Welcome to MEGA Ufa

MEGA UFA HAS GREAT POTENTIAL FOR SUCCESS THANKS TO ITS WELL-DESIGNED LAYOUT AND RETAIL MIX. ADDED TO THIS, IT’S IN A PRIME LOCATION, SURROUNDED BY A NUMBER OF POPULAR RETAIL SITES.

According to customers perception MEGA Ufa is strong at appearance and atmosphere. Centre is also known for the biggest and free parking, the fullest complex of customer services and the strongest offer in affordable fashion and goods for kids.

A significant proportion of Bashkortostan residents choose to shop in Ufa. The Ufa market is particularly promising as there’s minimum high quality retail space and the ratio of retail space per capita is relatively low.

In total, housing projects for about 7,000 residents will be completed within the primary catchment area by 2015.

Market overview

<table>
<thead>
<tr>
<th>Catchment areas</th>
<th>People</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>211,500</td>
<td>&lt; 12 km</td>
</tr>
<tr>
<td>Secondary</td>
<td>794,300</td>
<td>12–21 km</td>
</tr>
<tr>
<td>Tertiary</td>
<td>724,200</td>
<td>21–185 km</td>
</tr>
</tbody>
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Total area: 1,730,000
At IKEA Shopping Centres Russia, we design MEGA centres to suit the local area and consumer. Layout and retail mix is tailored to the area, enabling our tenants to attract the optimum number of shoppers.

In fact, excellent relationships with many retailers have brought famous international brands to Ufa and the Republic of Bashkortostan for the first time.

The size and shape of it

- Opened: 2011
- GBA: 141,800 m²
- GLA: 114,700 m²
- IKEA: 25,800 m²
- Auchan: 16,000 m²
- Leroy Merlin: 17,000 m²
- Mall: 56,000 m²
- Stores: 187
- Parking space (with allocated disabled parking): 6,600
- Parking area: 195,300 m²
- Parking ratio: 57 spaces per 1000 m² GLA
- Land: 32.5 ha
- Levels: 1 level + mezzanine + underground parking
- Loading mall level servicing: 5 loading areas with 15 docks in total

Getting around

Ufa is a large inter-regional transport hub, connecting railways, pipelines, highways, airways and waterways with a major international airport.

The Belaya River, with its tributary, the Ufa River, intersects the Trans-Siberian Railway here.

Address: 174, Rubezhnaya st., Kirovsky district, Ufa

Distance to the city centre: 7 km
Distance to the airport: 13 km

Public transport: buses, fixed-route taxis from the city centre
By car: turn off from the R-314 highway
Get to know the area

THE CITY IS CURRENTLY DEVELOPING TRADE AND ECONOMIC LINKS WITH A NUMBER OF COUNTRIES INCLUDING GERMANY AND CHINA, AS WELL AS WITH MAJOR RUSSIAN CITIES SUCH AS KAZAN, EKATERINBURG, CHELYABINSK AND ORENBURG.

The city of Ufa

MEGA Ufa is in the city of Ufa, the capital of Bashkortostan. The city’s economy is based on the fuel and energy industries and machinery manufacture. Construction, timber, food processing and pharmaceuticals are also growing industries.

Change of market potential stems from growing consumer expenditures and changes in the number of inhabitants. By 2020, a total growth of about 55% is predicted compared to 2012.

Population: 1,077,700 people
City area: 708 km²
Retail turnover: over 58% of turnover of the Republic

The Republic of Bashkortostan

Bashkortostan is part of the Russian Federation, the Volga Federal District and the Ural Economic Region.

The Republic stretches 550 km from north to south and 430 km from west to east. It enjoys a high investment rating and is ranked one of the lowest territories for investment risk.

Population: 4,069,700 people
Area of the region: 143,000 km²
Industries: oil processing, chemical industry, petrochemical industry
Retail turnover: 17.2 billion EUR (2013)

Bashkortostan has economic relations with 90 countries around the world; its largest trading partners traditionally include the Czech Republic, the UK, Kazakhstan, the Netherlands, China, Liechtenstein, Italy, Germany, Finland and Ukraine.

The major cities here are Ufa, Sterlitamak, Salavat, Neftekamsk, Oktyabrsky and Birsk.
Join us to create a successful story

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