (population)	10,8	M. ♂	↑
Growth of population	1,0	%	↑
Average age	**		=
Higher education	***		=
Main language	English		

ECONOMY			
Country GDP 2018	2.825.208	M.\$	=
Country GDP growth 2019	1,2	%	↑
GDP per capita 2018	42.491	\$	↑
Unemployment rate	4,0	%. ♂♂	↑
Currency	British pound		
Average monthly earnings	2.623	€	=
Inflation	2,3	%	↓
Inequality	32,8	pt	↑
Household consumption	1.867.819	M.\$	=
Interest rates	0,75	%	=

POLITICS			
Capital	✓		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Brexit		
Exports per inhabitant	6.777	\$/♂	=

All the threats and uncertainty caused by Brexit have not been able to turn down, at least yet, the European capital of retail. London maintains the 10th spot in the Hot Retail Cities ranking thanks to an economy that has not yet resented, and that remains on hold to watch if it will really happen that the United Kingdom will cut all ties with the European Union, or how will it do so, at least. For the time being, all eyes are on the endless negotiations between Boris Johnson’s government and the European Union. Were there be produced an ordered exit and a gradual transition towards the new scenario, estimations would not look so pessimistic. The International Monetary Fund (IMF) contemplates that, in this situation, British economy would grow by 1.2% in 2019 in comparison to 2018’s 1.4%. Consultants such as KPMG even consider that an agreement could entail an immediate salutary lesson for British economy, as the doubts surrounding and motivating its stagnation would dissipate. Were there no agreement, the United Kingdom could enter recession this same year, although it would

not be as severe as the 2009 one. The Office for Budget Responsibility (OBR), an independent organism linked to the country’s government, believes that the Bank of England should reduce tariff rates by 0.2% by the end of 2020 so that economy is stimulated, but the pound would drop immediately by 10%. London, which produces 20% of the United Kingdom’s GDP, is especially exposed to this break-up. In fact, some great multinationals have already started packing and in the city, the number of brands that have moved elsewhere or opened new headquarters outside the country rises up to 275. The British Fashion Council has also made its calculations: Brexit without agreement would cost British fashion about 900 million pounds as a consequence of the adoption of rules from the World Trade Organisation (WTO). At the same time, retail is still pumping in the European capital of sales. Despite uncertainty, London continues to be an imperative destiny for retail players due to its international store window quality. Moreover, United States’ brands have always considered the

city, due to its cultural and idiomatic closeness, an affable enclave for a Europe landing. London is also the third most visited city in the world, with 19.1 billion tourists in 2018 and 19.8 billion the previous year. The metropolis also occupies one of the top positions in expenditure, with a disbursement that stands around 16,57 billion dollars, only surpassed by cities such as Dubai, Mecca, Bangkok or Singapore. A proof of this appeal is the fact that London, lead since 2016 by the mayor Sadiq Khan, has the most expensive street in Europe in where to open a store, which is also the fifth most expensive in the world: New Bond Street, with a price per square metre per year of 16,000 euros. It is followed by Covent Garden, in the world’s top 20, and then by Oxford Street, Sloane Street, Regent Street and Brompton Road. During last year alone, Vans opened its first European concept store in Coven Garden, the United States’ The Row set off a new establishment, Microsoft opened in Oxford Circus its first store in Europe and Gianni, a Danish premium fashion brand, landed in August with an opening in Soho. ■

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	55	☞	=
Main airport	Heathrow		
Airport traffic	↑↑↑↑		
Port	✓		
Railway network	****		↑
Quality of roads	****		↓
Electric infrastructures and telecommunications	*****		=
Smart city	*****		=
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	19,09	M. ♂	
Tourists’ expenditure	863	\$/ ♂	

RETAIL			
Shopping centres	Westfield London, Boxpark, Whiteleys...		
Main street	New Bond Street		
Department stores	Marks&Spencer, Selfridges, Harrods...		
Minimum salary	1.525	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.344	\$	↓
Evolution of fashion consumption	23,3	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	London Fashion Week, Pure London		
Cultural activity	↑↑↑↑		
Entrepreneurial climate	****		↓
Quality of life	****		=

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11

HOT RETAIL  
CITIES

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2018  
P.7

↓

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BOSTON

541 PT



Despite Retail Apocalypse, trade war between the United States and China and the slight slowing down of American economy, Boston continues to be an appealing, young and dynamic city with huge opportunities for retail. However, in this second edition of Hot Retail Cities, the most European city in the United States has fallen out of the top ten hottest places for international retailers.

UNITED STATES, AMERICA

42°21'28"N

71°03'42"W

DEMOGRAPHY			
Population	0,7	M. 𐀀	=
Urban area (population)	7,1	M. 𐀀	=
Growth of population	0,5	%	↓
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. 𐀀𐀀	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/𐀀	=

The storm looming over the United States has pulled Boston out of the top ten. Notwithstanding, the city continues to be one of the more vibrant and appealing in the world for retail business. The loss of positions is mainly due to common factors around the country, like trade war, the impact of Retail Apocalypse -which has left hundreds of empty stores all over the US- and the deceleration of the world's first power's economy. According to the International Monetary Fund (IMF), the United States will go 2.3% up in 2019. The organisation underlines that, although exports are still going strong despite trade war, domestic demands and imports have weakened, partly reflecting the effect of the new taxes. In this context, Boston is a young and dynamic city, thanks to some extent to its condition as a University epicentre in the East Coast. Outside of Boston, there is Cambridge, home to Harvard University and the Technological Institute of Massachusetts (TIM), which turns the metropolis into a hub of talent and new companies' development.

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	7	𐀀	=
Main airport	Logan		
Airport traffic	-		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. 𐀀	
Tourists' expenditure	-	\$/ 𐀀	

RETAIL			
Shopping centres	Copley Place, North End, Prudential...		
Main street	Newbury Street		
Department stores	Macy's, TJMaxx...		
Minimum salary	1.198	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	The Boston Collective		
Cultural activity	-		
Entrepreneurial climate	****		↓
Quality of life	****		=

With barely 690,000 inhabitants and an area of influence that surpasses the seven million, it is calculated that Boston attracts every year over 350,000 college students all over the world, which contributes, too, to the economic and commercial dynamism of the city. In fact, Boston stands among the top thirty cities with greater economic power in the country, despite its reduced size. This dynamism is also translated into a high living cost, caused by one of the biggest gentrification issues in the territory. As a matter of fact, Boston is considered one of the most expensive cities in the world to live in, although, all things considered, the place also stands out in quality of life rankings. The city has not been able to scape the Retail Apocalypse that struck the whole nation and that penalised all US towns in the ranking. The wave of Sears closures, as well as the closures of other emblematic establishments such as the oldest Marks&Spencer in the city, have left a legacy of half-empty shopping centres that are trying hard to find a new life. In Burlington Mall, for instance,

Sears has left a space of 3,250 square metres which it had dedicated to its automotive offer and which will become a small shopping centre in itself with restaurants, stores and a pedestrian area that will connect it to the rest of the bigger centre. Sears closed this store in April 2018 after fifty years operating in the mall. This centre was also the one chosen by Primark for its landing in the United States back in 2015, right on top of the space that Sears occupied. Another of Boston's commercial axis is Newbury Street, where it is relatively affordable to open up a store. Stronghold of the Democrat Party, Boston has not had a Republican mayor since 1930. Its current town councillor is Marty Walsh, who entered the local government in 2014 after the passing of Thomas Menino, who had been in charge for 21 years. In 2017, Walsh revalidated his position in the municipal elections. Leading the country, contrarily, is the controversial Republican Donald Trump, who will face his litmus test in the 2020 elections. ■

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P.16

↑

12

SEATTLE

517 PT

The cradle of grunge is today one of the most important hubs in the United States economy, and has an intense retail activity mainly due to the workers of giants such as Amazon, Costco or Starbucks. Seattle, the most important metropolis in the United States’ northeast, improves in 2019 its position among the most appealing cities for retail in the report’s second edition.

UNITED STATES, AMERICA

47°36’00”N  
122°19’00”O



DEMOGRAPHY			
Population	0,7	M. ♂	=
Urban area (population)	3,7	M. ♂	↓
Growth of population	0,9	%	↑
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	↓
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	=
Unemployment rate	3,9	%. ♂♂	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/♂	=

If Detroit was a metaphor for the United States’ industrial crisis, Seattle could quite represent the country’s retail transformation. In the era of Retail Apocalypse, the city continues to witness store openings, but these are different stores. It was here where Amazon, which has its headquarters in the locality, tested its first Amazon Go, and today, the company continues to use the place to try out different pilot projects for retail concepts. Among its last openings, there is a 4-starts store, which opened in 2019 next to the company’s headquarters and which distributes the best-ranked products online. The company has also been four years working in another establishment, projected way before opening the first Amazon Go supermarket, with a surface of almost one thousand square metres. We have yet to know the details of what the space will be destined to; a space superior in dimensions than other of Amazon’s retail projects and the first one to be located in a residential area. In spite of that and equally to the rest of cities in the United States, restaurants are the ones

leading the street expansion nowadays: in 2019 alone, there were announced the openings of up to twenty new food and drinks establishments, from Mexican fast food to ramen. With 740,000 citizens and over three million neighbours in all its metropolitan area, Seattle is a wealthy but tiny city, and so it enjoys a better quality of life, a high rent per capita and appealing prices for retail. The rents of commercial stores in downtown Seattle stand, on average, at 691 euros per square metre per year. The flip side of this economic take-off is social inequality, gentrification and a growing saturation point in road transport. Seattle was the first city in the United States to be led by a woman, Bertha Knight Landes, who was chosen for the charge in 1926. Ninety years later, the metropolis has had a new female mayor again, Jenny Durkan, chosen in 2017 and with previous experience as a West Washington district attorney chosen by former President Barack Obama before jumping into municipal politics. Durkan is a member of the Democrat Party, in favour of which 80% of the constituency is, and is the second town

councillor in the city to say openly that she is gay. The politician has been strongly criticised for cancelling several projects regarding the environment, such as the city’s bicycle plan, and has been critical with the implantation of apps for the common use of electric scooters which already operate in many of the country’s big cities. Considered one of the new economy hubs in the United States, Seattle is also the host of huge traditional business such as Costco or Starbucks, which maintains in the city its first-ever coffee shop. Despite the dynamism it maintains on a local scale, the city is severely affected by factors linked to the whole of the country like the trade war between China and the US. Although it keeps up a robust economy with the longest cycle of growth of its history, the United States could decelerate in future years with rises of only 2.3% in 2019. Next year will be key in the country’s future, as there will be presidential elections in which Donald Trump, immersed in an impeachment process, will have to fight to revalidate his mandate. ■

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	7	⌘	=
Main airport	Tacoma		
Airport traffic	-		
Port	↑ ↑ ↑		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↑
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Westlake Center, University Village, Northgate Mall...		
Main street	Pine Street		
Department stores	Macy’s, Nordstrom...		
Minimum salary	1.198	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	The NorthWest Trend Show		
Cultural activity	-		
Entrepreneurial climate	***		↓
Quality of life	****		=



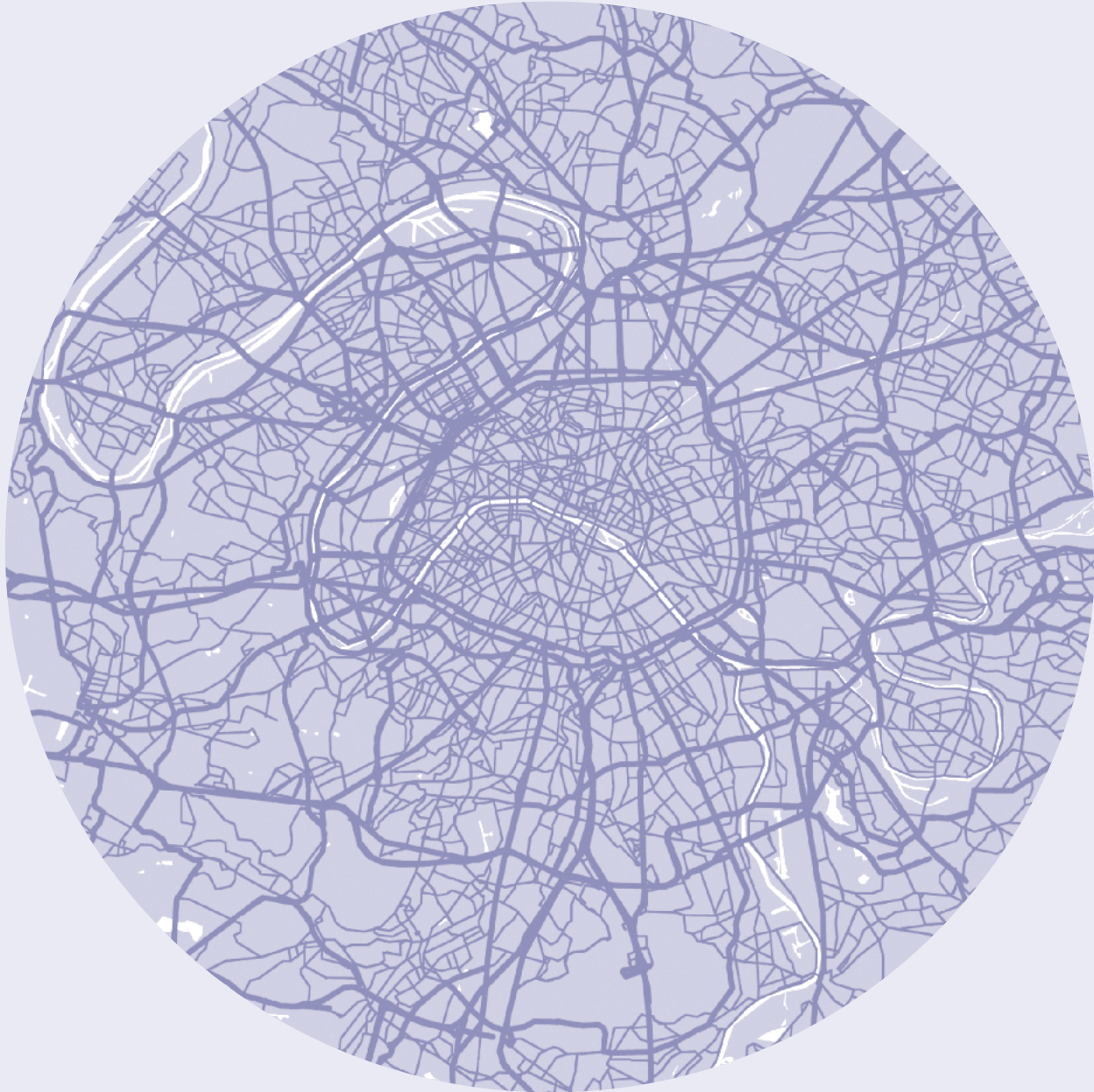
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P.19

↑

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PARIS

514 PT



The European capital of fashion scratches the top ten of this Hot Retail Cities ranking in a difficult year for the city. The yellow vests protests had a huge impact in sales and tourism but the city of Paris is starting to recover. The strength of its economy, its numerous commercial streets and its strong and going touristic appeal have boosted the city up in one of the greatest escalations in the ranking.

FRANCE, EUROPE

48°51'24"N  
2°21'07"E

DEMOGRAPHY			
Population	2,2	M. ♂	↑
Urban area (population)	11,0	M. ♂	=
Growth of population	0,6	%	↑
Average age	**		=
Higher education	***		=
Main language	French		

ECONOMY			
Country GDP 2018	2.777.535	M.\$	=
Country GDP growth 2019	1,3	%	↑
GDP per capita 2018	41.464	\$	↑
Unemployment rate	9,2	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	2.989	€	=
Inflation	1,9	%	↓
Inequality	29,9	pt	=
Household consumption	1.497.310	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	*		↑
Economic freedom	***		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	-		
Exports per inhabitant	8.163	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	35	🏢	=
Main airport	Charles de Gaulle		
Airport traffic	↑↑↑↑		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	****		↓
Public safety	*****		↓
Quality of air	***		

TOURISM			
Number of tourists	19,1	M. ♂	
Tourists’ expenditure	736	\$/ ♂	

RETAIL			
Shopping centres	Beaugrenell Paris, Forum des Halles...		
Main street	Avenue des Champs Elysees		
Department stores	Galeries Lafayette, Printemps, Le Bon Marché...		
Minimum salary	1.521	€	=
Attraction of talent	****		=

FASHION			
Fashion consumption	745	\$	=
Evolution of fashion consumption	1,3	%	=
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Paris Fashion Week, Première Vision, Who’s Next, Interfilière, SIL...		
Cultural activity	↑↑↑↑		
Entrepreneurial climate	***		↓
Quality of life	****		=

*Paris sera toujours Paris.* Despite the fact that 2018 has not been the best year for the French capital, Paris has positioned itself once again as the second most appealing city for retail in Europe, only behind London. The most important city in France and one of the top cities in the European continent escalates in this edition of the report six positions up in the ranking, going over Amsterdam, Sydney or Dubai, and revalidating its title as the unofficial capital of fashion. With a population of 2.19 billion people and eleven million inhabitants in its metropolitan area, its residents have to share the city with about 19.19 billion tourists who stay overnight every year, assigning it as the most visited city in Europe during 2018 and the second most visited around the world, according to the Global Destination Cities Index carried out by MasterCard. Furthermore, Paris is one of the cities that concentrates a greater expense per year by part of foreign visitors, with an average disbursement of 736 dollars and a total expense fo 14,06 billion dollars in 2018, one of the factors that has contributed to the city’s promotion in the ranking.

Another thing that has played in its favour is the fact that France is one of the European powers resisting in the best way possible the punch of global deceleration. Whilst Italy is already in recession, Germany could be so in future trimesters and the United Kingdom is an uncertain scenario due to Brexit, France was one of the few economies for which the International Monetary Fund (IMF) maintained intact its predictions in July’s last revision. Specifically, the entity is contemplating a rise of 1.3% in 2019 and 1.4% in 2020. Although the IMF highlights the impact of the yellow vests protests, it trusts that the fiscal stimulus of Emmanuel Macron, President of the Republic, will encourage the economic activity once again. The yellow vests movement, which started in October 2018, was conceived as a protest against the rise of fuel prices but ended up becoming a transversal protest against the president Macron. Together with the political and social crisis they caused, the gilets jaunes had, too, an impact on sales, especially in big cities like Paris, where storekeepers were forced to

close their business and where street traffic was deeply affected. According to a report carried out by the Parliament of the Republic, the protests scratched off a tenth to the country’s Gross Domestic Product (GDP), the equivalent of 2,3 billion euros. In spite of that, Paris continues to be one of the most important spots for retail, and, concretely, for international fashion. Five of its commercial axis sneak into the top 15 most expensive streets in the world for renting a store, a list led by the avenue of the Champs Elysées with a cost of 13,992 euros per square metre per year. It is followed by Saint Honoré, Fauburg Saint Honoré, Avenue Montagne and Place Vendôme. The city council is headed by Anne Hidalgo, the first woman to occupy such position. Hidalgo was chosen as Paris’ mayor in 2014 and is once again the estimated winner in the municipal elections of 2020. One of his top measures was the campaign Paris Respire (Breath Paris), which includes the prohibition of motorised cars running every first Sunday of each month in certain areas of the French city. ■



2018

P.12



# 14

# AMSTERDAM

511

PT



Amsterdam loses the silver medal for retail in Europe. Paris’ sprint, going six positions up, has caused the step back of the Dutch capital on the list, which, in absolute terms, continues to stay as one of the most appealing places for commerce in the Old Continent despite its reduced size.

## THE NETHERLANDS, EUROPE

52°23’00”N

4°54’00”E

DEMOGRAPHY			
Population	0,9	M. ♂	↑
Urban area (population)	1,7	M. ♂	=
Growth of population	0,6	%	↓
Average age	**		=
Higher education	****		=
Main language	Dutch		

ECONOMY			
Country GDP 2018	912.872	M.\$	=
Country GDP growth 2019	1,8	%	↑
GDP per capita 2018	52.978	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	2.836	€	=
Inflation	1,7	%	
Inequality	26,6	pt	↑
Household consumption	403.156	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	*		↑
Economic freedom	****		=
Import openness	***		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	32.394	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	9	☞	=
Main airport	Schiphol		
Airport traffic	↑↑↑↑		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	****		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	7,54	M. ♂	
Tourists’ expenditure	553	\$/ ♂	

RETAIL			
Shopping centres	Kalvertoren, Magna Plaza...		
Main street	Kalverstraat		
Department stores	De Bijenkorf, V&D...		
Minimum salary	1.636	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	999	\$	↓
Evolution of fashion consumption	4,5	%	↑
International operators	***		↑

TRENDY CITIES			
Fashion fairs	Modefabriek, Kingpins		
Cultural activity	↑↑↑↑		
Entrepreneurial climate	***		X
Quality of life	*****		=

Tulips, coffee shops, the Red Light District and a whole lot of commerce. Among its more than 160 canals, Amsterdam has one of the most dynamic commercial networks in Europe, which positioned it again as one of the top European cities for retail. This year, the Netherlands’ capital falls two positions down the list but it is not its own fault; Paris is to blame, as it escalated six positions taking the silver medal away from Amsterdam all at once. Amsterdam is one of the less populated cities in the top 15, with barely 860,000 inhabitants, but it is young, touristic, and has high purchasing power. The Gross Domestic Product (GDP) per capita of the Netherlands went up last year to a figure of 52,978 dollars, claiming the country as one of wealthiest in Europe, only behind Liechtenstein, Monaco, Ireland, Norway and Switzerland. Amsterdam is part of Holland, a historical region of the Netherlands, and is one of the country’s economic engines. Due to its geographical position and its advantages regarding international trade, the country is one of the most important logistic hubs in Europe,

which encouraged international companies to choose this city as the place to install their operations centre in the continent. Among them are several fashion brands, such as Nike, PVH, Under Armour or Adidas, but also giants from other sectors like Panasonic, Ikea or Tesla. The country’s capital has a diversified economy and is also the home of some of the biggest companies in the world in sectors like finances, with leviathans such as ING Group, or the industrial one, with Philips. Heineken, one of the biggest beer companies in the world, or the chemic Akzo Noble, are other of the companies with headquarters in the city. Amsterdam is also being defined as a strategic hub for a new economy and in July 2019, there was announced the building of a data analysis centre described by the local government as “an infrastructure as important for the country as international airports.” With the first female mayor of its history, Amsterdam is currently facing the debate in regards to the closure of the Red Light District, one of the main touristic destinies in the

Dutch capital city today. The filmmaker and leader of the green leftist party Groenlinks, Femke Halsema, defends that “trafficking in human beings takes place in the most beautiful and oldest part of our city”, which has led to study different alternatives to overturn this area, from the complete closure of brothels to the prohibition of using store windows to promote its services. Retail in the city is concentrated in hubs such as Kalverstraat, with an average rent price of 3,000 euros per square metre per year, or Pieter Cornelisz Hoofstraat, where the high-end offer is located. In Amsterdam, there are also notorious shopping centres, like the Magna Plaza, which rises over a neo-Gothic building and where brands such as Lacoste, Swarovski and Armani Jeans operate. The metropolis also hosts several fashion fairs of international relevance, especially in the field of urban and denim fashion, like Kingpins. The Netherlands is led by Mark Rutte, chosen as Prime Minister in 2010 and leader of the conservative-liberal political party VVD. ■

2018

P.21



SEOUL

511

PT



The capital of South Korea goes up by six positions in the ranking thanks to its healthy economy, its population (high but not as massive as other Asian cities), its quality of life and its role as a trendsetter in Southeast Asia, one of the regions with greater a economic dynamism in the world.

SOUTH KOREA, ASIA

37°35'00"N

127°00'00"E

DEMOGRAPHY			
Population	10,0	M. 𐄂	↑
Urban area (population)	24,3	M. 𐄂	=
Growth of population	0,2	%	↑
Average age	***		↑
Higher education	****		↓
Main language	Korean		

ECONOMY			
Country GDP 2018	1.619.424	M.\$	=
Country GDP growth 2019	2,6	%	↑
GDP per capita 2018	31.363	\$	↓
Unemployment rate	3,8	%. 𐄂𐄂	↑
Currency	Won		
Average monthly earnings	2.793	€	=
Inflation	1,5	%	↓
Inequality	30,7	pt	↑
Household consumption	787.822	M.\$	=
Interest rates	1,50	%	=

POLITICS			
Capital	✓		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	-		
Exports per inhabitant	11.230	\$/𐄂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	47	𐄂	↓
Main airport	Incheon		
Airport traffic	↑↑↑		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	****		↓
Public safety	*****		↓
Quality of air	***		

TOURISM			
Number of tourists	11,25	M. 𐄂	
Tourists' expenditure	828	\$/ 𐄂	

RETAIL			
Shopping centres	Times Square Mall, Coex...		
Main street	Myeongdong		
Department stores	Lotte, Hyundai...		
Minimum salary	1.230	€	=
Attraction of talent	****		=

FASHION			
Fashion consumption	727	\$	=
Evolution of fashion consumption	5,3	%	↓
International operators	***		=

TRENDY CITIES			
Fashion fairs	Preview in Seoul, Seoul Fashion Week		
Cultural activity	↑↑↑		
Entrepreneurial climate	**		↓
Quality of life	***		=

Seoul defines itself as one of the Asian metropolis with greater economic dynamism in 2018. In this new edition of Hot Retail Cities, South Korea's capital has experienced one of the biggest escalations in the chart, going up by six positions and sneaking into the top 15 of the best cities in the world for retail. Its quality of life, its economic dynamism and its population, of 24 million people in the metropolitan area, have all contributed to this rise. Whilst Japan is fighting to stimulate its economy and China is immersed in a deep transaction, South Korea continues to maintain solid growth rates, with rises of 2.7% in 2018 and projections of 2.6% in 2019 and 2.8% in 2020. The political tension has also reduced in the last few years. The governments of South Korea and North Korea have taken some steps forward to reconcile, including the celebration of the first inter-Korean Summit in April of 2018, the third one in its history which had not taken place for eleven years. During the meeting, Kim Jong-un became the first president of North Korea since the war in 1953 to

enter a southern territory. At the same time, the president Moon Jae-in stepped briefly the territory beyond the northern frontier. In the capital, the main challenges are the improvement of the environment, the ageing population -whose average age is above most of the other South Korean cities- and the high rate of suicides. The city's mayor is Park Won-Soon, from the Korean Democrat Party, who has been in the position since 2011. During his ruling, the city has improved in citizen participation indexes, the budget for public transport has increased and sustainable urban development through the recovery of green areas has been promoted. Park is, furthermore, one of the first South Korean politicians to defend same-sex marriage. In 2019, the city launched the Seoul Global Challenge, an international platform of competition for innovation and development (I&D) in order to seek innovative solutions to several urban issues. The first challenge was to look for ways to reduce fine dust in undergrounds, for which the winner would obtain 500 mil-

lion won (382,000 euros) and his or her solution would be bought in order to be implanted in the city's underground. Seoul has taken away from Tokyo its status as the door to modernity in Asia, standing as one of the most vanguardist and innovative metropolis in the continent. With phenomena such as K-Pop (Korean pop) or K-Beauty (Korean cosmetics), the country, with its capital at the top, has been erected as one of the most influential markets and a trendsetter for the whole region. This store window role, similar to that of Paris or London in Europe, has encouraged numerous international players to take positions in the city during recent years, opening huge flagship stores across town. Chanel and Max Mara are two of Europe's high-end brands who opened in 2019 new flagship stores in the city, whereas GU, property of the Japanese giant Fast Retailing, set off in 2018 its first store in the country inside the Lotte World Mall shopping centre. The last brand to arrive has been Sephora, which will try to take over the cosmetics sector. ■



2018  
P.15

↓

16

SYDNEY

510 PT

Sydney emerges as one of the most dynamic cities in the world, with young population and a growing appeal for retail. Although in 2019 it goes one position down in regards to the first Hot Retail Cities edition -mainly due to the rise of other cities-, the biggest town in Australia and Oceania is nonetheless one of the most appealing ones in the region to open a store.

AUSTRALIA, OCEANIA

33°52'00"S  
151°12'00"E



DEMOGRAPHY			
Population	4,9	M. ♂	↑
Urban area (population)	4,9	M. ♂	=
Growth of population	1,2	%	↑
Average age	**		=
Higher education	*****		↑
Main language	English		

ECONOMY			
Country GDP 2018	1.432.195	M.\$	=
Country GDP growth 2019	2,1	%	↑
GDP per capita 2018	57.305	\$	↑
Unemployment rate	5,4	%. ♂♂	↑
Currency	Australian dollar		
Average monthly earnings	3.456	€	↓
Inflation	1,9	%	↓
Inequality	33,2	pt	=
Household consumption	809.474	M.\$	=
Interest rates	1,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	*****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	9.868	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	17	🏢	=
Main airport	Kingsford Smith Airport		
Airport traffic	-		
Port	✓		
Railway network	***		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	****		↓
Smart city	***		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	4,4	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Pitt Street Mall, Queen Victoria Building, Westfield...		
Main street	Pitt Street Mall		
Department stores	Myer, David Jones...		
Minimum salary	1.997	€	=
Attraction of talent	****		↓

FASHION			
Fashion consumption	1.017	\$	↑
Evolution of fashion consumption	16,3	%	↑
International operators	***		=

TRENDY CITIES			
Fashion fairs	Mercedes-Benz Fashion Week		
Cultural activity	-		
Entrepreneurial climate	***		↓
Quality of life	*****		=

Despite all the hardships implied by its geographical position, Sydney continues to deserve an outstanding position among the huge international retailers’ plans for expansion. With a Gross Domestic Product (GDP) per capita similar to that of Germany and a great political and social stability, as well as an economy that has historically avoided global crisis, Sydney stands as one of the developed economies with a most positive position in this global context of uncertainty and deceleration. With a little less than five million inhabitants, Sydney is Australia’s biggest city even if it does not hold the capital title. In this edition, the city has gone down in one position regarding the previous Hot Retail Cities ranking due to the advancement of other towns and the drop of its score in regards to entrepreneurial climate or attraction of talent, but it has also improved in other indicators such as GDP growth. Whereas the huge global powers decelerate, Australia continues to show resistance and strength with estimations of 2.1% for 2019 and 2.8% in 2020, according to the

International Monetary Fund’s (IMF) last projections. The country is piloted by Scott Morrison, Prime Minister and member of the Liberal Party, who rules in coalition with the Australian National Party. Morrison has been thoroughly criticised, both in and out of his party, due to his defence of the coal and mining industries in a country that cares deeply for environmental and climate issues. The politician, former Treasury Minister, gained control of the party and the government after an internal battle against the former Prime Minister, Malcolm Turnbull, who abandoned the position in 2018 and reaffirmed his leadership after the anticipated federal elections of 2019. The city, on its part, is led by the mayor Clover Moore, who in 2004 became the first woman to assume the charge. The reduction of environmental impact in the city is one of the main bones of Moore’s program, who has set the goal of reducing 70% of the carbon emissions in Sydney by 2030. The local government has also installed new bicycle lanes, developed the biggest solar photovoltaic system in the city, planted 10,000 trees

and promoted the use of shared cars with the development of a municipal program that has 700 parking spaces dedicated to those vehicles. Retail in the city is concentrated in the Pitt Street Mall shopping centre, which, with an average rent of 8,882 euros per square metre per year, is the fifth most expensive commercial axis for renting in the Asia-Pacific region. The country is also the cradle of two huge department stores chains: David Jones, controlled by the South African group Woolworths, and Myer. Due to its proximity, the Japanese Fast Retailing is one of the international players with a greater presence in the city. Its main brand, Uniqlo, adds up to almost twenty stores in the country, and in 2019, it opened a new store in the Westfield Hurstville shopping centre, twenty kilometres away from Sydney. Another of the last players to get to the city is Anine Bing, the Danish blogger’s brand with the same name, which opened in the neighbourhood of Paddington its first store in the country during the last month of October. ■



2018

P.14



DUBAI

502

PT

17

The mecca of luxury and the economic power in the Middle East falls three slots down the chart of the hottest cities for international retailers due to the improvement of other cities and to the bad evolution of some indicators like openness to imports, smart cities, or the most expensive streets for the opening of stores. In spite of that, Dubai makes its way onto the world’s top 20.

UNITED ARAB EMIRATES, ASIA

25°15’52”N

55°18’42”E

DEMOGRAPHY			
Population	2,8	M. ∆	↑
Urban area (population)	3,7	M. ∆	↓
Growth of population	1,5	%	↓
Average age	*****		↑
Higher education	*		=
Main language	Arabic		

ECONOMY			
Country GDP 2018	414.179	M.\$	=
Country GDP growth 2019	2,8	%	↑
GDP per capita 2018	43.005	\$	↑
Unemployment rate	2,6	%. ∆ ∅	↑
Currency	Dirham		
Average monthly earnings	1.782	€	=
Inflation	3,1	%	↓
Inequality	ND	pt	=
Household consumption	159.620	M.\$	=
Interest rates	2,50	%	↓

POLITICS			
Capital	-		
Fiscal barriers	*****		=
Economic freedom	****		=
Import openness	***		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		↑
Contextual factors	-		
Exports per inhabitant	31.800	\$/∆	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	5	∅	=
Main airport	Dubai International Airport		
Airport traffic	↑ ↑ ↑		
Port	↑ ↑ ↑		
Railway network	-		↓
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	*		↓
Public safety	*****		↓
Quality of air	*		

TOURISM			
Number of tourists	15,93	M. ∆	
Tourists’ expenditure	1.935	\$/ ∆	

RETAIL			
Shopping centres	Dubai Mall, Battuta Mall...		
Main street	-		
Department stores	Robinsons, Galeries Lafayette...		
Minimum salary	-	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	ND	\$	↓
Evolution of fashion consumption	0,0	%	=
International operators	***		↑

TRENDY CITIES			
Fashion fairs	Leatherworld Middle East, International Apparel and Textile Fair		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	*		↓
Quality of life	***		=

Dubai’s neons are the shiniest ones in the Persian Gulf. The mecca of luxury and the economic power in the Middle East stays as the most appealing metropolis for commerce in this report, although this year, it has fallen three positions down the list due to the improvement of other cities and a bad evolution in some of the analysed indicators. In particular, the most populated city in the United Arab Emirates (although not its capital) has been penalised due to a low score in the smart cities and the most expensive streets for retail in the world rankings, according to Cushman&Wakefield. Furthermore, the city has also obtained lower points in the category of openness to imports. On the other hand, its flexible fiscal policies for foreign investment, its economic stability and its constant expansion continue to be the city’s strong features. Dubai, a strategic enclave for commercial routes, has reduced during recent years its economic dependency on crude oil, underpinning an economy based on trade, finances, construction and tourism.

The Al Maktum clan governs Dubai’s emirate since 1833. The government of the territory is raised on a constitutional monarchy system headed by the sheikh Mohamed bid Rashid Al Maktum since 2006. His son, the crown prince Hamdan bin Mohamed bid Rashid Al Maktum, is responsible for the development of strategic plans in the territory as well as being the Minister of Economy. Due to the high temperatures reached in the emirate, leisure is focused on enormous shopping centres which are spread all through Dubai. In that sense, the frantic economic development is translated into the building of new centres every year, which have made of Dubai the unofficial title of global capital of malls. Nowadays, there are three huge projects ongoing in the city. The biggest one is the Deira Mall, which will be located in the artificial islands with the same name that began to be built in 2004 and which are expected to be completed by the 2020 Expo. The islands, with a surface of 15.8 square kilometres, will turn the area close to the historical

centre of Dubai into a new neighbourhood with hotels, residential towers, stores and nightlife. The Deira Mall shopping centre will be predictably finished by 2021 and will become the biggest mall in the world in base to its gross leasable area, with 4.2 billion square metres and one thousand stores, although the Dubai Mall will still be the biggest considering its total surface. There are also other macro projects on the run in the city: the Cityland Mall, inspired by nature and with the biggest Carrefour in Dubai as well as cinemas, a children play zone and a huge central park, and the Nakheel Mall, located in Palm Jumeirah, with over 350 stores such as Sephora, Puma or H&M. Among the city’s appeals, whose culture is strongly influenced by Islam and the Arab and Beduin society, there are the Pharaonic-style constructions like the Burj Al Arab or the Burj Khalifa hotels, the latter being the tallest in the world, as well as its ports or the artificial islands The World and The Palm Islands. ■



2018

P.18

=

18

PHILADELPHIA

497 PT

Cradle of the United States and the original capital of the country, Philadelphia maintains its position in the ranking and is consolidated as one of the hottest metropolis in the United States for sales. With a huge student community, the city has overcome Retail Apocalypse with new establishments right in the centre of the city. Although not reaching the levels of New York or Los Angeles, Philly manages to stay above the global top 20.

