

A Global Vision For Real Estate And Green Infrastructure

An Interview with Sorin Preda, Founder and Chief Executive Officer, GlobalVision

EDITORS' NOTE Sorin Preda, Founder and CEO of GlobalVision, is a highly skilled entrepreneur with a visionary approach to growth and sustainability. His leadership has been instrumental in positioning the company as a market leader, effectively navigating complex challenges and shaping the future of real estate development in Romania, while expanding its influence across regional and transatlantic markets. Over the past two decades, he has earned a reputation as a forward-thinking expert and one of the most dedicated leaders in the local real estate industry.



Sorin Preda

COMPANY BRIEF GlobalVision (globalvision.ro), founded by Sorin Preda over two decades ago, has become a prominent leader in the Central and Eastern European real estate market. With over 1.8 million square meters developed and 800,000 square meters under management, the company has built a strong presence across the industrial, logistics, and commercial real estate sectors. Renowned for its reliable commitments, GlobalVision continues to break new ground, attracting international investments and elevating Romania, alongside the CEE and Black Sea regions, as strategic destinations within the EMEA market. Recently, GlobalVision has expanded its portfolio by launching a new division focused on green energy investments and development. Additionally, the company has announced the creation of its own real estate investment platform. GlobalVision is entering a new era as an investment platform focused on real estate and energy infrastructure. By harnessing a highly skilled team, the company aims to better capture market opportunities in these sectors. With a strategic emphasis on both sectors, GlobalVision is poised to drive growth and create value for investors, leveraging its expertise to navigate emerging opportunities in Romania and beyond.

GlobalVision has grown along with the Romanian and CEE real estate market, and in its 20 years of activity, has managed to shape its field of business. What have been the main milestones that the company has achieved?

GlobalVision's journey over the past 20 years, has been marked by significant milestones that have not only contributed to its own growth, but also modeled the Romanian real estate landscape. Our results can best draw the picture of developments over the last 20 years. We have managed to perform in a dynamic changing economic environment, both in Romania, Europe and globally, with over 50 development projects and more than 150 construction projects successfully completed. With 10 industrial and logistics parks developed, the company has also demonstrated its expertise in large-scale infrastructure projects.

GlobalVision has recently moved to a new dimension and its performance has been recognized in a major transaction for the regional market.

Will you provide details about the steps taken by GlobalVision?

The recent transaction with WDP Romania was indeed a transformational moment for GlobalVision. This transaction, valued at approximately €110 million, includes assets in Bucharest, Constanta, and Târgu Mures. This step not only strengthens our vision for the future, but also demonstrates our ability to attract significant international capital and investors. In July 2024, GlobalVision had successfully finalized the sale to WDP Romania of 150,000 square meters of leasable area and 300,000 square meters of land next to the Port of Constanta, with significant development potential. This transaction is bringing into WDP's ownership four Class A warehouses and light industrial facilities that GlobalVision has built over the last four years.

You mentioned that GlobalVision's plans include creating a real estate investment platform. What does this investment platform bring to the new economic ecosystem?

Our new real estate investment platform marks a significant step forward in how we engage with both investors and the market. Focused on real estate and energy infrastructure, the platform is designed to attract global capital while financing projects that align with the demands of the modern economy. With a

target of securing €500 million across all real estate sectors and an additional €500 million in energy projects, we are positioning ourselves to drive significant growth. With sustainability at its core, it offers investors the opportunity to participate in both green energy initiatives and traditional real estate developments. By bridging international capital with high-potential developments, it not only supports growth in Romania, but also across Central and Eastern Europe, positioning GlobalVision to drive value and innovation in both real estate and energy infrastructure.

What is the role of GlobalVision in the evolving real estate landscape?

GlobalVision's role in the evolving real estate landscape is to serve as a bridge between global investors and local opportunities. In this new era, we are committed to integrating digitalization with sustainable practices. We believe that the real estate sector must adapt and evolve with technological advancements to create lasting value for all stakeholders. This forward-thinking approach positions us at the cutting edge of real estate development, continuing to attract international partnerships that share our vision for a more interconnected, sustainable future. Those who adapt, think ahead, and take proactive action will succeed in the real estate market of the future.

As a founder of a family-owned business, how has this experience shaped your approach to leadership?

It has deeply influenced my leadership style – fostering a strong sense of responsibility, long-term thinking, and a commitment to preserving the values that the company was founded on. One of the key advantages of a family-owned business is the stability and continuity it provides, as decisions are often made with future generations in mind. This long-term perspective allows for sustainable growth and a strong company culture built on trust and loyalty.

As we transition to the next generation, we face an exciting opportunity to integrate the time-honored traditions of our business with new, innovative ideas. By blending our established practices with fresh perspectives, we can continue to adapt to changing markets and technological advancements, securing the business' continued success and relevance in the future. ●