

NEWS

Modernisation and development study by Implenia and Lucerne University: residential construction needs to meet the requirements of target groups – Supply remains tight in Swiss cities | Increased non-occupancy risks in rural areas | Redevelopment more topical than ever

Dietlikon, 29 September 2016 – In recent years, a lot of capital has flowed into real estate markets, and especially the residential market. However, supply is not necessarily being created where the demand is. That is the conclusion reached in the latest modernisation and development study conducted by Implenia in conjunction with the Lucerne University of Applied Sciences and Arts. One possible response to the consequent challenges is a greater focus on the needs of specific target groups. Implenia presented the results of the “Future of residential construction – tenants in focus” study on Thursday in Zurich to around 100 invited Swiss property investors and transaction specialists.

“In the major centres, many families are finding that the search for appropriate, affordable living space is a full-time job at the moment,” said Adrian Wyss, Head of Business Unit Modernisation & Development. In rural areas, by contrast, supply is growing. As a result, the risk of non-occupancy is increasing in the countryside, while the market in cities and major towns remains tight. This makes it even more important to maintain the focus on existing buildings. To bring an end to the spiral of non-occupancy, the study’s authors say that the focus – in cities but also in towns away from the major centres – should be on land that’s already been developed.

“Managing non-occupancy is becoming more important in rural areas, and supplying up-to-date housing plays an important role here,” says Christian Kraft, author of the study and Head of Consulting & Acquisition at Implenia. In urban and rural areas alike, suppliers have failed to pay enough attention to people’s actual housing requirements over the last few years. The authors advise that in future builders should think more about their choice of location, and engage actively with the question of what people actually want from a home. According to Kraft: “New projects have to appeal to different people and take account of their needs – and of how these needs change over time.” This will help properties to retain their appeal and thus remain profitable for the long term, he says.

“Modernisation projects and new builds interact closely with each other,” says Business Unit Head Adrian Wyss. “They create the exciting, complex development situations that Implenia likes to tackle with its clients and partners.” The latest study and the one from last year are available [online](#).



Implenia is developing "Werk 1" on the Sulzerareal site in Winterthur. The project follows many of the principles outlined in the study: a wide variety of uses and target groups in a sought-after location with excellent prospects for the future. (Photo: Alessandro Della Bella)

Media contact:

Reto Aregger

Communications Manager

Tel.: +41 58 474 74 77

communication@implenia.com

Implenia, Switzerland's leading construction and construction services company, also has a strong position in the German, Austrian and Scandinavian infrastructure markets. Established in 2006, Implenia can look back on around 150 years of construction tradition. It brings the expertise of its highly skilled sectoral and regional units together under the roof of a company active throughout Europe. With its integrated business model and specialists operating in all areas of construction, the Group can manage a building project through its entire lifecycle and deliver work that is economical, integrated and customer-centric. The focus is on striking a sustainable balance between financial success and social and environmental responsibility.

Implenia, with its headquarters in Dietlikon near Zurich, currently employs more than 8,000 people around Europe and posted revenue of around CHF 3.3 billion in 2015. The company is listed on the SIX Swiss Exchange (IMPN, CH0023868554). More information can be found at www.implenia.com.