UNITED STATES, AMERICA

39°57'11"N  
75°09'48"O



DEMOGRAPHY			
Population	1,6	M. ♂	↑
Urban area (population)	5,8	M. ♂	↑
Growth of population	0,6	%	↓
Average age	**		=
Higher education	****		↓
Main language	English		

ECONOMY			
Country GDP 2018	20.494.100	M.\$	=
Country GDP growth 2019	2,3	%	↑
GDP per capita 2018	62.641	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Dollar		
Average monthly earnings	3.880	€	=
Inflation	2,4	%	↓
Inequality	37,8	pt	↑
Household consumption	13.321.407	M.\$	=
Interest rates	2,25	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Trade war and retail apocalypse		
Exports per inhabitant	4.717	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	3	🏢	=
Main airport	Philadelphia International Airport		
Airport traffic	-		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↓
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	King of Prussia, The Shops at Liberty Place...		
Main street	Walnut Street		
Department stores	Macy’s, Nordstrom, Kohl’s...		
Minimum salary	1.198	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.248	\$	=
Evolution of fashion consumption	11,0	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	-		↓
Quality of life	***		=

Two hours away from Manhattan by car, Philadelphia is raised as one of the eight cities in the United States among the hottest cities for retail around the world. Cradle of the United States and today one of the economic poles within the world’s first power, the metropolis nurtures from its strength in the finances market, the industry derived from oil and the food industry. Another of its economic sources is its web of universities and business schools, an audience that represents an opportunity for retail. Whereas other cities from the United States are still licking their Retail Apocalypse wounds, Philadelphia has started its transformation already with the launch of a new Fashion District in 2019. This shopping centre, located in the centre of the city, replaces the old one named The Gallery, opened in 1977 and closed in 2015. The new centre will occupy three blocks from the heart of Philadelphia and has over 60,000 square metres of commercial surface. Among its players, there are brands such as

Levi’s, Columbia, Guess, Polo Ralph Lauren, the Swedish H&M or the Asian Asics, as well as art facilities and restaurants. “It’s not your parents’ shopping centre”, resumed the local journal Billy Penn eluding a comparison between the former The Gallery and this new project. The complex has, too, access to public transport through which are expected to transit around 22 million people every year. Next to the shopping centres, the main artery for retail in the city is Walnut Street, with an average rent of 1,152 euros per square metre per year. Philadelphia is the centre of the seventh biggest metropolitan area in the country, with an added population of almost six million inhabitants, summing up the cities of Camden and Wilmington. The city has also a dynamic student population of 45,000 people. The mayor is, since 2016, the Democrat Jim Kenney, a strong Donald Trump adversary, who has kept Philadelphia as a sanctuary despite the threats of cuts in federal finances. Under the Kenney Administration, Philadel-

phia has also managed to contain the rates of murders, although it continues to be one of the highest in the country, with 22.1 crime for every 100,000 people. The city has been damaged this year in the ranking due to indicators such as safety or its position in the smart cities list (which for this edition has been measured with different criteria), as well as other situational matters. The United States is, next to China, the co-star of trade war, which has already started to affect its foreign markets. According to the last report by the International Monetary Fund (IMF) the country will grow by 2.3% in 2019 but will moderate the rate as Donald Trump’s fiscal reform’s effect passes by. “Although exports continue to be strong, domestic demand and imports have weakened, reflecting the effect of taxes”, highlighted the multilateral entity. In 2020, the country will celebrate new presidential elections, in which Trump could come out badly due to the impeachment process started at the end of 2019. ■



2018  
P.11

↓

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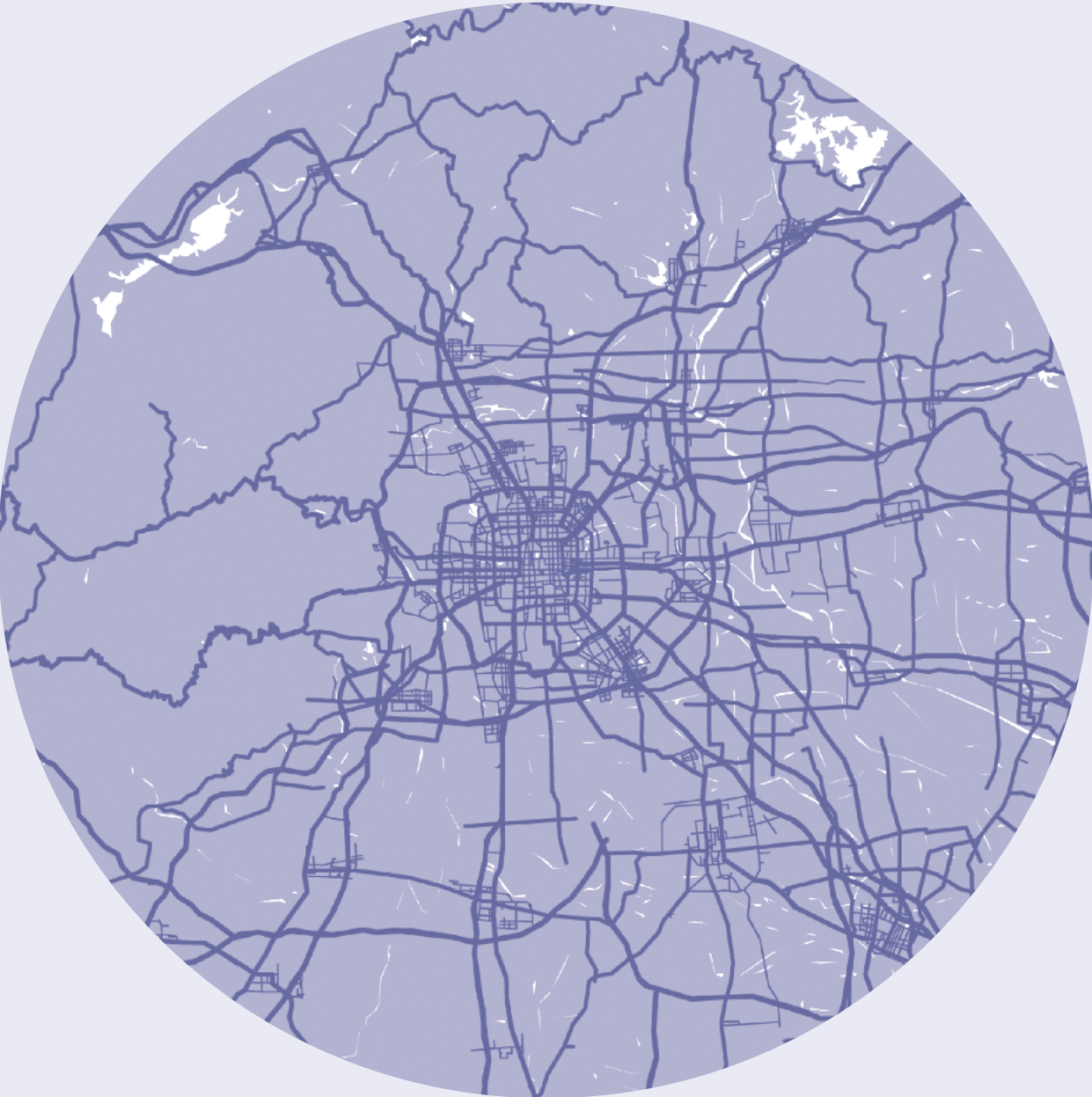
BEIJING

495 PT

The capital of China is fighting to continue its unstoppable economic growth in the most challenging context of recent years: on one front, the country’s trade war with the United States, on the other, the Hong Kong crisis.

CHINA, ASIA

39°54’18”N  
116°23’29”E



DEMOGRAPHY			
Population	21,7	M. 人	↑
Urban area (population)	21,7	M. 人	↓
Growth of population	1,8	%	↑
Average age	***		=
Higher education	**		=
Main language	Mandarin		

ECONOMY			
Country GDP 2018	13.608.152	M.\$	↑
Country GDP growth 2019	6,3	%	↓
GDP per capita 2018	9.771	\$	↓
Unemployment rate	4,4	%. 失业	↑
Currency	Yuan		
Average monthly earnings	718	€	=
Inflation	2,1	%	↓
Inequality	51	pt	↓
Household consumption	4.704.445	M.\$	↓
Interest rates	4,25	%	↑

POLITICS			
Capital	✓		
Fiscal barriers	**		↑
Economic freedom	**		=
Import openness	*		=
Quality of political institutions	***		↓
Trade openness	*		↓
Political stability	***		↑
Contextual factors	Trade war		
Exports per inhabitant	1.600	\$/人	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	74	间	=
Main airport	Beijing-Capital		
Airport traffic	-		
Port	-		
Railway network	****		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	**		=
Smart city	**		↑
Public safety	****		↓
Quality of air	*		

TOURISM			
Number of tourists	-	M. 人	
Tourists’ expenditure	-	\$/ 人	

RETAIL			
Shopping centres	The Gate City, Oriental Plaza, Yintai Center...		
Main street	Wangfujing		
Department stores	Lotte, Hanguang, Beijing Department Store...		
Minimum salary	272	€	↑
Attraction of talent	****		↓

FASHION			
Fashion consumption	-	\$	↓
Evolution of fashion consumption	50,7	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	China Fashion Week		
Cultural activity	-		
Entrepreneurial climate	***		↓
Quality of life	**		=

The international situation strikes Beijing. Although it continues to be one of the most appealing cities for retail thanks to its huge population and its great economic dynamism, the city is no alien to the two fronts facing China, both from a politic as an economic point of view. On one hand, the trade war with the United States, which implanted the first tariff escalation in September of 2019; on the other, the Hong Kong crisis and the reactivation of diplomatic tensions with Taiwan after its president opened up the possibility of being part of the United Nations (UN) again. This situation has already started to move to its predictions of growth, weakened already by the country’s slowing down during recent years. “The negative effects of the escalation of tariffs and the weakening of foreign demand have added pressure to an economy that is already undergoing a structural recession and is highly dependent on debt,” explains the International Monetary Fund (IMF) in its last perspective report. The organisation estimates the country to grow 6.3% in 2019 and

6% in 2020, a percentage unit less than in the predictions carried out in April. China does not obtain a good mark in terms of free-market: The Heritage Foundation qualifies the country as “mostly unfree” and the World Bank gives it a score of 68.3 points to the quality of its institutions. The lack of maritime connection is another of Beijing’s handicaps in comparison to other Chinese cities like Shanghai or Hong Kong. Despite this context, Beijing continues to stand out in the global ranking thanks to its population, of 21.7 billion people, its growth rates which are relatively high despite the deceleration and its low tax barriers. The city also has a powerful network of infrastructures, reinforced after the opening of the new International Daxing Airport, in the south of the capital, which had been built in a record time of five years and which can receive 72 million passengers every year. The airport, which has the biggest terminal in the world and is the second one in the city with international operations was inaugurated by the president of China, Xi Jinping, coinciding

with the holidays of the seventieth anniversary of the Communist Party’s rise to power. The mayor of the city is, since 2017, Jining Chen, an environmental engineer who was president of the Tsinghua University for three years and Minister of Environmental Protection before jumping into local politics. The stimulation of commerce is one of the cores of the local government’s plans to contribute to promote the economy. Experts like Qin Gang, the Executive Secretary of Centre for China and Globalisation’s think tank has suggested the city to open its doors to a Night-time Economy, with and operative underground all 24 hours and stores opened from dusk until dawn, New York style. Beijing is home to the most expensive city in China to open a store: Wangfujing, with a rent price of 4,532 euros per square metre per year, according to data by Cushman&Wakefield. Qianmen or shopping centres like the Oriental Plaza and the Yintai Center are other of the preferred destinies for huge retailers around the world. ■

2018

P.17



DUBLIN

492

PT



With huge commercial projects running, a dynamic street life and one of the youngest populations in Europe, Dublin fights the fear of Brexit and stays among the twenty hottest cities in the world for international retail. That being said, although it stays in the top twenty, the Irish capital has lost positions in comparison to the first edition of Hot Retail Cities.

IRELAND, EUROPE

53°20'33"N

6°15'57"O

DEMOGRAPHY			
Population	0,5	M. ♂	↑
Urban area (population)	1,2	M. ♂	=
Growth of population	1,1	%	↓
Average age	**		=
Higher education	***		=
Main language	English		

ECONOMY			
Country GDP 2018	375.903	M.\$	=
Country GDP growth 2019	4,1	%	↑
GDP per capita 2018	77.450	\$	↑
Unemployment rate	5,7	%. ♂ ♀	↑
Currency	Euro		
Average monthly earnings	3.292	€	=
Inflation	0,5	%	=
Inequality	30,3	pt	=
Household consumption	116.048	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	***		↑
Economic freedom	*****		=
Import openness	***		↓
Quality of political institutions	*****		=
Trade openness	***		↓
Political stability	*****		=
Contextual factors	Brexit		
Exports per inhabitant	43.350	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	14	🏢	=
Main airport	Dublin Airport		
Airport traffic	-		
Port	✓		
Railway network	***		↑
Quality of roads	****		↓
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Stephen’s Green Shopping Centre, Powerscourt Centre, Dundrum Town Centre...		
Main street	Grafton Street		
Department stores	Arnotts		
Minimum salary	1.656	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	742	\$	=
Evolution of fashion consumption	16,0	%	↑
International operators	***		↑

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	**		↓
Quality of life	****		=

Dublin challenges Brexit. The Irish capital, young and modern despite being in a relatively conservative country, reinforces its appeal for international commerce no matter the potential consequences of its neighbour’s departure from the common market. In the worst-case scenario of not reaching an agreement with the European Union, Ireland would be one of the most affected communitarian markets, potentially entering recession in 2020 according to the Economic and Social Research Institute (ESRI). 12% of the country’s goods’ exports and 24% of its imports have the United Kingdom as its partner. Regarding services, the weight lowers to 6% of exports and 9.3% of imports. The estimations of the International Monetary Fund (IMF) do not show, for the time being, a negative scenario. The multilateral organisation estimates growth by 4.1% for 2019 and 3.4% for 2020, contrasting with a rise of 6.8% registered in 2018. Dublin, with little more than a million inhabitants in all its area of influence, has a solid economy partly due to the country’s huge tax advantages, which have brought multina-

tionals from all around the world, especially technological ones. The Heritage Foundation designates the country as “free”, a qualification reserved for only a few number of states, and is also one of the markets with a heavier weight of exports on its Gross Domestic Product (GDP). The city has benefited from the stampede of companies leaving London city, as Dublin was the preferable alternative for the 275 brands that already left London’s financial hub. Dublin’s entrepreneurial network has also been influenced positively by the fact that it has one of the youngest populations in Europe: half the inhabitants in the city are less than 25 years old. Ireland is, in fact, one of the most appealing countries for the attraction of talent according to the World Economic Forum. In 2019, Paul McAuliffe replaced Nial Ring as mayor of the city after less than a year in the position. McAuliffe took the power back to the Fianna Fáil (an excision of Sinn Féin) for the first time in ten years, under the premise of fighting for housing access as his campaign’s elementary aspect.

The country’s Taoiseach -or Prime Minister- is Leo Varadkar, a doctor of Indian lineage member of the Christian Democrat Conservative Party Fine Gael. The politician was chosen in 2017, becoming the youngest Prime Minister as well as the first openly gay one in the country’s history. Grafton Street is the neuralgic point of activity in Dublin and the main pole for retail. The street, which joins Trinity College with St. Stephen’s Green park together, is pedestrian and hosts more than a hundred stores as well as shopping centres such as Stephens’ Green Shopping Centre. Another appealing destiny for international players are the department stores Arnotts, opened in 1943 and located in Henry Street, which collectively challenge the uncertainty produced by Brexit with new enlargements. One of them is Blackrock Village, which will add up 1,501 square metres more to its surface and which will be finished by May of 2020. The shopping centre Blanchardstown Centre, which will have two new flagship stores including JD Sports’, is also on the works. ■



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↑

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MUNICH

490 PT

Munich, one of Germany’s economic strongholds, escalates one position among the hottest cities for retail despite the weakening of Germany’s economy threatened by global deceleration and trade war.

GERMANY, EUROPE

48°08’14”N

11°34’32”E



DEMOGRAPHY			
Population	1,5	M. ♂	↑
Urban area (population)	2,1	M. ♂	=
Growth of population	0,6	%	↑
Average age	**		=
Higher education	***		=
Main language	German		

ECONOMY			
Country GDP 2018	3.996.759	M.\$	=
Country GDP growth 2019	0,8	%	↑
GDP per capita 2018	48,196	\$	↑
Unemployment rate	3,4	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	4.278	€	=
Inflation	1,7	%	↓
Inequality	29	pt	=
Household consumption	2.096.261	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		=
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Economic slowdown		
Exports per inhabitant	17.823	\$/♂	=

The prosperous and stable Munich is reasserted as one of the best places in the world to open a store. The third biggest city in Germany regarding the number of citizens, with an area of influence of little over two million people, goes up to the 21st position thanks to its economic strength, its stability and its powerful infrastructures. The city, governed since 2014 by the Social Democrat Dieter Reiter, who leads the city in coalition with the Christian Social Union in Bavaria. In 2020, Reiter will face municipal elections right in the middle of the tension enforced by the ecologists: in 2019, a party with no parliamentary representation, the OPD, promoted the most successful popular referendum since 1967 to save the bees. The referendum had the support of 1.7 billion Bavarians, 18.3% of the electoral census and forced Munich’s government to commit to the creation of a law that attended the ecologist demands. Another of the debates in consideration is the regulation of construction of skyscrapers, for which the mayor initially contemplated setting a height limit of one hundred metres.

The city, home of the headquarters of companies like BMW, Siemens, Linde or Allianz, is one of the wealthiest in the country, has a high quality of life, high security and political and economic stability. Among its biggest projects running is the expansion of BMW’s research and innovation centre which will create 15,000 employments. Munich is also key for the German economy due to its touristic appeal, with 5.2 billion visitors per year who spend about 1,021 each during their stop in town. The Munich International Airport is the second most transited in Germany and has received several prices to the Best Airport in Europe. Its infrastructures are, in fact, another of the city’s strong points. Munich’s underground (U-Bahn) has eight different lines that go through 96 stations and cover a length of over 100 kilometres, and among the city council’s projects is the construction of new tunnels to improve terrestrial transports too. Another of Munich’s positive aspects is the strength of the German economy, one of the greatest in the world. The country, which is

part of the G7 (as well as Canada, the United States, France, Italy, Japan and the United Kingdom) has a Gross Domestic Product (GDP) per capita of 48, 196 dollars and an average monthly salary of 4,278 euros. Notwithstanding, the country, highly exposed to foreign markets, has already been affected by the slowing down of international sales and protectionist trends, led by China and the United States. According to the estimations of the German Institute for Economic Research (DIW), the country will enter a technical recession during the first trimester of 2019, with a contraction of its GDP of 0.2% which will be added to the 0.1% registered between April and July. For 2019, the estimations claim a figure of growth of barely 0.8%, although the country may gain momentum in 2020. In Munich, retail is developed in hubs like Maximilianstraße, the fourth most expensive in Germany to open a store right behind the hubs in Berlin, Hamburg and Frankfurt. Kaufinger, Neuhauser and Theatinerstrasse are some of the city’s main streets. ■

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	9	☞	=
Main airport	Franz Josef Strauss		
Airport traffic	↑↑↑↑		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Pasing Arcaden Mall, Fünf Höfe...		
Main street	Maximilianstraße		
Department stores	Galeria Kaufhof...		
Minimum salary	1.557	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	973	\$	↓
Evolution of fashion consumption	-0,8	%	=
International operators	**		=

TRENDY CITIES			
Fashion fairs	Supreme		
Cultural activity	↑↑↑↑		
Entrepreneurial climate	**		↓
Quality of life	*****		=



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VIENNA

489 PT

With high quality of life and good economic development, Vienna is one of the best located European cities for international retail. Nonetheless, the Austrian city has been affected in this edition of the Hot Retail Cities report due to indicators like entrepreneurial climate, infrastructures or attraction of talent, which ultimately made it fall two positions down the raking.

AUSTRIA, EUROPE

48°12’30”N  
16°22’23”E



DEMOGRAPHY			
Population	1,9	M. ♂	↑
Urban area (population)	1,9	M. ♂	=
Growth of population	0,8	%	↑
Average age	**		=
Higher education	****		=
Main language	German		

ECONOMY			
Country GDP 2018	455.737	M.\$	=
Country GDP growth 2019	2	%	↑
GDP per capita 2018	51.513	\$	↑
Unemployment rate	4,8	%. ♂ ♀	↑
Currency	Euro		
Average monthly earnings	2.689	€	=
Inflation	2	%	↓
Inequality	30,5	pt	=
Household consumption	235.446	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	*		↑
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	17.820	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	7	☞	=
Main airport	Schwechat		
Airport traffic	-		
Port	-		
Railway network	****		↓
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=

Smart city	****		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Wien Mitte The Mall, Donau Zentrum...		

Main street	Kohlmarkt		
Department stores	Steffl		
Minimum salary	-	€	=
Attraction of talent	****		↓

FASHION			
Fashion consumption	1.429	\$	=
Evolution of fashion consumption	13,8	%	↑
International operators	**		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	**		↓
Quality of life	*****		=

The Vienna of great palaces and waltz is also a vibrant epicentre for retail. The Austrian capital falls two positions down the Hot Retail Cities ranking but maintains a privileged position in Europe, where it is only surpassed by five other places: London, Paris, Amsterdam, Dublin and Munich. The city, with little less than two million inhabitants in its metropolitan area, has improved its scores in economic and fashion indicators, but has deteriorated in aspects like inflation, opens to import, infrastructures, attraction of talent or entrepreneurial climate. Vienna, whose 18% of population has foreign origins, is a socio-democrat stronghold and one of the European cities with greater public assistance, especially in terms of housing. Vienna is piloted since 2018 by Michael Ludwig, from the Social Democratic Party of Austria (SPÖ in Austrian). Ludwig, former Executive City Councillor for Housing, Housing Construction and Urban Renewal, replaced Michael Häupl in the position, who had ruled over the city since 1994. In 2020, the politician will face his first elections where people

already anticipate, equally to what happened on a national scale, an advancement of the extreme right-wing. The Austrian Government is led by Sebastian Kurz, who in 2017 became the youngest Head of State in Europe with only 31 years old and the first to ally with FPÖ's extreme right. In May of 2019, the coalition was broken after a corruption scandal on the part of FPÖ, which caused an anticipated call for elections in which Kurz came out as the winner one more time. The extreme right was condemned by voters, whereas the socio-democrats scored their worst result since 1945 and The Greens came back strong to the Parliament. Again, the Chancellor needs support and alliances in order to govern. The politic instability has come at a time of Austrian economic deceleration, falling by 2.7% in 2018 and estimated to moderate in 2% during 2019, and 1.7% in 2020. In spite of that, Austria continues to stand among the high predictions of growth for developed countries, according to the research of the International Monetary Fund (IMF).

In the city, commerce continues to show its dynamism thanks to new shopping centres and retail developments, most of them with multiple uses. One of them is the Jo&Joe's chain's hostel, dedicated to a young audience, which will open in the centre of the city by 2021 and which will also have an Ikea store. A new centre belonging to the department stores KaDeWe is also being built in the centre of Vienna, defined by its promotor as a “modern vision of department stores as a mix of stores, restaurants and a hotel.” The facility will be located on a place currently occupied by La Rinascente, member of the same group as kaDeWe and which is separated in two to host retail spaces in the front and a hotel in the back. Proof of the city's appeal for retail is the rise of rents in its main commercial street Kohlmarkt, where during 2018 rents went up by 2.6% reaching the 4,740 euros per square metre per year, according to Cushman&Wakefield. Karntnerstrasse and Mariahilferstrasse are two more of the preferred hubs for sales. ■



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=

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TORONTO

485 PT

Multicultural and cosmopolitan, Toronto revalidates the gold medal among the hottest cities for retail in Canada. Despite not having the title of capital, it is the most populated city in the country and its economic and cultural centre. Although it drops in some indicators such as smart cities or the most expensive commercial streets, Toronto maintains its position in the list thanks to the improvement of economic factors and infrastructures.

CANADA, AMERICA

43°42'00"N  
79°24'58"W



DEMOGRAPHY			
Population	2,7	M. ∆	↑
Urban area (population)	6,6	M. ∆	=
Growth of population	0,9	%	=
Average age	**		=
Higher education	***		=
Main language	English		

ECONOMY			
Country GDP 2018	1.709.327	M.\$	=
Country GDP growth 2019	1,5	%	↑
GDP per capita 2018	46.125	\$	↑
Unemployment rate	5,9	%. ∆	↑
Currency	Canadian dollar		
Average monthly earnings	2.859	€	=
Inflation	2,3	%	↓
Inequality	31,2	pt	↑
Household consumption	996.843	M.\$	=
Interest rates	1,75	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Federal elections		
Exports per inhabitant	11.803	\$/∆	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	20	▢	=
Main airport	Pearson		
Airport traffic	↑↑↑↑		
Port	✓		
Railway network	****		↑
Quality of roads	****		↓
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ∆	
Tourists’ expenditure	-	\$/ ∆	

RETAIL			
Shopping centres	Eaton Centre, Yorkdale Shopping Centre, Scarrborough Town Centre...		
Main street	Bloor Street		
Department stores	Hudson’s Bay, Nordstrom...		
Minimum salary	1.482	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.025	\$	=
Evolution of fashion consumption	16,3	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Apparel Textile Sourcing Canada, Toronto Shoe Show		
Cultural activity	↑↑↑↑		
Entrepreneurial climate	***		↓
Quality of life	*****		=

Toronto stands as the hottest city for retail in Canada once again. This multicultural and cosmopolitan city surpasses one more time its compatriots Vancouver and Montreal and is maintained in the 23rd position of the chart. As an economic and cultural spearhead, Toronto is the most populated city in its country, with over six million people living in its metropolitan area and about three million people within the limits of the municipality. Immigration, which made Toronto overtake Montreal in the eighties as the most populated city in the country, continues defining the city's demographic radiography, with over 150 different ethnic groups who speak more than a hundred languages conjointly, although English and French, as its two official languages, are more prominent than the others. Although in this edition of the report, it has received less scores on factors such as foreign openness, smart cities or the price of commercial streets, Canada's economic strength and the improvement of issues like inequality, tax barriers or aerial traffic have

helped Toronto stay in the chart. The city's mayor is John Tory, who assumed the position in 2014 and was reelected in 2018. The mayor has supported the city's underground expansion and has proposed the development of a new green space over Railway Lands, similar to other new urban developments raised over beaches. Renting a store in Toronto fluctuates from 702 euros per square metre per year in Queen Street West and 2,106 euros in Bloom Street, its greatest spot for retail. As in many other large cities in the world, restaurants have been a huge part of last year's launches, although some fashion stores have opened up as well like Uniqlo's, opening its first store in the city in 2019 and located in the First Canadian Place, a high-rise office and commercial complex situated in the financial district. Canada's president is Justin Trudeau, son of the former Prime Minister Pierre Trudeau. During this mandate, he has promoted measures to welcome refugees and to protect the environment and has publicly sup-

ported the decriminalisation of marijuana. In 2018, Trudeau reached an agreement with the presidents of the United States and Mexico in order to decide on a new version of the North American Free Trade Agreement (NAFTA), which came into effect a quarter of a century ago and regulates trade relationships between the three North American countries. Ever since its agreement was validated, the number of exchanges carried out between the partners have multiplied by four, but Donald Trump made of its negotiation one of his workhorse, qualifying it as "the single worst trade deal ever approved." The negotiations were settled with a new agreement called the United States-Mexico-Canada Agreement, or USMCA, which is still waiting for the approval of Canada and the United States. Despite the world's deceleration and the trade war in which its main trade partner is immersed, Canada sustains solid growth rates with perspectives of 1.5% in 2019 and 1.9% for the next year, according to the International Monetary Fund (IMF). ■

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24

MELBOURNE

478 PT

Whereas Sydney goes one position down among the hottest cities for international retail, the second biggest town in Australia, Melbourne, escalates three slots up in this new edition of the report. If the former is beaches, travellers and youngsters, the latter is traditional and has a more stable population.

AUSTRALIA, OCEANIA

37°49'14"S

144°57'41"E



DEMOGRAPHY			
Population	4,8	M. ♂	↑
Urban area (population)	4,8	M. ♂	=
Growth of population	1,5	%	↑
Average age	**		=
Higher education	*****		↑
Main language	English		

ECONOMY			
Country GDP 2018	1.432.195	M.\$	=
Country GDP growth 2019	2,1	%	↑
GDP per capita 2018	57.305	\$	↑
Unemployment rate	5,4	%. ♂ ♀	↑
Currency	Australian dollar		
Average monthly earnings	3.456	€	↓
Inflation	1,9	%	↓
Inequality	33,2	pt	=
Household consumption	809.474	M.\$	=
Interest rates	1,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	*****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	9.868	\$/ ♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	5	☞	=
Main airport	Tullamarine		
Airport traffic	-		
Port	✓		
Railway network	***		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	****		↓
Smart city	***		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Emporium Melbourne, DFO South Wharf...		
Main street	Bourke Street		
Department stores	Myer, David Jones...		
Minimum salary	1.997	€	=
Attraction of talent	****		↓

FASHION			
Fashion consumption	1.017	\$	↑
Evolution of fashion consumption	16,3	%	↑
International operators	***		=

TRENDY CITIES			
Fashion fairs	Footwear&Leather Show Australia		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	*****		=

Melbourne reduces distances with its neighbour Sydney. Although the latter continues to be on top in this ranking, concretely in the 16th position, this year it has lost one position, whereas Melbourne has escalated three, standing at the 24th position. The second most populated city in Australia is much more calm, quiet and far less touristic, but with high purchasing power and a great quality of life typical of all the country’s cities. Australia has proven to be the most resilient country through all global crisis, which places it as an appealing district in a context of economic deceleration and international and growing uncertainty. According to the estimations of the International Monetary Fund (IMF), the Australian economy will decelerate a 2.1% in 2019 but will regain its momentum in 2020 with a rise of 2.8%, same as in 2018. These projections, together with its population (of little over five million people), the unemployment rate, the tax barriers, the strength of its infrastructures and its growing fashion consumption, are the main factors to encourage Melbourne’s place in the chart.

Whilst Sydney is vibrant and has a great nightlife, Melbourne owns a greater cultural offer and wide public parks where the locals spend their leisure time. One of Sally Capp’s plans, the first female mayor in the city, consider the prohibition of cars in the centre of the city as well as the expansion of green areas and space for cyclists, bikers and pedestrians. The strategy, which is part of the Transport Strategy 2030 plan, aspires to reduce the number of cars circulating the city to 50,000 a day. At the same time, Capp wants to reduce the maximum speed of circulation in some of Melbourne’s hubs, like its financial district, where the daily pedestrian traffic is estimated to increase to half million people by 2036. The improvement of clean streets, new communitarian infrastructures and better transport systems are more of Capp’s proposals in her program to make Melbourne “fitter to live in and sustainable.” The preferred square for retailers to operate in Melbourne is Bourke Street, with an average price of 4,441 euros per square metre per year.

Other appealing hubs are Puckle Street and the Emporium Melbourne, DFO South Wharf or Moone Ponds Central shopping centres. Among the last players to join Melbourne’s offer is the sustainable US fashion company Patagonia, which opened a store in Little Collins Street in 2019. As the leader of the Australian Government is Scott Morrison, member of the Liberal Party, who governs in coalition with Australia’s National Party. The politician, former Treasury Minister, gained control of the party and the government after an internal war with the previous Prime Minister, Malcolm Turnbull, in 2018, and reaffirmed his leadership after the anticipated federal elections in 2019. The Prime Minister has been extremely criticised both in and out his Party, due to his defence on the coal and mining industry, in a country where people are greatly concerned about climate and environmental issues. Once he left the government, Turnbull recognised that “the Liberal Party has just proved itself incapable of dealing with the reduction of greenhouse gases in any sort of systemic way.” ■



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ZÜRICH

476

PT

The small but prosperous Zürich goes one position down in the ranking due to its slight reduction of score in indicators such as entrepreneurial climate or foreign openness, but a high GDP per capita, a strong economy and an all around stability continue to promote it as an appealing destination for international retailers. Currently, the city is debating business’ opening hours, which could for the first time entail opening on Sundays.

SWITZERLAND, EUROPE

47°22’43”N

8°32’24”E



DEMOGRAPHY			
Population	0,4	M. ♂	=
Urban area (population)	0,8	M. ♂	=
Growth of population	0,8	%	↓
Average age	**		=
Higher education	***		=
Main language	German/ French		

ECONOMY			
Country GDP 2018	705.501	M.\$	=
Country GDP growth 2019	1,1	%	↑
GDP per capita 2018	82.839	\$	=
Unemployment rate	4,9	%. ♂ ♀	↑
Currency	Swiss franc		
Average monthly earnings	6.626	€	=
Inflation	0,9	%	↑
Inequality	29,3	pt	=
Household consumption	373.364	M.\$	=
Interest rates	-0,75	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↓
Economic freedom	*****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	37.804	\$/ ♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	11	☐	=
Main airport	Zurich		
Airport traffic	-		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Glatt, Sihlcity...		
Main street	Bahnhofstrasse		
Department stores	Manor, Jelmoil...		
Minimum salary	-	€	↑
Attraction of talent	*****		=

FASHION			
Fashion consumption	ND	\$	↓
Evolution of fashion consumption	5,6	%	↑
International operators	**		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	*****		=

Wealthy and stable, Zürich continues to be one of the most interesting spots for retailers in Europe, where the appeal of local consumers is added to the intense traffic of business travellers with high purchasing power. Notwithstanding, the Helvetic city has reduced its position in the ranking after scoring lower points in indicators like import openness, entrepreneurial climate or foreign openness, in which, despite obtaining the same figure as last year in the World Bank’s ranking, is penalised due to rise of its rivals in that same list. Although it is not the capital, Zürich is Switzerland’s economic epicentre as well as its most populated city, with little less than a million inhabitants in all its metropolitan area. To its credit, factors like the strength of the economy, its high Gross Domestic Product (GDP) per capita, the minimum wage, low inflation or political stability come to play. Switzerland is, moreover, less exposed than its neighbours to challenges like Brexit and the refugee crisis, and has a financial independence that allows it more room for development ahead of

a generalised deceleration. The country held elections in October 2019 with immigration, the refugee crisis, climate change, health expenditure and pensions as the main topics for debate. The confederation is led by a Federal Council, constituted by two members of the Popular Party, two Liberals, a Christian-Democrat and two Social Democrats. The president, rotatory, is changed every year and since January 2019 the position is occupied by Ueli Maurer. Zürich, on its part, is led by Corine Mauch, a Socio Democrat and in charge since 2009. The politician was the first openly gay mayor to lead the city and the first woman to obtain such a role. In 2019, Mauch set off an initiative to allow foreigners residing in the city longer than two years to vote, a matter that is also a reason for debate on a national scale. According to the government’s data, around 42,000 foreigners in Zürich would have the right to vote were the measure approved. Bahnhofstrasse is Zürich’s main commercial street, which has registered a peak of its rents during recent years. As a consequence

of that, the street’s style has changed similarly to other large European towns due to the closure of historic shops to give way to huge international chains. This street is currently the 21st most expensive road in the world, standing above London’s Oxford Street. In 2019, the director of Tourism in the city, Martin Sturzenegger, was the target of a great controversy after suggesting the possibility for business to open on Sundays too in order to attract more of the already growing number of visitors from the United States, India and the Persian Gulf states. The person in charge of one of the country’s syndicates replied by saying that the idea itself was a “declaration of war.” Among the latest retail players to open their business in the city are the Chinese telephone company Xiaomi, opening in the Glattzentrum shopping centre its first store in the country; Decathlon, which opened its first flagship in Zürich last August, and Apple, who transferred the store from Bahnhofstrasse to Rennweg. ■



2018  
P.36

↑

26

MADRID

468 PT

The Spanish capital is listed on the rise among international retailers, a demand that presses the prices of local stores in the top streets of the city, which changed of mayor in 2019 and has given the so-called Operation Chamartín the green light, a plan that will set off one of the most important urban operations in Europe. There will be 350 new office and residential buildings, and Madrid’s skyline will be drawn anew.

SPAIN, EUROPE

40°25’08”N  
3°41’31”O



DEMOGRAPHY			
Population	3,2	M. ∆	↑
Urban area (population)	6,3	M. ∆	=
Growth of population	0,5	%	↑
Average age	**		=
Higher education	****		=
Main language	Spanish		

ECONOMY			
Country GDP 2018	1.426.189	M.\$	=
Country GDP growth 2019	2,1	%	↑
GDP per capita 2018	30.524	\$	↓
Unemployment rate	15,5	%. ∆ ∅	=
Currency	Euro		
Average monthly earnings	1.919	€	=
Inflation	1,7	%	↓
Inequality	34,3	pt	=
Household consumption	822.806	M.\$	↑
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	**		↑
Economic freedom	***		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	-		
Exports per inhabitant	6.359	\$/∆	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	14	☐	=
Main airport	Adolfo Suárez Madrid-Barajas		
Airport traffic	-		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↑
Public safety	*****		=
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ∆	
Tourists’ expenditure	-	\$/ ∆	

RETAIL			
Shopping centres	Xanadú, La Vaguada...		
Main street	Preciados		
Department stores	El Corte English		
Minimum salary	1.050	€	=
Attraction of talent	****		↑

FASHION			
Fashion consumption	653	\$	↑
Evolution of fashion consumption	7,6	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	Momad Metrópolis, Momad Shoes, Mercedes-Benz Fashion Week Madrid		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	**		↓
Quality of life	****		=

The Spanish economy has entered a phase of slowdown, with an estimated growth of the Gross Domestic Product (GDP) of 2.1% according to the International Monetary Fund (IMF). However, the downturn of one of the European countries that had best re-joined the wave of recovery is not weighing down its position among the global ranking of cities. In comparative terms, Spain is better placed in 2019 than in the previous year, with rises that, once again, stand above the average in developed economies. Madrid, the country’s capital, is setting its eyes on the United Kingdom -as the whole of the European Union is- due to the economic uncertainty induced by Brexit. Notwithstanding, the Spanish capital intends to see Brexit as an opportunity: for instance, the new President of the Community of Madrid, Isabel Díaz Ayuso, has proposed the creation of a platform for Madrid and Catalan’s companies that will attract investment into Spain after the United Kingdom’s departure

from the EU. The Popular Ayuso, who has managed to occupy the position in the Community of Madrid through an alliance between Cityanos and Vox is not the only brand new face among Madrid’s public institutions. In May of 2019, elections made the mayor Manuela Carmena victorious, but the lack of a left-ist majority ended up giving away the City Hall to the Popular Party member José Luis Martínez-Almeida, supported, too, by Cityanos and Vox. One of the first measures promoted by the new Municipal Executive Office was the revision of the Madrid Central project, which established a set of restrictions to the circulation of vehicles around a low-emission zone. However, the most relevant measure approved in the city was that of Madrid Nuevo Norte (New North Madrid), an urbanist project that, after 26 years of blockage, entails the biggest urban regenerative project in the country and one of the greatest in Eu-

rope as well. The also known as Operation Chamartín will imply an investment of over 7 billion euros and will be developed throughout 25 years, a period in which there will be built almost 350 office and residential buildings. The project also contemplates the creation of a huge park and a new financial district, as well as three enormous skyscrapers that will characterise the city’s new silhouette. At the same time as these long term plans take place, the biggest Spanish city continues to gain appeal for international retailers with streets that are listed on the rise, new shopping centres and the arrival of players with strong symbolic relevance like Uniqlo, which in 2019 has opened its first store in the city. Regarding high street, Madrid has registered the effects of a growing demand of store facilities located along the main commercial streets. For instance, Preciados has raised its rent by 1.9% in 2018, whereas Serrano did so by 6%. ■



2018

P.25



27

BERLIN

467

PT

On a global scale, trade war; on a national scale, the fight against the escalation of renting prices. Berlin, the capital of the greatest European power, closes a year with a lot of open fronts that forced it to lose two positions in the chart.

