



## PRESS RELEASE

# **EUROPEAN REAL ESTATE PROVIDER VGP PARTNERS WITH CLIENTS FOR BRAND CAMPAIGN**

- **VGP, together with some of its many valued clients, has launched a large marketing campaign across Europe to showcase its high-quality logistics and industrial real estate parks.**
- **As part of this initiative, VGP launched a new corporate video and relaunched its corporate website, offering a fresh design and improved functionality.**
- **VGP presents brand campaign at EXPO REAL in Munich from 6-8 Oct 2025, where it will be present at booth A2.311.**

**23 September 2025, Antwerp, Belgium** - VGP, the pan-European owner, manager and developer of high-quality logistics and semi-industrial real estate as well as a provider of renewable energy solutions, has closely engaged some of its many valued clients, to develop a brand campaign across Europe. As a result, a compelling campaign has been launched as well as a new company video and a new company website. This strategic initiative underscores VGP's ambition to contribute to Europe's industrial future and highlights its commitment to innovative and sustainable real estate solutions that meet the needs of its diverse clientele.

Founded as a Belgian company in the Czech Republic in 1998 and now active in 18 countries, VGP has established itself as a trusted partner for leading businesses across the continent. The company's logistics and industrial parks are built to last, combining architectural quality and technical precision with strong environmental standards and a local-first mindset. Its offerings range from land acquisition and in-house architectural design to full construction execution and long-term facility management. The goal is to create tailor-made, future-ready environments where businesses can grow, and communities benefit on a long-term. This is being enabled by its in-house technical competence, having more than 60% of engineers among its employees.

VGP launched its brand campaign across major European airports, international media, and digital channels, visible in 16 countries. The interactive campaign highlights its diverse projects from robotics to renewables, from urban logistics to green redevelopment, showcasing collaborations with leading international clients like Zalando, Opel, and DPD.

To further amplify the message, the campaign is accompanied by a dedicated video that brings VGP's vision to life in an engaging way, combining an interactive version of its campaign visuals with a clear narrative about innovation and sustainability. A redesigned

website also offers clients, municipalities, partners and other interested visitors faster, more intuitive access to information. With a fresh design, a future-proof structure and improved content, it introduces a modern way of engaging with stakeholders.

The campaign is aligned with its vision to support Europe's reindustrialisation, ready to deliver the spaces, energy and infrastructure that fit to modern industry demands, beyond logistics needs. Strategically located sites, sustainable building practices and integrated renewable energy systems are all part of this. In this context, the company announced some compelling projects lately. These include among others: a cutting-edge battery production plant for Hyundai Mobis in Pamplona, Spain, an ultramodern production facility for VAT in Arad, Romania, supporting the semiconductor industry, and a green innovation campus for Opel, in Rüsselsheim, Frankfurt, Germany. Many of these projects, reflecting the industries of tomorrow, are being showcased in VGP's brand campaign.

The company will also put its brand campaign forward during its participation to the EXPO REAL trade fair in Munich, one of Europe's largest trade fairs for real estate. At EXPO REAL, VGP will present its fully integrated business model in its new brand presence, reinforcing the company's ambition to turn the vision of its clients into reality and to contribute to Europe's industrial landscape.

## **CONTACT DETAILS FOR POTENTIAL TENANTS AND MEDIA ENQUIRIES**

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## **ABOUT VGP**

VGP is a pan-European owner, manager and developer of high-quality logistics and semi-industrial properties as well as a provider of renewable energy solutions. VGP has a fully integrated business model with extensive expertise and many years of experience along the entire value chain. VGP was founded in 1998 as a family-owned Belgian property developer in the Czech Republic and today operates with around 412 full-time employees in 18 European countries directly and through several 50:50 joint ventures. In June 2025, the gross asset value of VGP, including the 100% joint ventures, amounted to € 8.3 billion and the company had a net asset value (EPRA NTA) of € 2.6 billion. VGP is listed on Euronext Brussels (ISIN: BE0003878957)

For more information, please visit: <https://www.vgpparks.eu/en/>