


A woman with short grey hair and glasses, wearing an orange cardigan and beige trousers, is smiling and talking on a mobile phone. She is standing in a warehouse with high ceilings and wooden beams. The background is slightly blurred, showing stacks of boxes and a yellow pallet jack. The overall scene is bright and professional.

doraly^{.ro}

Where ambitious businesses grow

For over 30 years, Doraly has been one of Romania's most dynamic retail and wholesale ecosystems — a place where brands scale faster, businesses grow efficiently, and customers shop with clear intent.

www.doraly.ro

A company part of  **WDP**



A commercial ecosystem built for **growth**

Why businesses choose DORALY

Doraly is a fully integrated commercial ecosystem where commerce is continuous, not occasional.

It brings together **retail, wholesale, logistics, warehousing, showrooms,** and **offices** within a single connected destination.



Continuous commercial activity

Trade happens every day, all year round



Integrated ecosystem

Retail • Wholesale • Logistics
Warehousing • Showrooms
Offices



Strong daily footfall

From retailers, distributors, HoReCa buyers, and end consumers



High purchase intent

Visitors come to buy, not just browse, driving strong conversion rates



Established business community

Hundreds of tenants, from local entrepreneurs to international companies, enabling natural collaboration and cross-business opportunities



Over three decades of commercial tradition

Since 1993, Doraly has continuously evolved alongside the Romanian market, becoming one of the country's most established commercial parks.

Today, the project represents:

280,000 sqm

Total land area

+36

Commercial pavilions

+100,000 sqm

Total GLA
(Gross Leasable area)

4,000

Parking capacity:
Outdoor + Underground
spaces with control access



National and international business presence:





Strategic Location

Doraly benefits from a highly strategic catchment in the northern-eastern growth corridor of Bucharest, extending towards Ploiești.

The total population within the wider catchment exceeds **2.5 million residents**, representing a significant and underserved consumption base.

Despite this scale, the area currently lacks a modern, fully integrated retail park or shopping destination comparable to established schemes in Bucharest.



Strong accessibility via public transport, with direct access to the A0 and A3 motorways. Doraly is strategically positioned in the northern growth corridor of Bucharest, along one of the city's most important commercial and logistics axes, extending towards Afumați and Ploiești. The location benefits from excellent regional visibility and direct access to DN2 / Șoseaua București-Urzeni, ensuring strong connectivity to Bucharest and the wider Ilfov-Prahova corridor. The most direct bus lines are: 411, 412, 413, 417

This creates a clear opportunity for Doraly to evolve into the next major modern retail destination, through a phased and controlled repositioning strategy.



Flexible Leasing Solutions

Doraly offers adaptable leasing formats designed to support businesses at every stage of growth.

- Flexible unit sizes and configurations
- Short- and long- term leasing options
- Scalable spaces for expansion
- Competitive commercial terms aligned with tenant performance
- High visibility units within active commercial zones



Infrastructure That Supports Growth

- Modern utility infrastructure
- Efficient logistics access and circulation
- Dedicated loading and service areas
- High-capacity parking facilities
- Optimized traffic flow for both visitors and commercial operations



Electric charging stations



Security and video surveillance



Restaurants



Banking & ATM services



Courier services



Pharmacy



Pet shop



Sanitary facilities



Large-scale parking

Available Areas For Lease

Available unit sizes from 12 m² to 8,500 m²

Retail commercial areas

Street-level units with high footfall, ideal for shops and brands.

Cash & Carry

Large-format spaces for combined wholesale and retail trade.

Wholesale

Units suited to distribution and high-volume trade.

Showrooms

Bright display spaces to present your products.

Storage areas

Secure warehousing with easy logistics access.

Advertising billboards

High-visibility advertising space across the retail park.





Digital Innovation

Doraly360 App connects physical and digital commerce:

- Smart store discovery
- Digital navigation across the site
- Increased online visibility for tenants
- Enhanced customer engagement tools

A modern omnichannel experience designed for today's shoppers and businesses.





