Vision, urban regeneration and realization of the project Šmartinska Partnership

President of the Management Board BTC and CEO
Mr. Jože Mermal

Ljubljana, October 14, 2011
**BTC City** — the key to the synergy of Šmartinska Partnership
Right balance of public and private programmes
Present situation
BTC City and Šmartinska Boulevard
Planned situation
Šmartinska Partnership - the largest redevelopment area in Ljubljana - a new urban focus to reach the historic centre

BTC City

The winning design in the international urban planning competition sponsored by Šmartinska Partnership.
Author: Hosoya Schaefer Architects, Zurich, Switzerland, 2008
BTC - from warehouses to the prestigious district of Ljubljana – a key to the new huge project Šmartinska Partnership

- 57-year-long tradition of the company
- Complete reconstruction of 200,000 m² of warehouse premises
- Reorientation of the business through the 20-year-long radical restructuring and conversion of former biggest European inland cargo terminal into BTC City
- Substantial improving of architecture of buildings, open space, infrastructure, branding, environment, events

BTC Logistic terminal (1987)
Conversion into City

BTC City – one of the largest business, shopping, entertainment-recreational and cultural centres in Europe

2011 – BTC City has 390,000 m² business premises

20 percent of the whole area Šmartinska Partnership
As many as 21 million people visit BTC City every year

Music event: Rhythm of youth, September 2011 (30,000 students)
International Marathon Franja BTC City Museeuw Classic, May 2011 (4,000 cyclists)
BTC City - symbol of integration of different activities in one place

Visitors are attracted by BTC City’s diversity and a wide range of different programmes and services on 475.000 m². It offers:

- numerous domestic and foreign companies and banks,
- 450 shops ranging from large department stores to specialized shops with world – famous brand products,
- marketplace (fish, vegetables, flowers, food,...),
- Atlantis Water Park with 15 big and small swimming pools, 16 saunas and massage facilities,
- Millenium Sports Centre with tennis courts, fitness and dancing school,
- Arena Entertainment Centre with 28 bowling lanes,
- casino,
- Kolosej Multiplex Cinema with 12 screens and 3.400 seats
- over 60 restaurants, bars, pizzerias, coffes, micro brewery,
- theatre,
- medical centre and pharmacy,
- wellness & spa centre, ice-skating rink,
- language school,
- more than 8.500 free parking spaces, car wash, free shuttle bus service, two public bus lines
More than 40 prominent domestic and foreign architects designed major projects in BTC City

Atlantis Water Park

Kolosej Multiplex Cinema
BTC City – city of coexistence

Since its beginning BTC has invested greatly and developed many different business, cultural, ecological and human beings environment: theatre, multiplex cinema, art collection, bus shuttle, solar power plant, skate rink, beach volleyball court. BTC City is a great meeting point.

One of the largest water sculptures in Slovenia entitled Mother Earth
It symbolizes the right to water as a fundamental human right

CityBus Shuttle free of charge and available within BTC City
Šmartinska Partnership –
public – private partnership

• Public – private partnership: City Municipality of Ljubljana and 10 main private landowners
• Urban, economic, traffic, ecological, social transformation and regeneration of the area into an integral part of the capital Ljubljana.
• Šmartinska Partnership, comprising 230 ha in the north – east of Ljubljana, is located between the city centre, BTC City, Central railway terminal and the highway ring.
• The masterplan proposes renovation of former industrial area with implementation of new urban programmes and sustainable infrastructure and determines the future development which will transform industrial complexes into a vital, intensive and a programme rich urban space.
• Basic contract between the landowners and City Municipality of Ljubljana is signed. The first act was international tender in 2008 for the best masterplan and in the near future we have a duty to agree a solution about the new Central Park and tram between BTC City and the ring road.

