An e-commerce market giant takes another step in its expansion into Poland

DocData Fulfilment Solutions sp. z o.o uses the potential of the fastest growing e-commerce market on the continent and strengthens its position in Poland. The company has just signed a lease agreement for 4 315 sq m of warehouse space and 400 sq m of office space with Prologis Park Błonie and will be moving into its new premises in September 2015. The tenant was represented in the process of searching for a suitable facility and negotiating the agreement by the international consultancy BNP Paribas Real Estate Poland.

“The strategic objective here was to select a location that would meet our client’s multifaceted requirements and long-term plans. Due to the fact that this is Docdata’s first A class warehouse in Poland, we have specifically for this transaction carried out a detailed analysis of not only the facilities available, but also of their micro-economic environment. The selection parameters included among others: availability of workforce, labour costs, unemployment levels, proximity to the key markets as well as expansion opportunities.” – comments Katarzyna Pyś-Fabiańczyk, Head of the Industrial and Logistics Department at BNP Paribas Real Estate Poland.

Docdata Fulfilment Solutions Sp. z o.o is a Polish division of the Dutch company DOCDATA N.V., a leading European service provider for online retailers which offers a comprehensive range of support services for logistics processes. The need to expand its structures in Poland arose when the company initiated its collaboration with the most influential player on the domestic market, i.e. the Allegro Group. Under the partnership arrangement, as of 1 October 2015 Docdata will be responsible for provision of comprehensive support services for logistics processes for the Allegro Group, including provision for the first time in Poland of fulfilment services. The contract with Allegro is another milestone on the company’s way to its expansion into Poland. As the project will be implemented near Warsaw, this means that the company is expanding its services addressed to the e-commerce market even further into to Central and Eastern Europe region. At the moment Docdata’s clients include among others: Zalando, brands4friends and ASOS, at the instruction of which more than 250 000 goods are dispatched across Europe on a daily basis.

“As far as management of our quality processes is concerned, we wish to provide the highest standard of services and want to work with partners holding the best qualifications. We value the extent of work carried out by our advisors at BNP Paribas Real Estate Poland, which meant that we were provided with a cross-sectional and complex analysis of the market. This, in turn, enabled us to take the best decision in terms of our dynamic expansion into Poland and conclude the agreement with Prologis.” – comments Stefan Van Hoof, Managing Director, DocData Fulfilment Solutions sp. z o.o.

Prologis Park Błonie is a facility located in central Poland, close to Poland’s capital city, which provides quick and convenient links to all Polish and pan-European transport routes. It is situated 25 kilometres to the west of the centre of Warsaw, which enables distribution of goods both in Warsaw itself as well as the agglomeration. The logistics centre is located along the E30/DK92 road that connects Western and Eastern Europe, only 8 kilometres from the newly opened A2 motorway connecting Warsaw and Berlin, 40 kilometres from the international Okęcie airport and 38 kilometres from the Modlin airport.
Prologis Park Błonie is a distribution centre consisting of seven buildings totalling 152 000 square meters of warehouse and office space. In addition to warehouses boasting the latest technical solutions, there are numerous parking spaces and manoeuvring yards for heavy goods vehicles in the park, and there is 24-hour a day surveillance in operation. The centre meets all the requirements of contemporary distribution facilities occupiers.

"High quality distribution facilities, professional property management services and proactive partnership with customers are Prologis’ commitments in every market. We are glad that DocData Fulfilment Solutions, which is also our customer in the Netherlands, recognised our values and selected our distribution centre in Poland. The excellent location and the potential for further expansion at Prologis Park Błonie influenced the customer’s decision to move to our park” - said Kamila Pruk, Leasing Manager Prologis Poland.

Prologis is a leading warehouse facilities provider and manager in Poland, the Czech Republic, the Slovak Republic, Hungary and Romania which offers more than 4.3 million square meters of space in 43 parks across the Central and Eastern Europe region. As a leader amongst developers of modern warehouse space in Poland, it provides its services to both local and global clients, to whom it makes available more than 2.2 million of square meters of space across the country.

**BNP Paribas Real Estate**

One of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: property development, transaction, consulting, valuation, property management and investment management.

As regards the CEE Region, BNP Paribas Real Estate provides services in respect of Capital Markets, Property Management, Transaction, Consulting and Valuation. Furthermore, all departments are supported by the Research Team, which provides knowledge regarding real estate markets, thus enabling BNP Paribas Real Estate clients to make the most suitable long-term business decisions.

BNP Paribas Real Estate has local expertise on a global scale through its presence in 37 countries with more than 180 offices and 3,800 employees. BNP Paribas Real Estate is a subsidiary of BNP Paribas Group.

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