



## Thai Shopping Center Market

- ❖ Premium Shopping Center 1,000,000 SQ.M  
( *Siam Paragon ,Emporium ,Gaysorn* )
  - ❖ Siam Paragon 500,000 SQ.M
    - ❖ Market share 50% of Premium Market

## Ideal Strategic Alliance

A collaboration between two long-established  
and highly successful companies in  
the retail & real estate industry,



SIAM PIWAT

*Siam Piwat and The Mall Group*



Committed to the “Statement of Success” of the  
*Siam Paragon*



## **Siam Piwat Co., Ltd.**

Is a leading retail real estate developer for over 30 years. Its successful projects include Siam Center, Siam Discovery Center, Siam Tower and Hotel Siam Intercontinental which for decades have been at the forefront of Thailand's retail and hotel industry.

## **The Mall Group Co., Ltd.**

Is a pioneer in Mega-All-In-One retailing industry. With the high level of success in developing The Mall and The Emporium Shopping Complex, The Mall Group Co., Ltd. Is a solely Thai-owned retail real estate developer with 10 branches in Thailand.

**“VISION”**

*World-Class Shopping*

*&*

*Entertainment Phenomenon*

## “MISSION”

To Stimulate the economy and promote a strong confidence among foreign investors. Created as a national showpiece strategically in the capital, Siam Paragon effectively enhances Bangkok as a world-class destination for a supreme shopping and entertainment experience.

# Prime Location, right in the heart of Bangkok



## “ SIAM PARAGON ”

The Project takes as its inspiration  
a harmonious blend of excellence combination  
of global design concepts:

*Nature & Culture*

*Fashion & Lifestyle*

*Art & Technology*

# Facilities Management Challenges

Siam Paragon Shopping Complex is not only a Shopping Facility but

*“Facilities within Facility”*

With different Anchor Tenants like, Royal Paragon Hall, Paragon Cineplex, Paragon Department Store, Siam Ocean World and Shopping Complex which all activities are under the same roof, make it difference and challenging.