GERMANY, EUROPE

52°31'00"N

13°23'00"E



DEMOGRAPHY			
Population	3,6	M. ♂	↑
Urban area (population)	4,1	M. ♂	=
Growth of population	0,1	%	↓
Population's age	**		=
Higher education	***		=
Main language	German		

ECONOMY			
Country GDP 2018	3.996.759	M.\$	=
Country GDP growth 2019	0,8	%	↑
GDP per capita 2018	48,196	\$	↑
Unemployment rate	3,4	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	4.278	€	=
Inflation	1,7	%	↓
Inequality	29	pt	=
Household consumption	2.096.261	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	**		=
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Economic slowdown		
Exports per inhabitant	17.823	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	2	🏢	=
Main airport	Berlin-Tegel		
Airport traffic	-		
Port	-		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	****		↓
Public safety	****		↓
Quality of air	***		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Postdamer Platz Arkaden, Mall of Berlin...		
Main street	Tauentzienstrasse		
Department stores	Galeria Kaufhof, Kadewe...		
Minimum salary	1.557	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	973	\$	↓
Evolution of fashion consumption	-0,8	%	=
International operators	***		=

TRENDY CITIES			
Fashion fairs	Premium, Seek, Bright, Panorama, Playtime, Ethical Fashion Show, Berlin Fashion Week		
Cultural activity	↑↑↑↑		
Entrepreneurial climate	***		↓
Quality of life	*****		=

Berlin ends a year marked by three great challenges. On a global scale, Germany's capital, a highly exposed country to foreign trade, has been deeply impacted by trade war. On a national scale, on the other hand, it is experiencing the Damocles' sword of an imminent recession and, in local terms, the city has been battling over a year the rise of renting prices. For the time being, only the last of those issues are solved. The city, which has been home of 290,000 inhabitants more during the last decade, has finally decided to put an end to the rise of rents for at least the next five years, a decision that could be taken as a precedent for other European cities with a similar problem. Notwithstanding, the economic factors, added to Berlin's downturn in smart cities and entrepreneurial climate rankings, have made the German city go two positions down in the Hot Retail Cities chart, standing at number 27. Since 2014, Berlin's mayor is Michael Müller,

a Social Democrat, who, besides the rents' challenge, has other projects in his plans like the opening of a new ITB division in the city of Singapore, the biggest tourism fair in the world, or the expansion of Berlin-Schönefeld's Airport, initially estimated for 2011 but postponed due to safety matters. After the installation of the airport, which will gather six million passengers per year more, the facility will change its name to Berlin-Brandenburg Willy Brandt. Its opening is approximately estimated to take place during 2020's autumn. Despite all the challenges the metropolis is facing, retail maintains its dynamism in Berlin. During the last year, it has taken in new Amazon openings, which tested the physical channel in the country with a pop-up store, or the United States automotive group Tesla. Tauentzienstrasse is the main street for sales in the city, although, during last year, Kurfürstendamm has also earned more interest. There, although rents boosted by 3%

in 2018, prices are still the most affordable ones, running between 2,000 euros to 3,000 euros per square metre per year on average. Berlin will be one of the cities where Germany's potential recession will impact the most. The deceleration influencing the whole of Europe has struck an already slow-motion country due to the impact of trade war in exports (which entails 4% of its Gross Domestic Product) and the blow received by the automotive industry ahead of 2018's regulations on polluting emissions. German economy ended the second trimester of 2019 with a drop of 0.1% and the Kiel Institute for the World Economy (Institut für Weltwirtschaft, or IfW) has warned that the country will enter recession during the year. The German Chancellor, Angela Merkel, has two more years of mandate ahead to stimulate again the economy before abandoning politics, as the CDU leader already announced that she would not run for the 2021 general elections. ■

2018  
P.28

=

28

COPENHAGEN

457 PT

The improvement of the environment continues to be Copenhagen’s main challenge. The city has profited once more from its economic dynamism, Denmark’s economic strength, its safety and one of the highest qualities of life in the European country. The Danish capital keeps the gold medal as the hottest Scandinavian city for retail.

DENMARK, EUROPE

55°40’34”N  
12°34’08”E



DEMOGRAPHY			
Population	0,7	M. ♂	=
Urban area (population)	1,3	M. ♂	=
Growth of population	0,7	%	↓
Population's age	**		=
Higher education	****		=
Main language	Danish		

ECONOMY			
Country GDP 2018	351.300	M.\$	=
Country GDP growth 2019	1,7	%	↑
GDP per capita 2018	60.596	\$	↑
Unemployment rate	5,0	%. ♂♂	↑
Currency	Danish krone		
Average monthly earnings	4.194	€	↓
Inflation	0,8	%	=
Inequality	25,3	pt	=
Household consumption	166.196	M.\$	=
Interest rates	-0,65	%	↑

POLITICS			
Capital	✓		
Fiscal barriers	*		=
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	19.554	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	4	☰	=
Main airport	Kastrup		
Airport traffic	-		
Port	✓		
Railway network	****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	****		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Fisketorvet, Waterfront Shopping...		
Main street	Strøget		
Department stores	Illum, Magasin du Nord...		
Minimum salary	-	€	=
Attraction of talent	*****		↑

FASHION			
Fashion consumption	1.018	\$	=
Evolution of fashion consumption	2,0	%	=
International operators	***		↑

TRENDY CITIES			
Fashion fairs	Copenhagen International Fashion Fair, Revolver		
Cultural activity	-		
Entrepreneurial climate	**		=
Quality of life	*****		↓

Greener, wealthier and hotter for retail. Copenhagen revalidates its position number 28 in the ranking, maintaining the position as the best Scandinavian city for trade activity. With a Gross Domestic Product (GDP) per capita of 60,596 dollars, superior to that of Canada, the United Kingdom or Japan, this little Nordic country enjoys a high quality of life, a low unemployment rate and a growing appeal for international talent, some of the factors that helped it stay in its position in the ranking. With little more than a million inhabitants, Copenhagen is also one of the small cities whose higher number of streets are included in the most expensive spots for retail carried out by the real estate consultant Cushman&Wakefield. Seven of the city’s squares are in the ranking, the first two being two pedestrian streets: Købmagergade and Strøget. The latter, being 1.1 kilometres long, is the longest commercial pedestrian artery in Europe and hosts all sorts of chains, coffee shops and restaurants as well as department stores like Magasin du Nord or Illum, property

of the company that controls La Rinascente. Another of the factors that allowed Copenhagen to maintain its spot in the chart this year despite the advancement of other cities is the arrival of a new international player in town. During the spring of 2019, Uniqlo, property of the Japanese giant Fast Retailing, chose Vimmelskaftet to open its first store in the Danish market. Moncler or Axel Arigato, a Swedish company specialised in sneakers, are some of the other international brands to take position in the Danish high street all through last year. Throughout 2018, the reduction of the environmental impact and the transition towards a greener economy have been two of the city’s main challenges, although the plans for climate action were already released in 2009. The project’s purpose was to reduce by 20% the carbon emissions in 2015, although the goal was already reached by 2011. Now, the local government, led by the Social Democrat Frank Jensen, aspires to make of Copenhagen the first capital in the world neutral in carbon

dioxide emissions for 2025, date in which it is estimated that 75% of the city’s rides will be by foot, bicycle or public transport. The project, including the improvement of energetic efficiency, is added to other global commitments supported by the city, which organised in 2019 a C40 Summit to promote a Green New Deal. In the meeting, the mayors from these group of cities, also known as the Climate Leadership Group compromised to reduce the use of fossil fuel in the building sector, improve the quality of air, favouring and promoting healthy diets and collaborating with young activists. The environmental challenge occupies, too, a priority position in the central government’s agenda, currently led by Mette Frederiksen, who took office during June of 2019, is the youngest Prime Minister in Denmark’s history and has a minority government with the support of three leftist parties. The politician announced a rise of public expense and a plan to reduce 70% of greenhouse gases before 2030. ■



2018  
P.29

=

29

BARCELONA

455 PT



An insecurity crisis, the deceleration of the Spanish economy and echoes coming from the conflict of independence, as well as the intrinsic uncertainty of any other electoral period, have not been able to stumble Barcelona out of its position in the global ranking anyhow. The Catalan city has continued to attract international companies who installed their offices in districts such as 22@ and retailers who have chosen the locality as their gateway to Spain.

SPAIN, EUROPE

41°22'57"N  
2°10'37"E

DEMOGRAPHY			
Population	1,6	M. ♂	↑
Urban area (population)	4,8	M. ♂	=
Growth of population	0,5	%	↑
Population's age	**		=
Higher education	****		=
Main language	Spanish		

ECONOMY			
Country GDP 2018	1.426.189	M.\$	=
Country GDP growth 2019	2,1	%	↑
GDP per capita 2018	30.524	\$	↓
Unemployment rate	15,5	%. ♂♂	=
Currency	Euro		
Average monthly earnings	1.919	€	=
Inflation	1,7	%	↓
Inequality	34,3	pt	=
Household consumption	822.806	M.\$	↑
Interest rates	0,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	***		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	***		=
Contextual factors	Independence process, increasing insecurity		
Exports per inhabitant	6.359	\$/♂	=

Several elements could have possibly affected Barcelona's appeal for many retailers, especially due to the security crisis that the city has undergone and that is the greatest concern of many of the locality's inhabitants. In spite of that, the Catalan capital stays strong in a position supported, to a large extent, by structural and strategical aspects: from a strong international recognition to a lively economic activity, a notable quality of life and top-level infrastructures. The municipal elections in May of 2019 left an open scenario for the Catalan city. Barcelona en Comú, the movement led by Ada Colau, lost its prime position against Ernest Maragall's ERC, brother of the historic mayor of 1992's Olympic Barcelona, Pascual Maragall. However, whilst everything pointed out to the possibility of having the city governed by those in favour of the Independence movement, one of the least expected occurrences in Spanish politics took place: the former Prime Minister of France Manuel Valls, who assumed the fourth position in Barcelona's elections with a political discourse that defended the govern-

ment of elites, helped Colau obtain the keys to the City Hall once again. That being said, the city council's leader is now facing a mandate where PSC has a much greater strength than in the previous term. Beyond politics, Barcelona has managed to maintain a rich economic activity with promoters like tourism or the implantation of technological multinationals and startups in the city. In 2019 alone, multinationals like Mixpanel, which works with user analysis, or King, the developer of games such as Candy Crush, announced their investments in the city. Thanks to the 22@ district, Barcelona has now a huge conglomerate of technological and multimedia companies from around the world, among other sectors. In the sales spectrum, Barcelona has not generated huge novelties during the last year besides the opening of a small shopping centre in Esplugues de Llobregat, in the outskirts of the city, and new expansion plans for La Maquinista. Regarding high street, prices have become quite stable in streets such as Portal de l'Àn-

gel, the most expensive street in Spain for the opening of a store, and in Portaferriassa, Rambla Catalunya and Diagonal, according to the real estate consultant Cushman&Wakefield. The only increase in rent prices corresponded to Paseo de Gracia, a street that is both a touristic pole and a commercial hub, with a rise of 2%. All in all, Barcelona continues to attract international retail players and, all through 2019, it welcomed Anthropologie into Spain, a chain belonging to the United States' Urban Outfitters, or the Dutch Zilch, which also picked the city to open its first store in the country. Examples like those are produced in spite of the expected recession in the Spanish economy and the uncertainty of having a caretaker government for over six months in which, on top of that, due to the lack of parliamentary majorities, general elections will be repeated. In terms of Gross Domestic Product (GDP), the country's deceleration could be essential in 2019, going from a 2.4% growth in 2018 to a rise of 2.1% according to the International Monetary Fund (IMF). ■

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	2	⌘	=
Main airport	Josep Tarradellas Barcelona-El Prat		
Airport traffic	-		
Port	↑↑↑		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↑
Public safety	*****		=
Quality of air	*****		

TOURISM			
Number of tourists	9,09	M. ♂	
Tourists' expenditure	865	\$/ ♂	

RETAIL			
Shopping centres	La Maquinista, L'illa Diagonal, Glòries...		
Main street	Portal de l'Àngel		
Department stores	El Corte English		
Minimum salary	1.050	€	=
Attraction of talent	****		↑

FASHION			
Fashion consumption	653	\$	↑
Evolution of fashion consumption	7,6	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	080 Barcelona Fashion		
Cultural activity	↑↑↑		
Entrepreneurial climate	**		↓
Quality of life	****		=

2018  
P.30

=

30

STOCKHOLM

454 PT

The Swedish capital revalidates its position in the thirtieth space of the list backed up by its stability, economic strength and ability to draw in talent thanks to being the cradle of technological companies like Spotify. Like in all other Scandinavian cities, the transition towards a new economy and the reduction of environmental impact are some of the challenges the town is ready to face.

SWEDEN, EUROPE

59°19'46"N  
18°04'07"E



DEMOGRAPHY			
Population	1,6	M. ♂	↑
Urban area (population)	1,6	M. ♂	=
Growth of population	1,1	%	↑
Population's age	**		=
Higher education	***		=
Main language	Swedish		

ECONOMY			
Country GDP 2018	551.032	M.\$	=
Country GDP growth 2019	1,2	%	↑
GDP per capita 2018	54.112	\$	↑
Unemployment rate	6,4	%. ♂♂	↑
Currency	Swedish krone		
Average monthly earnings	3.136	€	=
Inflation	2	%	↓
Inequality	25,7	pt	=
Household consumption	243.261	M.\$	=
Interest rates	-0,25	%	=

POLITICS			
Capital	✓		
Fiscal barriers	*		=
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	16.492	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	18	🏢	=
Main airport	Arlanda		
Airport traffic	-		
Port	✓		
Railway network	****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	****		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Mood Stockholm, Mall of Scandinavia, Gellerian...		
Main street	Biblioteksgatan		
Department stores	Ahlens City, Nordiska Kompaniet...		
Minimum salary	-	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	935	\$	=
Evolution of fashion consumption	16,1	%	↑
International operators	***		↑

TRENDY CITIES			
Fashion fairs	Nordic Shoe&Bag Fair, Formex		
Cultural activity	-		
Entrepreneurial climate	***		↓
Quality of life	*****		=

Population, economic growth and low unemployment rates, as well as the arrival into the city of a huge new fashion player, Uniqlo, have all played in favour of Stockholm, which has balanced the boost of these categories with the drop of others like relevant streets for retail, entrepreneurial climate or fashion consumption. Around 1.6 billion people have their home in Stockholm, a city with top life quality, but also higher costs than many other European localities. The country still profits from acceptable growth rates but it does not scape the global deceleration, with estimated rises of 1.2 % for 2019 compared to 2.3% of 2018. For the next year, the International Monetary Fund (IMF) is contemplating a new acceleration, reaching 1.8%. Stockholm, the cradle of the fashion leviathan H&M, was the chosen city by Fast Retailing to open, during the autumn of 2018, its first Uniqlo store in the Nordic countries. The Japanese chain was installed in a 1,580 square metres and four floors' facility located in Kungsträdgården, in a building known as the

Sverigehuset. The opening, as highlighted by Fast Retailing's CEO, coincided with the 150th anniversary of the diplomatic relationships between Japan and Sweden. Another of Stockholm's focal points for commerce is Biblioteksgatan street which, for a price of less than 2,000 euros per square metre per month, is, on average, the most affordable one for retailers if compared to the prime axis of other Scandinavian capitals. The city's mayor is Anna König Jerlmyr, member of the Moderate Party, who took office in 2018 after four years in the opposition. "I want Stockholm to be an inclusive and open city in every way," stated she after the elections. Integration is another of the city's greatest challenges. In that sense, the mayor mentioned the huge number of foreign workers who come every year to Stockholm to work at Spotify, one of Sweden's new economy strongholds, alluding that "today Spotify can attract programmers from many countries where the culture is not so open and tolerant to, for example, LGBTQ people. Therefore, to work with

LGBTQ rights is also a way of showing that this city is open and welcoming to everyone." König has also proven to be committed to the stimulation of new economy and women empowerment, announcing her intentions that, in the next ten years, half unicorn companies in Stockholm will be created by women. The city is part of C40 Cities Climate Leadership Group, who gathered last October in Copenhagen to agree on a Green New Deal and reduce, among other measures, greenhouse gas emissions. The city, experiencing a full-on phase of growth, has four urban plans ongoing, promoted by the previous local government, including the creation of new neighbourhoods like Kista Ång, the transformation of the Bromstensstaden industrial area and the development of the Stockholm Royal Seaport, one of the biggest urban projects taking place in Europe with about 12,000 planned housings. The country, on its part, is governed by the Social Democrat Stefan Löfven, who won the elections again in 2018. ■



2018

P.31



31

VANCOUVER

448<sup>PT</sup>

Vancouver is facing, as many other cities around the world, the challenge of spikes on rent prices and an important growth of its population, attracted by one of the highest qualities of life in the planet. To those global challenges has been added, in recent years, the increase of heavy drug abuse, a common trend in both the United States and Canada.

CANADA, AMERICA

49°14'58"N

123°07'09"O

DEMOGRAPHY

Population	0,6	M. 𐀀	↑
Urban area (population)	2,3	M. 𐀀	=
Growth of population	0,9	%	↓
Population's age	**		=
Higher education	***		=
Main language	English		

ECONOMY

Country GDP 2018	1.709.327	M.\$	=
Country GDP growth 2019	1,5	%	↑
GDP per capita 2018	46.125	\$	↑
Unemployment rate	5,9	%. 𐀀𐀀	↑
Currency	Canadian dollar		
Average monthly earnings	2.859	€	=
Inflation	2,3	%	↓
Inequality	31,2	pt	↑
Household consumption	996.843	M.\$	=
Interest rates	1,75	%	=

POLITICS

Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	11.803	\$/𐀀	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	4	𐀀	=
Main airport	Vancouver		
Airport traffic	-		
Port	↑ ↑ ↑		
Railway network	****		↑
Quality of roads	****		↓
Electric infrastructures and telecommunications	*****		=
Smart city	**		↓
Public safety	****		↓
Quality of air	*****		

TOURISM

Number of tourists	-	M. 𐀀	
Tourists' expenditure	-	\$/ 𐀀	

RETAIL

Shopping centres	Pacific Centre, Harbour Centre Mall...		
Main street	Robson Street		
Department stores	Hudson's Bay, Nordstrom...		
Minimum salary	1.482	€	=
Attraction of talent	*****		=

FASHION

Fashion consumption	1.025	\$	=
Evolution of fashion consumption	16,3	%	↑
International operators	***		=

TRENDY CITIES

Fashion fairs	Vancouver Fashion Week, Know Show		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	*****		=

Vancouver fights to preserve its title as the best city in the world to live in. The city, led since 2018 by Kennedy Stewart, member of an independent party, continues to be considered one of the localities with better quality of life in the planet which, added to trade openness and the country's economic strength, have made it stand in the 31st position of the Hot Retail Cities ranking. Notwithstanding, during recent years, the city has been facing new challenges -many of them shared by other great towns in its neighbour the United States-. The most pressing ones are the increase of drug abuse, which has entailed a peak of overdose deaths, and shootings, with five of them in a five-block ratio in only one year. In that regard, the Mayor has publicly defended the prohibition of weapons, which is an open debate across the country. Together with the regulation of drugs, the improvement of transport infrastructures and the promotion of affordable housing, are all part of Stewart's campaign's pillars,

a mayor who has also committed to finance the broadening of the SkyTrain light rail so that it reaches the University of British Columbia, one of the world's top twenty, located in the west of the city. Furthermore, Vancouver is facing its growing population with a new urban development in the Grandview-Woodland neighbourhood, where a multiple-use project that will host social housings and retail in a space of 60,000 will be constructed. This neighbourhood, known by its main commercial hub, Commercial Drive, and for having the Little Italy area too, will host part of the 100,000 new inhabitants that the city will welcome in the next five decades, according to the predictions of the local council. Even though nowadays, trade is still one of its main driving forces, the city has diversified its entrepreneurial network by setting its focal point on two sectors: tourism and the entertainment industry. Currently, the city is filming 250 movies per

year. Tourism, on the other hand, is another of the economy's pillars, held partly by its natural environment as well as for being a mandatory stop of cruises with Alaska as its destination. On the other hand, Vancouver is the home of five public universities that attract, every year, over 90,000 students. The main commercial hub in Vancouver is Robson Street, although the city also has huge shopping centres like the Pacific Centre Mall and department stores like Nordstrom and Hudson's Bay. The growth of its Gross Domestic Product (GDP), low tax barriers, quality of infrastructures -like the port or the train-, low rates of inequality and low unemployment too, are more factors influencing Vancouver's position among the hottest cities in the world for retail. Canada, with Justin Trudeau as Prime Minister, has positive perspectives of growth, with estimated peaks of 1.5% for 2019 and 1.9% for 2020, according to the International Monetary Fund (IMF). ■



2018  
P.47

↑

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SHENZHEN

440 PT

One of the mentors of China’s accelerated transformation ends a fiscal year marked by a double threat: Hong Kong’s crisis, whose contagious effect seems unlikely at the moment, and the trade war with the United States, which hits squarely the city’s main industry: technology.

CHINA, ASIA

22°32’06”N

114°03’14”E



DEMOGRAPHY			
Population	12,2	M. 𠬞	↑
Urban area (population)	13,2	M. 𠬞	=
Growth of population	1,7	%	↑
Population’s age	***		=
Higher education	**		=
Main language	Mandarin		

ECONOMY			
Country GDP 2018	13.608.152	M.\$	↑
Country GDP growth 2019	6,3	%	↓
GDP per capita 2018	9.771	\$	↓
Unemployment rate	4,4	%. 𠬞𠬞	↑
Currency	Yuan		
Average monthly earnings	718	€	=
Inflation	2,1	%	↓
Inequality	51	pt	↓
Household consumption	4.704.445	M.\$	↓
Interest rates	4,25	%	↑

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	**		=
Import openness	*		=
Quality of political institutions	***		↓
Trade openness	*		↓
Political stability	***		↑
Contextual factors	Trade war, Hong Kong protests		
Exports per inhabitant	1.600	\$/𠬞	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	23	𠬞	=
Main airport	Bao’an		
Airport traffic	-		
Port	↑ ↑ ↑		
Railway network	****		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	**		=

Smart city	*		↑
Public safety	**		=
Quality of air	***		

RETAIL			
Shopping centres	MixC, Coastal City...		
Main street	Luohu		
Department stores	Moi...		
Minimum salary	272	€	↑
Attraction of talent	****		↓

FASHION			
Fashion consumption	-	\$	↓
Evolution of fashion consumption	50,7	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	Fashion Source, Intertextile		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	**		=

Seventeen kilometres north from Hong Kong, Shenzhen claims its appeal for retail whilst the special administrative region continues with the protests. The metropolis is one of China’s miracle icons: in barely a few decades it has gone from a small fisher’s town to become China’s Silicon Valley, with a skyline defined by skyscrapers and one of the most prosperous economies in the Asian giant, having technology as the city’s spearhead. The city, home of the headquarters of companies like Tencent or Huawei was recognised in 1980 as Special Administrative Area, which increased its relationships with Hong Kong and motivated the arrival of multiple business to the island. Now, its citizens barely have information besides the strictly authorised of what is happening beyond its frontiers. The problems come from far away, specifically from Washington, where the United States president, Donald Trump, has made of technological industries -the greatest in the city- it’s

workhorse during the trade war. The imposition of higher taxes to those kinds of articles will come into force next December, which could entail a damaging blow for the Chinese metropolis’ economy. According to local council’s predictions, led by Chen Rugi, the city has a Gross Domestic Product (GDP) of 2.4 trillion yuan (306 million euros) and its growth will slow down from 7.5% in 2018 to 7% in 2019 mainly due to the “increase of costs and changes in the international sphere.” The impact of trade war in the whole of the country is already a fact: in July of 2019, the International Monetary Fund (IMF) warned that “the negative effects of escalating tariffs and weakening external demand have added pressure to an economy already amid a structural slowdown.” It is estimated that the stimulus promoted by Xi Jinping’s administration will slightly soothe the impact, although they will not be enough to avoid deceleration: according to the multilateral organisation, China will drop a 6.3% in 2019.

Together with the economic slowdown and the threat of trade war, other structural factors are playing against the so-called Chinese Silicon Valley, like inequality or quality of institutions, common aspects to all cities in the country. In spite of that, Shenzhen continues to offer huge appeals for retail. With a population of twelve million people, the city, together with Guangzhou, constitutes the biggest metropolitan area in the world and has one of the most favourable environments for business in the country, with an openness to foreign trade and better tariff benefits than in other cities around China. Retail in Shenzhen is concentrated in Luo-hu’s urban district, where opening a store costs, on average, 2,587 euros per square metre per year, according to data gathered by the real estate consultant Cushman&Wakefield. Street-level commerce coexists, as in all big Asian cities, with huge shopping centres like the Haiya Mega Mall, Cocopark or KK Mall. ■



2018  
P.51

↑

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OSAKA

439 PT

Osaka is the second city in Japan regarding its GDP and the third concerning its population, and has a metropolitan area of over 17 million inhabitants. According to the city’s Governor, the town grows at a greater rate than that of Tokyo, and an eventual merger of its 24 neighbourhoods could turn it into a heavier economic force.

JAPAN, ASIA

34°41’37”N  
135°30’07”E



DEMOGRAPHY			
Population	2,7	M. 人	↑
Urban area (population)	17,2	M. 人	↑
Growth of population	-0,3	%	=
Population's age	**		=
Higher education	***		=
Main language	Japanese		

ECONOMY			
Country GDP 2018	4.970.916	M.\$	↓
Country GDP growth 2019	1	%	↑
GDP per capita 2018	39.287	\$	↑
Unemployment rate	2,4	%. 人	↑
Currency	Yen		
Average monthly earnings	2.424	€	=
Inflation	1	%	=
Inequality	29,9	pt	=
Household consumption	2.696.808	M.\$	↑
Interest rates	-0,10	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	5.460	\$/人	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	19	間	=
Main airport	Itami		
Airport traffic	-		
Port	↑ ↑ ↑		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↓
Public safety	*****		↓
Quality of air	***		

TOURISM			
Number of tourists	10,14	M. 人	
Tourists’ expenditure	-	\$/ 人	

RETAIL			
Shopping centres	Expocity, Tempozan...		
Main street	Tenjinbashisuji		
Department stores	Takashimaya, Lucua...		
Minimum salary	1.200	€	=
Attraction of talent	****		=

FASHION			
Fashion consumption	766	\$	=
Evolution of fashion consumption	6,1	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	*		↑
Quality of life	***		=

Osaka gains more and more relevance inside one of the world’s greatest powers. With an area of influence of over 17 million inhabitants and rates of growth that, according to the city’s Governor, surpasses that of Tokyo, the former capital of Japan is today the second greatest regarding its Gross Domestic Product (GDP) and the third regarding population. Osaka, the nucleus of the metropolitan area it constitutes next to Kobe and Kyoto, has its own bulk of modern infrastructures. Among them, the underground, which was launched in 1933, and which is today one of the most used in the world. The metropolis reinforced its international role after hosting the first G-20 Summit celebrated in Japan. All in all, Osaka’s main challenge resides within its own frontiers: the fusion of its 24 wards or neighbourhoods. In 2019, Osaka’s governor, Ichiro Matsui, and its mayor, Hirofumi Yoshimura, both resigned from their charges in an unprecedented movement in order to present themselves a month later to the local elections, but with the exchanged titles. Both of them belong to the Osaka Ishin no Kai Party (One Osaka), and they defend the call for a referendum in

order to decide whether to unite the neighbourhoods under one administration or not. The purpose of their resignation was to gain more power in the council, where the opposition, the centre-right Komeito, opposes to the referendum. On a national scale, the Japanese economy continues not to take off despite the several programs promoted in the frame of the so-called Abenomics since Shinzo Abe took office in 2012. According to the International Monetary Fund (IMF), the Japanese economy will grow 1% in 2019, a percentage tenth less than the estimated in April of 2019, and will slow down in 2020. The third biggest economy worldwide is now facing two essential years, with huge challenges like global deceleration, an increase of taxes and the organisation of two global events (the Olympic Games of 2020 and the Rugby’s World Cup celebrated in 2019). Japan has the world’s biggest debt in GDP (and the highest ever registered in the OECD), which forces it to carry out increasing escalations of taxes.

The last one, carried out in 2014 on consumption taxes, was for some economists the reason for recession. The next one is scheduled for October 2019, after being postponed twice. The purpose is for the increase to finance social costs that do not stop growing in the oldest country on the planet. However, the raise will be more moderate than last time, with two percentage points, so that VAT will go from 8% to 10%. The measure could directly impact retailers operating in the country, cradle of the giant Fast Retailing, parent company of Uniqlo and today the third largest fashion distribution group in the world, ahead of Gap. Uniqlo continues to generate just under 50% of its sales in its local market, where other international giants such as H&M, Inditex and Gap also operate. Although it does not have a volume of foreign visitors as high as other Japanese cities, Osaka is home to the most popular tourist attraction in the country, the Osaka Castle. In the centre, neons and shop windows dominate the streets full of restaurants, which are other of the city’s attractions. ■

2018  
P.45

34

COLOGNE

438 PT

Epicentre of commerce and education, Cologne is the fourth largest city in Germany and one of its most attractive metropolis to open business premises. With highly developed infrastructures and a solid economic muscle, the city does not manage to escape the challenges present in the whole country: a possible recession as the most pressing one.

GERMANY, EUROPE

50°56'32"N  
6°57'28"E



DEMOGRAPHY			
Population	1,1	M. ♂	↑
Urban area (population)	2,3	M. ♂	=
Growth of population	0,5	%	↑
Population's age	**		=
Higher education	***		=
Main language	German		

ECONOMY			
Country GDP 2018	3.996.759	M.\$	=
Country GDP growth 2019	0,8	%	↑
GDP per capita 2018	48,196	\$	↑
Unemployment rate	3,4	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	4.278	€	=
Inflation	1,7	%	↓
Inequality	29	pt	=
Household consumption	2.096.261	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		=
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Economic slowdown		
Exports per inhabitant	17.823	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	2	⌘	=
Main airport	Cologne-Bonn		
Airport traffic	-		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↓
Public safety	****		↓
Quality of air	***		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Rhein Centre		
Main street	Schildergasse		
Department stores	Galeria Kaufhof, Karstadt...		
Minimum salary	1.557	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	973	\$	↓
Evolution of fashion consumption	-0,8	%	=
International operators	***		↑

TRENDY CITIES			
Fashion fairs	Kind und Jugend		
Cultural activity	-		
Entrepreneurial climate	**		=
Quality of life	-		=

On either side of the Rhine, trade continues to vibrate in Cologne. The fourth largest city in Germany by population is also a historical epicentre of trade and education, as well as one of the main cultural centres of the country. The retail trade is spread through streets such as Hohe Straße or Schildergasse, where a store costs, on average, 3,540 euros per square metre per year, according to the report Main streets around the world. The offer is complemented in shopping centers such as the Rhein-Center, on the left bank of the Rhine, and the Köln Arcaden, on the right side of the river. Except for Gap, which closed its German subsidiary in 2004, all major fashion distribution players are present in Cologne. Inditex operates with several of its chains; H&M, which has in Germany its first market by turnover, has a dozen stores in this city alone, and Uniqlo landed in Cologne at the end of 2018. The Japanese company opened an establishment of 2,214 square metres covering five floors at 52 Hohe Straße. This is the chain's second largest store in Germany and

the third in Europe. Cologne is a key node in communications within Germany and its advanced infrastructures, with an inland port and an excellent land connection with the whole country, have again played in its favour in the list of the one hundred most appealing cities in the world for retail. Cologne continues to be one of the largest commercial poles in Northern Europe and the cultural and economic capital of the Rhineland. It's inland port, located on the Rhine River, is one of the largest of the continent and continues to play the part as the connection of trades between the east and the west. The city is also home to the Cologne-Eifelto, the largest station in Germany dedicated to container classification for road and rail transport. These factors compensate for a smaller size than other German cities, with an urban population of 1.1 billion people and an area of influence of 2.3 billion. Since 2015, the mayor of Cologne is Henriette Reker, the first woman in the history of the city chosen for the position. Reker is independent, although she governs support-

ed by the CDU, the FDP Liberals, and the Greens, and is known for her declarations in favour of immigration. Reker is also a strong advocate of the role of municipal policy: in 2019, together with the mayors of Barcelona and Stockholm, she demanded the new president of the European Commission, Ursula von der Leyen, the creation of a vice-chair of the Committee on Affairs Urban. Cologne is no stranger to the cloud of recession looming over Germany, the biggest economy in Europe. After months affected by the weakness of the automobile sector and the slowdown in exports, the German economy confirms forecasts with a 0.1% drop in the second quarter. The Kiel Institute for the World Economy (IfW, in its initials in German) has already warned that the country will enter into recession during 2019. This will foreseeably be Angela Merkel's last challenge as Chancellor of Germany. The politician left the direction of the CDU in 2018 and has announced that she will not stand for re-election in the general elections of 2021. ■



2018  
P.35

=

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OSLO

436 PT

The green capital of Europe is even more so after the pedestrianisation of its urban centre entered into force, which made the small but wealthy Oslo the first car-free capital of the continent.

NORWAY, EUROPE

59°54’40”N  
10°45’10”E



DEMOGRAPHY			
Population	0,6	M. ♂	↑
Urban area (population)	1,0	M. ♂	=
Growth of population	1,3	%	↑
Population's age	**		=
Higher education	****		=
Main language	Norwegian		

ECONOMY			
Country GDP 2018	434.751	M.\$	=
Country GDP growth 2019	2	%	↑
GDP per capita 2018	81.807	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Norwegian krone		
Average monthly earnings	4.848	€	↑
Inflation	2,8	%	↓
Inequality	24,9	pt	=
Household consumption	188.496	M.\$	=
Interest rates	1,25	%	=

POLITICS			
Capital	✓		
Fiscal barriers	*		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	19.136	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	4	☞	=
Main airport	Gardenmoen		
Airport traffic	-		
Port	✓		
Railway network	***		↑
Quality of roads	**		↓
Electric infrastructures and telecommunications	****		↓
Smart city	****		↑
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Paleet, Oslo City Shopping Centre, Storo Storsenter...		
Main street	Karl Johans Gate		
Department stores	Steen&Strom...		
Minimum salary	-	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.242	\$	↓
Evolution of fashion consumption	ND	%	=
International operators	**		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	*		↓
Quality of life	*****		=

With just over a million inhabitants in its metropolitan area, Oslo is a relatively small city compared to other major municipalities in the ranking. However, its high Gross Domestic Product (GDP) per capita, its good quality of life and the strength of the institutions once again place the Norwegian capital within the top 50 of the most attractive cities to open retail spaces. In addition to these factors, its condition of green capital of Europe is also added. In a city where the bicycle is the usual vehicle, the City Council proposed in 2015 the complete pedestrianisation of the place. Although retailers did not precisely like the idea as they feared logistical problems to supply the stores, the measure was adopted: in some streets, the ban on cars is maintained; in the rest, all parking spaces have been eliminated, which has almost completely reduced the traffic of private vehicles. However, the conflict seems to be far from fixed: in September of 2019, a local organisation filed a lawsuit against the City Council for violating labour regulations, understanding that it alters the

usual work of shippers. Although the measure was proposed by The Greens, all parties have supported it. The council has been led since 2015 by the socialist Marianne Borgen, who became the second female mayor of Oslo and the first in the last twenty years. Making the city greener has been one of Borgen's workhorses, prompting the development of new eco-efficient buildings with solar panels. Also at the head of the country, there is a woman, Erna Solberg, leader of the conservative party and Prime Minister of Norway since 2013. The Norwegian economy has had to adjust in recent years to the fall of energy prices, one of its main export goods, but the prospects are now positive. With a low unemployment rate and strong domestic demand, the country grew 1.5% in 2017 and 1.4% in 2018, and is expected to maintain rates of 2% in 2019 and 1.9% in 2020, according to the International Monetary Fund (IMF). Its per capita income is the highest in Europe, of 81,807 dollars.

