

## Carl Mestdagh chooses innovative leadership: Guillaume Beuscart joins Equilis as CEO of Equilis Belgium.

**Carl Mestdagh, Executive Chairman of Equilis Europe:** ‘I had the opportunity to work with Guillaume in the past, when he was CEO of Carrefour Market Mestdagh. His team spirit, his ability to manage, help people grow and rally an organisation behind a common cause were decisive factors in our choice. The Equilis success story boils down to a talented team, driven by the desire to create projects that bring more meaning to our daily lives. Guillaume’s arrival aligns perfectly with this approach.

In a fast-changing sector, where people, innovation and sustainability are playing an increasingly important role, we have embarked on a new approach to leadership by entrusting the management of Equilis Belgium to someone with a wealth of experience and an excellent track record in business transformation.”



### Transforming, together.

“The fact that I would be joining a well-known company with a wide range of projects was a key factor in my choice. I am delighted to be contributing to its development and to structuring its organisation. With my experience of the retail and commercial property sector, I will be able to draw on the sound, multi-faceted expertise of the existing team.

My first priorities will be to meet everyone, analyse needs, establish a framework and support growth to ensure that the projects delivered meet the highest standards. I was particularly attracted by Equilis’ corporate culture and its collaborative approach, which will be at the heart of my strategy for strengthening our position in the Belgian residential market,” said **Guillaume Beuscart, CEO Equilis Belgium.**

### The human factor as driver of change.

“In 2024, a collective internal reflection enabled us to reaffirm the importance of Meaning, Pleasure and Sustainability, key values for Equilis, both in our daily work and in our projects. This work has laid the foundations for an even more people-centred approach.

The arrival of a team man to head up Equilis Belgium is an opportunity to strengthen these key principles. This choice reflects the desire to strengthen Equilis’ approach, building on its existing team of experts while onboarding practices drawn from other sectors.

Equilis Belgium is currently marketing and building around 1,000 housing units in Brussels and the Walloon Region, for which building permits have been obtained. In addition, the team is working on a portfolio of projects to develop a further 1,500 housing units and 25,000 m<sup>2</sup> of commercial space.

We are delighted to welcome Guillaume to the team to take on these challenges” **Olivier Beguin, CEO Equilis Europe**

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## GUILLAUME BEAUSCART - PROFILE

Guillaume, a French national and father of 3, has lived in Belgium with his family for fifteen years. He has spent most of his career with the Lagardère group, where he first joined the group’s head office in Paris before moving on to Lagardère Travel Retail North America in Montreal. He then joined Lagardère Travel Retail Benelux in 2008, first as Finance Director and then as Managing Director from 2011 to 2016. After this he was CEO of Carrefour Market Mestdagh from 2017 to 2019.

After a spell at Atos, where he supported major companies in their digital transformation as Senior Vice-President, he then joined Intermarché Belgium to manage the acquisition, merger and integration project for the Mestdagh group, which was completed in 2024.

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## ABOUT EQUILIS

**Equilis. Building Happy Stories.**

**We create places where people build the stories of their lives.**

**Love stories, business stories.**

**Happy stories.**

**Stories that last.**

Equilis, founded in 2006 by Carl Mestdagh, handles all the trades and stages involved in property development, integrating environmental and social considerations from the outset. It has diversified its activities and expanded its portfolio to cover the entire European market. Equilis now has offices in Belgium, France, Spain, the Netherlands, Poland and Germany. The company develops and supports ambitious projects in a wide range of areas, from commercial and residential property to offices, covering the redevelopment of former industrial sites, residences for the elderly or for students, sites devoted to leisure activities, developing car parks, cultural and public spaces, and many more.

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