Area under development by Šmartinska Partnership
Timeline of Šmartinska Partnership

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<th>Year</th>
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<td>2007</td>
<td>Letter of intent</td>
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<td>2008</td>
<td>International competition for the best renovation masterplan – 15 competitors and project solutions</td>
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| 2009 | Winner: Hosoya Schaefer Architects, Zurich  
Collaboration with all stakeholders and enlarged team of consultants  
Strategic spatial plan (SPN) and Implementation spatial plan (IPN) adopted (according to time schedule)  
July - first project of Šmartinska Partnership – construction start of the Crystal Palace  
Architecture and engineering projects  
Šmartinska Park (investor is City Municipality of Ljubljana) - completed  
126 non-profit housing (investor is City Municipality of Ljubljana) - completed |
| 2010 | Detailed municipality spatial plan implemented  
Residential area Atrium (private investor) – 289 high quality flats |
| 2011 | Crystal Palace, completed tower as a part of masterplan Šmartinska Partnership  
Beginnings of a project management and development office for Šmartinska Partnership in BTC  
Search of potential investors: funds, direct investors and other financial institutions |
| 2012 | Opening of a 4-star hotel with 17 floors and 240 rooms |

Current activities  
Completion of rail connection between BTC and Central railway terminal  
Construction of a footpath and a cycle path from BTC City to city centre  
Central park  
BTC has already incorporated itself into Šmartinska Partnership and will continue its activities if the rest of the owners will do the same
City Municipality of Ljubljana – Šmartinska Park and housing; Residential area Atrium and high quality housing

The first projects in Šmartinska Partnership

Šmartinska Park

Residential area Atrium – 289 high quality flats

Non-profit public housing
Crystal Palace – modern icon
Public opening in September 2011

Crystal Palace is a new business, commercial and community centre, and a project within the scope of the masterplan Šmartinska Partnership.

- BTC as a developer invited eight recognized architectural studios to create concept design.
- Their proposals were presented in the City Hall of Ljubljana to the public and architects which gave recommendations that helped BTC to make the final choice.
- The sophisticated modern architecture contributed to the unique environment of BTC City.
- Crystal Palace is designed to meet the highest safety, construction, technical and ecological standards in order to provide optimal state-of-the-art living standards to the people.
- Architecture of the Crystal Palace is the product of the knowledge and crystal clear vision of the architects of Atelje S, Branko Smolej and Denis Simčič.
Crystal Palace - the tallest building in Slovenia

- Top architecture and unique design
- Total surface area of the building 45,800 m²
- 89 m high
- 20 floors of business premises (typical floor 1,000 m² gross)
- 3,000 m² of shopping gallery
- 2,500 m² green terrace for events
- Congress centre with 200 seats
- Medical – Aesthetic & Wellness Centre
- Three-level Restaurant with the best culinary
- Café and confectionery on the top floor
- 3 underground parking levels with 600 parking lots
- Panoramic elevators
- Vertical solar power plant on the façade
- Heliport
- Urbanized surrounding area with a fountain and a park
Crystal Palace – place of international business

- Business centre (IBM, Merck, Unicredit leasing, Adecco, SKB Banka, Prva Group,...)
- Congress Hall
- Shopping Gallery (trademarks iStyle Apple Premium Reseller, Rolf Benz, Ekle, SKB bank, Yves Rocher,...)
- Business Club BTC (20th floor)
A project under construction within the scope of masterplan Šmartinska Partnership

- Investor: Zlatarna Celje
- Investment value: 21 mio EUR
- Expected opening: May 2012
- 2 basement levels + ground floor + mezzanine + 15 floors
- 240 rooms
- Contemporarily designed and furnished 4-star hotel
- At the heart of the biggest business and entertainment centre of the region
- Fast connection with the airport and city centre
- Exceptional conference rooms with the view of Kamniško-Savinjske Alps and panorama of Ljubljana
- Lobby bar and hotel restaurant
Šmartinska Partnership will introduce great opportunities, motivation and new possibilities for further development and improvements on architectural, urban, social, environmental, traffic and business fields.

These aspirations combined with clear vision, courage, purpose, dynamism and ambition should upgrade not only BTC but also complement the city of Ljubljana as a whole to become an organized space responding to the requirements of modern time.

2011 – Beginning of a project management and establish a development company for further implementation of Šmartinska Partnership to prepare proposals how to attract foreign and domestic investors, banks, financial and public institutions, architects,...
Šmartinska Partnership
At the area’s heart is a triangular Central Park of 7,4 ha with a tram shuttle

I would like to live near this Central Park! And you?