Oslo and its metropolitan area cover an important part of the country's economy. The city, whose economic engine is the port, covers 25% of Norway's GDP and more than a quarter of the taxes collected in the country. In Oslo, retail is concentrated on Karl Johans Street, where opening a business premises costs around 2,632 euros per square metre per month. Retail at street level is complemented, as in all cities in Northern Europe, with shopping centres: in the surroundings of Oslo, there are up to eleven centres such as Oslo City, Byporten Shopping and Paleet, where the main international brands operate. Although the Swedish H&M and the Danish Bestseller, with its ten chains, are the kings of fashion retail in the city, there is also space for international players such as Inditex, which is present in the city with a Zara store and a Massimo Dutti one. Despite being an open capital, Oslo has not escaped hate crimes either: in August 2019, a Norwegian right-wing man opened fire in a city mosque, leaving another man injured. ■

2018

P.41



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ABU DHABI

435

PT

The political core of the United Arab Emirates climbs ranking positions and drives a prolific retail sector dominated by large shopping centres transformed into the epicentres of leisure in the city.

UNITED ARAB EMIRATES, ASIA

24°28'41"N

54°22'07"E



DEMOGRAPHY			
Population	1,4	M. 𐤀	↑
Urban area (population)	1,8	M. 𐤀	=
Growth of population	1,7	%	↓
Population's age	*****		↑
Higher education	*		=
Main language	Arabic		

ECONOMY			
Country GDP 2018	414.179	M.\$	=
Country GDP growth 2019	2,8	%	↑
GDP per capita 2018	43.005	\$	↑
Unemployment rate	2,6	%. 𐤀𐤕	↑
Currency	Dirham		
Average monthly earnings	1.782	€	=
Inflation	3,1	%	↓
Inequality	ND	pt	=
Household consumption	159.620	M.\$	=
Interest rates	2,50	%	↓

POLITICS			
Capital	✓		
Fiscal barriers	*****		=
Economic freedom	****		=
Import openness	***		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		↑
Contextual factors	-		
Exports per inhabitant	31.800	\$/𐤀	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	4	𐤀	=
Main airport	Abu Dhabi International Airport		
Airport traffic	-		
Port	✓		
Railway network	-		↓
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	-		↓
Public safety	*****		↓
Quality of air	*		

TOURISM			
Number of tourists	-	M. 𐤀	
Tourists' expenditure	-	\$/ 𐤀	

RETAIL			
Shopping centres	Abu Dhabi Mall, Al Wahda Mall, Yas Mall...		
Main street	-		
Department stores	Debenhams, Robinsons...		
Minimum salary	-	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	ND	\$	↓
Evolution of fashion consumption	0,0	%	=
International operators	***		↑

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	*		↑
Quality of life	***		=

An ice rink, hundreds of restaurants, and even rooms for a nap. Abu Dhabi retail is called the mall. These commercial macro centres are, as in the entire Gulf, the nerve centre of leisure and entertainment in the Arab city, and they continue to expand. In fact, one of the strategic vectors of the 2030 Plan, which addresses urban development in the city, includes the expansion of the commercial district, as well as the Al Maryah and Al Reem Islands. The modern city was planned in 1967 by the Japanese architect Katsuhikao Takahashi. At first, the city was planned for a population of 40,000 inhabitants, but due to the growth of its citizens, the city has now very densely populated areas. One of the last and most anticipated complexes that has opened in Abu Dhabi is the Al Maryah Central, specialised in luxury. This commercial macro centre is actually an extension of the Galleria, which consequently adds 270 more stores, four urban parks and seventy restaurants. The expansion also included two openings an-

nounced by hype and saucer by the local press: the first Bloomingdale's in Abu Dhabi and the first Macy's outside the United States, although both have finally cancelled their opening. Another of the last shopping centres to join the commercial offer of the city is the My City Center Masdar, driven by the Al Futtaim conglomerate and which involved an investment of 300 million dirhams (74 million euros). With 18,500 square metres of gross leasable area, the complex has claimed to be "the most sustainable" in the city. For the next few years, the Reem Mall is underway, which will open its doors in the second half of 2020 on Reem Island. This shopping centre will have four department stores and more than 450 stores, out of which 85 will be dedicated to catering. But Abu Dhabi is not just trading. The city is the capital of the United Arab Emirates and the second largest city in the country, just behind Dubai. In total, 1.4 billion people live in Abu Dhabi, a population of 1.8 billion in the metropolitan area. In addi-

tion to the political nucleus of the State, the metropolis is also a centre of economic power, coming mainly from oil, and that is reflected in the imposing skyscrapers that continue to spread across its horizon. The city is led by the President of the United Arab Emirates and emir of Abu Dhabi, Jalifa bin Zayed Al Nahayan, considered a pro-Western politician and favourable to modernisation. Within the 2030 Plan, the emirate also includes other major projects such as the MVRDV, a mixed-use complex in the new Makers district, which includes apartments, offices, shops and a public square; or the world's first commercial Hyperloop, developed by the giant Virgin, which will be located on the border between Abu Dhabi and Dubai with the aim of developing a larger network throughout the country. The growth forecasts for the United Arab Emirates go hand in hand with those of the city: according to the International Monetary Fund (IMF), the country's economy will advance 2.8% in 2019 and another 3.3% in 2020, against the rise of 1,7% of 2018. ■



2018

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MILAN

434 PT



As the Italian capital of fashion, Milan is one of the most important cities in the world for retail. The commercial activity is concentrated in its historic centre, around the Duomo, where shops coexist at street level with historic department stores such as The Rinascente.

ITALY, EUROPE

45°27'51"N  
9°11'25"E

DEMOGRAPHY			
Population	1,3	M. ♂	=
Urban area (population)	5,3	M. ♂	=
Growth of population	0,2	%	=
Population's age	**		=
Higher education	***		=
Main language	Italian		

ECONOMY			
Country GDP 2018	2.073.902	M.\$	↑
Country GDP growth 2019	0,1	%	↑
GDP per capita 2018	34.318	\$	↑
Unemployment rate	10,2	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	2.151	€	=
Inflation	1,1	%	↓
Inequality	33,3	pt	=
Household consumption	1.259.319	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	*		↑
Economic freedom	***		=
Import openness	*		=
Quality of political institutions	***		↓
Trade openness	*		↓
Political stability	***		=
Contextual factors	New government and economic slowdown		
Exports per inhabitant	7.973	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	8	🏢	=
Main airport	Malpensa		
Airport traffic	-		
Port	-		
Railway network	***		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↓
Public safety	****		↓
Quality of air	***		

TOURISM			
Number of tourists	9,1	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Piazza Portello, CityLife Shopping District, Il Centro...		
Main street	Via Montenapoleone		
Department stores	Coin, La Rinascente...		
Minimum salary	-	€	=
Attraction of talent	****		↑

FASHION			
Fashion consumption	1.144	\$	↓
Evolution of fashion consumption	2,5	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	Milan Fashion Week, Milano Moda Donna, White...		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	**		↓
Quality of life	****		=

Milan is a city of fashion. The Italian metropolis is, together with Paris, London and New York, one of the mandatory stops on the international circuit of catwalks, and the economic and commercial capital of Italy. The Italian city is also the second most populated in the country, after Rome, with a population of just over a million people and an area of influence that extends to 5.3 billion people. As the country's economic epicentre, some of the largest Italian companies are based in it, as well as large fashion groups such as Versace, Gucci, Armani, Valentino, Luxottica, OVS or Dolce&Gabbana. Because of its tourist exposure and its high Gross Domestic Product (GDP) per capita, the highest in Italy, Milan is usually the gateway for international players in the country. In 2018, the city was chosen as the first spot in the country for a Starbucks coffee shop, who broke into the espresso kingdom with an opening in Piazza Cordusio. Canada Goose, Jil Sander or Dolce&Gabbana are some of the fashion companies that have also launched new flagship stores in the city during the last

year. The commercial activity of the sector in Milan is concentrated in the Quadrilatero della Moda, in the heart of the city, limited by the streets Via Monte Napoleone, Via Manzoni, Via della Spiga and Corso Venezia. The activity in this area is complemented by the historic Galleria Vittorio Emanuele II, named in honour of the first king of Italy, and the La Rinascente department store, founded in 1865 and which has a dozen centres throughout Italy. The city also has busy shopping centres such as Piazza Portello or CityLife Shopping District. Despite the commercial dynamism in its main cities, the economic context in Italy has prevented it from climbing more ranking positions. The country went into recession in 2018, after reducing its GDP by 0.1% in the third and fourth quarter. The Statistical Institute of Italy (Istat) considers "relatively high" the possibility that GDP will contract again in the second quarter. On a political level, the country is not going through its best moment either. After the unprecedented coalition between the 5 Star

Movement and the Northern League in 2018, everything collapsed on August 2019, knocking over the controversial Deputy Prime Minister and head of Interior, Matteo Salvini. In September, a new coalition was formed between the 5 Star Movement and the Democratic Party (PD), again with Giuseppe Conte as Prime Minister and with inclinations to the European Union, much scrutinised by the previous government associate. The mayor of Milan is since 2016 Giuseppe Sala, member of the PD, who rules in coalition with Italia de los Valores (IdV), centre-left, and with the Italian Left. Sala, nicknamed Mr Expo for having been the curator of the Universal Exhibition of Milan, was sentenced in July 2019 to six months in prison for forgery during the 2015 event, although the penalty was finally commuted to a fine of 45,000 euros. In his tenure at the head of Milan, Sala has signed, along with eleven other cities in the world, an anti-pollution agreement, promoting measures to improve air quality, and has resisted the anti-immigration laws promoted by Salvini. ■

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↑

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ROTTERDAM

434 PT

Rotterdam skyrockets on the list of the most attractive cities for retail hoisted by the resistance of Dutch economy, which despite the global slowdown, continues to score good growth prospects, an openness to trade and tax advantages.

THE NETHERLANDS, EUROPE

51°55'51"N  
4°28'45"E



DEMOGRAPHY			
Population	0,6	M. ♂	↑
Urban area (population)	2,7	M. ♂	=
Growth of population	0,3	%	↓
Population's age	**		=
Higher education	****		=
Main language	Dutch		

ECONOMY			
Country GDP 2018	912.872	M.\$	=
Country GDP growth 2019	1,8	%	↑
GDP per capita 2018	52.978	\$	↑
Unemployment rate	3,9	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	2.836	€	=
Inflation	1,7	%	↓
Inequality	26,6	pt	↑
Household consumption	403.156	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	*		↑
Economic freedom	****		=
Import openness	***		↓
Quality of political institutions	*****		=
Trade openness	**		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	32.394	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	2	☞	=
Main airport	Rotterdam-La Haya		
Airport traffic	-		
Port	↑↑↑↑		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↑
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Zuidplein, Alexandrium,, Market Hall...		
Main street	Lijnbaan		
Department stores	De Bijenkorf, Hudon's Bay...		
Minimum salary	1.636	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	999	\$	↓
Evolution of fashion consumption	4,5	%	↑
International operators	***		↑

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	*		↑
Quality of life	-		=

One of the main gateways to Europe is also reinforced as one of the greatest places for retail in the continent. Rotterdam, which is home to the most important port in the European market, is a rich metropolis and open to business, and a frequently chosen city for trade and by international players committed to the Dutch market. Proof of the city's commercial vocation is that its main shopping street, Lijnbaan, became in 1953 the first pedestrian street in Europe for a retail gallery. The city is the epicentre of the new commercial district designed after the war after the old one was completely destroyed during the bombing of Rotterdam by the German Luftwaffe. Retail in Rotterdam continues to be concentrated today in that street, with players such as Levi's, Clarks, Pull&Bear, Foot Locker or G-Star. Opening an establishment in that historic enclave entails a rental cost of 1,600 euros per square metre per year, according to Cushman&Wakefield. Uniqlo is one of the few big players that has not yet arrived in

the city, although Rotterdam could become the next destination of the Japanese giant after landing in Amsterdam in 2018. The galleries of Lijnbaan, considered since 2010 a national mUNment, were completely renovated in 2018 as part of a project to renovate the entire street that will culminate in 2019. Although it barely adds up to a total of 600,000 inhabitants and has an area of influence of just under three million people, Rotterdam has advantages such as its openness to trade, its tax advantages and its ease for doing business. The city also benefits from the economic muscle of the Netherlands, with a Gross Domestic Product (GDP) per capita of 53,900 dollars. The country does not escape the slowdown of the world economy but it continues to maintain strong growth prospects, 1.8% for 2019 and 1.7% for 2020, compared to the 2.5% recorded in 2018, according to the International Monetary Fund (IMF). The mayor of Rotterdam is Ahmed Aboutaleb, born in Beni Sidel (Morocco) and a

member of the Labor Party (PDVA). Aboutaleb took office in 2009, becoming the first immigrant and the first Muslim to become mayor of a great Dutch city. Having studied an electronic engineer, Aboutaleb is one of the most popular politicians in his country and his strong position in favour of eradicating radical Islamism "from within" has also earned him presence in international media, especially when, in 2014, he contradicted the national government when it tried to avoid radicals of going to Syria or Iraq. "Do you want to leave because our society seems depraved? Let them go and not come back," he said. The Dutch Prime Minister is Mark Rutte, of the Popular Party for Freedom and Democracy, which has ruled since 2012 with the support of the Socialists. The politician, one of the most veteran leaders of the European Union, sounded like one of the favourites to take over the presidency of the European Commission in 2019, a position for which the German Ursula von der Leyen was finally elected. ■



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↓

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HAMBURG

433 PT

Germany’s slowdown also drags its main cities down in the international ranking of Hot Retail Cities. Hamburg, one of the largest cities in the country, remains in the top 40, but loses six positions over the previous year.

GERMANY, EUROPE

53°34’31”N  
10°00’55”E



DEMOGRAPHY			
Population	1,8	M. ♂	=
Urban area (population)	2,1	M. ♂	=
Growth of population	0,0	%	↓
Population's age	**		=
Higher education	***		=
Main language	German		

ECONOMY			
Country GDP 2018	3.996.759	M.\$	=
Country GDP growth 2019	0,8	%	↑
GDP per capita 2018	48,196	\$	↑
Unemployment rate	3,4	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	4.278	€	=
Inflation	1,7	%	↓
Inequality	29	pt	=
Household consumption	2.096.261	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		=
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Economic slowdown		
Exports per inhabitant	17.823	\$/♂	=

While Germany slows down, Hamburg transforms. This industrial city, the second most populated in the country and one of the wealthiest, is trying to position itself as a hub for the new economy in Germany. In fact, Hamburg is the third city in the country with the best score in rankings such as lese Cities in Motion or Startup Blink, which addresses the entrepreneurial climate in cities around the world. Berlin and Munich may be even more attractive for startups and talent acquisition, but Hamburg doesn’t want to be left behind. The city, with an area of influence of merely over two million people, has in its favour its economic potential. According to the economic analysis company CEIC, the city has the highest gross domestic product (GDP) per capita in Germany and 88% of its working-age population is employed. The city is an important port hub, key for trade and also for cruise tourism. In fact, since 2008 Hamburg hosts the Hamburg Cruise Days every year, a conference converted into one of the main events of the city and in which about twelve ships meet in its bay.

However, Hamburg is no stranger to the economic situation of the whole country, which could enter into recession imminently. The final reading of the German Gross Domestic Product (GDP) shows a contraction of 0.1% in the second quarter of 2019 and, according to the Kiel Institute for the World Economy (IfW, in its acronym in German), will enter in recession before the end of the year. The forecasts of the International Monetary Fund (IMF) anticipate a growth of only 0.8% in 2019, compared to the 1.4% in 2018, although they contemplate that the country will regain momentum in 2020. Unemployment, meanwhile, will continue to decrease, with rates of 3.4% in 2019 and 3.3% the following year. The first mayor of Hamburg is Peter Tschentscher, in office since March 2018. Tschentscher, born in Bremen, is a member of the Social Democratic Party and before being in his current position he was the city’s Senator of Finance, where he supervised the privatisation of the MSM Nordbank. At the lead of Germany’s government is An-

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	1	☞	=
Main airport	Hamburg Airport		
Airport traffic	-		
Port	↑↑↑↑		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/♂	

RETAIL			
Shopping centres	Europe Passage, Alsterhaus...		
Main street	Spitalerstraße		
Department stores	Galeria Kaufhof, Karstadt...		
Minimum salary	1.557	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	973	\$	↓
Evolution of fashion consumption	-0,8	%	=
International operators	**		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	*****		=

gela Merkel, from the Christian Democratic Union (CDU), which governs in coalition with the Social Democratic Party and the Christian Social Union (CSU), and who has been in the position since 2005. The Chancellor has already announced her intention not to run for the next elections in the country, which will be held in 2021. The politician to replace her in office is believed to be Annegret Kramp-Karrenbauer, president of the German conservative bloc. In Hamburg, retail is distributed between shopping streets, centres and department stores such as Alsterhaus, opened in 1912. The main commercial pole is Spitalerstrasse, in the city centre, where renting a store has a cost of 3,720 euros per square metre per month, according to data from the latest edition of the Main streets across the world report prepared by the real estate consultant Cushman&Wakefield. In the city centre are also other attractive streets for retail like Mönckebergstrasse, as well as the Europe Passage shopping centre, with 120 stores spread around five floors. ■

2018  
P.38

↓

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BRISBANE

430 PT

Brisbane is the third largest city in Australia by population and the capital of the state of Queensland. The metropolis, which continues to have a relevant position in the ranking, has a high standard of living and is an attractive pole for foreign talent.

AUSTRALIA, OCEANIA

27°28'04"S  
153°01'40"E



DEMOGRAPHY			
Population	2,3	M. ♂	↑
Urban area (population)	2,3	M. ♂	=
Growth of population	1,3	%	=
Population's age	**		=
Higher education	*****		↑
Main language	English		

ECONOMY			
Country GDP 2018	1.432.195	M.\$	=
Country GDP growth 2019	2,1	%	↑
GDP per capita 2018	57.305	\$	↑
Unemployment rate	5,4	%. ♂♂	↑
Currency	Australian dollar		
Average monthly earnings	3.456	€	↓
Inflation	1,9	%	↓
Inequality	33,2	pt	=
Household consumption	809.474	M.\$	=
Interest rates	1,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	*****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	9.868	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	1	⌘	=
Main airport	Brisbane Airport		
Airport traffic	-		
Port	✓		
Railway network	***		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	****		↓
Smart city	-		=
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	City Plaza, Rowes Arcades...		
Main street	Queen Street Mall		
Department stores	David Jones, Myer...		
Minimum salary	1.997	€	=
Attraction of talent	****		↓

FASHION			
Fashion consumption	1.017	\$	↑
Evolution of fashion consumption	16,3	%	↑
International operators	***		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	**		=
Quality of life	****		=

Retail follows the sun in Brisbane. The Australian city is the third largest in the country, with a population of 2.35 billion people, of which more than a third were born abroad. In fact, the state capital of Queensland has become a pole of attraction for foreign talent in the country, which has boosted the cost of living in the city. Part of that appeal is due to the quarry of companies that have their headquarters in the city and their plan, Smart State, for which the state aspires to become a mecca for new technologies and innovation. In this sense, the local government has reinforced the Queensland University of Technology and the University of Queensland, highly focused on biotechnological research. Unlike other Australian metropolitan areas, Brisbane is controlled by a single local government that, like the state, is a stronghold of the Conservative Party. The mayor is Adrian Schrinner, of the Queensland National Liberal Party, who took office in April 2019. The politician re-

placed Graham Quirk, who left the position earlier this year after eight years in office. The next elections are planned for 2020. Schrinner's plan in the local Executive is to develop new infrastructures to seize the growth of the city, "protect the lifestyle" of the city and create new green areas. The good weather that Brisbane enjoys makes part of the trade take place at Queen Street Mall, an outdoor shopping mall on one of Melbourne's main streets. Opening a commercial space in this complex, which closely resembles a pedestrian street, costs an average of 2,855 euros per square metre per year, according to Cushman&Wakefield, and about 700 players operate there. City-Plaza or Rowes Arcades are other of the city's shopping centres. Moreover, Brisbane has a solid infrastructure network, from its train line to its port, one of the most important in the country. Currently, the city is developing a railway line that connects directly with the port in order to remove about 2.4 billion trucks

from Australian roads. Melbourne also benefits from the solid Australian economy, which has a Gross Domestic Product (GDP) of 1.3 trillion dollars and managed to stay more or less safe from the economic crisis. The country's GDP per capita exceeds the 57,000 dollars. Australia maintains robust growth rates, with increases of 2.8% in 2018, 2.1% in 2019 and 2.8% in 2020, according to forecasts made by the International Monetary Fund (IMF). The country is piloted by Scott Morrison, Prime Minister and member of the Liberal Party. Morrison has been heavily criticised, both inside and outside his party, for his defence of the coal and mining industries, in a country with a high concern for environmental and climate problems. The politician, former Treasury Minister took control of the party and the government after an internal war with the former Prime Minister Malcolm Turnbull, who left office in 2018. Morrison reaffirmed his leadership after the 2019 federal elections. ■



2018

P.55



41

YOKOHAMA

430 PT

Its port turned it into a window to modernity in 19th century Japan. Today, Yokohama has been erected as a vibrant mega-metropolis and as one of the most appealing spots in the country for retail.

JAPAN, ASIA

35°26’00”N  
139°38’00”E



DEMOGRAPHY			
Population	3,7	M. 人	↑
Urban area (population)	38,5	M. 人	=
Growth of population	-0,2	%	=
Population's age	**		=
Higher education	***		=
Main language	Japanese		

ECONOMY			
Country GDP 2018	4.970.916	M.\$	↓
Country GDP growth 2019	1	%	↑
GDP per capita 2018	39.287	\$	↑
Unemployment rate	2,4	%. 人	↑
Currency	Yen		
Average monthly earnings	2.424	€	=
Inflation	1	%	=
Inequality	29,9	pt	=
Household consumption	2.696.808	M.\$	↑
Interest rates	-0,10	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	5.460	\$/人	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	1	間	=
Main airport	Haneda		
Airport traffic	-		
Port	↑ ↑ ↑		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	-		=
Public safety	****		↓
Quality of air	***		

TOURISM			
Number of tourists	-	M. 人	
Tourists' expenditure	-	\$/ 人	

RETAIL			
Shopping centres	Yokohama Landmark Plaza, Marine&Walk Yokohama...		
Main street	Shotengai		
Department stores	Takashimaya, Sogo...		
Minimum salary	1.200	€	=
Attraction of talent	****		=

FASHION			
Fashion consumption	766	\$	=
Evolution of fashion consumption	6,1	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	*		↑
Quality of life	***		=

Yokohama continues to be one of the most modern and dynamic cities in Japan. The metropolis was already the window to modernity in nineteenth-century Japan thanks to its port, and today remains one of the most engaging for retail in the country. Very close to the two large Japanese industrial cities, Tokyo and Kawasaki, Yokohama constitutes one of the largest metropolitan areas in the world, with more than 38.5 billion inhabitants, although in the city limits there are merely under four million neighbours. However, factors such as the Japanese economy play against it, which fails to encourage its anaemic growth rates, its propensity for natural -although of low intensity- disasters, and the ageing of his population: 20% of the inhabitants in the city are over seventy years old. Retail in Yokohama is concentrated in axes such as the Queen's Square shopping centre or La Marina, one of the favourite areas for tourists and locals that combines leisure, catering and all kinds of shops. The mayor of Yokohama is Fumiko Hayashi, the first wom-

an to hold the position in the city. Before making the leap to politics, Hayashi developed a prominent career in the private sector as president of BMW Tokyo, Tokyo Nissan Auto Sales and the Japanese supermarket chain Daiei. In 2009, she was elected mayor of Yokohama after the resignation of her predecessor, Hiroshi Nakada. Hayashi belongs to the Democratic Party, a centre formation born in 2016 from the merger of the Innovation Party and the Democratic Party of Japan. One of the battle-axes of the mayor's project has been the promotion of initiatives to make the city more sustainable. In this sense, in 2019 the city council reached an agreement with Nissan Motor, based on the Japanese metropolis, to develop sustainable and environmental projects in Yokohama. The initiative will be broken down into several projects that include promoting local businesses, promoting projects to fight pollution which seek a sustainable society, and cultural and sports programs or other projects that will contribute to the local community.

Nissan was founded in Yokohama in 1933 and since 2009 it has had its headquarters in the city, with which it has collaborated on several occasions to carry out projects of various kinds. In 2010, for example, Nissan, Panasonic, Tokyo Gas, Accenture, Meidensha, Nissan and Toshiba joined the City Council for the launch of the Yokohama Smart City Project, a five-year pilot program for the introduction of renewable energy that guarantees stable supply of energy in the municipal area during a crisis. At the head of the country remains, since 2012, Shinzo Abe, which makes him one of the longest-running presidents of the great world powers. In a context of growing global protectionism, and with the Japanese economy still idling, Abe has kept his back reinforcing his ties with the United States, one of the country's main trading partners. In 2019, the Tokyo Executive signed a limited trade agreement with the first world power that includes the reduction of tariffs on various product categories, mainly agricultural ones. ■

2018

P.26



42

NEW DELHI

429 PT

New Delhi is one of the most vibrant metropolis in Asia. With wide avenues and a population of more than twenty million inhabitants, the Indian city gains attractiveness for retail after the last liberal measures taken by the country, although it loses positions in the ranking due to the advancement of other cities.

INDIA, ASIA

28°38’08”N  
77°13’28”E



DEMOGRAPHY			
Population	19,0	M. ∆	↑
Urban area (population)	28,1	M. ∆	↑
Growth of population	2,6	%	↑
Population's age	**		=
Higher education	*		=
Main language	Hindi		

ECONOMY			
Country GDP 2018	2.726.323	M.\$	=
Country GDP growth 2019	7,3	%	↓
GDP per capita 2018	2.016	\$	↓
Unemployment rate	2,6	%. ∆ ∅	↑
Currency	Rupiah		
Average monthly earnings	0	€	↓
Inflation	4,9	%	↓
Inequality	47,9	pt	↓
Household consumption	1.621.632	M.\$	=
Interest rates	5,40	%	↑

POLITICS			
Capital	✓		
Fiscal barriers	***		↓
Economic freedom	**		=
Import openness	*		=
Quality of political institutions	***		=
Trade openness	*		↓
Political stability	*		=
Contextual factors	-		
Exports per inhabitant	234	\$/∆	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	10	間	=
Main airport	Indira Gandhi		
Airport traffic	↑ ↑ ↑		
Port	-		

Railway network	****	↑
Quality of roads	**	↓
Electric infrastructures and telecommunications	**	↑
Smart city	-	↓
Public safety	**	↓
Quality of air	-	

TOURISM		
Number of tourists	-	M. ∆
Tourists’ expenditure	-	\$/ ∆

RETAIL		
Shopping centres	DLF Promenade, D Mall, MGF Metropolitan...	
Main street	Khan Market	
Department stores	-	
Minimum salary	41	€ =
Attraction of talent	****	=

FASHION			
Fashion consumption	62	\$	=
Evolution of fashion consumption	60,1	%	↑
International operators	***		↑

TRENDY CITIES		
Fashion fairs	Ihgh Delhi Fair, India International Leather Fair, Fabrics&Accesories T rade Show...	
Cultural activity	-	
Entrepreneurial climate	***	↓
Quality of life	*	=

New Delhi is claimed as the most attractive pole for retail in India. The city is the capital of what in 2030 will be the most populated country in the world. It has wide avenues and the best infrastructure in the state, with an underground and rail network connected to all major cities around the country. It is also one of the wealthiest cities in India, a country that continues to accelerate despite the context of global slowdown. According to the latest forecasts of the International Monetary Fund (IMF), India will grow 7.1% in 2018, 7.3% in 2019 and 7.5% in 2020, surpassing the rhythms of emerging powers such as China. The retail in the city is concentrated in seven major commercial axes, with prices ranging from 400 euros to 2,000 euros per square metre per year. One of the main ones is Ambience Mall, a shopping centre that operates in other cities of the country too and where groups such as Pepe Jeans, Levi’s or Accesorize are present. One of the last brands to join its offer has been Uniqlo, which chose this location to open its first store in the country in October of 2019. The Indian market has

in fact been the first that Uniqlo addressed with several simultaneous openings, all of them in the Delhi metropolitan area. The second is in the DLF Place Saket shopping centre, also in New Delhi, and the third in the DLF CyberHub complex, in the neighbouring city of Gurgaon. The company's arrival came after the announcement by the government of the country of its intention to relax the entry barriers to come into the country. In this sense, the Executive of Narendra Modi has made more flexible the measure that forced international retailers to stock up in the country a part of the stock that they sold in it. Since September 2012, the law forced foreign businesses operating in India to buy 30% of the stock they sold in the country. In the case of multi-brand retailers, such as hypermarket chains, the percentage is 51%. It is expected that as these regulations become more flexible, more international players will enter and the internal consumption of the country will grow more dynamic. Modi was re-elected in May with more than 60% of

the votes. Although economically, the politician is tending towards an external opening, the leader of the Indian Popular Party (BJP, in its acronym in Hindi) has also carried out in recent years measures of nationalist and authoritarian qualities, with criticisms towards minorities. In New Delhi, control is also in the hands of the BJP. The mayors and vice mayors are elected annually by the three municipal corporations of Delhi. As in all of them the BJP has a large majority, the opposition did not even present a candidate for the last elections, in which Sunita Kangra, in the southern area, Avtar Singh, from the north, and Anju Kamalkant, from the east, were elected. The three corporations have a three-year term. Although New Delhi continues in the upper half of the Hot Retail Cities ranking, the city also has handicaps that prevent it from climbing more positions in the chart. Among them are some of the country’s own factors, such as inequality, poor quality of electrical infrastructure, poor foreign openness or even high pollution. ■



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P.39

↓

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MONTREAL

428 PT

Montreal, one of the largest cities in Canada, has great economic dynamism and is one of the financial poles of its country, as well as the Canadian capital of culture.

CANADA, AMERICA

45°30'29"N  
73°33'18"O



DEMOGRAPHY			
Population	1,7	M. ♂	↑
Urban area (population)	3,6	M. ♂	=
Growth of population	0,8	%	↑
Population's age	**		=
Higher education	***		=
Main language	English		

ECONOMY			
Country GDP 2018	1.709.327	M.\$	=
Country GDP growth 2019	1,5	%	↑
GDP per capita 2018	46.125	\$	↑
Unemployment rate	5,9	%. ♂♂	↑
Currency	Canadian dollar		
Average monthly earnings	2.859	€	=
Inflation	2,3	%	↓
Inequality	31,2	pt	↑
Household consumption	996.843	M.\$	=
Interest rates	1,75	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Federal elections		
Exports per inhabitant	11.803	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	9	⌘	=
Main airport	Pierre Elliott Trudeau		
Airport traffic	-		
Port	✓		
Railway network	****		↑
Quality of roads	****		↓
Electric infrastructures and telecommunications	*****		=
Smart city	***		↓
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	La Baie, Eaton Centre...		
Main street	Saint-Catherine		
Department stores	Ogilvy, La Maison Simons...		
Minimum salary	1.482	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	1.025	\$	=
Evolution of fashion consumption	16,3	%	↑
International operators	***		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	*****		=

As the financial and cultural capital of Canada, Montreal is an increasingly interesting pole for international retailers. With a population of 1.7 billion people and an area of influence of 3.6 billion inhabitants, the metropolis is the third most populated city in Canada and the second regarding economic strength. Montreal, where English and French coexist almost equally as the two most spoken languages by the population, is home to the headquarters of numerous financial institutions and has great economic dynamism. The city shares this role with that of the unofficial cultural capital of the country: in it, a large part of Canada's film and television productions take place, it hosts continuous festivals of all kinds of cultural practices and the Cirque du Soleil, the largest circus producer of the world. Like other major metropolises in the world, Montreal has made sustainability one of its great projects for the future in recent years, with the launch of several initiatives to reduce its environmental impact. In 2019, the city boosted the launch of zero-emissions

deliveries to reduce truck traffic. Within the framework of this initiative, electric bicycles were installed in the centre and the use of alternative transport for deliveries was encouraged. The project is led by the city's mayor, Valérie Plante, in office since 2017 and a member of the Projet Montréal Party, a progressive and ecologist group founded in 2004. One of the peculiarities of Montreal is Réso, an underground city with underground connections that join office buildings, theatres, universities and residential complexes, and which during the winter, is transited by over half million people. On the surface, the main retail area of the city is Rue Sainte Catherine Ouest, where stores and shopping centres are concentrated. In the winter, when they exceed twenty degrees below zero, the commercial activity bustles in shopping centres such as La Baie or Eaton Center. The President of Canada is Justin Trudeau, son of former Prime Minister Pierre Trudeau. The Liberal politician has a good international

image, has led measures for the welcome of refugees and environmental protection, and has publicly spoken on several occasions in favour of the decriminalisation of marijuana. In Canada, his popularity was compromised in 2019 by a scandal after an image of him in college transcended where he was seen wearing blackface. Canada maintains strong growth rates, with prospects of 1.5% for 2019 and 1.9% for the following year, according to the International Monetary Fund (IMF). One of the main economic threats to the country in recent years has been the renegotiation of the North American Free Trade Agreement (NAFTA), which regulates its trade relationship with its main partner, the United States. The NAFTA entered into force almost a quarter of a century ago and, since then, exchanges between its partners have quadrupled, up to 1.2 trillion dollars. The talks resulted in an agreement in 2018, from which the new treaty, called T-Mec, was born. At the end of this edition, ratification by Canada and the United States is still pending. ■



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P.40



# 44

## GUANGZHOU

425 PT

Guangzhou is one of the examples of the prompt Chinese transition: in just a few decades it has gone from being a small fishing town to being one of the largest metropolises in the world. Today, Guangzhou claims its place among the most attractive cities for retail in China after Beijing and Shanghai.

