

WE ARE SETTING NEW STANDARDS



**Nebojša Vasičić
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Project Development
Managers of „A Blok“

'A Blok' has made it possible for new standards to emerge in construction of residential and office buildings on the Belgrade market. Once finished, by the end of 2018, this contemporary complex will span 140,000 square metres gross

The time has come for healthy competition to enter the design sector, and for the quality to become the most important prerequisite – Nebojša Vasičić and Dušica Gaković, project development managers of 'A Blok' say.

What novelties did A Blok bring to property offer in Novi Beograd?

– A Blok has been created on the back of the idea to offer new quality of residential and office space in Novi Beograd in accordance with the best global practices of sustainable construction. The entire complex has been designed to comply with the construction rules for energy efficient buildings – from saving energy and natural resources to a huge green area which spans over 9,000 square metres. Such format of construction requires top notch materials which means that each and every material used had to be accompanied by a certificate proving it meets environmental standards. This is the case with all the materials that have been used for the building fronts and exterior decoration, as well as for the building's interior.

You have finished and sold the apartments from the first and second project stage. When are the third and fourth stage going to be completed?

– All the apartments (799) from the three combined construction stages have been sold, with the apartments from the first and second stage getting tenants even before the deadline. The third stage is pending and the works are supposed to be completed in September 2017. During the fourth stage of the development of this complex, we are going to build a business building which will span a total of 39,100 square metres. The tenants in this building will have the best possible working conditions thanks to the way in which the building is being constructed and additional facilities that will be at their disposal. The construction is supposed to finish by the end of 2018. After all the construction stages are completed, A Blok will stretch across 140,000 square metres gross.

How willing are domestic real estate developers to offer properties that have been built in accordance with the latest

construction standards?

– It is a well-known fact that construction industry cannot develop if there are no large-scale infrastructure projects and capable people with a vision who are willing to apply the best construction practices on the domestic turf. It is encouraging to see that domestic real estate developers now have an opportunity to build good reputation for themselves while relying on the domestically produced construction materials with several new 'players' emerging in certain segments. We have invested a lot in building up our brand, including the fact that all laboratories across the country and the region that do quality control know us very well.

Recovery of production and Serbia's gradual exit from the financial crisis are both wind in the sails of new infrastructure projects. The construction of retail facilities worth a billion Euros is expected to start within a next year. The proof that construction has been growing at a tremendous rate can be seen in the fact that it has become very difficult to find available workers. ◀