**Colliers International launches EMEA Location Strategy service for global occupiers**

*-- Elias van Herwaarden* *to lead new service offering at Colliers --*

**Warsaw, January 4, 2021** – Colliers International today announced that industry specialist Elias van Herwaarden has been appointed as the Head of EMEA Location Strategy to provide Location Strategy advisory services to global corporations.

Elias joins Colliers from Deloitte and has spent more than three decades advising global organisations on the location strategy for their global business footprint and will now join the EMEA division of the global real estate advisory firm as part of the Occupier Services business. His experience includes advising on corporate expansion and footprint optimisation as well business process outsourcing and global business services operating models for a wide range of industries across more than 250 cities and 47 countries worldwide. In addition, he has extensively been called on to provide strategic advice for real estate developers and economic development corporations in every region of the world.

Elias’ primary focus will be to lead Colliers’ strategic location consulting capability for key corporate clients based on corporate location drivers such as labour arbitrage, talent availability, business expansion, and real estate portfolio optimization. Elias will leverage Colliers industry leading occupier services operating platform including portfolio strategy, asset optimisation, corporate capital solutions, complex and emerging markets solutions, data center advisory, corporate industrial advisory, digital and technology solutions, workplace advisory, enterprise FM advisory, project management, lease administration, ESG, and occupier tenant representation.

**Andrew Hallissey**, Executive Managing Director, Occupier Services EMEA, said: “We’re thrilled that Elias is joining the Colliers team. His deep expertise advising global corporations on strategic location decisions will bring an added dimension to our service proposition for Colliers clients whether they’re already established in EMEA, or looking to expand and grow in the region and beyond. Elias delivers highly sophisticated holistic analysis of business needs and ensures strategic location decisions are aligned to the most appropriate markets and countries across EMEA and throughout the world”.

**Monika Rajska-Wolińska**, Managing Partner of Colliers International in Poland, said: “We are delighted to welcome on board such a prominent market expert. Expanding Colliers range of services and the pool of top talent goes in line with our focus on innovative solutions and going beyond the standard offering. I am convinced that Elias is an excellent addition to our team and that our clients will benefit from his broad experience”.

The Location Strategy service proposition aims to optimise global business operations through a range of nearshoring and offshoring portfolio and labour strategies. It examines such aspects as labour market opportunities, infrastructure maturity, real estate availability, government incentives, and tax optimisation for corporations looking to operate and optimise business operations and supply chains on a global basis.

**Elias van Herwaarden** added: “Colliers attracted me with its unique entrepreneurial culture and dynamic operating platform supporting major global corporations. 2020 was a challenging year for business throughout the global economy which means that many are now evaluating opportunities to de-risk their operating models and are seeking increased security and resilience going forward as part of their global location strategy. We are expecting to see significant changes in location strategy from major corporates over the years ahead as they move to restructure and de-risk their global operating models”.

Elias also teaches International Business Strategy at KU Leuven, sits on the boards of various international business associations and is a member of the Site Selectors Guild.

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**About Colliers International**

*Colliers International (NASDAQ, TSX: CIGI) is a leading diversified professional services and investment management company. With operations in 68 countries, our more than 15,000 enterprising professionals work collaboratively to provide expert advice to maximize the value of property for real estate occupiers, owners and investors. For more than 25 years, our experienced leadership, owning approximately 40% of our equity, has delivered compound annual investment returns of almost 20% for shareholders. In 2019, corporate revenues were more than $3.0 billion ($3.5 billion including affiliates), with $33 billion of assets under management in our investment management segment. Learn more about how we accelerate success at* [corporate.colliers.com](https://corporate.colliers.com/en), Twitter [@Colliers](https://twitter.com/colliers?lang=en) or [LinkedIn](https://www.linkedin.com/company/colliers-international/).

*Colliers International has been active in the Polish market since 1997 and operates through offices in Warsaw, Kraków, Wrocław, Poznań, Gdańsk, Katowice, Łódź with 300 employees in total. The company has been often honored for its achievements by industry organizations such as Eurobuild, CIJ Journal, CEE Quality Awards and the International Property Awards. Colliers’ distinctions include the “Outsourcing Star”, given in recognition of its status as one of the most active real estate advisors in the outsourcing sector; and the “Gazele Biznesu” for being one of the most dynamically developing companies in Poland. More about Colliers International in Poland at* [*Colliers.pl*](https://www2.colliers.com/en-PL) *and our* [*LinkedIn*](https://www.linkedin.com/company/colliers-international/?viewAsMember=true)*,* [*Instagram*](http://instagram.com/colliers_pl)*,* [*YouTube*](https://www.youtube.com/user/ColliersPL) *and* [*Facebook*](https://www.facebook.com/collierspl) *pages.*

**For further information, please contact:**

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