CHINA, ASIA  
23°07'44"N  
113°15'32"E



DEMOGRAPHY			
Population	3,5	M. 𐇧	↑
Urban area (population)	20,0	M. 𐇧	↑
Growth of population	2,5	%	↑
Population's age	***		=
Higher education	**		=
Main language	Mandarin		

ECONOMY			
Country GDP 2018	13.608.152	M.\$	↑
Country GDP growth 2019	6,3	%	↓
GDP per capita 2018	9.771	\$	↓
Unemployment rate	4,4	%. 𐇧𐇧	↑
Currency	Yuan		
Average monthly earnings	718	€	=
Inflation	2,1	%	↓
Inequality	51	pt	↓
Household consumption	4.704.445	M.\$	↓
Interest rates	4,25	%	↑

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	**		=
Import openness	*		=
Quality of political institutions	***		↓
Trade openness	*		↓
Political stability	***		↑
Contextual factors	Trade war		
Exports per inhabitant	1.600	\$/𐇧	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	-	𐇧	=
Main airport	Baiyun		
Airport traffic	-		
Port	✓		
Railway network	****		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	**		=
Smart city	-		↑
Public safety	**		=
Quality of air	*		

TOURISM			
Number of tourists	-	M. 𐇧	
Tourists' expenditure	-	\$/ 𐇧	

RETAIL			
Shopping centres	China Plaza, Victory Plaza, Mayflower...		
Main street	Tianhe		
Department stores	Grandbuy		
Minimum salary	272	€	↑
Attraction of talent	****		↓

FASHION			
Fashion consumption	-	\$	↓
Evolution of fashion consumption	50,7	%	↑
International operators	*****		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	-		=
Quality of life	-		=

The Chinese miracle is patent in Guangzhou. The old Canton was a small fishing town that, with the accelerated economic development of the Asian Giant, has now become a financial powerhouse with a tremendous number of population. The city is home to one of the strategic ports in the South Sea and experienced an economic hatching supported by industry and exports. Today, Guangzhou faces a new economic transition that involves attracting large corporations and scientific talent. Together with Foshan, Dongguan, Zhongshan and Shenzen, Guangzhou forms the largest urban agglomeration on the planet, with a population of 48.6 billion people, according to the United Nations Organization (UN). Led by the mayor Wen Guohui since 2017, the city has a lively commercial life, concentrated in Tianhe Sports Center complexes and in districts such as Yuexiu and Wuguang, where rental prices of business stores are close to 2,000 euros per square metre, according to the study prepared by Cushman&Wakefield. Just as it was one of the spearheads of the

Chinese miracle, Guangzhou also wants to become the spearhead of the transformation that the country is now facing. The metropolis is the pilot city for the implementation of the Made in China 2025 plan, which the Beijing Executive launched in 2015, to accelerate the country's industrial transformation, leaving behind manufacturing to invest on advanced sectors with greater added value. In 2019, the local Executive announced the construction of more than ten collaborative innovation platforms before the end of 2021. One of the city's general objectives for the next three years is to build the international innovation and technology centre and the national integral centre of science, which will be located in the large area of Guang-dong-Hong Kong-Macao Bay. In addition, the metropolis will connect with more than 25 partners, including universities and global scientific research institutions, to build more than 60 international bases for scientific and technological cooperation before the end of 2021. However, factors related to the country, such

as tax barriers and free trade, play against it, as well as short-term factors such as the slowdown of the Chinese economy or the Hong Kong crisis, a region very close to Guangzhou and a strategic trading partner for the city. Trade war is another factor that threatens the economy of the country and, in particular, Guangzhou. The Executive, led by Xi Jinping, the most powerful Chinese leader since Mao Tse Tung, maintains an open conflict with Donald Trump's government. Although the negotiations to reach an agreement continue, the consequences of this war have already become tangible: in September of 2019, both countries applied the first battery of mutual tariffs, to which another will be added, mainly to electronic items, in December. Although it remains the second largest power in the world and its growth is still characteristic of a developing economy, China has slowed down in recent years. The country has left behind 7% of increases and, according to the World Bank, will grow 6.3% in 2019. ■



2018  
P.42

↓

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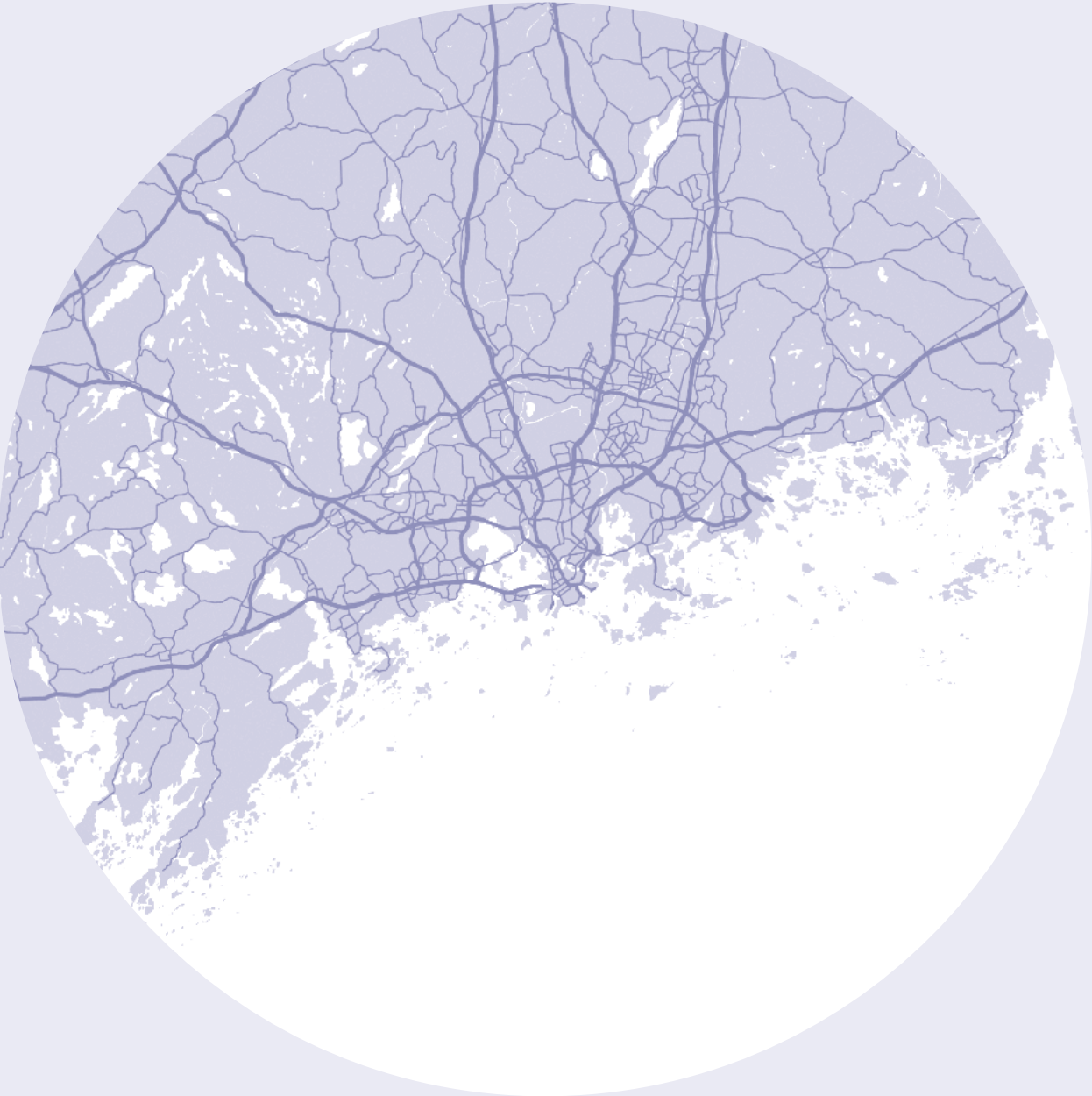
HELSINKI

425 PT

Helsinki is one of the backbones of Finland’s transition thanks to a new economy, and to industries such as video games or virtual reality. The city, with just one million inhabitants, has one of the highest quality of life in Europe and a GDP per capita that reaffirms its appeal to retail.

FINLAND, EUROPE

60°10’24”N  
24°56’55”E



DEMOGRAPHY			
Population	0,7	M. ♂	↑
Urban area (population)	1,3	M. ♂	=
Growth of population	0,7	%	=
Population’s age	**		=
Higher education	****		↓
Main language	Finnish		

ECONOMY			
Country GDP 2018	275.683	M.\$	=
Country GDP growth 2019	1,9	%	↑
GDP per capita 2018	49.960	\$	↑
Unemployment rate	7,8	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	3.055	€	=
Inflation	1,1	%	↓
Inequality	25,6	pt	=
Household consumption	147.363	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	12.231	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	6	☞	=
Main airport	Vantaa		
Airport traffic	-		
Port	✓		
Railway network	*****		↑
Quality of roads	****		↓
Electric infrastructures and telecommunications	****		=
Smart city	***		↓
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. ♂	
Tourists’ expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Kamppi		
Main street	Mannerheimintie		
Department stores	Stockmann		
Minimum salary	-	€	=
Attraction of talent	*****		↑

FASHION			
Fashion consumption	960	\$	↓
Evolution of fashion consumption	0,8	%	↓
International operators	**		=

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	**		↓
Quality of life	****		=

It barely has a million inhabitants in its area of influence but also a huge appeal for retail. Helsinki is a small but rich city, with a quality of life among the highest in Europe and a project to become one of the spearheads of the new economy in Northern Europe. The mayor of the city is, since 2017, Jan Vapaavuori, former Minister of Foreign Affairs and Housing. Member of the National Coalition center-right Party, Vapaavuori has made the fight against climate change one of the axes of his electoral project. In fact, this problem regarding the future of the city is the main concern of two out of every three inhabitants of Helsinki. In 2019, the mayor began a competition called the Helsinki Challenge to involve citizens in the goal of making the city greener. Vapaavuori promised a million euros for the winner who designed an energy production method that replaced the combustion of coal. The city has pledged to stop using coal as an electrical source by 2029.

The commercial activity in Helsinki is concentrated in the centre of the city, where opening a business store costs 1,600 euros per square metre per year, according to the report Main streets across the world prepared by the consultant Cushman&Wakefield. Retail at street level is complemented by department stores such as Stockmann and shopping centres such as Jammppi. Inditex operates with six stores in Helsinki, where it landed in 2001 and where it competes with the giant (and neighbour) H&M. The Prime Minister of Finland is since 2019 the socialist Antti Rinne, while the president and the Head of State is Sauli Niinistö, of the conservative party. Finland is one of the oldest countries in Europe, with an average age of 42.5 years old. The group of inhabitants over 65 years of age is the second most common in the country: 21.5% of the population is in this age group. The country has a highly industrialised and free-market economy, with a Gross Do-

mestic Product (GDP) per capita of almost 50,000 dollars. Exports cover a third of the country’s GDP, which makes them especially endangered by trade tensions. The country has one of the highest living costs in Europe and the government has decided to make its greater investments in education and the new economy, the cores of its strategy. In this sense, the projects to attract foreign investment make it very charming for foreign players to enter. After the crisis of Nokia, whose headquarters are in Espoo, the Executive launched a plan to undertake a transition towards the new economy, supported by a new wave of companies many of whom are driven by entrepreneurs trained in the quarry of the telephone giant. Helsinki is the largest political, educational, financial and cultural centre of the country and one of the most important cities in Northern Europe. Approximately 70% of foreign companies operating in Finland are installed in the region of Helsinki. ■

2018  
P.52

↑

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DOHA

424 PT



Doha develops a new shopping centre and accelerates the development of infrastructures for the 2022 soccer World Cup while continuing to block its neighbours. At the same time, the economy of Qatar, one of the richest countries in the world, seems not to be affected.

QATAR, ASIA

25°18’00”N  
51°32’00”E

DEMOGRAPHY			
Population	1,0	M. 𐤀	↑
Urban area (population)	1,5	M. 𐤀	=
Growth of population	ND	%	=
Population's age	*****		=
Higher education	*		=
Main language	Arabic		

ECONOMY			
Country GDP 2018	192.009	M.\$	=
Country GDP growth 2019	2,6	%	↑
GDP per capita 2018	69.026	\$	↑
Unemployment rate	0,1	%. 𐤀𐤕	↑
Currency	Qatari riyal		
Average monthly earnings	2.662	€	=
Inflation	0,4	%	↑
Inequality	41,1	pt	↑
Household consumption	41.069	M.\$	↑
Interest rates	4,75	%	↑

POLITICS			
Capital	✓		
Fiscal barriers	*****		=
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	Economic and diplomatic embargo		
Exports per inhabitant	28.559	\$/𐤀	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	6	𐤀	=
Main airport	Hamad		
Airport traffic	-		
Port	✓		
Railway network	-		↓
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	-		↓
Public safety	*****		↓
Quality of air	*		

TOURISM			
Number of tourists	-	M. 𐤀	
Tourists' expenditure	-	\$/ 𐤀	

RETAIL			
Shopping centres	Mall of Qatar, Doha Festival City...		
Main street	-		
Department stores	Debenhams, Tyrano...		
Minimum salary	-	€	=
Attraction of talent	*****		=

FASHION			
Fashion consumption	ND	\$	↓
Evolution of fashion consumption	60,8	%	↑
International operators	***		↑

TRENDY CITIES			
Fashion fairs	Heya Arabian Fashion Week		
Cultural activity	-		
Entrepreneurial climate	*		↑
Quality of life	**		↑

Blocked by its neighbours but resilient. With a population of around one million people but one of the highest Gross Domestic Product (GDP) per capita in the world, Doha remains appealing to retail and goes six positions up in this edition of the Hot Retail Cities ranking. Doha concentrates more than two fifths of the population of Qatar, one of the richest states in the world and one that continues to grow despite the blockade imposed in 2017 by Saudi Arabia, United Arab Emirates, Egypt and Bahrain. The small state on the Gulf coast has outlined new trades and air routes to deal with this isolation and has managed to maintain its economic impulse. According to the International Monetary Fund (IMF), the country will grow 2.6% in 2019 and will advance 3.2% more the next year, higher figures than those registered in 2018, which stood at 2.2%. But its greatest attraction lies in its high GDP per capita. In fact, it is the country where the number of people with a high net worth (HNWI) has grown the most, with

39,000 individuals, compared to the 9,500 registered in 2000. Furthermore, Qatar continues to be a desired pole by international investors. 23% of the HNWI surveyed by the Emirates Investment Bank keep Qatar as their preferred destination in the Gulf to manage their assets, behind the United Arab Emirates, which was targeted by 43% of them. The country is preparing against the clock to host a major international event that will put Qatar back in the global map: the 2022 World Cup, which has multiplied the construction of fit infrastructures throughout the country, as well as in the capital. In 2019, the first underground line in the city was partially launched, after six years under construction. In Qatar, the Prime Minister is appointed by the Emir. Since 2013, the position is held by Sheikh Tamim bin Hamad Al Thani, who belongs to the Al Thani dynasty. The Al Thani family has interests in the retail sector and participates in groups such as Harrods or El Corte English.

The mecca of retail in Doha are its macro-complexes, which coexist with the traditional souks at street level. The largest of them all is the Mall of Qatar, adjacent to the Ahmed bin Ali Stadium, one of the sports infrastructures built for the soccer world cup. The Mall of Qatar has 520 stores and restaurants spread all over three floors. Only in 2019, the opening of six other shopping centres are expected, with which the country will have more than twenty shopping centres in total in an area of just over 11,500 square kilometres. After the opening of Mall of Qatar and Doha Festival City, Qatar is preparing for the inauguration of the Dahl Al Hammam Park, which will add 300 stores and restaurants, including a souk, a hypermarket and an entertainment area. Another of the ongoing projects is Kantara Plaza, an outdoor complex that will be home to the first Evian spa in the region and has been the place chosen by the Galeries Lafayette department store group where to open its first centre in the country. ■



2018

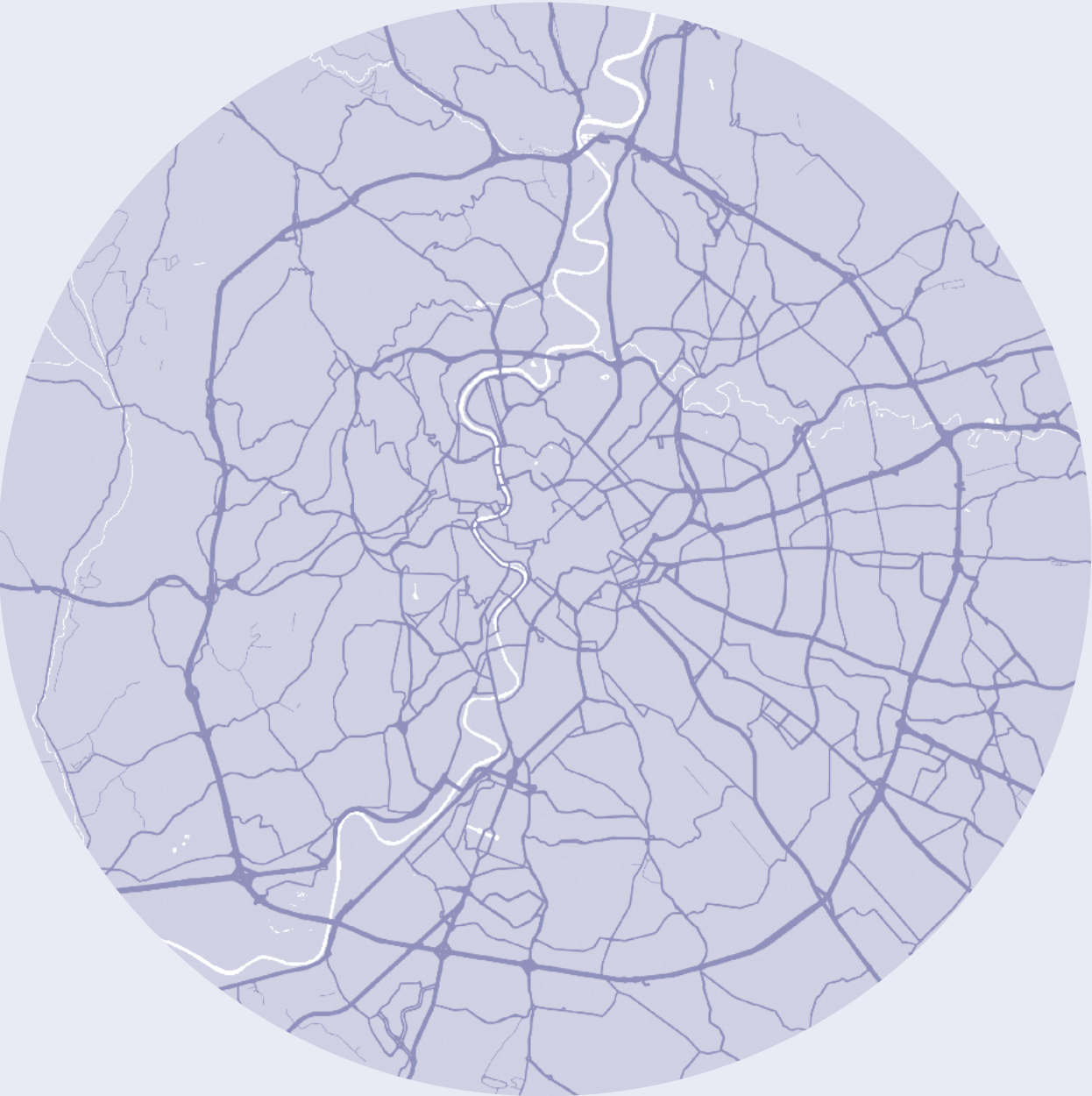
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ROME

416

PT



The Italian capital climbs positions in the ranking of the hottest cities for retail, shortening distances with Milan, the capital of fashion in the country. The city has been one of the strongholds of the 5 Star Movement since 2016, with mayor Virginia Raggi in charge.

ITALY, EUROPE

41°53'35"N

12°28'58"E

DEMOGRAPHY			
Population	2,9	M. ♂	↑
Urban area (population)	4,0	M. ♂	=
Growth of population	0,4	%	↑
Population's age	**		=
Higher education	***		=
Main language	Italian		

ECONOMY			
Country GDP 2018	2.073.902	M.\$	↑
Country GDP growth 2019	0,1	%	↑
GDP per capita 2018	34.318	\$	↑
Unemployment rate	10,2	%. ♂♂	↑
Currency	Euro		
Average monthly earnings	2.151	€	=
Inflation	1,1	%	↓
Inequality	33,3	pt	=
Household consumption	1.259.319	M.\$	=
Interest rates	0,00	%	=

POLITICS			
Capital	✓		
Fiscal barriers	*		↑
Economic freedom	***		=
Import openness	*		=
Quality of political institutions	***		↓
Trade openness	*		↓
Political stability	***		=
Contextual factors	New government and economic slowdown		
Exports per inhabitant	7.973	\$/♂	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	7	🏢	=
Main airport	Fiumicino		
Airport traffic	-		
Port	-		
Railway network	***		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↑
Public safety	****		↓
Quality of air	*****		

TOURISM			
Number of tourists	7,65	M. ♂	
Tourists' expenditure	-	\$/ ♂	

RETAIL			
Shopping centres	Porta di Rome, Galleria Alberto Sordi...		
Main street	Via Condotti		
Department stores	Coin, La Rinascente		
Minimum salary	-	€	=
Attraction of talent	****		↑

FASHION			
Fashion consumption	1.144	\$	↓
Evolution of fashion consumption	2,5	%	↑
International operators	***		=

TRENDY CITIES			
Fashion fairs	Alta Moda Rome		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	*		↓
Quality of life	***		=

Milan is in for a fight for fashion retail with its neighbour in the south. Although still a few spots behind, Rome gains positions in the list of cities with greater appeal where to open a store. The capital of Italy is the most populated city in the country, with almost three million inhabitants, to which are added seven million tourists more who spend 4,5 billion euros every year. The city is also the second most affluent in Italy in terms of wealth, only behind Milan: giants like the electric Enel, the oil company Eni or Telecom Italy are based in the Italian capital. With Via Condotti as the main street for trading, Rome is also the cradle of numerous fashion companies such as Fendi, Valentino, Bulgari and Brioni. Its attractiveness for the sector is also influenced by a great dynamism of brands' openings in the city: in 2016, Hermès chose this place for its only opening in the fiscal year in that time, and only in the last year, there have also opened in the city Panerai , Bimba y Lola and Rimowa. The metropolis also hosts two shopping centres of the historic group of department stores called La

Rinascente, which opened in 2017 its second establishment in the capital. After decades of political alternation between centre-right and centre-left coalitions, the 5-Star Movement took power in Rome in 2016. Attorney Virginia Raggi, who before working in politics worked for the law firm that defended Silvio Berlusconi, was one of the engines of the irruption of this leftist party in the municipal sphere. Raggi took power with 67% of the votes, beating Matteo Renzi's candidate in the second round. Since then, her popularity has practically sunk, drowning in critics of leading a chaotic administration and of inability to solve the main problems of the ancient capital of the Roman Empire: from the complex bureaucracy to garbage collection, and going through the improvement of sidewalks. In fact, Raggi has been modifying her strategy and approaching the ideas of her Party's dome, the 5 Star Movement, with which she was critical at first. As in the case of Milan, the economic situation has prevented Italy from climbing more positions in the ranking. The country went

into recession in 2018, after a 0.1% decline in its Gross Domestic Product (GDP) in the third and fourth quarter. In the first three months of 2019, the Italian economy recovered, although ever so slightly, with a rise of only 0.1%. The Italian National Institute of Statistics (Istat) considers "relatively high" the possibility that the GDP will contract again in the second quarter. These Italian cities have also been penalised for other short-term factors that impacted the country, the main one being political instability. Just over a year after a coalition government was formed between the 5 Star Movement and the Northern League in 2018, everything exploded in August 2019, leaving the controversial Deputy Prime Minister and Head of Interior, Matteo Salvini behind due to said explosion. In September, a new coalition was formed between the 5 Star Movement and the Democratic Party (PD), again with Giuseppe Conte as Prime Minister and with inclinations towards the European Union, which was very much criticised by the previous government partner. ■

2018

P.50



TAIPEI

415

PT

48

Despite the growing tensions with China, the capital of Taiwan escalates positions in the ranking of one hundred hottest metropolis for retail thanks to its status as an open, safe and modern city.

TAIWAN, ASIA

25°02’00”N

121°38’00”E



DEMOGRAPHY			
Population	2,7	M. 𠄎	↑
Urban area (population)	8,5	M. 𠄎	=
Growth of population	0,4	%	↑
Population's age	***		=
Higher education	****		=
Main language	Mandarin		

ECONOMY			
Country GDP 2018	-	M.\$	=
Country GDP growth 2019	2,5	%	↑
GDP per capita 2018	-	\$	=
Unemployment rate	3,8	%. 𠄎𠄎	↑
Currency	New Taiwanese dollar		
Average monthly earnings	-	€	=
Inflation	-	%	=
Inequality	33,6	pt	↑
Household consumption	0	M.\$	=
Interest rates	1,38	%	=

POLITICS			
Capital	✓		
Fiscal barriers	***		↑
Economic freedom	****		=
Import openness	*		↓
Quality of political institutions	*****		=
Trade openness	-		=
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	14.856	\$/𠄎	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	34	𠄎	=
Main airport	Taoyuan		
Airport traffic	-		
Port	✓		
Railway network	****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		=
Public safety	*****		↓
Quality of air	***		

TOURISM			
Number of tourists	4,8	M. 𠄎	
Tourists' expenditure	-	\$/ 𠄎	

RETAIL			
Shopping centres	Taipei 101 Shopping Mall, Taipei City Mall...		
Main street	Zhongxiao		
Department stores	Sogo, Mitsukoshi...		
Minimum salary	497	€	=
Attraction of talent	*****		↑

FASHION			
Fashion consumption	ND	\$	↓
Evolution of fashion consumption	0,0	%	=
International operators	***		=

TRENDY CITIES			
Fashion fairs	Taipei in Style, Taipei Innovative Textile Application Show		
Cultural activity	↑ ↑ ↑		
Entrepreneurial climate	-		=
Quality of life	***		=

Taipei is getting hotter for retail. The capital of Taiwan, the most widespread denomination in the Republic of China, is an open, modern and safe city, and a booming destination for international trade. The city, in which the three major fashion distribution players (Zara, H&M and Uniqlo) are present, is led by Ko Wen-je, who was re-elected in the November 2018 elections. In July 2019, Ko announced the launch of a new political party that serves as an alternative to the two formations that have dominated the island's politics: the Progressive Democratic Party and the opposition Kuomintang. His litmus test will be the next general elections, which will be held in January of 2020 and for which Ko has not yet confirmed his attendance, although the local media is already taking it for granted. Taipei is the spearhead of the country's economic development: Taiwan is one of the four Asian tigers, a specialised terminology to name a group of territories that registered

a vertiginous growth, supported by its industrialisation, since the end of World War II and until 1990. Together with Taiwan, Singapore, South Korea and Hong Kong are also part of this generation of territories. In contrast to what happens with the People's Republic of China, The Heritage Foundation rates Taiwan's economy as "mostly free," while the World Bank rates its institutions at the level of France or Israel. Besides that, and despite historical tensions with the Beijing Government, the city also obtains a good position in the ranking of the World Bank in regards to political stability. The quality of its infrastructures and the power of its foreign trade are other of its strengths, although the absence of several international organisations limits many comparable data about it, like the opening rate of its economy, for instance. Taipei stands out as a smart city too: although in this edition of the report a new source has been used for this indicator as the one used in 2018 has not been updat-

ed again, the metropolis has once again obtained a good rank in the category, standing at the thirtieth position of the IESE Cities in Motion ranking, carried out by the business school. Furthermore, its security degree stands at the level of cities such as New York, Paris or Milan. Taiwan is also a growing tourist destination in Southeast Asia, and Taipei covers a large part of the ten million visitors that come to the country every year, mainly of Japanese nationality. The country is chaired since 2016 by Tsai Ing-wen of the Progressive Democratic Party. Tsai Ing-wen has been publicly in favour of Taiwan returning to the United Nations (UN), a movement that was paralysed in 2008 after a unilateral pact of no confrontation with China. In July of 2019, a visit of the United States President, in which he mentioned the pressures of "external forces" against the Taiwanese democracy in a veiled allusion to China, fuelled once again the tensions with Beijing. ■



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# 49

# AUCKLAND

412

PT

Auckland is a multicultural city and the cultural and financial epicentre of New Zealand. As an open city, wealthy, and with high stability and economic freedom, it has thoroughly earned its higher position in the ranking.

## NEW ZEALAND, OCEANIA

36°51'00"S

174°47'00"E



DEMOGRAPHY			
Population	1,7	M. 𐀀	↑
Urban area (population)	1,7	M. 𐀀	=
Growth of population	1,2	%	↑
Population's age	**		=
Higher education	****		=
Main language	English		

ECONOMY			
Country GDP 2018	205.025	M.\$	=
Country GDP growth 2019	2	%	↑
GDP per capita 2018	41.966	\$	↑
Unemployment rate	4,5	%. 𐀀𐀁	↑
Currency	New Zealand dollar		
Average monthly earnings	2.755	€	=
Inflation	1,6	%	↓
Inequality	32,5	pt	↑
Household consumption	116.585	M.\$	↑
Interest rates	1,00	%	=

POLITICS			
Capital	-		
Fiscal barriers	***		↑
Economic freedom	*****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↑
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	8.217	\$/𐀀	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	-	𐀀	=
Main airport	Auckland International Airport		
Airport traffic	-		
Port	✓		
Railway network	***		↑
Quality of roads	****		=
Electric infrastructures and telecommunications	*****		=
Smart city	***		=
Public safety	*****		↓
Quality of air	*****		

TOURISM			
Number of tourists	-	M. 𐀀	
Tourists' expenditure	-	\$/ 𐀀	

RETAIL			
Shopping centres	Westfield Newmarket		
Main street	Queen Street		
Department stores	Smith & Caughey's		
Minimum salary	1.665	€	=
Attraction of talent	****		↓

FASHION			
Fashion consumption	825	\$	=
Evolution of fashion consumption	14,1	%	↑
International operators	**		=

TRENDY CITIES			
Fashion fairs	New Zeland Fashion Week		
Cultural activity	-		
Entrepreneurial climate	*		↑
Quality of life	*****		=

Although it does not have the title of capital, Auckland is the most populated and wealthiest city in New Zealand. With a population of 1.7 billion people and a Gross Domestic Product (GDP) per capita of 64,223 dollars (compared to the 41,966 dollars registered by the national average), this metropolis in the antipodes offers great appeals for retail, but also a few barriers. Among the factors that have allowed it to climb in the Hot Retail Cities ranking are GDP growth, inequality, unemployment rate (only of 4.4%) and tax barriers. The country has a strong economy and positive growth prospects despite the global slowdown, with expected increases of 2.5% and 2.9% for the next two years. Retail is concentrated in streets such as Queen Street, the main retail hub in the New Zealand city, as well as Karangahape Road and Ponsonby Road, where international players coexist with a broad frame of multi-brand stores, art galleries and restaurants. One of the next openings in the city will be led by the Australian group of department stores David Jones, which already has

another establishment in Wellington. The company will be installed in the Westfield Newmarket shopping centre, where the fourth H&M store in the city is also scheduled to open. Auckland is also home to the only Zara store in New Zealand, located in the Sylvia Park Mall, while Uniqlo is not yet present in the country. Another retailer that is planning to land in the city is Sephora, which has been searching for a location for a couple of years and has already examined premises on Queen Street, according to local press. Although many of its indicators have improved, the country has reduced its security score, according to data from the World Economic Forum, following the two terrorist attacks in 2019 in two mosques in the town of Christchurch. In the peaceful New Zealand, such attack broke a streak of almost thirty years without massive attacks at gunpoint. In Auckland, one of the main issues to overcome is access to housing. Although the standard of living is high and the poverty rate has fallen after rebounding during the

crisis, there are an estimated amount of 3,900 homeless people in the city. mayor Phil Goff, former leader of the Labor Party, launched the Housing First project in 2017, which aims to guarantee access to housing for all Auckland residents. The last measure announced involves urging the owners of the city's 40,000 empty homes to accommodate the homeless. Five years ago, however, the number of vacant apartments amounted up to only 6,000. The New Zealand Prime Minister is Jacinda Ardern, the third woman to reach the Head of Government in the country. Ardern, member of the Labor Party, rules in coalition with the Greens and nationalists of New Zealand, and her victory in 2017 ended a decade of having always a conservative force leading the country. The politician jumped to the front pages of the whole world in 2019 when she announced the first "welfare budget", with which she intends to not to depend from GDP growth as the country's main measure of progress, replacing it instead with sustainability factors and all-around wellness. ■

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# NAGOYA

412 PT



The most boring city in Japan, according to its own neighbours, is also an approachable and pleasant metropolis with high purchasing power thanks to an industrial network led by the automotive giant Toyota.

## JAPAN, ASIA

35°07'00"N  
136°56'00"E

DEMOGRAPHY			
Population	2,3	M. 人	↑
Urban area (population)	10,2	M. 人	=
Growth of population	-0,1	%	=
Population's age	**		=
Higher education	***		=
Main language	Japanese		

ECONOMY			
Country GDP 2018	4.970.916	M.\$	↓
Country GDP growth 2019	1	%	↑
GDP per capita 2018	39.287	\$	↑
Unemployment rate	2,4	%. 人	↑
Currency	Yen		
Average monthly earnings	2.424	€	=
Inflation	1	%	=
Inequality	29,9	pt	=
Household consumption	2.696.808	M.\$	↑
Interest rates	-0,10	%	=

POLITICS			
Capital	-		
Fiscal barriers	**		↑
Economic freedom	****		=
Import openness	*		=
Quality of political institutions	*****		=
Trade openness	*		↓
Political stability	*****		=
Contextual factors	-		
Exports per inhabitant	5.460	\$/人	=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	5	間	=
Main airport	Chūbu Centrair		
Airport traffic	-		
Port	✓		
Railway network	*****		↑
Quality of roads	*****		=
Electric infrastructures and telecommunications	*****		=
Smart city	**		↑
Public safety	****		↓
Quality of air	***		

TOURISM			
Number of tourists	-	M. 人	
Tourists' expenditure	-	\$/ 人	

RETAIL			
Shopping centres	Esca, Sakae...		
Main street	Osu		
Department stores	Takashimaya, Meitetsu...		
Minimum salary	1.200	€	=
Attraction of talent	****		=

FASHION			
Fashion consumption	766	\$	=
Evolution of fashion consumption	6,1	%	↑
International operators	*****		↑

TRENDY CITIES			
Fashion fairs	-		
Cultural activity	-		
Entrepreneurial climate	-		=
Quality of life	***		↑

Nagoya seeks its place in the Japanese retail. The city, considered by the Japanese as the most boring in the country, is professed as a growing pole for trade and a cheaper and more accessible alternative than Tokyo, the capital. In this edition of Hot Retail Cities, indicators such as tariff barriers, solid infrastructure and the presence of foreign players have earned Nagoya the right to climb to the top 50 of the ranking. Part of its appeal is also due to the great purchasing power of its inhabitants thanks to the industrial power of the city, led by the automotive industry. Toyota is headquartered in the neighbouring city of the same name, Lexus (owned by Toyota) is based in Nagoya and Mitsubishi has its R&D operations centre on the outskirts. The metropolis also stands out for its aerospace, robotics and machinery industry, with giants such as Brother Industries. According to the latest local government estimations, the Nagoya metropolitan area generates 10% of Japan's Gross Domestic Product (GDP), right behind Tokyo and Osaka.

With a population of 2.3 billion people and an area of influence amounting up to 10.2 billion inhabitants, Nagoya is the third largest metropolitan area in Japan and it has one of the largest Gross Domestic Products (GDP) per capita of the country. Infrastructures are other of its strengths: Nagoya has the largest port in Japan, an international airport and one of its major projects is the high-speed train, that will connect it to Tokyo, and which completion is planned for 2027. This is one of the star plans of the city mayor, Takashi Kawamura, in office since 2009 and leader of the Genzei Nippon Regionalist Party. Kawamura has been the protagonist of several controversies: the first, in 2012, when he made denial comments about the Nanjing massacre during a visit by a delegation from the Chinese city; the last one, this same 2019, when he demanded that a piece of the Aichi triennial be removed because it represented one of the so-called comfort women of Korean. Retail in Nagoya includes everything from

department stores and shopping centres to lively streets and traditional markets. One of the most popular streets is Osu, where distribution chains coexist with small distributors of tea, porcelain and kimonos. At night, leisure moves to Sunshine Sakae, a shopping centre that includes a theatre and karaoke. The deceleration of other powers means that, despite Japan's weak growth, it scores more in terms of strength, which has also contributed to Nagoya's rise in the ranking. The Japanese economy is still not gaining full momentum. The International Monetary Fund (IMF) foresees a 0.9% growth for the country by 2019. By 2020, the country is expected to slow down, weighed mainly for the increase in Value Added Tax (VAT) scheduled for October. The last rise of this kind, made in 2014, was for some economists the cause of the recession. The increase will be more moderate than last time (two percentage points, compared to the three of 2014) and will be used to finance social spending. ■



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\_\_\_\_\_

HOT RETAIL  
CITIES

100



Bangkok collapses in the ranking due to factors such as inequality, quality of institutions or import openness.



THAILAND, ASIA  
13°45'00"N  
100°31'00"E

DEMOGRAPHY			
Population	8,3	M. 𑖇	↑
Urban area (population)	16,0	M. 𑖇	=
Growth of population	1,5	%	↑
ECONOMY			
Country GDP 2018	504.993	M.\$	=
Country GDP growth 2019	3,5	%	↑
GDP per capita 2018	7.274	\$	↓
Unemployment rate	0,7	%. 𑖇𑖅	↑
Inflation	1,1	%	↓
Household consumption	246.113	M.\$	↑
Interest rates	1,50	%	=
POLITICS			
Economic freedom	***		=
Political stability	*		=

One of the greatest promises for retail in Southeast Asia is losing its appeal. Bangkok has gone nineteen places down the 2019 list in comparison to the first edition of Hot Retail Cities due to its worsening in key aspects such as the quality of some infrastructures or safety. The Thai capital, with an area of influence of sixteen million people, has also lost weight in aspects such as inflation, import openness and, especially, the quality of institutions.

The city has been governed since 2016 by Aswin Kwanmuang, known for promoting unpopular measures such as eliminating street vendors, which was very common in the metropolis. The country, on its part, continues to be led by the military Prayut Chan-o-cha, who established a military junta after the 2014 coup d'état and revalidated his position as Prime Minister after the 2019 elections. After seizing power, Chan-o-cha postponed up to five times the call for elections and, when they

finally took place, it was in a growing climate of terror which ultimately led to the persecution of the opposition. Notwithstanding, retail continues to develop in the city of Bangkok, where Uniqlo is the international player with the largest presence. The bulk of retail trade is concentrated in two streets: Rajprasong and Sukhumvit, with an average price of 1,219 dollars per square metre per month, according to Cushman&Wakefield. ■



The recovery of the Portuguese economy and the growing attraction of Lisbon as a tourist and cultural destination boost the largest Portuguese city up in the ranking.



PORTUGAL, EUROPE  
38°43'00"N  
9°10'00"O

DEMOGRAPHY			
Population	0,5	M. 𑖇	↑
Urban area (population)	2,7	M. 𑖇	=
Growth of population	0,4	%	↓
ECONOMY			
Country GDP 2018	237.979	M.\$	=
Country GDP growth 2019	1,7	%	↑
GDP per capita 2018	23.146	\$	↓
Unemployment rate	6,9	%. 𑖇𑖅	↑
Inflation	1	%	=
Household consumption	154.639	M.\$	=
Interest rates	0,00	%	=
POLITICS			
Economic freedom	***		=
Political stability	*****		=

Lisbon claims itself as a growing destination for trade in Southern Europe. The largest city in Portugal climbs two positions up the list compared to the first edition of Hot Retail Cities, standing at the doors of the top 50 of the hottest cities for retail, boosted by the recovery of the Portuguese economy and the growing appeal of the city as a tourist and cultural destination. In fact, Lisbon has improved its score in indicators such as talent acquisition, equality,

fiscal barriers or fashion consumption, which in Portugal reaches the figure of 800 euros per person, according to data from the United Nations (UN). The economic improvement of Portugal, whose 2019 legislatures have spread confidence in the Socialist Party, has also promoted Lisbon up in the ranking: the country grew by 2.1% in 2018, although it will not escape the slowdown in the upcoming years, according to the International Monetary Fund

(IMF), with increases of 1.7% in 2019 and 1.5% in 2020. In the city, where large international chains coexist with the still important traditional trade, retail is concentrated in neighbourhoods as Chiado or on Avenida da Liberdade, the Lisbon mecca of luxury. The mayor of the city is the socialist Fernando Medina, who took office after the resignation of António Costa in 2015. Costa left the mayor's office to become the Prime Minister of Portugal. ■

SOCIO-ECONOMIC ENVIRONMENT		
Important companies	3	𑖇
Main airport	Humberto Delgado	
Public safety	*****	↓
Quality of air	*****	
TOURISM		
Number of tourists	-	M. 𑖇
RETAIL		
Main street	Chiado	
International operators	**	=
TRENDY CITIES		
Entrepreneurial climate	**	↓
Quality of life	****	=



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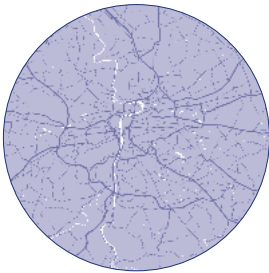


# 53

## PRAGUE

404 PT

Prague, which during last year has seen a new mayor govern the city, obtains an uneven evolution of several indicators which has made it lose five positions in the chart.



