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# THE DIPLOMAT

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ANCA NATIONALA

## Prudence pays

Central bank  
gets tough on  
credit

## Race for cash

Banks fight for deposits  
as liquidity dries up

politics

economics

business

arts

between Livada-Dej, Filiasi-Petrosani, and the northern circuit of the Bucharest ring road, which includes a 240 metre bridge.

FCC is also working on the widening and upgrading of the 52.2 km Timisoara-Lugoj section of national road DN6.

The company is now building the Basarab viaduct northeast of Bucharest for 135 million Euro and the bridge over the Danube that will connect Bulgaria to Romania.

## Hercesa: real estate market seeing healthy correction

The real estate market slowdown and tougher consumer credit regulations enforced by Romania's central bank will not affect the development of ongoing residential projects, argues Alejandro Solano, director of Hercesa Romania, but they will influence developers' future investment plans.

### Hercesa

#### Real estate developer

#### ■ Projects in Bucharest:

Vivenda Residencias, Blvd

Basarabia

Estellas Residencias, Blvd

Orhideelor

Residential project in Str. Brasov

Luxury hotel on Blvd Regina

Elisabeta

Four-star hotel on Str. Mircea

Voda

■ Total investments: 65 mil Euro

"We have 5,000 dwellings under development and we are not in a rush to invest in new projects if we do not consider them real opportunities," he says.

The residential market is undergoing a correction after three years of continuous growth. "When we entered Romania, we knew that the market could not have a 40 per cent growth rate forever and this is a healthy correction," says Solano.

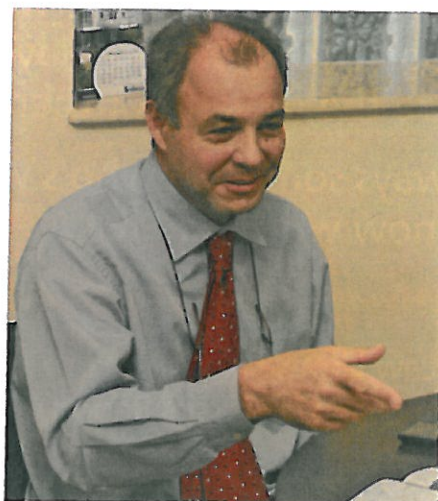
Hercesa has so far sold 220 apartments of 1,400 in its Vivenda Residencias project in east Bucharest. Construction on this project will be completed by 2012. The company has just launched a mixed-use project in Bucharest, Estellas Residencias, which will start construction next year.

The firm is waiting for construction permits to start work on a 3,500-unit residential project in Ghencea, developed in partnership with Greek investment fund Bluehouse.

Hercesa will also build a four-star hotel in Bucharest in affiliation with a Spanish hotel chain which is not yet present in Romania. In addition the company purchased former Hotel Cismigiu on Blvd Regina Elisabeta and plans to turn this into a 67-apartment luxury hotel.

## Sedesa: finishing pilot programme for Bucharest historic centre in 2009

Spanish construction company Sedesa will finish in 2009 the rehabilitation of the streets and the networks in part of Bucharest's historic centre.



**Building historic centres in Braila by end of 2008 and Lipsani section of Bucharest by 2009: Alejandro Urciuolo, Sedesa**

This includes design and execution of roads and utilities in the area around Strada Lipsani, Splaiul Independentei, Calea Victoriei and Blvd Bratianu.

Since spring 2008, the company has also been modernising Braila's historic centre. "Works include improvement of the water supply network, sewage collection

### Sedesa

#### Construction company

■ Divisions: Construction, energy, concessions, real estate

■ Projects: Rehabilitation of Bucharest's historic centre, modernisation of Braila historic centre, rehabilitation of Turnu Magurele-Nikopole road, Priboiu-Branesti Industrial Park, Dambovita county.

and new green areas," says Alejandro Urciuolo, general manager of construction division Sedesa Romania. "We will conclude this by the end of this year."

In Dambovita county, Sedesa is building a modern industrial park on the premises of an old military base in the Priboiu-Branesti area. Next December Sedesa will finish the rehabilitation of 42 km of motorway to Alexandria to improve the traffic on Strada Turnu Magurele-Nikopole.

## Ibiza House: delivering Pipera apartment complex this year

Real estate developer Ibiza House will deliver by the end of this year all 304 apartments included in Ibiza Sol complex in Pipera, near the American School.

The company sold half these apartments at prices ranging between 1,250 and 1,750 Euro per sqm. "People are more interested in ground floor apartments, so these apartments are now more expensive," says Federico Carapug, marketing & sales manager of Ibiza House.

### Ibiza House

#### Real estate developers

■ Delivered projects: Ibiza House, Ibiza Club, Ibiza Golf and Ibiza Golf&Light- all in Pipera, Voluntari county.

■ Ongoing projects: Ibiza Sol-Pipera, Voluntari county.

Pipera is attractive for residential developments due to the large number of green spaces, shopping centres and its proximity to two International Airports and the British and American Schools. Ibiza House has delivered four more residential projects in this area. The company also owns two land plots in Bucharest near Calea Calarasi, where it plans to develop an office building project and a mixed use project including offices and 120 apartments.

## CP International: aiming to deliver new block in 2010

Spanish real estate developer CP International last July started building 144 apartments in north Bucharest overlooking Plumbuita Lake. "We hope to deliver the building in the second half of 2010," says Bosco Gutierrez, general manager of CP