

## Scandic to build 572 rooms hotel in Berlin

2007-10-12

---

Scandic and Danish real estate developer Schaumann Properties A/S have entered into a partnership that will develop a new hotel with 572 rooms located at Potsdamer Platz in Berlin. The hotel marks the first serious step on Scandic's new international growth strategy and is expected to open in February 2010.

Scandic, the leading hotel operator in the Nordic countries, will now actively pursue development opportunities in Eastern and Northern Europe, Russia and the Baltic's - this in addition to still securing growth in the Nordic home markets.

This growth strategy now takes the company and its brand to the German capital.

'Our new Scandic in Berlin will be a significant landmark for our brand and will spearhead our development in Germany, the largest hotel market in our part of the world', says Frank Fiskers, President & CEO of Scandic. 'It is our ambition that the combination of Nordic design and Scandic's hotel operations with a clear focus on sustainability and informal customer-friendly service will be a strong addition to the hotel market in Berlin'

The hotel is a part of a larger development scheme at Potsdamer Platz. The scheme will also include a residential part, wellness & fitness as well as other commercial elements. Potsdamer Platz is one of the very centres of Berlin within easy reach of the greater parts of the inner city.

'When we acquired the last site at Potsdamer Platz we had an ambition of developing something that would add value to Berlin. Having signed a contract with Scandic for this exciting hotel we believe that we have achieved this. We are proud to sign with the leading Nordic hotel chain, being a Nordic company ourselves.' says Jens Schaumann, President & CEO of Schaumann Properties.

Schaumann Properties is a Danish company focusing on both portfolio investment and property development in selected countries in Europe. Schaumann Properties is listed on the Nordic Stock Exchange in Copenhagen.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article29645.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)