CZECH REPUBLIC, EUROPE

50°05'19"N  
14°25'17"E

DEMOGRAPHY				
Population	1,3	M. ♂	=	
Urban area (population)	1,4	M. ♂	=	
Growth of population	0,3	%	↓	
ECONOMY				
Country GDP 2018	244.105	M.\$	=	
Country GDP growth 2019	2,9	%	↑	
GDP per capita 2018	22.973	\$	↓	
Unemployment rate	2,4	%. ♂♀	↑	
Inflation	2,1	%	↓	
Household consumption	116.535	M.\$	=	
Interest rates	2,00	%	=	
POLITICS				
Economic freedom	****		=	
Political stability	*****		=	

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	1	🏢	=	
Main airport	Václav Havel			
Public safety	****		↓	
Quality of air	***			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	Na Příkopě Street			
International operators	**		=	
TRENDY CITIES				
Entrepreneurial climate	**		↓	
Quality of life	***		=	

Prague leaves Hot Retail Cities's top 50. One of the most important cities in Eastern Europe and the capital of the country with the highest economic development in the region, the Czech Republic, has moved five positions down in the table this year, to position number 53. Although the metropolis has improved its score on indicators such as attracting talent and the volume of fashion consumption, it has worsened in other strategic

aspects such as import openness or entrepreneurial climate, according to the Start-up Ecosystem Ranking Report. In spite of everything, the city continues to be one of the most appealing in its surroundings to open a retail premise. Proof of this is that its prime axis, Na Příkopě Street, is among the hundred most expensive streets in the world to rent a space. Leading the city is, since 2019, Zdenek Hrib, a doctor by profession and the first member

of the Pirate Party to take over the mayor's office. Hrib's proposals include adapting the city to digitalisation, relying on technologies to improve municipal management and turn Prague into a smart city. The Prime Minister of the Czech Republic is, since 2017, Andrej Babiš, an entrepreneur who controls the main newspapers in the country. Babiš is the founder of the populist party ANO, which are the acronyms in Czech for discontent citizens' alliance. ■

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P.58



# 54

## LYON

400 PT

Lyon is one of the cities that improved France's position in this edition's ranking, going four positions up the list.



FRANCE, EUROPE

45°45'32"N  
4°50'29"E

DEMOGRAPHY				
Population	0,5	M. ♂	↑	
Urban area (population)	1,7	M. ♂	=	
Growth of population	0,7	%	↓	
ECONOMY				
Country GDP 2018	2.777.535	M.\$	=	
Country GDP growth 2019	1,3	%	↑	
GDP per capita 2018	41.464	\$	↑	
Unemployment rate	9,2	%. ♂♀	↑	
Inflation	1,9	%	↓	
Household consumption	1.497.310	M.\$	=	
Interest rates	0,00	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	***		=	

Another French metropolis wins positions among the hottest for retail. Lyon has climbed in this edition four positions in the ranking, despite worsening its score on indicators such as smart cities or entrepreneurial climate. On the other hand, the city has improved its score in key aspects for retail such as infrastructure and has managed to place more local companies in the ranking of the 2,000 largest listed companies in the world, carried out by Forbes.

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	1	🏢	↑	
Main airport	Saint Exupéry			
Public safety	****		↓	
Quality of air	*****			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	Rue de la République			
International operators	*****		=	
TRENDY CITIES				
Entrepreneurial climate	*		↓	
Quality of life	****		=	

Lyon, the third most populated city in France and one of the old textile industrial hubs of the country, was one of the poles for the manifestations of the so-called yellow vests against the policies of President Emmanuel Macron, which took place between the end of 2018 and early 2019. Like all great French towns, Lyon's retail is concentrated in the street, as well as in commercial parks and complexes on the outskirts. In the city centre, the prime hub for

trade is Rue de la République, where opening a store costs, on average, 1,841 dollars per square metre per year, according to Cushman&Wakefield. The mayor of Lyon is, since 2018, Gérard Collomb. The politician had already held this position between 2001 and 2017, when he left office to serve as Interior Minister with Macron. After a series of disagreements, Collomb resigned from the job and returned to govern the city. ■

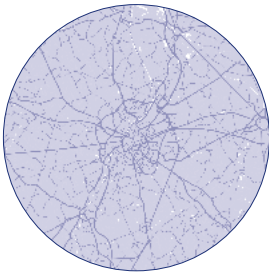
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# 55 BRUSSELS

396 PT

Brussels sneaks into the hottest cities for retail in Europe, but the advancement of other cities has cost in nine positions less in the ranking.



BELGIUM, EUROPE

50°50'48"N  
4°21'17"E

DEMOGRAPHY

Population	1,2	M. ♂	↑
Urban area (population)	2,1	M. ♂	=
Growth of population	0,5	%	↑

ECONOMY

Country GDP 2018	531.767	M.\$	↑
Country GDP growth 2019	1,3	%	↑
GDP per capita 2018	46.556	\$	↑
Unemployment rate	6,3	%. ♂♂	↑
Inflation	2,1	%	↓
Household consumption	271.619	M.\$	↓
Interest rates	0,00	%	=

POLITICS

Economic freedom	***	=
Political stability	***	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	8	⌛	=
Main airport	Brussels Airport		
Public safety	*****		↓
Quality of air	***		

TOURISM

Number of tourists	-	M. ♂	
--------------------	---	------	--

RETAIL

Main street	Meir		
International operators	***		=

TRENDY CITIES

Entrepreneurial climate	**	↓
Quality of life	****	=

The heart of the Old Continent loses its momentum ahead of the advancement of other cities. In this edition of Hot Retail Cities, Brussels has lost nine positions in the ranking of the world’s hottest cities for retail. Although the Belgian capital has maintained a good score in most indicators, the strong momentum registered by other cities has cost it to lose its position in the top 50, falling to position number 55. In fact, the city has significantly improved its

performance in economic indicators such as Gross Domestic Product (GDP) per capita or growth predictions. According to the latest estimations of the International Monetary Fund (IMF), Belgium will not be oblivious to the brakes of the European economy, but will slow down less than its neighbours, up 1.3% in 2019. In addition, Belgians are among the wealthiest citizens in the European Union, with a GDP per capita of 46,556 dollars, compared to 48,195 dollars in Germany. On

the other hand, the city has worsened its score in the chapters that are closely linked to the fashion business. Fashion consumption per capita, according to the calculations of the United Nations (UN), has dropped from 952.8 dollars in 2018 to 853.5 dollars in 2019. Proof of this loss of relevance for the sector is that Brussels has descended in the global ranking of the most expensive streets to open a retail store. ■

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P.43



# 56 ISTANBUL

393 PT

The cosmopolitan Istanbul loses thirteen positions in the most appealing cities for retail due to a series of economic factors linked to retail.



TURKEY, EUROPE

41°00'36"N  
28°57'37"E

DEMOGRAPHY

Population	14,6	M. ♂	↑
Urban area (population)	14,6	M. ♂	=
Growth of population	1,2	%	↑

ECONOMY

Country GDP 2018	766.509	M.\$	=
Country GDP growth 2019	-2,5	%	↓
GDP per capita 2018	9.311	\$	↓
Unemployment rate	10,9	%. ♂♂	↑
Inflation	16,3	%	↓
Household consumption	441.352	M.\$	=
Interest rates	19,75	%	↑

POLITICS

Economic freedom	***	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	8	⌛	=
Main airport	Ataürk		
Public safety	****		↓
Quality of air	*****		

TOURISM

Number of tourists	13,4	M. ♂	
--------------------	------	------	--

RETAIL

Main street	Centre -Istiklal Street		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	**	↓
Quality of life	**	=

Istanbul loses its appeal for retail. The Turkish city, hinge between Europe and Asia and the economic and trade epicentre of the country, has lost thirteen positions if compared to the first edition of Hot Retail Cities. The factors linked to the country, mainly economic ones, have prevented it from maintaining its position in the chart. The fall of the Turkish lira, which hit lows in 2018, has had a double impact on international players, as it has made entry costs more competitive but,

at the same time, has reduced the purchasing power of the Turks. On the other hand, the divisions that analyse aspects of the city such as talent attraction, presence of international companies or the score in the rankings of smart cities, have improved in the metropolis compared to the last edition of the report. Retail in Istanbul is concentrated in Rumeli Cadesi, mainly in its European part, as well as in large shopping centres such as the Mall of

Istanbul or Historia Shopping and Life Center. Since 2019, its mayor is Ekrem Imamoglu, member of the Republican People’s Party (CHP), which after his victory claimed a “new beginning” for Istanbul, leaving behind the “extravagance, arrogance, waste and marginalisation”. Tayyip Erdogan, at the same time, was re-elected President of Turkey in 2018 with 52% of the support and concentrates more power than ever after the coup d’état attempt of 2016. ■



2018  
P.77

↑

57

FUKUOKA

393 PT

Young Fukuoka has been promoted up the ranking due to its efforts to dynamise trade and bring international talent.



JAPAN, ASIA

33°35'25"N  
130°24'07"E

DEMOGRAPHY			
Population	1,5	M. 人	↑
Urban area (population)	2,5	M. 人	=
Growth of population	-0,2	%	=
ECONOMY			
Country GDP 2018	4.970.916	M.\$	↓
Country GDP growth 2019	1	%	↑
GDP per capita 2018	39.287	\$	↑
Unemployment rate	2,4	%. 人	↑
Inflation	1	%	=
Household consumption	2.696.808	M.\$	↑
Interest rates	-0,10	%	=
POLITICS			
Economic freedom	****		=
Political stability	*****		=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	3	間	=
Main airport	Fukuoka Airport		
Public safety	****		↓
Quality of air	***		
TOURISM			
Number of tourists	-	M. 人	
RETAIL			
Main street	-		
International operators	*****		↑
TRENDY CITIES			
Entrepreneurial climate	-		=
Quality of life	-		=

Fukuoka shows off its retail appeal. The Japanese city, with a million and a half inhabitants, has risen twenty positions in the rankings thanks to the improvement of key factors for retail trade such as tax barriers, attraction of talent, infrastructures and retail sales. Although smaller than Tokyo, the city is a young, cosmopolitan and open city with a great cultural, gastronomic and shopping offer. With an average age of 38.6 years

old, compared to that of 44.6 years old of national average, the city has struggled to encourage entrepreneurship and attract foreign talent with specific instructions and a visa for entrepreneurs. In a country scarcely open to expatriates and the oldest in the world, Fukuoka is a rarity with very attractive features for retail. Its mayor is Soichiro Takashima, while Japan continues to be led by Shinzo Abe, whose Abenomics policies do not manage

to promote the grim Japanese economy. According to the International Monetary Fund (IMF), the country will grow 1% in 2019, compared to the 1.9% rise recorded in 2018. This last year will go down in the history of Japan due to the replacement of the House of the Chrysanthemum, one of the oldest in the world. Emperor Akihito became the first Japanese emperor to abdicate in more than 200 years, giving the throne to his son, Prince Naruhito. ■

2018  
P.61

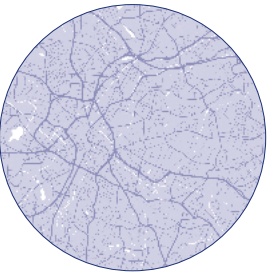
↑

58

BIRMINGHAM

389 PT

Despite the uncertainty caused by Brexit, the second most populated city in the United Kingdom has climbed three positions up in the hottest cities for retail ranking.



UNITED KINGDOM, EUROPE

52°29'00"N  
1°54'00"O

DEMOGRAPHY			
Population	1,1	M. 人	↑
Urban area (population)	2,6	M. 人	=
Growth of population	0,7	%	↓
ECONOMY			
Country GDP 2018	2.825.208	M.\$	=
Country GDP growth 2019	1,2	%	↑
GDP per capita 2018	42.491	\$	↑
Unemployment rate	4,0	%. 人	↑
Inflation	2,3	%	↓
Household consumption	1.867.819	M.\$	=
Interest rates	0,75	%	=
POLITICS			
Economic freedom	****		=
Political stability	***		=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	0	間	=
Main airport	West Midlands		
Public safety	****		↓
Quality of air	*****		
TOURISM			
Number of tourists	-	M. 人	
RETAIL			
Main street	New Street		
International operators	***		↑
TRENDY CITIES			
Entrepreneurial climate	.		↓
Quality of life	****		↑

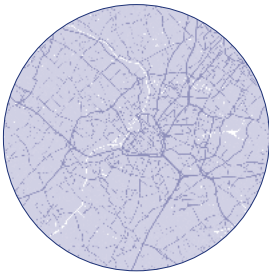
The second most populated city in the United Kingdom shows resilience against Brexit. Birmingham has climbed in this edition three positions among the most appealing cities to open a store, surpassing cities such as Tel Aviv-Yafo, Jakarta or Mumbai. Although it has been penalised by short-term factors due to the uncertain scenario of the United Kingdom and the instability of the Boris Johnson government, Birmingham has continued to seduce retail and fashion

players over the past year, which has boosted it in the ranking. Earlier this year, Primark chose Birmingham to open its largest store in the world, in which it introduced a new experiential concept, while H&M has announced the opening in the city of its first H&M Home store (the second in the United Kingdom, after London). The Swedish group decided to settle in the Bullring shopping centre, which is one of the centres with the largest number of fashion players concen-

trated in one place in the city. This interest of fashion brands in Birmingham is also reflected in the rents of its commercial facilities: a space in the prime commercial area of the city costs 1,304 euros per square metre per month. The mayor of Birmingham (which changes every year) is since 2019 Mohammed Azmi, born in Pakistan (about 27% of the city's inhabitants are Asian) and a member of the Labor Party. ■



The strength of France’s economy pushes Lille twelve positions up the list, going over cities like Lima, Jakarta or Athens, to name a few.



FRANCE, EUROPE

50°37’55”N  
3°03’27”E

DEMOGRAPHY				
Population	0,2	M. ♂	=	
Urban area (population)	1,1	M. ♂	=	
Growth of population	0,5	%	↓	
ECONOMY				
Country GDP 2018	2.777.535	M.\$	=	
Country GDP growth 2019	1,3	%	↑	
GDP per capita 2018	41.464	\$	↑	
Unemployment rate	9,2	%. ♂♀	↑	
Inflation	1,9	%	↓	
Household consumption	1.497.310	M.\$	=	
Interest rates	0,00	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	***		=	

Lille shows its strength among the global hubs for retail. The French city has risen twelve positions on the list thanks to the force of the French economy, which avoids, for now, the recession threats of its neighbours Germany and Italy. In fact, France was, along with Canada, the only major developed economy for which the International Monetary Fund (IMF) kept its forecasts intact in the last prediction revision in July of 2019. The

institution, however, foresees a slow-down of the French economy. Lille also improves the city’s individual indicators, such as the ranking of smart cities or the presence of its streets in the Main streets across the world ranking, carried out by the real estate consultant Cushman&Wakefield. Its main commercial hubs are Rue Neuve, with a price of 1,252 dollars per square metre per month, and shopping centres such as

Euralille, where chains such as Zara or Uniqlo operate. The mayor of the city is Martine Aubry, former secretary of the French Socialist Party, which runs the town hall of Lille since March of 2001. Emmanuel Macron remains in charge of the country, who, having finished the yellow vests protests that stirred France in 2018 and early 2019, vindicates its leadership in Europe. ■



Manchester escalates seven positions up the ranking despite the uncertainty that weighed down most British cities caused by Brexit.



UNITED KINGDOM, EUROPE

53°28’00”N  
2°14’00”O

DEMOGRAPHY				
Population	0,5	M. ♂	↑	
Urban area (population)	2,7	M. ♂	=	
Growth of population	0,7	%	↓	
ECONOMY				
Country GDP 2018	2.825.208	M.\$	=	
Country GDP growth 2019	1,2	%	↑	
GDP per capita 2018	42.491	\$	↑	
Unemployment rate	4,0	%. ♂♀	↑	
Inflation	2,3	%	↓	
Household consumption	1.867.819	M.\$	=	
Interest rates	0,75	%	=	
POLITICS				
Economic freedom	****		=	
Political stability	***		=	

Manchester resists as one of the most attractive cities in the world for retail. Despite the generalised uncertainty ahead of Brexit, the second largest urban agglomeration in United Kingdom manages to scale seven positions in the ranking thanks to the improvement of several indicators related to the retail business. The city, still affected by the terrorist attack of 2017, has improved its appeal thanks to the escalation of its streets in the ranking of the

most expensive for retail, a better infrastructure score and the arrival of new large players in the city like Uniqlo, which opened its first store in Manchester in 2019. Despite this advancement, opening in Exchange Square, the city’s main commercial hub, is cheaper than doing so in other smaller British cities such as Leeds, Newcastle or Cardiff, with a price of 1,739 dollars per square metre per year. Against Manchester, there are a few things in play like the imminent exit of the United

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	0	🏢	=	
Main airport	Manchester Airport			
Public safety	****		↓	
Quality of air	*****			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	Exchange Square			
International operators	*****		↑	
TRENDY CITIES				
Entrepreneurial climate	**		↓	
Quality of life	-		=	

Kingdom from the European Union and the risk of a tough Brexit. The city has also lost strength in the trendy cities section, where it has scored lower points in categories such as entrepreneurial climate. The mayor of Manchester is Carl Austin-Behan, a former member of the Labor Party (who rejected his candidacy for municipal elections). Austin-Beham is the city’s first openly gay president as well as the youngest in its history. ■





The sweet situation Portugal is going through, with a recovered economy and a growing touristic appeal, has also promoted Porto in this Hot Retail Cities edition.



PORTUGAL, EUROPE

41°08'59"N  
8°36'39"O

DEMOGRAPHY			
Population	0,2	M. ♂	↑
Urban area (population)	1,5	M. ♂	=
Growth of population	0,3	%	↓
ECONOMY			
Country GDP 2018	237.979	M.\$	=
Country GDP growth 2019	1,7	%	↑
GDP per capita 2018	23.146	\$	↓
Unemployment rate	6,9	%. ♂	↑
Inflation	1	%	=
Household consumption	154.639	M.\$	=
Interest rates	0,00	%	=
POLITICS			
Economic freedom	***		=
Political stability	*****		=

Portugal claims its place in the European map for retail. If Lisbon climbed two positions, standing at the doors of the top 50, Porto has starred in one of the biggest climbs on the list, smashing fifteen other cities and reaching the 61st position. The city, with 240,000 inhabitants, is experiencing a sweet moment boosted by the recovery of the Portuguese economy and the growing tourist magnet experienced by the whole country, which has consequently increased the

interest of brands in this northern population. The city has lost points in the political section due to its low foreign and import openness and in comparison to other countries in the world. However, it has improved both in economics and in the socio-economic environment thanks, among other factors, to having reduced its inequality rate, and has thus sneaked into the ranking of smart cities. The increase in demand and the scarce available area have promoted during the last year the

prices of its main shopping street, Rua de Santa Catarina, where disbursement of around 900 euros per square metre per month is now expected, up 30.4% more than the last year. The alternative are some of the city's shopping centres, such as Via Catarina, Cidade do Porto or Porto Gran Plaza. Since 2013, the mayor of Porto is Rui Moreira, who presented himself as an independent party but counted with the support of the Socialist Party, and with which he broke up the agreement in 2017. ■



The most populated city in Indonesia (for now) and its capital fall 28 positions down the ranking, going from the 34th slot it occupied last year to the 62nd in this edition.



INDONESIA, ASIA

6°10'00"S  
106°48'00"E

DEMOGRAPHY			
Population	9,6	M. ♂	↑
Urban area (population)	34,4	M. ♂	↑
Growth of population	2,0	%	↑
ECONOMY			
Country GDP 2018	1.042.173	M.\$	=
Country GDP growth 2019	5,2	%	↑
GDP per capita 2018	3.894	\$	↓
Unemployment rate	4,3	%. ♂	↑
Inflation	3,2	%	↓
Household consumption	593.564	M.\$	=
Interest rates	5,50	%	↑
POLITICS			
Economic freedom	***		=
Political stability	*		↓

Jakarta loses its sex appeal. The most populated city in Indonesia and, for now, its capital, has fallen 28 positions down in the Hot Retail Cities list, to be placed in this edition in the position number 62. The reason? Its drop regarding key categories such as the economy or socio-economic factors, which make it lose appeal against other Southeast Asian cities such as Bangkok or Taipei. Furthermore, in the medium term, the future of Jakarta is quite uncertain. The Indonesian

Government announced last September that it is studying the construction of a new capital in the east of the island of Borneo to relieve Jakarta, which is an area at risk of suffering natural disasters, very congested and also sinking due to excessive underground water extraction. According to the latest estimates by Euromonitor, Jakarta will surpass Tokyo as the most crowded agglomeration on the planet in 2030, with a population of 35.6 billion people.

However, in some factors directly related to retail, Jakarta seems to avoid uncertainty. Prices in its prime zone, for example, have risen 2.8% in the last year. The capital also manages to stop its decline in the ranking thanks to its growing population and the decrease of the whole country's unemployment rate, a country chaired since 2014 by the Social Democrat Joko Widodo. The Governor of Jakarta is, since 2017, Anies Baswedan, former Minister of Culture of Widodo. ■

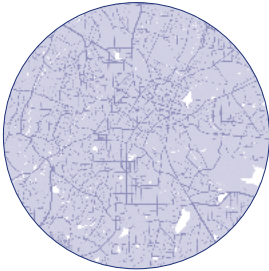
2018  
P.56



# BENGALURU

380 PT

Despite having dropped six positions in the ranking, Bengaluru surpasses Mumbai in this edition as the second most relevant Indian city for retail, behind New Delhi.



INDIA, ASIA

12°58'12"N  
77°35'53"E

DEMOGRAPHY

Population	10,9	M. 𑖀	↑
Urban area (population)	11,3	M. 𑖀	=
Growth of population	2,9	%	↑

ECONOMY

Country GDP 2018	2.726.323	M.\$	=
Country GDP growth 2019	7,3	%	↓
GDP per capita 2018	2.016	\$	↓
Unemployment rate	2,6	%. 𑖀𑖄	↑
Inflation	4,9	%	↓
Household consumption	1.621.632	M.\$	=
Interest rates	5,40	%	↑

POLITICS

Economic freedom	**	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	4	𑖀	=
Main airport	Kempegowda		
Public safety	**		↑
Quality of air	*		

TOURISM

Number of tourists	-	M. 𑖀	
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RETAIL

Main street	-		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	***		↓
Quality of life	**	=	=

The silver medal of Indian retail has a new owner. Bengaluru has surpassed Mumbai this year to position itself as the second most attractive city in the country to open a store, only behind New Delhi. With almost eleven million inhabitants, its population has been a key factor in its position in the ranking, although some f the country’s economic indicators, such as inflation, inequality or the slow-down in growth prospects, have prevented it from climbing even more positions.

In this scenario, Bengaluru could soon be home to a new major international fashion player, Uniqlo, who announced its landing in India last June with three openings in Delhi and Gurgaon. The company said it intends to expand in the short term to other cities in the country, so Bengaluru could be next on the list. The most important neighbourhood in the city for retail is Jayanagar, although much of the sales are concentrated in large shopping centres such as Phoenix Marketc-

ity, Garuda Mall or the Mantir Square Mall. The mayor of the city is, since 2018, Gangambike Mallikarjun, of the Congress Party. Narendra Modi remains in charge of the country, winning in the general elections held in 2019 one more time. Among the set of measures to carry out after being re-elected, the new government announced a strategy to facilitate the entry of single-brand distribution groups into the country. ■

2018  
P.37



# MUMBAI

378 PT

The most populated city in India and the fourth most populated in the world loses the silver medal as the hottest city to open a store in the Asian country.



INDIA, ASIA

18°58'00"N  
72°50'00"E

DEMOGRAPHY

Population	20,0	M. 𑖀	↑
Urban area (population)	23,7	M. 𑖀	↑
Growth of population	1,7	%	↓

ECONOMY

Country GDP 2018	2.726.323	M.\$	=
Country GDP growth 2019	7,3	%	↓
GDP per capita 2018	2.016	\$	↓
Unemployment rate	2,6	%. 𑖀𑖄	↑
Inflation	4,9	%	↓
Household consumption	1.621.632	M.\$	=
Interest rates	5,40	%	↑

POLITICS

Economic freedom	**	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	26	𑖀	=
Main airport	Chhatrapati Shivaji		
Public safety	**		↓
Quality of air	*		

TOURISM

Number of tourists	5,3	M. 𑖀	
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RETAIL

Main street	Linking Road, Western Suburban		
International operators	**		=

TRENDY CITIES

Entrepreneurial climate	**		↓
Quality of life	*		=

Mumbai loses its shine. The Indian city, which is the most populated in the country and the fourth most populated in the world, has experienced one of the biggest falls on the list, losing 27 positions among the hottest cities for retail. The metropolis, which has moved from the 37th in 2018 to the 64th in 2019, becomes consequently the third most attractive city in the Indian market, behind New Delhi and Bengaluru. Although its immense population continues

to add points in its favour, other factors, mainly economic, have cost it the silver medal of India. Among the indicators that have hampered its evolution in this edition of Hot Retail Cities are inequality, safety, the predictions of growth of the Indian Gross Domestic Product (GDP) or the average salary of the country, which is still relatively low. On the other hand, the city improves in the infrastructure section and continues to be the city in India with the greatest presence in the most ex-

pensive streets to open a store ranking, carried out by Cushman&Wakefield. In none of them will be installed, for now at least, Uniqlo, the only major fashion player that has not yet been installed in the city. The Japanese giant, which landed in India in 2019, has chosen Delhi and Gurgaon to open its first three stores in the country. The city is led by Datta Dalvi, while Narendra Modi remains in charge of India, revalidating his position in the 2019 elections. ■



2018  
P.59



65

TEL AVIV-YAFO

377 PT

The most cosmopolitan city in Israel has dropped in the ranking, losing six positions in regards to the previous edition.



ISRAEL, ASIA

32°05'00"N  
34°48'00"E

DEMOGRAPHY

Population	0,4	M. ♂	↑
Urban area (population)	3,6	M. ♂	=
Growth of population	1,7	%	↑

ECONOMY

Country GDP 2018	369.690	M.\$	=
Country GDP growth 2019	3,3	%	↑
GDP per capita 2018	41.614	\$	↑
Unemployment rate	4,0	%. ♂♂	↑
Inflation	0,8	%	=
Household consumption	193.952	M.\$	↑
Interest rates	0,25	%	=

POLITICS

Economic freedom	****	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	5	⌚	=
Main airport	Ben Gurión		
Public safety	**		=
Quality of air	***		

TOURISM

Number of tourists	-	M. ♂	
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RETAIL

Main street	Kikar Hamedina		
International operators	**		=

TRENDY CITIES

Entrepreneurial climate	***	↓
Quality of life	**	=

Tel Aviv-Yafo loses its charm for retail. The Israeli city, one of the most modern and cosmopolitan in the Middle East and the home of the region's Silicon Valley, has lost six positions in the ranking, standing in position number 65. Although demographic and economic factors have again played in its favour, the city has lost score in other categories closely linked to fashion and talent attraction. Tel Aviv-Yafo has descended, for example, in the rankings of smart cities

and those of the most expensive streets in the world to open a store, and its business climate has also worsened. Notwithstanding, the city continues to have an economic dynamism that makes it more attractive than other cities in the Middle East even if they exceed it in size. In addition, the country has improved its growth rate, with an increase of 3.3% in 2018. According to the International Monetary Fund (IMF) the Israeli economy will

maintain this rate during 2019 and 2020, while the world as a whole slows down. The main retail areas of Tel Aviv-Yafo are shopping centres such as Gan Hair, Ramat Aviv Mall or Dizengoff Center, where the largest international fashion brands operate. The city is governed by Ron Huldai of the Labor Party, while Benjamin Netanyahu continues to lead the country's presidency and has done so for ten years now. ■

2018  
P.72

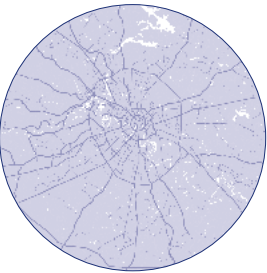


66

MOSCOW

371 PT

Moscow has improved its ranking position despite the fact that the different indicators analysed have evolved quite unevenly.



RUSSIA, EUROPE

55°45'21"N  
37°37'04"E

DEMOGRAPHY

Population	12,2	M. ♂	↑
Urban area (population)	16,6	M. ♂	=
Growth of population	0,3	%	↑

ECONOMY

Country GDP 2018	1.657.554	M.\$	=
Country GDP growth 2019	1,6	%	↑
GDP per capita 2018	11.289	\$	↓
Unemployment rate	4,7	%. ♂♂	↑
Inflation	2,9	%	=
Household consumption	818.338	M.\$	↓
Interest rates	7,25	%	↑

POLITICS

Economic freedom	**	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	16	⌚	=
Main airport	Domodédovo		
Public safety	****		↓
Quality of air	*****		

TOURISM

Number of tourists	-	M. ♂	
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RETAIL

Main street	Stoleshnikov		
International operators	*****		↑

TRENDY CITIES

Entrepreneurial climate	***	↓
Quality of life	*	=

Moscow reasserts its appeal for the world's largest retail companies. The Russian capital has moved from position number 72 to 66, although its different indicators have evolved unevenly. The country maintains good growth rates, but inequality has increased and its GDP per capita continues to be below that of its neighbours in Eastern Europe, with a figure of 11,289 dollars. According to the latest estimations of the International Monetary Fund (IMF), the country

will grow by 1.2% in 2019, after the 2.3% rise recorded in 2018. However, Moscow has improved in factors comprised under the heading trendy cities, such as its entrepreneurial climate; as well as in retail, such as its ability to attract talent. Most major fashion players are present in the city. Uniqlo, for example, landed in Moscow in 2010, years before entering other European markets such as Spain or Italy. The city's main commercial street is

Stoleshnikov, with a price per square metre per year of 2,749 euros, although it also has department stores such as the historic Gum or Tsum, and shopping centres such as Afimall City or the Metropolis Shopping Center. The Russian capital has once again become the epicentre of the protests against the country's president, Vladimir Putin. The mayor of Moscow, however, is one of the closest men to Putin, Sergey Sobianin. ■

2018  
P.73



# SANTIAGO

370 PT

Chile’s stability and its economic strength have boosted the city up in the ranking placing it as the hottest Latin American city for retail.



CHILE, AMERICA

33°27’00”S  
70°40’00”O

DEMOGRAPHY

Population	5,2	M. ♂	↑
Urban area (population)	6,4	M. ♂	=
Growth of population	0,7	%	=

ECONOMY

Country GDP 2018	298.231	M.\$	=
Country GDP growth 2019	3,4	%	↑
GDP per capita 2018	15.923	\$	↓
Unemployment rate	7,2	%. ♂♀	↑
Inflation	2,4	%	↓
Household consumption	187.963	M.\$	=
Interest rates	2,50	%	=

POLITICS

Economic freedom	****	=
Political stability	***	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	8	🏢	=
Main airport	Comodoro Arturo Merino Benítez		
Public safety	****		↓
Quality of air	***		

TOURISM

Number of tourists	2,33	M. ♂	
--------------------	------	------	--

RETAIL

Main street	Providencia		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	**		↓
Quality of life	***		=

Santiago de Chile is crowned as the retail capital in Latin America. The Chilean capital has surpassed Mexico City this year as the metropolis with the most appealing region in where to launch a store thanks to its trade openness, its purchasing power, and its political stability in comparison to other markets in the region. Specifically, Santiago has climbed six positions in this edition, standing right behind Moscow and Tel Aviv-Yafo. Although the fall

in the price of copper, Chile’s main export product, has harmed some of its economic indicators, the country and, therefore, the city, continues to enjoy a relatively solid and stable economy. Notwithstanding, two visible events could be key for the city’s situation next year: on the one hand, the Chilean government has already recognised that a Peronist victory in the Argentinean elections could impact its economy; on the other, the government leader

is trying to move forward one of the pillars of its electoral program, the labour reform. The head of Chile is, since 2018, the conservative Sebastián Piñera, while the mayor of Santiago has been, since 2016, Felipe Alessandri Vergara, member of the centre-right party Renovación Nacional. Retail in the Chilean capital is concentrated in large shopping centres and department stores, channels mainly dominated by two local giants: Parque Arauco and Falabella. ■

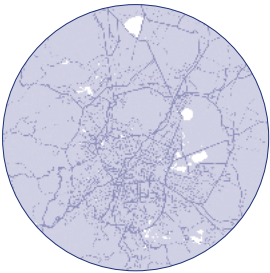
2018  
P.66



# MEXICO CITY

369 PT

The great Mexican metropolis has lost the gold medal in Latin American retail to Santiago, which has scored one of the greatest improvements in the region.



MEXICO, AMERICA

19°25’10”N  
99°08’44”O

DEMOGRAPHY

Population	12,3	M. ♂	↓
Urban area (population)	20,4	M. ♂	=
Growth of population	0,9	%	↑

ECONOMY

Country GDP 2018	1.223.809	M.\$	=
Country GDP growth 2019	1,6	%	↑
GDP per capita 2018	9.698	\$	↓
Unemployment rate	3,3	%. ♂♀	↑
Inflation	4,9	%	↓
Household consumption	790.644	M.\$	=
Interest rates	8,00	%	↑

POLITICS

Economic freedom	***	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	8	🏢	=
Main airport	Benito Juárez		
Public safety	**		↓
Quality of air	***		

TOURISM

Number of tourists	3,16	M. ♂	
--------------------	------	------	--

RETAIL

Main street	Marsayk		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	**		↓
Quality of life	**		=

Latin American retail has a new king. Mexico City, one of the most populated cities in the world, has lost in this edition the title in favour of Santiago de Chile, which has climbed six positions in the ranking. Economic indicators and the socioeconomic environment have weighed down the evolution of the Mexican capital on this list. Although the growth of the country’s economy as a whole continues to be beneficial, other factors such as foreign openness or Gross

Domestic Product (GDP) per capita have pulled its position down in the ranking. The metropolis has also lost points in this edition in some of its competitive advantages over other cities in its environment, such as its status as a smart city or its favourable entrepreneurial climate. Masaryk and Madero remain the two most appealing streets in the country to open a store, in addition to El Palacio de Hierro department stores. The opening of a new shopping centre

in the city, Atanada Lindavista, is planned for the end of 2019, which has implied an investment of more than 120 million euros. The city has been governed since 2018 by Claudia Sheinbaum, the first woman to take office and the first Governor of Mexico City that does not belong to the PDR. The replacement in the capital also coincided with a change in the national government, now led by the reformist Andrés Manuel López Obrador. ■



2018  
P.62

↓

69

LIMA

364 PT

Economy has taken its toll on the Peruvian capital, descending seven positions in the chart of this Hot Retail Cities edition.



PERU, AMERICA

12°02'45"S  
77°01'50"O

DEMOGRAPHY				
Population	8,6	M. ♂	↑	
Urban area (population)	11,5	M. ♂	↑	
Growth of population	1,4	%	↑	
ECONOMY				
Country GDP 2018	222.238	M.\$	=	
Country GDP growth 2019	3,9	%	↑	
GDP per capita 2018	6.947	\$	↓	
Unemployment rate	2,8	%. ♂	↑	
Inflation	1,3	%	=	
Household consumption	140.830	M.\$	=	
Interest rates	2,50	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	***		=	

Lima loses relevance in Latin American retail. The Peruvian capital has fallen seven positions in this edition of Hot Retail Cities, weighed down by the worsening of economic indicators, foreign openness and security. Peru's largest metropolis has also reduced points on other factors such as security and presence in the Main streets across the world ranking, carried out by the real estate consultant Cushman&Wakefield.

On the other hand, the city improves in the infrastructure environment, key to the performance of retail, and in the demographic one. The city is home to 8.6 billion people and its area of influence extends to 11.5 billion inhabitants. San Isidro and Miraflores remain the two main hubs for retail in Lima, in addition to its ten shopping centres, where international players are concentrated. The city is governed by Jorge Muñoz Wells,

who in 2018 managed to become the first the mayor of Lima member of the Popular Action Party. The country faced a major political crisis in 2019 after fujimorismo managed to suspend the back then president, Martín Vizcarra in October, who assumed the presidency in 2018 following the resignation of Pedro Pablo Kuczynski. In January of 2020, there will be new elections that are already considered historical for the country. ■

2018  
P.65

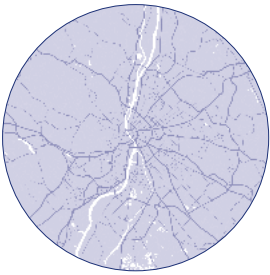
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70

BUDAPEST

360 PT

The Hungarian capital, with over 1.7 billion citizens, goes five positions down the ranking due to the advancement of other cities but revalidates its appeal for retail.



