

PRESS RELEASE

Jagdfeld Real Estate brings together retailers, trade associations and investors at the 2026 Retail Dinner

Exclusive panel discussion at the China Club Berlin / dm CEO Markus Trojansky discusses courage, change, and new approaches in brick-and-mortar retail / more than 100 guests from the retail sector, trade associations, and the institutional investment sector

Düren/Berlin, June 19, 2026. Jagdfeld Real Estate once again hosted its annual retail dinner at the China Club Berlin. More than 100 invited guests from the retail sector, retail associations, and the institutional investment sector gathered last night for this exclusive industry event. The focus was on personal discussions about the future of retail and the requirements for modern retail real estate in a challenging market environment.

Markus Trojansky, Managing Director of Expansion at dm-drogerie markt, served as the keynote speaker for the evening. For years, dm has been regarded as one of the most successful retail companies in Germany, not least because the company is quick to adapt to changes in the market, continually reevaluates customer needs, tests new product lines based on these insights, and consistently drives the evolution of brick-and-mortar retail. Trojansky elaborated on this corporate philosophy in an interview with Christoph Stoll, COO of Jagdfeld Real Estate, and discussed why courage, flexibility, and a willingness to experiment are crucial, especially in a challenging market environment. Using concrete examples, he demonstrated how quickly new customer needs are translated into new operational processes.

“From the customer’s perspective, process model optimization is not just a buzzword, but a proven model for success that dm puts into practice. This approach can be applied to an ever-expanding range of product and service categories, such as our pilot program in the field of preventive health care.”, said Markus Trojansky during his keynote address, expressing dm’s commitment to a clearly defined, discount-oriented drugstore chain.

With the Trade Dinner, Jagdfeld Real Estate is deliberately opting for a format that differs from traditional industry conferences. The evening is not defined by panels and lecture series, but rather by direct dialogue in a personal atmosphere. The stylish setting of the China Club Berlin creates an exclusive environment where decision-makers in the retail real estate industry can engage in conversation away from the usual conference hustle and bustle.

“Especially in a challenging economic environment, the industry needs venues for open dialogue,” says COO Christoph Stoll, who also serves on the advisory board of the German Council of Shopping Places. *“The Retail Dinner is intended to be a platform for precisely this kind of dialogue—*

between retailers, associations, property owners, and investors. Our goal is to bring different perspectives together and discuss what will define successful retail locations in the future.”

Guests included representatives from well-known retailers in Germany as well as representatives from key industry organizations, including the Berlin-Brandenburg Retail Association, the EHI Retail Institute, and the German Council of Shopping Places. Major institutional investors in the retail real estate sector also attended the event.

For Jagdfeld Real Estate, the retail dinner is thus not only an established networking event, but also an expression of its identity as an active dialogue partner in the retail real estate industry.

The venue underscores the unique character of the event. The China Club Berlin, like Jagdfeld Real Estate, is part of the Jagdfeld Group and has provided an exclusive setting for the trade dinner for many years.

Anm. für die Red.: Die beiliegenden Fotos zeigen Eindrücke des Handelsdiners und sind frei zur Veröffentlichung im Rahmen Ihrer Berichterstattung (Copyright: Jagdfeld Real Estate; Fotograf: Grundner Media GmbH).

Group photo, from left to right: Christoph Stoll (JRE), Nils Busch-Petersen (HBB e.V.), Benedikt Jagdfeld (JRE), Ingmar Behrens (GCSP), Markus Trojansky (dm), Marco Atzberger (EHI)

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‘Jagdfeld Real Estate’ (Jagdfeld RE) – part of the ‘Jagdfeld Group’ – has been successfully developing, constructing and managing retail, office, hotel and residential properties for over 45 years. Since then, the asset manager has developed, revitalised and managed more than 800 properties with a total value of over five billion euros. Currently, nearly 200 specialists manage properties worth approximately 3 billion euros, covering a total area of around 717,000 m².