Because success needs the right environment

Key Benefits for Tenants

01

Natural visibility within a high-traffic commercial hub

02

Continuous and predictable customer flow

03

Flexible space configurations

04

Modern and scalable infrastructure

05

Strong regional accessibility

06

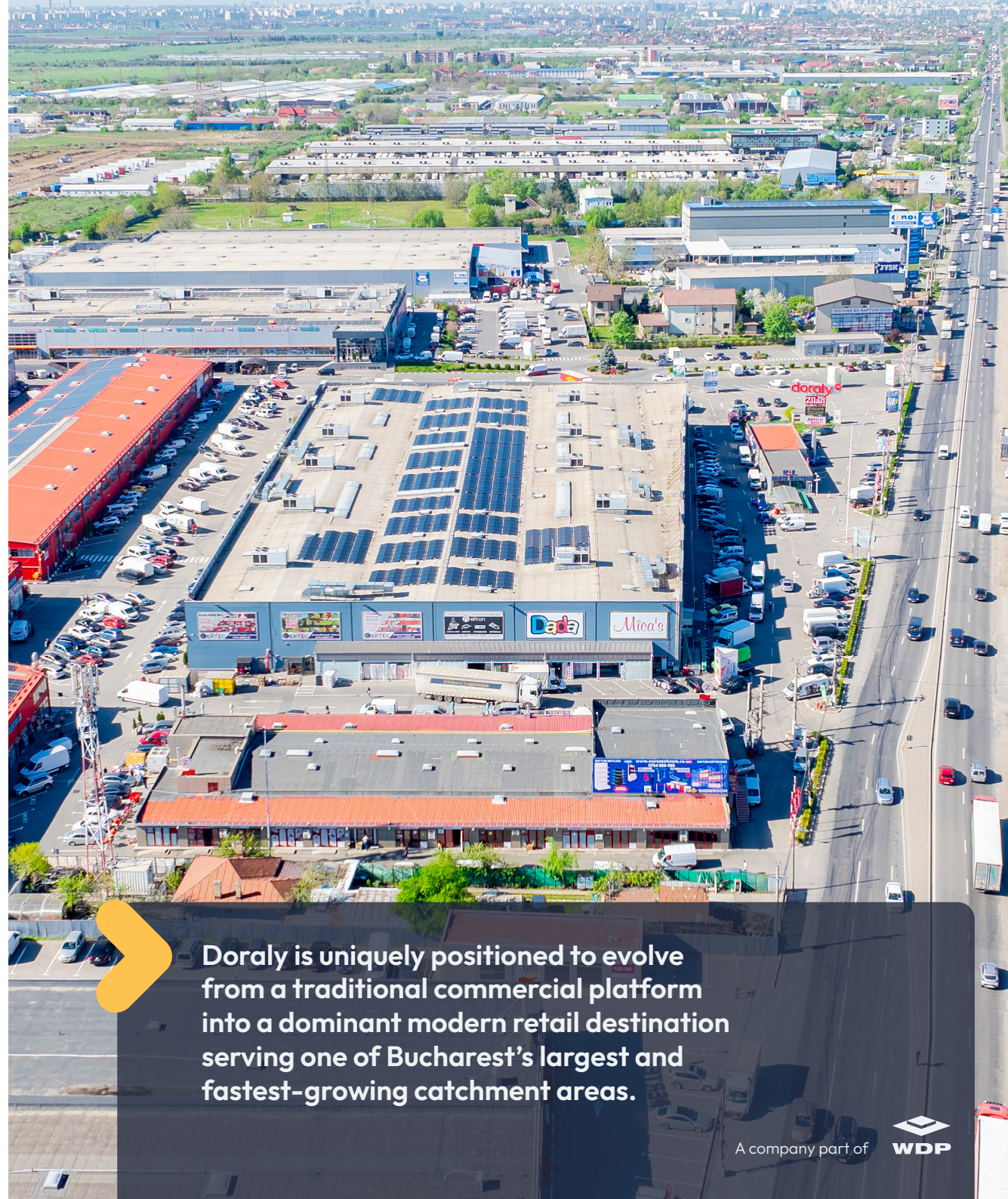
Digital integration through Doraly360 App

07

Operational efficiency across all business types

08

Long-term commercial growth potential



Doraly is uniquely positioned to evolve from a traditional commercial platform into a dominant modern retail destination serving one of Bucharest's largest and fastest-growing catchment areas.



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Let's build the next chapter of **your business**

Join a commercial ecosystem trusted by hundreds of businesses and visited by thousands of customers.

Discover available leasing opportunities and position your brand where commerce never stops moving.

Available Spaces & Leasing Information

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