HUNGARY, EUROPE

47°29'54"N  
19°02'27"E

DEMOGRAPHY				
Population	1,8	M. ♂	↑	
Urban area (population)	2,5	M. ♂	=	
Growth of population	0,1	%	↓	
ECONOMY				
Country GDP 2018	155.703	M.\$	=	
Country GDP growth 2019	3,6	%	↑	
GDP per capita 2018	15.939	\$	↓	
Unemployment rate	3,7	%. ♂	↑	
Inflation	2,9	%	↓	
Household consumption	76.405	M.\$	=	
Interest rates	0,90	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	*****		=	

Budapest loses relevance in the retail world. The Hungarian capital, with more than 1.7 billion inhabitants, has lost five positions in this edition's ranking, reaching the 70th place. Notwithstanding, its fall is mainly due to the strong advance registered by other cities like Moscow, for instance. Among the indicators that have played against Budapest in this edition of Hot Retail Cities is Hungary's GDP per capita, a relatively low figure concerning its sur-

rounding countries. Its openness to imports and the quality of its institutions have also played against the Hungarian capital. On the other hand, other economic and political factors in which Budapest has registered a better evolution than other cities has allowed it to maintain its appearance in the ranking, such as tax barriers or a relatively stable situation. In fact, the demand for premises on Hungarian streets has continued to increase, which

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	2	⌚	=	
Main airport	Ferenc Liszt			
Public safety	****		↓	
Quality of air	***			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	Vaci utca			
International operators	**		=	
TRENDY CITIES				
Entrepreneurial climate	**		↓	
Quality of life	***		=	

boosted the rental price of its main commercial highway, Vaci Utca, by 16.7% last year. One of the main risks that the city is facing is the Eurosceptic drift of the Hungarian Government, led since 2010 by Viktor Orbán, from the extreme right. The Hungarian Prime Minister has radicalised his position in recent years, embracing Eurosceptic and Xenophobic positions. The mayor of Budapest, István Tarlós, is also a member of the government's party. ■

2018  
P.60

↓

71

RIYADH

356 PT

Riyadh, the political and financial core of Saudi Arabia, goes down in the ranking by eleven positions due to the worsening of several socioeconomic indicators.



SAUDI ARABIA, ASIA

24°41'15"N  
46°43'48"E

DEMOGRAPHY				
Population	5,2	M. 𐄂	↑	
Urban area (population)	6,1	M. 𐄂	=	
Growth of population	1,8	%	↑	
ECONOMY				
Country GDP 2018	782.483	M.\$	=	
Country GDP growth 2019	1,8	%	↑	
GDP per capita 2018	23.219	\$	↓	
Unemployment rate	5,9	%. 𐄂𐄃	↑	
Inflation	2,5	%	↓	
Household consumption	298.198	M.\$	=	
Interest rates	2,75	%	=	
POLITICS				
Economic freedom	***		↑	
Political stability	*		=	

The signs above the great malls in Riyadh are shining less brighter this year. The city, epicentre of politics and finances in Saudi Arabia and one of the wealthiest cities in the world, has lost a total of eleven positions in the list of the hottest cities for retail. The reasons? Although the city stands out once again in demographic and economic factors, it worsens in other key issues for the performance of trade such as its level of foreign openness, economic freedom, safe-

ty (measured thanks to the index prepared by The Economist magazine) and the ability to attract talent. Nor do cyclical factors play in its favour either, like for instance the country's long military intervention in its neighbour Yemen, which in 2019 had to fight Houthi rebels with an attack on two refineries in Saudi Arabia. Although the country is still led by Salmán bin Abdulaziz, in recent years, the contro-

versial crown prince Mohamed bin Salmán has taken more and more relevance, someone whom the CIA considers responsible for the murder of journalist Yamal Khashoggi in Turkey. Riyadh, on its part, is governed by mayor Ibrahim Mohammed Al-Sultan. In the city, retail is concentrated in enormous shopping centres like the Riyadh Gallery Mall or Hayat Mall, the two preferred leisure venues from a city with maximum temperatures of over forty degrees. ■

2018  
P.74

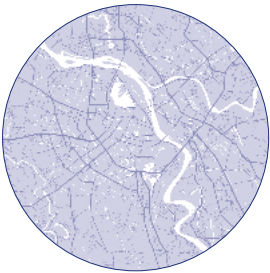
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72

HANOI

353 PT

The Vietnamese capital escalates positions in the ranking and settles itself as one of the best cities in Southeast Asia for the opening of stores.



VIETNAM, ASIA

21°01'28"N  
105°50'28"E

DEMOGRAPHY				
Population	1,4	M. 𐄂	↑	
Urban area (population)	8,4	M. 𐄂	=	
Growth of population	3,3	%	↑	
ECONOMY				
Country GDP 2018	244.948	M.\$	=	
Country GDP growth 2019	6,5	%	↓	
GDP per capita 2018	2.564	\$	↓	
Unemployment rate	1,9	%. 𐄂𐄃	↑	
Inflation	3,5	%	↓	
Household consumption	165.530	M.\$	=	
Interest rates	6,25	%	↑	
POLITICS				
Economic freedom	**		=	
Political stability	***		=	

Vietnam earns points for trade. Its capital, Hanoi, has climbed two positions up in this edition of the most attractive cities for retail ranking, to the point of ranking at 72. Although the relatively low Gross Domestic Product (GDP) of the country, as well as inflation and inequality, has damaged its score, the city has improved in safety, attraction of talent and demography, the latter being one of the main strengths of Hanoi. The Vietnamese capital will also

benefit from the free trade agreement sealed in 2019 between the European Union and Vietnam, which will gradually reduce 99% of tariffs. The bulk of retail in Hanoi is concentrated in its shopping centres, where opening up a store can mean a disbursement of 1,336 dollars per square metre per year, the same as in one of the main streets in Washington DC, Georgetown. Uniqlo, which landed in the Vietnamese market

during the autumn of 2019 with an opening in Ho Chi Minh, could soon be installed in one of these shopping centres. The mayor of Hanoi since 2015 is Nguyen Duc Chung, while the head of the country is the Prime Minister Nguyen Xuan Phuc and President Nguyen Phu Trong, who took the lead in 2018. In 2020, Hanoi will host the new Formula 1 Vietnam Grand Prix, the first addition to the championship since 2016. ■

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	4	𐄂	=	
Main airport	Noi Bai			
Public safety	****		↑	
Quality of air	*			
TOURISM				
Number of tourists	4,8	M. 𐄂		
RETAIL				
Main street	Prime Shopping Mall			
International operators	***		↑	
TRENDY CITIES				
Entrepreneurial climate	*		=	
Quality of life	*		=	



2018

P.68

↓

73

ATHENS

347 PT

The recovery of Greek economy has not been enough for its capital to maintain its position in the ranking of the hottest cities for retail.



GREECE, EUROPE

37°58'46"N

23°42'58"E

DEMOGRAPHY				
Population	0,7	M. ♂	=	
Urban area (population)	3,5	M. ♂	=	
Growth of population	0,0	%	↓	
ECONOMY				
Country GDP 2018	218.032	M.\$	=	
Country GDP growth 2019	2,4	%	↑	
GDP per capita 2018	20.324	\$	↓	
Unemployment rate	19,2	%. ♂♀	↓	
Inflation	0,6	%	=	
Household consumption	148.272	M.\$	=	
Interest rates	0,00	%	=	
POLITICS				
Economic freedom	**		=	
Political stability	***		=	

Athens loses its relevance for global retail. The worsening of several socioeconomic indicators has weighed down the performance in the ranking of the Greek capital, which has gone five positions down. Specifically, factors such as inequality, its Gross Domestic Product (GDP) per capita, tax barriers or the quality of institutions have played against Athens, although the city has improved in attracting talent, entrepreneurial climate and fashion consumption.

After the severe economic and financial crisis that affected Greece, the capital now benefits from the recovery that the country is experiencing. In 2018, Greece put an end to eight years of financial rescue and in 2019, it lifted the limitations to withdraw cash, one of the last remaining measures of those imposed during the crisis. Moreover, Greece is one of the few European countries for which the International Monetary Fund (IMF) does not anticipate a

slowdown. Specifically, the Greek economy will grow by 2.4% in 2019 and 2.2% in 2020, after the 2.1% rise recorded in 2018. Leading the country is, since 2019, the conservative Kyriakos Mitsotakis, former president of the New Democracy Party, who beat Alexis Tsipras in the elections. Athens, on its part, is governed by the independent politician Giorgos Kaminis, a leftist. From 2003 to 2010, Kaminis was the Ombudsman of Greece. ■

2018

P.75

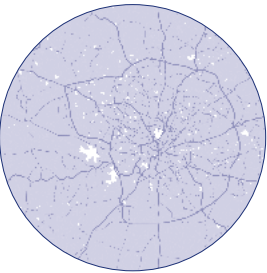
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74

HYDERABAD

347 PT

Hyderabad, India's fifth biggest urban agglomeration, maintains its position in the ranking although scoring lower in some of the economic indicators.



INDIA, ASIA

17°22'00"N

78°28'00"E

DEMOGRAPHY				
Population	6,8	M. ♂	↑	
Urban area (population)	9,6	M. ♂	↑	
Growth of population	2,4	%	↑	
ECONOMY				
Country GDP 2018	2.726.323	M.\$	=	
Country GDP growth 2019	7,3	%	↓	
GDP per capita 2018	2.016	\$	↓	
Unemployment rate	2,6	%. ♂♀	↑	
Inflation	4,9	%	↓	
Household consumption	1.621.632	M.\$	=	
Interest rates	5,40	%	↑	
POLITICS				
Economic freedom	**		=	
Political stability	*		=	

India continues to maintain a relevant position among the most attractive cities for retail thanks to mega-cities such as Hyderabad, which this year improves its ranking position. The fifth largest urban agglomeration in the country improves in population and safety, according to the index prepared by The Economist, but worsens in indicators linked to the country such as economic growth, foreign openness, inequality, average salary or tax barriers .

The capital of the so-called Indian Genome Valley is one of the spearheads of the transformation of the country and headquarters of numerous pharmaceutical and biotechnology companies. Informal commerce coexists in Hyderabad with shopping centres: eleven of them slip into the most expensive locations in the world to open a store, according to Cushman&Wakefield. Many of them are located in the Punjagutta area, where research centres and jewellery stores are also concentrated.

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	1	🏢	=	
Main airport	Rajiv Gandhi			
Public safety	**		↑	
Quality of air	*			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	-			
International operators	**		=	
TRENDY CITIES				
Entrepreneurial climate	**		↑	
Quality of life	**		=	

The mayor of Hyderabad is since 2016 Bonthu Rammohan, member of the Telangana Rashtra Samithi (TRS) regional party, while the country continues to be governed by Narendra Modi. The opposition between Modi's political force and the TRS increased in August 2019, when the government threatened to change Hyderabad's status from state to territory of the union, a type of administrative entity managed directly by the Central Executive. ■



The capital of one of the wealthiest countries in the world gains positions among the hottest destinies for retail.



KUWAIT, ASIA

29°22'30"N  
47°58'48"E

DEMOGRAPHY			
Population	3,0	M. 𐞀	↑
Urban area (population)	4,6	M. 𐞀	↓
Growth of population	1,6	%	↓
ECONOMY			
Country GDP 2018	141.678	M.\$	=
Country GDP growth 2019	2,5	%	↑
GDP per capita 2018	34.244	\$	↑
Unemployment rate	2,1	%. 𐞀𐞁	↑
Inflation	2,2	%	=
Household consumption	51.965	M.\$	↑
Interest rates	3,00	%	=
POLITICS			
Economic freedom	***		=
Political stability	***		=

A rich oasis that is even more attractive for retail. Kuwait goes thirteen positions up in the Hot Retail Cities ranking thanks to its buoyant economy, although threatened by the fall in oil prices this year. This country in the Persian Gulf is the 15th in the world with the highest Gross Domestic Product (GDP) per capita of 65,800 dollars, and the growth prospects remain optimistic in a decelerating environment. Specifically, the International Monetary

Fund (IMF) expects the Kuwaiti economy to go up by 2.5% in 2019 and another 2.9% in 2020, compared to the 1.7% rise in 2018. The rise registered by Kuwait in the ranking is also due to other economic factors such as the fall in the unemployment rate or the good evolution of retail consumption, although the city falters in indicators such as the foreign openness, infrastructure, safety or population growth. The Kuwaiti capital concentrates 90% of

the country's population, of just over four million people, as well as retail activity, in shopping centres such as Las Avenidas or Magic Mall. The country has been piloted since 2006 by Emir Sabah Al -Ahmad Al-Jaber Al Sabá. Although general elections are held (the last one of them, in 2016), the Constitution states that the emir, the crown prince, the Prime Minister and the other ministers must belong to the royal family. ■



The Eastern Pearl maintains its brightness for retail with great perspectives of economic growth although reduces its value in factors like inequality.



PHILIPINES, ASIA

14°35'00"N  
121°00'00"E

DEMOGRAPHY			
Population	1,8	M. 𐞀	↑
Urban area (population)	25,1	M. 𐞀	↑
Growth of population	1,9	%	↑
ECONOMY			
Country GDP 2018	330.910	M.\$	=
Country GDP growth 2019	6,5	%	↓
GDP per capita 2018	3.103	\$	↓
Unemployment rate	2,5	%. 𐞀𐞁	↑
Inflation	5,2	%	↓
Household consumption	244.295	M.\$	=
Interest rates	4,25	%	↓
POLITICS			
Economic freedom	***		=
Political stability	*		=

Manila is also the Pearl of retail. The capital of the Philippines remains one of the most appealing cities in Southeast Asia to open a store thanks to the country's economic growth and the improvement of other factors such as quality of life or entrepreneurial climate. Manila has improved the last two instances because for this edition, it has entered two rankings in which until now it had no presence, the Mercer Quality of Living Survey and the Startup Ecosystem Rankings Report. The youth of its population, tourism

and that English is well-widespread are some other factors that promote Manila's appeal. Although it is not the most populated town in the Philippines, Manila is one of the cities with a highest population density in the world. Together with Quezon City, it constitutes the region called Metro Manila, the tenth metropolitan area with the most inhabitants in the world. In this area, there are Bonifacio Street and the Makati and Rockweell neighbourhoods, the main commercial hubs of the country. In Makati, Uniqlo opened in 2018 its

largest store in Southeast Asia. The city also benefits from the good evolution of the Philippine economy, the second fastest-growing in the Association of Southeast Asian Nations (ASEAN) after Vietnam, with increases of 6.2% in 2018, 6.5% in 2019 and 6.6% in 2020 The former mayor, also the former president Josep Estrada, was defeated in 2017 by Isko Moreno, the former vice mayor, who had worked for the controversial president Rodrigo Duterte. ■

SOCIO-ECONOMIC ENVIRONMENT		
Important companies	0	同 =
Main airport	Ninoy Aquino	
Public safety	**	↓
Quality of air	***	
TOURISM		
Number of tourists	-	M. 人
RETAIL		
Main street	Bonifacio High Street	
International operators	***	↑
TRENDY CITIES		
Entrepreneurial climate	**	↑
Quality of life	**	↑





The capital of Colombia, which stars a brand new mayor in 2019, has earned four positions in the ranking for the most appealing cities for retail.



COLOMBIA, AMERICA

4°35'56"N  
74°04'51"O

DEMOGRAPHY				
Population	8,2	M. ♂	↑	
Urban area (population)	10,7	M. ♂	↑	
Growth of population	1,3	%	↑	
ECONOMY				
Country GDP 2018	330.228	M.\$	=	
Country GDP growth 2019	3,5	%	↑	
GDP per capita 2018	6.651	\$	↓	
Unemployment rate	9,1	%. ♂	↑	
Inflation	3,2	%	=	
Household consumption	226.164	M.\$	=	
Interest rates	4,25	%	↑	
POLITICS				
Economic freedom	***		=	
Political stability	*		=	

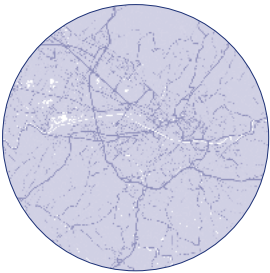
The positive economic development of Colombia consolidates the country’s capital as an increasingly attractive destination for international retailers in Latin America and places commercial areas such as the 93 park, the T zone or 109 or 122 streets as well as the city’s shopping centres on the map. Together with Medellín, the country’s second city, Bogotá is especially benefited by the positive forecasts of the International Monetary Fund (IMF) regarding Colombian economy.

In particular, the agency expects Colombia’s Gross Domestic Product (GDP) to grow 3.5% in 2019, following the 2.7% increase of the previous year, and to maintain similar rates in the coming years. Unemployment, located below 10%, and inflation, close to 3%, also improve the portrait of the Colombian economy in the Latin American environment. Besides, maintains its population growth, in line with the forecasts of the United Nations

(UN), above that of Medellín. The Colombian capital will face in the last months of 2019 a disputed local election to choose the replacement of the economist Enrique Peñalosa, who obtained the position in the mayor’s office in 2015. With the underground project as one of the main elements of discussion in a city with serious mobility problems, political scientist Claudia López is seen as a clear favourite. ■



Florence has undergone one of the biggest promotions in the ranking thanks to economic indicators and a high demand of its main commercial streets.



ITALY, EUROPE

43°46'17"N  
11°15'15"E

DEMOGRAPHY				
Population	0,4	M. ♂	↑	
Urban area (population)	0,8	M. ♂	↓	
Growth of population	0,2	%	=	
ECONOMY				
Country GDP 2018	2.073.902	M.\$	↑	
Country GDP growth 2019	0,1	%	↑	
GDP per capita 2018	34.318	\$	↑	
Unemployment rate	10,2	%. ♂	↑	
Inflation	1,1	%	↓	
Household consumption	1.259.319	M.\$	=	
Interest rates	0,00	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	***		=	

Italy is claimed as one of the global hubs for retail. Florence, one of the six Italian cities that are in the ranking, has starred in one of the biggest escalations in the chart, climbing 19 positions. The rise is mainly due to economic factors, better scores in its Gross Domestic Product (GDP), the unemployment rate, the GDP per capita and the tax barriers . However, the city worsens regarding institutions and foreign openness, to which are added temporary factors such as the instability of

its government. After a brief government led by the Northern League and the 5 Star Movement and starring the controversial Minister of Interior Affairs, Matteo Salvini, the pact between the two blew up. Currently, the country is led by Giuseppe Conte, its Prime Minister, with the support of the 5 Stars and the Democratic Party (DP). In front of the city of Florence is Dario Nardella, member of the DP. During that brief coalition government, Italy entered a technical recession, and because

of that the International Monetary Fund (IMF) anticipates a slowdown for the next few years, with increases of 0.9% in 2018 and 0.1% in 2019. The main shopping street in Florence, Via Roma, occupies the 35th position among the most expensive axes to open a store, with an average price of 5,800 euros per square metre per month. Five other roads in the city sneak into the top 50 of the list, carried out by Cushman&Wakefield. ■

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	0	⌚	=	
Main airport	Peretola			
Public safety	**		=	
Quality of air	*****			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	Via Rome			
International operators	**		=	
TRENDY CITIES				
Entrepreneurial climate	*		↑	
Quality of life	-		=	

2018  
P.63



# HO CHI MINH

338 PT

The most populated city in Vietnam loses four positions in the hope that the underground will improve the former Saigon’s mobility.



VIETNAM, ASIA

10°49’00”N  
106°38’00”E

DEMOGRAPHY

Population	1,3	M. 𐄂	↑
Urban area (population)	11,0	M. 𐄂	=
Growth of population	2,5	%	↑

ECONOMY

Country GDP 2018	244.948	M.\$	=
Country GDP growth 2019	6,5	%	↓
GDP per capita 2018	2.564	\$	↓
Unemployment rate	1,9	%. 𐄂𐄂	↑
Inflation	3,5	%	↓
Household consumption	165.530	M.\$	=
Interest rates	6,25	%	↑

POLITICS

Economic freedom	**	=
Political stability	***	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	0	𐄂	=
Main airport	Tan Son Nhat		
Public safety	**		↓
Quality of air	*		

TOURISM

Number of tourists	4,1	M. 𐄂	
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RETAIL

Main street	Best Achieved Shopping Mall		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	-	=
Quality of life	*	=

Like Hanoi, the former Saigon is once again among the hottest cities in the world for international retail thanks, above all, to Vietnam’s strong economic takeoff. Notwithstanding, it loses momentum in comparison to the capital of the country, especially due to a lower population growth and poor performance in terms of safety. Ho Chi Minh is especially badly placed in the Safe Cities Index 2019 by The Economist, with a sad 47 out of 60 positions in the world and

the penultimate position in terms of digital security. The Vietnamese city also fails in access and quality of health and infrastructure safety. In that sense, the inauguration of the city’s underground will be one of the key milestones for the congested Ho Chi Minh. In March of 2018, the city’s authorities pointed out that, after years of delays, the first line should be operational by the beginning of 2021. “Every start is difficult; we have to

succeed with the first underground line ... and then, the following routes will be easier,” said Nguyen Thien Nhan, secretary of the central committee of the Ho Chi Minh City Party. On the other hand, the city’s shopping centres have lost positions in the global ranking of the most expensive retail locations, with a 15% reduction during the last year. On the other hand, high street stores have reduced their income by 27%. ■

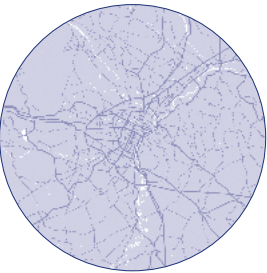
2018  
P.93



# TURIN

337 PT

The Italian city has gone thirteen positions up and stands as Italy’s fourth, only after the country’s capital, Milan and Florence.



ITALY, EUROPE

45°04’00”N  
7°42’00”E

DEMOGRAPHY

Population	0,9	M. 𐄂	↑
Urban area (population)	1,5	M. 𐄂	=
Growth of population	0,2	%	=

ECONOMY

Country GDP 2018	2.073.902	M.\$	↑
Country GDP growth 2019	0,1	%	↑
GDP per capita 2018	34.318	\$	↑
Unemployment rate	10,2	%. 𐄂𐄂	↑
Inflation	1,1	%	↓
Household consumption	1.259.319	M.\$	=
Interest rates	0,00	%	=

POLITICS

Economic freedom	***	=
Political stability	***	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	1	𐄂	=
Main airport	Turin-Caselle		
Public safety	**		=
Quality of air	***		

TOURISM

Number of tourists	-	M. 𐄂	
--------------------	---	------	--

RETAIL

Main street	Via Rome		
International operators	***		=

TRENDY CITIES

Entrepreneurial climate	*	↑
Quality of life	-	=

The Italian economy has strongly slowed down its growth and, according to the forecasts of the International Monetary Fund (IMF), it will go from a rise in its Gross Domestic Product (GDP) of 0.9% in 2018 to a rise of only 0.1 % in 2019. However, the slowdown in the global economy improves Italy’s relative position compared to other countries, increasing the score of its cities in terms of the economic situation. Turin is in 2019 in the fourth position among the

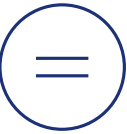
most attractive Italian cities for retail, surpassed by Milan, Rome and Florence and in the 80th place worldwide, thirteen positions above the previous year. The ease for companies to find talent, the entrepreneurial climate, the tax barriers or fashion consumption are some of the indicators that gave more points to the Piedmontese city, the fourth in the country by its number of inhabitants. Via Roma de Turin, the main commercial street in the city, has kept its income unchanged during the last year.

The mayor of the city since 2016 is the economist Chiara Appendino, a member of the 5 Star Movement. The measures for the improvement of the environmental quality of the polluted centre of Turin and its militancy against the high-speed train between Turin and Lyon (trigger of the government’s break between the 5 Star Movement and La Lega Nord) are two of the most important policies that the mayor has managed during her tenure. ■





2018  
P.83



# CASABLANCA

333 PT

Morocco’s economic capital maintains its position thanks to the economic peak of the country and to the development of infrastructures like the high speed train.



MOROCCO, AFRICA

33°35’57”N  
7°37’12”O

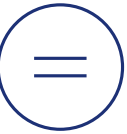
DEMOGRAPHY				
Population	3,4	M. ♂	↑	
Urban area (population)	4,5	M. ♂	=	
Growth of population	1,4	%	=	
ECONOMY				
Country GDP 2018	118.495	M.\$	=	
Country GDP growth 2019	3,2	%	↑	
GDP per capita 2018	3.238	\$	↓	
Unemployment rate	9,0	%. ♂	↑	
Inflation	1,9	%	↓	
Household consumption	68.471	M.\$	=	
Interest rates	2,25	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	***		=	

The most western city in the Maghreb gains a position in the ranking of the one hundred best cities in the world for retail. The economic thrust of Morocco goes further and this also drives the attractiveness of its large cities for international retail. According to the International Monetary Fund (IMF), the Moroccan economy will accelerate its growth in 2019, with a rise of one-tenth, up by 3.2%, but will do so even more in 2020, when it will reach 3.8%. In-

flation under control, downward unemployment and rising consumption are other ingredients of the economy of a country that in recent months has received several IMF accolades. On the one hand, forecasts of growth until 2024 that stand at 4.5%, a higher rate than any estimation from advanced economies. On the other, with the granting of a new credit line of 2,97 billion dollars, which aims to support “the efforts made by the authorities to continue strengthening

the resistance of the economy and to promote higher and more inclusive growth,” as stated the agency, which praises Morocco’s efforts to reduce its internal vulnerability and external imbalances. The economic capital of Morocco, whose mayor is since 2015 Abdelaziz El Omari, has improved its infrastructure in recent years, especially after the inauguration in 2018 of a high-speed train, the first in North Africa, linking Casablanca and Tangier. ■

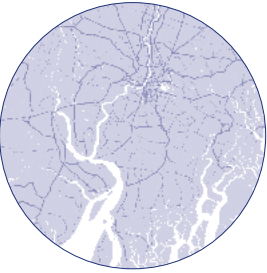
2018  
P.84



# KOLKATA

329 PT

Kolkata is the only Indian city that has managed to stay in the very same position it obtained in the first edition of Hot Retail Cities.



INDIA, ASIA

22°32’28”N  
88°20’16”E

DEMOGRAPHY				
Population	4,5	M. ♂	↑	
Urban area (population)	15,2	M. ♂	↑	
Growth of population	1,5	%	=	
ECONOMY				
Country GDP 2018	2.726.323	M.\$	=	
Country GDP growth 2019	7,3	%	↓	
GDP per capita 2018	2.016	\$	↓	
Unemployment rate	2,6	%. ♂	↑	
Inflation	4,9	%	↓	
Household consumption	1.621.632	M.\$	=	
Interest rates	5,40	%	↑	
POLITICS				
Economic freedom	**		=	
Political stability	*		=	

With a population of 4.5 billion inhabitants, Kolkata has up to four streets among the nearly 450 roads included in the ranking of the most expensive streets in the world to open stores that Cushman&Wakefield annually produces. Last year, Park Street, Camac Street, Elgin Road, and Theater Road have all kept their incomes stable, which have instead evolved on the main commercial roads of New Delhi or Bombay. At the same time, while these two cities,

together with Bangalore, have suffered two of the great falls of 2019, Kolkata has achieved stability. The presence of international players is one of the indicators in which the former capital of British India has made a difference with the rest of large Indian cities. In 2018, for example, Zara opened its first establishment in the city, located in a place of more than 2,000 square metres in South City Mall, thus increasing the presence of large global

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	3	🕒	=	
Main airport	Netaji Subhas Chandra Bose			
Public safety	**		↑	
Quality of air	*			
TOURISM				
Number of tourists	-	M. 👤		
RETAIL				
Main street	Park Street			
International operators	**		↑	
TRENDY CITIES				
Entrepreneurial climate	-		=	
Quality of life	*		=	

chains in the city. Since 2018 the mayor of the city is Firhad Hakim, who marked the milestone of becoming the first Muslim to access the mayor’s office in Kolkata ever since their independence from India in 1947. Pollution, the environment and hygiene are three of the promises made by Hakim and his management, who set as his priority to ensure the supply of drinking water and to build toilets in all marginalised areas. ■





85

BAKU

328 PT

Baku goes up in the ranking promoted by Azerbaijan’s economic acceleration and appeals to some of the most important global retailers.



AZERBAIJAN, ASIA

40°22’00”N  
49°50’07”E

DEMOGRAPHY				
Population	2,3	M. ♂	=	
Urban area (population)	2,6	M. ♂	=	
Growth of population	1,3	%	=	
ECONOMY				
Country GDP 2018	46.940	M.\$	=	
Country GDP growth 2019	3,4	%	↑	
GDP per capita 2018	4.721	\$	↓	
Unemployment rate	5,2	%. ♂♀	↑	
Inflation	1,9	%	=	
Household consumption	24.964	M.\$	=	
Interest rates	8,25	%	↑	
POLITICS				
Economic freedom	***		=	
Political stability	*		=	

The structural improvements of Azerbaijan and the acceleration of the country’s economy keep its capital, Baku, in the ranking of the one hundred hottest places for retail around the world. With a strongly oil-based economy, the Caucasian country will grow from 1.4% in 2018 to 3.4% in 2019 and 3.1% in 2020, according to the forecasts gathered by the International Monetary Fund (IMF). On the other hand, Baku benefits in its

score from the best valuations for the country in aspects such as roads or electrical and telecommunications infrastructure, as well as the entrepreneurial climate or the quality of life. The city, whose historic centre was registered by UNESCO as a World Heritage Site, also adds points with the presence of international players such as Zara and Gap. On the contrary, the evolution of household consumption and safety play against Baku’s

position in the global ranking. However, the city has climbed four positions compared to the first edition of Hot Retail Cities, ranking a well-deserved 85th in this 2019 edition. The mayor of the city of the former Soviet Republic is the politician Eldar Azizov and has been so from 2018, with a long history of involvement with the country’s politics that began in the days of the Union of Soviet Socialist Republics (USSR). ■



86

NAPLES

326 PT

Naples, same as Florence, has experienced one of the biggest rises in the hottest spots for retail ranking.



ITALY, EUROPE

40°50’00”N  
14°15’00”E

DEMOGRAPHY				
Population	1,0	M. ♂	↑	
Urban area (population)	3,7	M. ♂	=	
Growth of population	0,0	%	↑	
ECONOMY				
Country GDP 2018	2.073.902	M.\$	↑	
Country GDP growth 2019	0,1	%	↑	
GDP per capita 2018	34.318	\$	↑	
Unemployment rate	10,2	%. ♂♀	↑	
Inflation	1,1	%	↓	
Household consumption	1.259.319	M.\$	=	
Interest rates	0,00	%	=	
POLITICS				
Economic freedom	***		=	
Political stability	***		=	

If Rome, Milan, Turin and Florence have improved their position in the ranking of the best cities in the world for retail in 2019, Naples has not been left far behind. The most important city in southern Italy wins thirteen positions in 2019 compared to the first edition of Hot Retail Cities and is ranked the 86th. Although Italy has moderated its growth, the International Monetary Fund (IMF) maintains positive forecasts for the coun-

try around the Gross Domestic Product (GDP) for the year 2019. This means that, although worse than in 2018, the forecast for the Italian economy is better in a less positive global economic context than in the previous year. Italian cities also improve in aspects such as wealth per capita, transport infrastructure or the unemployment rate, which compensates for the loss of points in inflation, quality of institutions, foreign openness or short-term contextu-

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	0	🏢	=	
Main airport	Napoli-CapodiMandarin			
Public safety	**		=	
Quality of air	***			
TOURISM				
Number of tourists	-	M. ♂		
RETAIL				
Main street	-			
International operators	**		=	
TRENDY CITIES				
Entrepreneurial climate	*		↑	
Quality of life	-		=	

al conditions, derived from a new political crisis in the country after only one year of a coalition government. With the leftist Luigi di Magistris as its mayor since 2011, Naples also improves its score in demographic aspects thanks to the increase of its population and to the expectations for the next years marked by the United Nations, which has gone from anticipating a reduction of the population to stability. ■

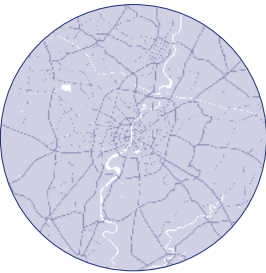
2018  
P.79



# AHMEDABAD

322 PT

Ahmedabad is turning to its advantage the economic boost of India, a country that challenges global deceleration with 7% growths every year.



INDIA, ASIA

23°01'32"N  
72°35'14"E

DEMOGRAPHY			
Population	5,6	M. 𑂔	↑
Urban area (population)	7,7	M. 𑂔	=
Growth of population	2,3	%	↑
ECONOMY			
Country GDP 2018	2.726.323	M.\$	=
Country GDP growth 2019	7,3	%	↓
GDP per capita 2018	2.016	\$	↓
Unemployment rate	2,6	%. 𑂔	↑
Inflation	4,9	%	↓
Household consumption	1.621.632	M.\$	=
Interest rates	5,40	%	↑
POLITICS			
Economic freedom	**		=
Political stability	*		=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	1	𑂔	=
Main airport	Sardar Vallabhbhai Patel		
Public safety	**		↑
Quality of air	*		
TOURISM			
Number of tourists	-	M. 𑂔	
RETAIL			
Main street	-		
International operators	*		↓
TRENDY CITIES			
Entrepreneurial climate	-		=
Quality of life	-		=

A greener Ahmedabad. That is the plan of Bijal Patel, mayor since 2018 of one of the largest cities in India, and also one of the most industrialised ones. Patel's plan began in 2019 with the implementation of fifty electric buses, which will be followed by other measures all in order to make the metropolis more sustainable. Ahmedabad is one of the Indian poles of chemical, science, technology and, in recent years, construction industries, ex-

periencing a boom promoted by the country's population growth. In this sense, the city is capitalising much of the economic push of India, the only Bric country that continues not to disappoint with its annual growth rates. Although in its latest forecast report, published in July, the International Monetary Fund (IMF) lowered its projections for the country by three tenths, these continue to beat the rates of other developing countries of its size, with

increases of 7% in 2019 and 7.2% in 2020. Ahmedabad is a fief of the Indian People's Party, the formation of the country's president, Narendra Modi, who has only lost during two out of nine legislatures. Modi, on the other hand, remains in power, chosen again after the last elections of 2019. Despite its attractiveness and potential, the city still faces structural problems such as inequality and poor infrastructures. ■

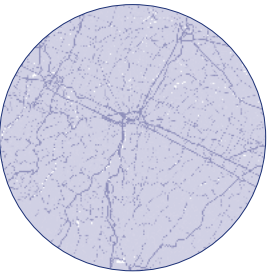
2018  
P.98



# BOLOGNA

320 PT

With the threat of the recession spreading like Damocles' sword over Italy, Bologna remains a dynamic, young and appealing city for retail.



ITALY, EUROPE

44°29'38"N  
11°20'34"E

DEMOGRAPHY			
Population	0,4	M. 𑂔	↑
Urban area (population)	0,5	M. 𑂔	=
Growth of population	0,2	%	=
ECONOMY			
Country GDP 2018	2.073.902	M.\$	↑
Country GDP growth 2019	0,1	%	↑
GDP per capita 2018	34.318	\$	↑
Unemployment rate	10,2	%. 𑂔	↑
Inflation	1,1	%	↓
Household consumption	1.259.319	M.\$	=
Interest rates	0,00	%	=
POLITICS			
Economic freedom	***		=
Political stability	***		=

SOCIO-ECONOMIC ENVIRONMENT			
Important companies	1	𑂔	=
Main airport	Guglielmo Marconi		
Public safety	**		=
Quality of air	***		
TOURISM			
Number of tourists	-	M. 𑂔	
RETAIL			
Main street	Via Indipendenza		
International operators	**		↓
TRENDY CITIES			
Entrepreneurial climate	-		=
Quality of life	-		=

Bologna continues to vibrate. Although Italy entered a technical recession in 2018, the capital of Emilia-Romagna continues to be a pole of interest for international retailers. A stable government, commercial dynamism, and young population are some of its best attractions. Despite having an area of influence of only 500,000 resident citizens, the population of Bologna soars during the school year, when thousands of students go to its historic university, the oldest in Europe. Bologna also

scores well on factors such as attracting talent, according to an indicator overlooked by the World Economic Forum. Although the city is far from taking Milan's standard as the fashion capital of Italy away, Bologna has its own web of local fashion companies, such as Furla, La Perla or the pure player Yoox, which maintains its offices in the city after its merger with Net-a-porter. Like Milan, Bologna also has its fashion ring, formed by Via Rizzoli, Via D'Azeglio, Via Farini

and Via Castiglioni. The mayor of the city is since 2011 Virginio Merola, of the Democratic Party (PD). The stability of the municipal government contrasts with that of the Italian Executive: in a single year, the coalition between the Northern League and the 5 Star Movement has blown up. In October 2019, the PD agreed with the 5 Star Movement a government with Giuseppe Conte in the lead and without the ever so controversial Matteo Salvini. ■





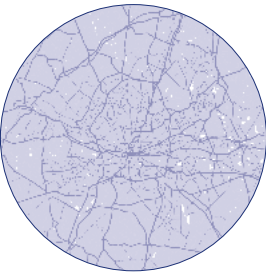
2018  
P.82



# JOHANNESBURG

315 PT

Johannesburg claims itself as the best destination for retail in South Africa, the most developed economy in sub-Saharan Africa.



