

# SF Development plans retail space extension

THE NATION

SF Development Co plans to open a Bt2 billion retail phase at its Megabangna shopping complex by the end of this year.

“We expect the retail extension to increase visitation by 10 per cent each month,” Christian Olofsson, managing director of Megabangna & Megacity, said yesterday.

“We are excited to announce that, once again, we will offer food and beverage brands to our visitors that you would normally only find in the city centre of Bangkok, such as Dean & DeLuca, Godfather, Bon Chon and a new Starbucks,” he said.

This is part of its Bt65 billion master plan to develop Megacity on 400 rai of land at the major inter-

section of Bang Na-Trat Road.

Beginning with the opening of Megabangna in 2012, Megacity will combine hotel, office, residential and other types of components.

Two more retail phases, focusing on entertainment, leisure, sports and education, are in detailed planning and will be formalised next quarter.

Suphin Mechuchep, managing director of Jones Lang LaSalle Thailand, which has been appointed to facilitate the operator selection for the first hotel, said Megabangna sits at the crossroads of one of Bangkok’s most dynamic areas.

Bang Na-Trat is one of the metropolis’ fastest growing suburban markets, with more than a million people, many with high purchasing power, living in the vicinity.

It is also host to many successful businesses that are poised to continue growing, supported by public infrastructure investment in the area and improving connectivity to resort and industrial destinations in the Eastern Seaboard.

Planned investments such as the Yellow Line and the rail line that will connect the Skytrain’s Sukhumvit Line with Suvarnabhumi Airport stand to support further growth in the area.

With its strategic location abutting major arterial roads and expressways and future transit station, Megacity stands head and shoulders above the competition in catering to the needs of residents, businesses and visitors to the area, he said.