SOUTH AFRICA, AFRICA

26°08'42"S  
28°03'01"E

DEMOGRAPHY

Population	4,4	M. 𐀀	↑
Urban area (population)	9,3	M. 𐀀	=
Growth of population	2,0	%	↑

ECONOMY

Country GDP 2018	366.298	M.\$	=
Country GDP growth 2019	1,2	%	↑
GDP per capita 2018	6.340	\$	↓
Unemployment rate	27,0	%. 𐀀𐀁	↓
Inflation	4,5	%	↓
Household consumption	220.636	M.\$	=
Interest rates	6,50	%	↑

POLITICS

Economic freedom	**	↓
Political stability	***	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	5	𐀀	=
Main airport	Oliver Reginald Tambo		
Public safety	**		↓
Quality of air	*		

TOURISM

Number of tourists	-	M. 𐀀	
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RETAIL

Main street	Sandton City ( <i>mall</i> )		
International operators	**		=

TRENDY CITIES

Entrepreneurial climate	*	↑
Quality of life	***	=

Gold, sales, the stock market. Johannesburg is not the capital of South Africa, but it is here that everything happens. One more time, the metropolis is consolidated as the most appealing city for retail in the most developed country in sub-Saharan Africa. With a population of 4.4 billion people and an area of influence that exceeds the nine million inhabitants, it represents the most populated town in South Africa, has the largest stock exchange in Africa and has a relatively developed retail network.

Most of it is concentrated in macro shopping centres such as Sandton City, Eastgate, Mall of Africa or Melrose Arch, where the luxury players are located. In 2016, Johannesburg became the third largest metropolis that lost the African National Congress (ANC), the party that has ruled the country since the 1994 democracy. The winner in the last elections elections was Herman Mashaba, of the Democratic Alliance Party. At the head of the government is, since 2018, Cyril Rampahosa,

member of the ANC. The South African economy is open and more stable than in other emerging territories, although according to the forecasts of the International Monetary Fund (IMF) it will continue to speed up in upcoming years, despite the stumbling block recorded in the first quarter of this year. Going against it are factors such as economic freedom, the quality of institutions and the city's safety. ■

2018  
P.102



# CAIRO

314 PT

The Egyptian capital is one of the brand new four additions to this year's list of the one hundred hottest cities for retail.



EGYPT, AFRICA

30°03'22"N  
31°14'22"E

DEMOGRAPHY

Population	9,5	M. 𐀀	↑
Urban area (population)	16,9	M. 𐀀	↑
Growth of population	1,9	%	↑

ECONOMY

Country GDP 2018	250.895	M.\$	=
Country GDP growth 2019	5,5	%	↑
GDP per capita 2018	2.549	\$	↓
Unemployment rate	11,4	%. 𐀀𐀁	=
Inflation	29,5	%	↓
Household consumption	214.381	M.\$	=
Interest rates	14,25	%	↑

POLITICS

Economic freedom	**	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	0	𐀀	=
Main airport	Cairo International Airport		
Public safety	*		↓
Quality of air	-		

TOURISM

Number of tourists	-	M. 𐀀	
--------------------	---	------	--

RETAIL

Main street	-		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	*	↑
Quality of life	*	=

Cairo is stepping in amongst the hottest cities for commercial activity. The Egyptian capital is one of the four additions to the list in this edition of Hot Retail Cities thanks to the improvement of demographic and economic indicators. With a population of about ten million inhabitants and an area of influence of up to 17 million people, the largest city in the Arab world is the political, economic and commercial centre of Egypt, a young and expanding city that offers a growing Attractive

for retail. Along with the demography, the economic strength of the country is also among the strong points of the city, which will grow by 5.5% in 2019. However, the city also faces great challenges, such as inequality, openness to foreign trade and, more recently, security, threatened by Islamist terrorism that in 2019 alone has perpetrated three different attacks in Cairo. The retail business in Cairo is distributed

among its busy bazaars and large shopping centres such as Citystars, which became the largest in the Middle East with 750,000 square metres and 500 stores. The city is governed by Khaled Abdel-Aa, who has drawn up a plan to end the shacks in the suburbs of the capital. The country, at the same time, is chaired by military Abdel-fatah Al-Sisi, who led the coup d'état in 2013 and has been elected in the 2014 and 2018 elections. ■



2018  
P.86



# 93

## CAPE TOWN

313 PT

DEMOGRAPHY				
Population	4,2	M. 𐀀	↑	
Urban area (population)	4,3	M. 𐀀	=	
Growth of population	1,8	%	↑	
ECONOMY				
Country GDP 2018	366.298	M.\$	=	
Country GDP growth 2019	1,2	%	↑	
GDP per capita 2018	6.340	\$	↓	
Unemployment rate	27,0	%. 𐀀𐀁	↓	
Inflation	4,5	%	↓	
Household consumption	220.636	M.\$	=	
Interest rates	6,50	%	↑	
POLITICS				
Economic freedom	**		=	
Political stability	***		=	

Trade is boiling in one of the northern poles of the African continent. The Victoria&Albert Waterfront, a residential and commercial complex of 123 hectares in the port on the Atlantic, is the retail mecca in Cape Town, the capital of South Africa. The metropolis, with just over four million inhabitants, remains one of the most dynamic destinations for retail in sub-Saharan Africa. South Africa is an open economy, relative-

ly stable and the richest in the region, although in recent years it has suffered some setbacks. In fact, in its latest outlook report, the International Monetary Fund (IMF) anticipated a slowdown in growth due to weak agricultural production, power supply problems and the impact of the strike in several industrial sectors of the country. The second most populated city in South Africa is led by Dan Plato, who had already held the role between 2009 and 2011. Pla-

The capital of the greater power in sub-Saharan Africa loses positions in the list, but stands strong as one of the most attractive metropolis in region.



SOUTH AFRICA, AFRICA

33°55'30"S  
18°25'30"E

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	2	𐀀	=	
Main airport	Cape Town International Airport			
Public safety	*		↓	
Quality of air	-			
TOURISM				
Number of tourists	-	M. 𐀀		
RETAIL				
Main street	V&A Waterfornt			
International operators	**		=	
TRENDY CITIES				
Entrepreneurial climate	*		↓	
Quality of life	***		=	

to was elected in 2018 and is a member of the Democratic Alliance. The president of the country is since 2018 Cyril Rampahosa, member of the African National Congress (ANC). Together with Victoria&Albert Waterfront, where opening a store costs more than one thousand euros per square metre per year, the other commercial hubs of Cape Town are the St. Georges Mall and the Victoria Wharf shopping centres. ■

2018  
P.95



# 94

## MONTEVIDEO

313 PT

DEMOGRAPHY				
Population	1,4	M. 𐀀	↑	
Urban area (population)	1,4	M. 𐀀	=	
Growth of population	0,5	%	=	
ECONOMY				
Country GDP 2018	59.597	M.\$	=	
Country GDP growth 2019	1,9	%	↑	
GDP per capita 2018	17.278	\$	↓	
Unemployment rate	8,0	%. 𐀀𐀁	↑	
Inflation	7,6	%	↓	
Household consumption	39.807	M.\$	=	
Interest rates	6,30	%	↑	
POLITICS				
Economic freedom	***		=	
Political stability	*****		=	

Small but prosperous and stable. Given the uncertainty in Argentina, where the return of the Kirchners to the Casa Rosada is increasingly likely, Montevideo is positioned as a stable haven with a growing appeal for retail. The Uruguayan capital concentrates the largest presence (in many cases, the only one) of international brands in the country. Although it only adds up to 3.4 billion inhabitants, the Gross Domestic Product (GDP) per capita of the country amounts up to 17,278 dollars,

which, together with its economic and political stability, places Montevideo as an interesting pole for retail companies. The country, bordering Brazil and Argentina, is a member of Mercosur and, unlike its two neighbours, is relatively open to foreign trade and has multiple bilateral agreements. Proof of its attractiveness are the brands that in recent years have taken positions in the capital, such as H&M, which opened its first store in Uruguay in Montevideo in 2018. Gap is also

Montevideo, the capital of Uruguay, emerges as a small haven in South America due to uncertainty in countries such as Argentina, Venezuela or Ecuador.



URUGUAY, AMERICA

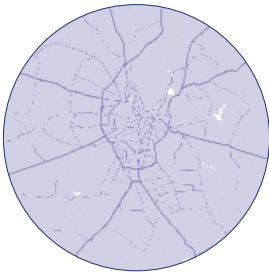
34°52'01"S  
56°10'00"O

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	0	𐀀	=	
Main airport	Carrasco			
Public safety	****		↓	
Quality of air	*****			
TOURISM				
Number of tourists	-	M. 𐀀		
RETAIL				
Main street	Avenida 18 de julio			
International operators	**		↑	
TRENDY CITIES				
Entrepreneurial climate	*		=	
Quality of life	***		=	

present in the capital with two establishments, while Inditex has a total of four stores. The former mayor of Montevideo, Daniel Martínez, left the city hall to start his career towards the presidency of the Republic in the elections that will be held on October 2019. He was replaced by Christian di Candia, also a member of the leftist party Frente Amplio. The president of Uruguay is, since 2015, Tabaré Vázquez, member of the Frente Amplio party. ■



Jaipur, the capital of Rajasthan, goes ten places down the best cities for retail ranking due to the worsening economic factors.



INDIA, ASIA

26°55'00"N  
75°52'00"E

DEMOGRAPHY				
Population	3,1	M. 𑂔	↑	
Urban area (population)	3,8	M. 𑂔	=	
Growth of population	2,4	%	↑	
ECONOMY				
Country GDP 2018	2.726.323	M.\$	=	
Country GDP growth 2019	7,3	%	↓	
GDP per capita 2018	2.016	\$	↓	
Unemployment rate	2,6	%. 𑂔𑂔	↑	
Inflation	4,9	%	↓	
Household consumption	1.621.632	M.\$	=	
Interest rates	5,40	%	↑	
POLITICS				
Economic freedom	**		=	
Political stability	*		=	

Jaipur loses its brightness for retail. The so-called pink city, capital of the state of Rajasthan, has gone eight positions down in this edition of Hot Retail Cities, ultimately standing in the rear of the ranking. The factors in which Jaipur has worsened are mainly economic (average salary, inequality and tax barriers , among others), as well as other keys to sales operations such as tax barriers or foreign openness. The city also worsens

in international infrastructure rankings which, together with inequality, continues to be one of the main handicaps for retail in India. In 2019, the city elected a new mayor, Vishnu Laata, the first independent mayor in the city's history. As the leader of India, for his part, there is still Narendra Modi, who revalidated his position in the last elections of 2019. After the victory, the president announced a sum of measures

that included easing the one that forced international retailers to stock up in the country of part of the goods they sold in it. Moreover, the Modi Executive approved a rising of taxes among the wealthiest classes in the country, a decision that could have an impact on the sales of higher-end items. Besides, the country's government will also raise tariffs for gold and jewellery. ■



The second most populated city in Brazil, Sao Paulo, loses positions in the ranking due to the promotion of other cities and weighed down by Brazil's uncertainty.



BRAZIL, AMERICA

23°33'01"S  
46°38'02"O

DEMOGRAPHY				
Population	12,0	M. 𑂔	↑	
Urban area (population)	20,9	M. 𑂔	↑	
Growth of population	0,8	%	↑	
ECONOMY				
Country GDP 2018	1.868.626	M.\$	↓	
Country GDP growth 2019	2,1	%	↑	
GDP per capita 2018	8.921	\$	↓	
Unemployment rate	12,5	%. 𑂔𑂔	↑	
Inflation	3,7	%	↓	
Household consumption	1.202.134	M.\$	=	
Interest rates	6,00	%	↑	
POLITICS				
Economic freedom	**		=	
Political stability	*		=	

The Jair Bolsonaro earthquake impacts on retail too. The new president of Brazil has put investors and retail players on guard in the Latin American giant, where caution prevails while waiting for Bolsonaro to develop his economic program. If he follows Donald Trump's path, whom he has acknowledged to admire, Brazil, an already protectionist country, could put even more obstacles to the entry of international retailers.

In his latest outlook report, published in July of 2019, the International Monetary Fund (IMF) had a downwards revision of its forecasts for the country, where "the feeling has weakened considerably, as uncertainty regarding the approval of structural reforms and pensions is still ongoing", said the institution. The forecasts are for Brazil to grow by 2.1% in 2019 and 2.5% in 2020, after the 1.1% rise in 2018. In this context, São Paulo resists as

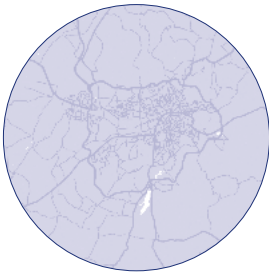
an attractive metropolis for retail, with great avenues like Oscar Freire, great shopping centres and, above all, a large and young population. The city is home to twelve million people, and its area of influence extends to over twenty million inhabitants. The mayor of the city is since 2018 Bruno Covas, who replaced João Doria. Covas is a member of the Brazilian Social Democracy Party (PSDB) that governs over 23.7% of the country's population. ■

SOCIO-ECONOMIC ENVIRONMENT				
Important companies	8	𑂔	=	
Main airport	Guarulhos			
Public safety	**			↓
Quality of air	***			
TOURISM				
Number of tourists	2,25	M. 𑂔		
RETAIL				
Main street	Oscar Freire Jardins			
International operators	**		↑	
TRENDY CITIES				
Entrepreneurial climate	***			↓
Quality of life	**		=	





The bridge between Europe and Africa and the mecca of shopping centres claims itself as a vigorous destiny for retail despite Turkey’s generalised feeling of uncertainty.



TURKEY, AFRICA

39°52’00”N  
32°52’00”E

DEMOGRAPHY

Population	4,6	M. 𐀀	↑
Urban area (population)	4,8	M. 𐀀	=
Growth of population	1,5	%	↑

ECONOMY

Country GDP 2018	766.509	M.\$	=
Country GDP growth 2019	-2,5	%	↓
GDP per capita 2018	9.311	\$	↓
Unemployment rate	10,9	%. 𐀀	↑
Inflation	16,3	%	↓
Household consumption	441.352	M.\$	=
Interest rates	19,75	%	↑

POLITICS

Economic freedom	***	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	0	𐀀	=
Main airport	Esenboğa		
Public safety	**		=
Quality of air	***		

TOURISM

Number of tourists	-	M. 𐀀	
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RETAIL

Main street	Kızılay		
International operators	***		↑

TRENDY CITIES

Entrepreneurial climate	*	=
Quality of life	**	↑

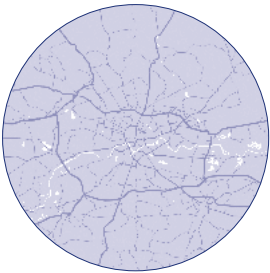
The link between Europe and Asia is also seeking its spot on the global retail map. Ankara is a vibrant, multicultural and cosmopolitan city, as well as the metropolis with more shopping centres in Turkey and the one that adds up the most. Even so, the city is no stranger to the economic crisis that the country has gone through, for which the International Monetary Fund (IMF) anticipates a drop of 2.5% in 2019. The lira, for its part, recovers with hardships, but is still far from the levels from before the

2018 crash. To stimulate the currency, the Central Bank has made several downward adjustments in interest rates. Trade in Ankara is concentrated in malls such as AnkaMall, Karum Mall or Kentpark Shopping Center, as well as in the neighbourhood of Kızılay and the city centre. Its mayor is since 2019 Mansur Yavas, a member of the Republican People’s Party, who defeated the back then Governor Mehmet Özchaseki. In front of the country, on the oth-

er hand, remains Tayyip Erdogan, who in recent years has accumulated more and more power. In 2018, he became the first executive president of Turkey, with legislative and judiciary capacities. The geopolitical tension in the country is one of the risks faced by retail in Turkey, which experienced an attempted coup d’état in 2016 and which during the last year has tightened the thumbscrews with the United States. ■



Krakow, the second most populated city in Poland, has barely advanced in the ranking, although it scores higher marks in economic growth, it worsens in inequality.



POLAND, EUROPE

50°04’00”N  
19°57’00”E

DEMOGRAPHY

Population	0,8	M. 𐀀	=
Urban area (population)	0,8	M. 𐀀	=
Growth of population	0,3	%	=

ECONOMY

Country GDP 2018	585.783	M.\$	=
Country GDP growth 2019	3,8	%	↑
GDP per capita 2018	15.424	\$	↓
Unemployment rate	3,7	%. 𐀀	↑
Inflation	1,8	%	↓
Household consumption	341.003	M.\$	=
Interest rates	1,50	%	=

POLITICS

Economic freedom	***	=
Political stability	***	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	0	𐀀	=
Main airport	Juan Pablo II		
Public safety	**		↓
Quality of air	*		

TOURISM

Number of tourists	-	M. 𐀀	
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RETAIL

Main street	Floriańska		
International operators	**		=

TRENDY CITIES

Entrepreneurial climate	*	↓
Quality of life	**	=

The bitter with the sweet for the second largest city in Poland. Krakow climbs three positions among the best cities for retail in the world, but with a very uneven evolution. The city improves economic indicators thanks to the good prospects of the Polish economy. According to the International Monetary Fund (IMF), the country will grow by 3.8% in 2019 and 3.1% in 2020, compared to the 5.1% it grew in 2018. These figures are one of the best forecasts

of its environment. Krakow also scores better on factors such as talent acquisition and fashion consumption, but worsens in quality of life and entrepreneurial climate, according to the Startup Ecosystem Rankings Report. However, other indicators have penalised the evolution of Krakow in the ranking, such as external openness, inequality and, especially, safety in the Polish city. Its infrastructures have also obtained a low-

er score in international listings than in the previous edition of Hot Retail Cities. Krakow remains a relatively affordable city to open a shop: on its main street, Floriańska, the average rent is 900 dollars per square metre per month. The mayor of Krakow is since 2002 Jacek Majchrowski, of the opposition party. Instead, the central government is chaired by Mateusz Morawiecki, from the ultraconservative party Law and Justice. ■

2018  
P.110

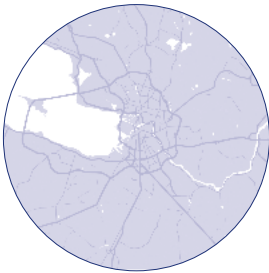


# 99

## ST.PETERSBURG

304 PT

St Petersburg, the second most populated city in Russia, is another of the brand new entries in this Hot Retail Cities edition.



RUSSIA, EUROPE

59°57'00"N  
30°19'00"E

DEMOGRAPHY

Population	5,1	M. ♂	↑
Urban area (population)	5,4	M. ♂	=
Growth of population	0,4	%	↑

ECONOMY

Country GDP 2018	1.657.554	M.\$	=
Country GDP growth 2019	1,6	%	↑
GDP per capita 2018	11.289	\$	↓
Unemployment rate	4,7	%. ♂	↑
Inflation	2,9	%	=
Household consumption	818.338	M.\$	↓
Interest rates	7,25	%	↑

POLITICS

Economic freedom	**	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	0	⌛	↓
Main airport	Pulkovo		
Public safety	**		=
Quality of air	-		

TOURISM

Number of tourists	-	M. ♂	
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RETAIL

Main street	-		
International operators	*****		↑

TRENDY CITIES

Entrepreneurial climate	**	=
Quality of life	*	=

Russia sneaks another of its cities into the ranking of the one hundred most attractive cities for retail. St. Petersburg, the second most populated city in the country, enters directly at position 99, ahead of cities such as Accra, Buenos Aires, Belgrade or Tehran, some of which have left the ranking in 2019. The Russian metropolis, which was already analysed in 2018 although it did not pass the cut, has improved in factors such as tax barriers , its appeal to capture talent and in

current factors, as the reduction of tension after the Crimea crisis and the suspicions of an interference in the US elections. All in all, the country continues to play a leading role in global geopolitical tensions and the quality of its democracy remains under question, with frequent protests taking place in the streets of its main towns. Although its streets are not included in the ranking of Main streets across the world, by Cushman& Wakefield, St. Petersburg is a

cosmopolitan city and the cultural capital of Russia, with the Hermitage Museum as one of its main tourist attractions. Since 2005, the city government is chosen by the president of Russia and approved by the regional chamber. A year after giving the green-light to this measure, the president of the country, Vladimir Putin, chose to put Valentina Matviyenko in charge of St. Petersburg, who still remains in the position. ■

2018  
P.103

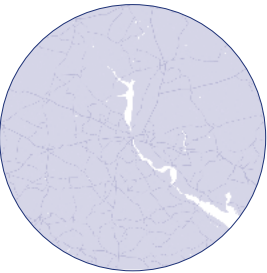


# 100

## KIEV

300 PT

As the industrial, cultural and scientific core of Eastern Europe, Kiev leads the latest entry in the list encouraged by the improvement of Ukraine's economy.



UKRAINE, EUROPE

50°27'00"N  
30°31'25"E

DEMOGRAPHY

Population	2,9	M. ♂	↑
Urban area (population)	2,9	M. ♂	=
Growth of population	0,1	%	↓

ECONOMY

Country GDP 2018	130.832	M.\$	=
Country GDP growth 2019	2,7	%	↑
GDP per capita 2018	3.095	\$	↓
Unemployment rate	9,4	%. ♂	↑
Inflation	11	%	↓
Household consumption	90.360	M.\$	=
Interest rates	17,00	%	↑

POLITICS

Economic freedom	**	=
Political stability	*	=

SOCIO-ECONOMIC ENVIRONMENT

Important companies	0	⌛	=
Main airport	Boryspil		
Public safety	**		↑
Quality of air	*****		

TOURISM

Number of tourists	-	M. ♂	
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RETAIL

Main street	Kreschatik Street / Gorodetskogo Street		
International operators	**		↓

TRENDY CITIES

Entrepreneurial climate	**	↑
Quality of life	*	=

Kiev opens up its way among the most attractive cities for retail. The capital of Ukraine is one of the industrial, cultural and scientific epicentres of Eastern Europe, with a good infrastructure network, including a subway, and the spearhead of the country's economic recovery. After the crisis of 2014 and 2015, during Russia's occupation of Crimea, the Ukrainian economy has accelerated in recent years, growing by 3% in 2018.

Kiev has also improved this year the smart cities and safe rankings, which has made it earn the last position on this list. However, Ukraine continues to present barriers to retail, such as its relatively low openness to imports or the quality of its institutions. Since 2014, the mayor of Kiev is Vitali Klitschko, a professional ex-boxer and member of the European Solidarity. The president of Ukraine, on the other hand, is Volodimir Zelenski, who assumed the posi-

tion in 2019. For four years, Zelenski worked as an actor, acting precisely as the Ukrainian president in a television show called People's Servant, the same name he then used to name his political party. The prime minister, also since 2019, is Oleksiy Honcharuk, who went into office at 35 years old becoming the youngest president in the history of Ukraine. Kiev's main commercial hub is Kreschatik Street, according to Cushman&Wakefield. ■



# METHODOL

Hot Retail Cities launches its second edition intending to give a general image about the conditions that a city presents as a potential market for an international retail company. For this, the research takes into account the main criteria that, in general terms, these sorts of companies value when considering a city. The report offers elements of analysis to consider the conditions for trade presented by a total of one hundred cities around the world. According to these characteristics, the document estimates the qualification of each of the cities for specific retailers. Demography, economics, politics, socio-economic environment, tourism, retail, fashion, air quality and trendy cities are the eight major areas that have been studied to rate these cities, taking into account criteria such as population, wealth, the growth of the Gross Domestic Product (GDP), the minimum wage, tariff barriers, airport traffic, the number of tourists or the entrepreneurial climate. The different indicators, measured through a wide plurality of prestigious public and private sources (from the World Economic Forum to the United Nations or The Heritage Foundation), are weighted according to their direct impact on trading activity. Thus, Hot Retail Cities establishes the ranking of the 100 most desirable cities for a retailer among the around 150 cities analysed. For the first time, the 2019 edition of the report introduces a new criteria in its analysis of cities: air quality. Weighing ten points out of a thousand, the report draws its score regarding the average pollution rates, based on the US Air Quality Index. In each of the notions analysed to evaluate a city, an analysis of the rules regarding the

more or less optimal conditions for an international retailer are included. In demography, for example, criteria such as the population of the city and its area of influence is paid attention to, as well as the expected growth in the coming years, the average age of the population, the number of people with higher education and the main language spoken in the country. The important factors of the economy are the figures that set the size of the market in which the city is immersed, as well as its perspectives and other economic variants that have an impact on retailers. For example, this chapter deals with the GDP in absolute terms of the specific country in which the city in question is located, understanding that, the greater the economy of the country is, the more appealing the city will be too. Within the economy, the prospects for growth or recession in the coming years, the wealth of the population (through GDP per capita) and the unemployment rate are also taken into consideration. The regular currency in a given market also affects the costs and risks that a retailer must assume when entering a city, which will be equally conditioned by factors such as inflation or interest rates. These indicators, along with others such as the level of inequality, household consumption or the average salary of the population also influence the conditions of the demand, taking into account that, the better they are, the more attractive that city will be to set off a trade activity. In politics, a set of conditions specific to the city or the country are analysed and assessed from a political and administrative point of view. For example, disembarking in the capital of a country produces for many

international companies some benefits, such as contact with the administrations or coexistence with other international companies that often choose as a priority the country's capital when installing their headquarters. The quality of political institutions can also be decisive when starting an economic activity, as well as tariff barriers and economic freedom in a given market. In this same chapter, the report addresses aspects such as the import and export tradition of a country, considering its foreign openness or the importance of imports in its economy. Structural political stability and short-term factors are also analysed in the politics section, taking into account their potential impact on business. Other key aspects for the development of a business activity, such as the availability and quality of transport, electrical or telecommunications infrastructure, are valued in the socioeconomic environment too. The dimension of the business ecosystem, and particularly knowing how many large companies are based in a city, is also an interesting input on its economic dynamism. In this description of the socio-economic environment, the degree of citizen security, on the one hand, and the qualification of the population in the international rankings of smart cities, on the other, are also extremely relevant. In the particular field of retail, tourism can also be a key factor when assessing the appeal of a city. In this sense, the number of international tourists who annually visit the city and the average expense spent during these visits are also taken into account. In the retail section, sourcing infrastructures are taken into account, acknowledging their

# OGY

volume and quality. For instance, the things paid attention to are how many of the city's streets stand among the best in the world for retail and, also, the position they occupy in the rankings. The report also includes some of the shopping centres and department stores that operate in the city. From the point of view of cost, the renting prices of the most important streets and the minimum salary of the population are also considered, which could be used as a reference to decide the salaries of store personnel. Finally, for the retail section, the city's prestige for the attraction of talent is also taken into account, considering the fact that, in their internationalisation processes, companies will probably have to expatriate some of their workers at their headquarters in these cities. Fashion, being one of the most important sectors for international retail, has its very own chapter in the list of indicators analysed in Hot Retail Cities. In particular, the report addresses the average fashion consumption of the country in which the analysed city is located and its evolution during the first years of this century. It also takes into account which of the main international players are present in the city, a very symptomatic evidence of its appeal to retailers. Finally, the trendy cities chapter analyses aspects such as the prestige of a city in an international scene. Hosting global fashion fairs, being a benchmark in cultural activities or being one of the populations with the highest quality of life generate additional profitability for the present retailers in the area in terms of image and brand prestige. At the same time, this chapter considers the entrepreneurial climate of each of the cities.

**Results**

Besides generating a general description of each city based on these and other factors, Hot Retail Cities numerically qualifies the degree of optimisation of the localities for retail activity. In this way, each of these indicators have a specific score and weight on a total weighting of 1,000 points. The different relevance of each of the analysed factors makes their weight vary accordingly. In order to determine the deliberation, there have always been taken into account general criteria which do not apply to a determinate retail player and which significantly change according to their activity, positioning, range of prices, etc. In any case, Hot Retail Cities cherishes in its valuation some factors that go beyond the structure of a city, in an attempt to consider relevant trend criteria. In this sense, not only is the population of a city important, but also the perspectives on how this population will evolve in the coming years. The same applies to the wealth of a country or its current political circumstances. In the methodology applied for the preparation of this document, each indicator has its own scale, by which a city can obtain the highest possible score on that indicator, the lowest or an intermediate one. To perform this scaling, we can see what is the major and minor value of each variable, gradually distributing the points on a fork between them, directly or inversely, depending on the case. In some instances, as it happens with currency, it is considered, for example, if it is an international currency of relevance adopted, in this regard, by the International Monetary Fund (IMF). In this sense, a city scores more

if the currency in circulation in it is a world relevant currency according to the IMF. On the other hand, graphics show in many cases a graphic score (stars, for instance) to determine the level of indicators such as the quality of roads. This is done in order to facilitate their understanding since among the sources consulted there are numerous kinds and nomenclatures for the qualification of each city or country. In all cases, sources of international prestige are used, from public to private entities, with the most far-reaching information possible at a country or city level. Likewise, the statistics used are always the latest possible in those cases in which they are offered for a more extensive list of units (cities or countries). In that sense, although it is occasionally possible to know, for example, a given country's inequality level in 2018 because of having a specific statistic about it, the report can resort to previous data, but that is still comparable for all the analysed countries and cities. The last available information of global scale is always the one resorted to.

**Study universe**

Finally, the choice of the study universe has been made based on three criteria: the size, wealth and relevance of world cities. In this sense, Hot Retail Cities has analysed more than 150 international cities, although only the results of the first hundred are included in this document. In future editions, the chart's components could change due to greater marks received by some of the non-included cities in the first edition, or due to the loss of points in those that have appeared in the top 100. ■

CONCEPT	CITY/ COUNTRY	CRITERIA	SOURCE	RESULTS
DEMOGRAPHY				150
Population	City	The more populated it is, the more points received	United Nation's report <i>The World's Cities</i>	
Urban area (population)	City	The bigger the population in the radius of influence is, the more points received	Demographia's report <i>World Urban Areas</i>	
Annual growth of population	City	The bigger the prediction of population's growth is, the more points received	United Nation's report <i>The World's Cities</i>	
Average age	Country	Higher mark the closer it is to an average of 30 years old	<i>The World Factbook</i> , by the Central Intelligence Agency	
Higher education	Country	The higher level of inhabitants' education, the better marked	<i>The Global Competitiveness Ranking</i> , by the World Economic Forum	
Main language	Country	Total score if English is the official language, less if it is the second most spoken language in the country, etc.	<i>The World Factbook</i> , by the Central Intelligence Agency	
ECONOMY				220
Country GDP 2018	Country	The higher the Gross Domestic Product is, the more points received	Data files of the National Bank's National Accounts and of the Organisation for Economic Cooperation and Development (OECD)	
Country GDP growth 2019	Country	The higher growth in Gross Domestic Product, the more points received	<i>World Economic Outlook Update</i> , by the International Monetary Bank	
GDP per capita 2018	Country	The bigger GDP per capita, the more points received	Data files of the National Bank's National Accounts and of the Organisation for Economic Cooperation and Development (OECD)	
Unemployment rate	Country	To lesser unemployment rate, more points received	Data files of the National Bank's National Accounts and of the Organisation for Economic Cooperation and Development (OECD)	
Currency	Country	The better stability of currency, the more points received. Those currencies of foreign-exchange reserves according to the International Monetary Fund are considered more stable	International Monetary Fund (IMF)	
Average monthly earnings	Country	The higher average monthly earnings, the more points received	International Labour Organization's (ILO) employee's average monthly earnings	
Inflation	Country	An inflation close to the 2% is positively appreciated	International Monetary Fund and international finance statistics	
Inequality	Country	The more level of inequality, the less points received	Ranking of countries - Gini Index, by Index Mundi	
Household consumption	Country	To bigger household consumption, more points received	Data files of the National Bank's National Accounts and of the Organisation for Economic Cooperation and Development (OECD)	
Interest rates	Country	The lower interest rates, the more points received	Central Banks of each country	
POLITICS				150
Capital	City	More points for being the country's capital		
Fiscal barriers	Country	The scarcity of fiscal barriers is positively appreciated	<i>Country Rankings Index of Economic Freedom</i> , by The Heritage Foundation	
Economic freedom	Country	More points for the higher index of economic freedom	<i>Country Rankings Index of Economic Freedom</i> , by The Heritage Foundation	
Import openness	Country	More points for the greater degree of import openness	<i>The Global Competitiveness Ranking</i> , by the World Economic Forum	
Quality of political institutions	Country	More points for the better quality of political institutions	World Bank's <i>The Worldwide Governance Indicators (WGI)</i>	
Trade openness	Country	The bigger openness for export and import, the more points received	Data files of the National Bank's National Accounts and of the Organisation for Economic Cooperation and Development...(OECD)	

METHODOLOGY

CONCEPT	CITY/ COUNTRY	CRITERIA	SOURCE	RESULTS
Political stability	Country	The greater political stability, the more points received	<i>The Worldwide Governance Indicators (WGI)</i> , by the World Bank	
Contextual factors	Country/City	Negative contextual factors penalise the mark	Several sources	
Exports per inhabitant	Country	The bigger ratio of exports per inhabitant, the more points received	International Trade Stadistics	
SOCIO-ECONOMIC ENVIRONMENT				160
Important companies	City	Points added according to the number of companies in the Forbes Global 2000 ranking with head offices inside the city	Forbes' report <i>Global 2000: The World's Largest Public Companies</i>	
Main airport	City	There is considered the availability of one or more international airports	Wolrd Airport Codes	
Airport traffic	City	To more airport traffic, more points received	<i>Airports Council International</i>	
Port	City	Points added for having a port and the total score if it is among the top seven in the world	<i>World Ports by Country</i> , by World Port Source	
Railway network	City	Points added for railway and high-speed train connection	<i>The Global Competitiveness Ranking</i> , by the World Economic Forum	
Quality of roads	Country	Points given according to their position in the ranking	<i>The Global Competitiveness Ranking</i> , by the World Economic Forum	
Electric infrastructures and telecommunications	Country	Points given according to their position in the ranking	<i>The Global Competitiveness Ranking</i> , by the World Economic Forum	
Smart City	City	Points given according to their position in the ranking	<i>IESE Cities in Motion Index</i>	
Public safety	City	The more violent felonies committed per year, the less points received	<i>Safe Cities Index: Security in a rapidly urbanising world</i> report by The Economist	
Quality of air	City	The less polution, the more points	IQAir	
TOURISM				50
Number of tourists	City	To higher number of tourists, more points received	<i>Destination Cities Index</i> , by Mastercard	
Tourists' expenditure	City	To greater expense by tourists, more points received	<i>Destination Cities Index</i> , by Mastercard	
RETAIL				105
Shopping centres	City	The more shopping centres, the more points received	Several sources	
Main street	City	The more present streets in the world's most important streets for retail ranking, the more points received	<i>Main streets across the world</i> , by Cushman&Wakefield	
Department stores	City	More points for the more number of them	Several sources	
Minimum salary	Country	Less points the higher it is	Several sources	
Attraction of talent	Country	The higher, the better	World Economic Forum	
FASHION				135
Fashion consumption	Country	To more consumption, more points	UN	
Evolution of fashion consumption	Country	To more increase of consumption, more points	UN	
International operators	City	The more present operators, the better marked	<i>Store locator</i> of the biggest operators in the retail sector	
TRENDY CITIES				30
Fashion fairs	City	To more international fairs, more points	Several sources	
Cultural activity	City	The better position in the ranking, the more points	<i>The World's Most cultural Cities</i> , by Totallymoney.com	
Entrepreneurial climate	City	The better position in the ranking, the more points	Startup Blink's <i>Startup Ecosystem Rankings Report</i>	
Quality of life	City	To higher quality of life, more points	<i>Quality of Living Survey</i> , by Mercer	
TOTAL				1.000



# TENDAM

GLOBAL FASHION RETAIL

Tendam is one of the main European companies in the fashion sector specialised in the management of premium mass market brands. The company currently owns five different brands: Cortefiel, Pedro del Hierro, Springfield, Women'secret and Fifty brands. Each of them has its particular creative team, sales and management structure. Present in over 80 countries and with about 2,000 outlets, it is distributed through stores of its own, e-commerce and franchises. ■

# ie

BUSINESS SCHOOL

Founded in 1973 as a centre of formation for executives, IE Business School is nowadays one of the most important schools for business in the Spanish market. The school counts with University programs, Masters, Doctorates and MBA, as well as an area specialised on retail. With a strong international character, the organisation owns around thirty offices and headquarters around the world. ■

# mds

Modaes.es is the leader journal regarding economic information about the fashion business in Spain, specialised in generating information, providing services and elaborating activities which answer to the needs of the professionals working in this important economic sector. The header also counts with Modaes Latinoamérica edition and, since 2018, with the English global edition MDS. ■

# TENDAM

GLOBAL FASHION RETAIL

## CORTEFIEL

## Pedro del Hierro

## SPRINGFIELD

## women'secret

## FIFTY



Hot Retail Cities was launched in 2018 with the intention to offer elements of analysis to know the conditions of one hundred global cities for trade activity. Today, in its second edition, the report begins to fulfill another of its objectives: to offer relevant elements of information on how these cities have evolved, clearly identifying the variables that have improved and those that have worsened in relation to the whole of them.

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