

DUBAI SHOPPING FESTIVAL AND PARTNERS COLLABORATE TO GIVE VISITORS MORE REASONS TO CELEBRATE

Leading private sector entities play pivotal role to ensure success of 23rd edition of DSF

Dubai, UAE, 7 January 2018: The continued collaboration between Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) and its strategic partners and key sponsors have ensured that visitors to the 23rd edition of Dubai Shopping Festival get to enjoy a range of extraordinary experiences, that will further enhance the emirate's position as a leading family tourism destination.

The latest edition of DSF, which commenced on 26 December, runs until 27 January. With retail sector entities playing a pivotal role in DSF 2018, a number of events and activations are run under three themed retail segments –Beauty & Perfume, Gold & Jewellery, and Apparel & Fashion. Further, thousands of retail outlets have added to the shopping excitement by offering amazing deals including discounts of between 25% to 75% on a range of merchandise.



Commenting on the long-standing partnership between DFRE and its Strategic Partners and Key Sponsors, **Ahmed Al Khaja, Chief Executive Officer, DFRE** said: “The Dubai Shopping Festival has seen more than two decades of exciting growth from the time it set a benchmark for the retail sector in the region in 1996 to its current position as a major global attraction. Such a strong achievement would not have been possible without the solid cooperation between government and private sectors.”

“Year after year, the Dubai Shopping Festival has made a positive impact on different economic sectors in Dubai, and in 2018 we are confident that the flagship festival of Dubai’s annual retail calendar, will help keep up the momentum for retailers, and other business entities in the emirate. We expect to achieve this by offering shoppers an unbeatable combination of unique retail experiences, life-changing

daily raffles and world-class entertainment drawn up in collaboration with our key partners, sponsors and supporters.

“With the 23rd edition of Dubai Shopping Festival well underway, we are truly grateful to our strategic partners and key sponsors for their unwavering commitment to ensure that the latest edition of the festival will also be a huge success, providing residents and visitors even more reasons to celebrate and be rewarded when they shop in Dubai,” Mr. Al Khaja added.

For the festival’s 23rd edition, DFRE is supported by strategic partners Emirates, The Dubai Mall, Majid Al Futtaim Properties, AW Rostamani Group, Al Futtaim Group (Dubai Festival City), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. Additionally, the key sponsors of DSF 2018 are Visa, Emirates NBD and Jumbo Group, and key supporters of DSF are Dubai Gold and Jewellery Group and Dubai Shopping Malls Group.



Emirates

Sheikh Majid Al Mualla, Emiratis' Divisional Senior Vice President Commercial Operations, Centre, said: "It's great to see the Dubai Shopping Festival in full swing for its 2018 edition and Dubai's shopping malls and centres are once again buzzing with exciting events, activities and promotions, enticing both residents and travellers who flock here to get the best deals. We know many of the visitors that are travelling with Emirates to Dubai during this period are coming to exclusively take advantage of DSF's offers or simply enjoy their winter break, and this further establishes Dubai as a centre that caters to a broad range of tastes and activities."



The Dubai Mall

Nasser Rafi, Chief Executive Officer, Emaar Malls, said: “Emaar Malls looks forward to another season of Dubai Shopping Festival (DSF), which continues to flourish year-on-year. As a catalyst for growth

driving diverse sectors including hospitality and aviation, DSF spurs tourism and bolsters the robust economic environment of Dubai, led by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai. DSF draws visitors from around the world and highlights Dubai on a global stage as a hub for shopping, leisure and entertainment. As part of this season of DSF, Emaar Malls is hosting a range of family-friendly activities across our portfolio of malls that will appeal to families and children, as well as support retailers to offer attractive in-store specials, ensuring that both shoppers and businesses alike benefit from the event. Following its remarkable successes in 2017, DSF will set the tone for another exciting year of leisure and entertainment for Emaar Malls in 2018.”



Majid Al Futtaim Properties

Fuad Mansoor Sharaf, Managing Director for Majid Al Futtaim Properties, Shopping Malls (UAE, Bahrain & Oman) said: “Majid Al Futtaim has been a Strategic Partner of Dubai Shopping Festival (DSF) for over two decades, and each year has delivered unrivalled shopping experiences, dynamic winning opportunities and world-class entertainment for the whole family. The annual festival is a platform for Majid Al Futtaim’s six shopping malls in Dubai to create innovative shopping experiences which exceed our customers’ expectations, while delivering our vision of creating great moments for everyone, everyday. We look forward to another successful DSF at Mall of the Emirates, City Centres Deira, Mirdif, Me’aisem, Al Shindagha and My City Centre Al Barsha as each mall hosts a unique schedule of events and promotions that started with the exclusive 12-hour sale on December 26.”



AW Rostamani Group

Michel Ayat, CEO Arabian Automobiles Company (AAC), flagship company of AW Rostamani Group and the exclusive dealer for Nissan, INFINITI and Renault in Dubai, Sharjah and the Northern Emirates, commented: “Arabian Automobiles Company and Dubai Festivals and Retail Establishment’s strategic partnership has evolved since its inception over two decades ago. Our combined efforts aim at promoting Dubai as a global tourism destination through our brand-led promotions and campaigns that demonstrate our promise to providing our loyal customers with enhanced offerings and establishing a relationship with first-time buyers.

“We adopt a customer-centric approach across the board with our brands that ensure a tailored approach to promotions to establish savings and additional benefits for the buyer. As we launch into Arabian Automobiles’ 50th anniversary in 2018, we would like to extend our gratitude to our customers who have shown their love and appreciated our efforts in providing the best-in-class products and services that have helped us grow in strength. We are proud of our long-lasting partnership with DFRE and we invite you to visit our showrooms and experience the Nissan, INFINITI and Renault lineup firsthand”.



Dubai Festival City

Steven Cleaver, Director – Shopping Malls, Al-Futtaim Group Real Estate, said: “Dubai Shopping Festival is one of the key events in the calendar for Dubai Festival City as we see a marked increase in footfall through the period. In order to positively capture that heightened shopper interest, we are working closely with our retailers to provide engaging activities, events and offers in order to both surprise and delight our visitors.”



Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2)

Omar Khoory, Managing Director of Nakheel Malls, said: “We look forward to yet another successful partnership with the Dubai Shopping Festival for the 23rd edition of this key retail event. The festival continues to grow as Dubai’s retail sector continues to mature, and DSF 2018 is another opportunity to highlight the unique offerings at Ibn Battuta Mall and Dragon Mart during the festival - and beyond.

“DSF marks the start of Dubai’s annual line up of retail festivals, and we look forward to welcoming hundred of thousands of visitors to Ibn Battuta Mall and Dragon Mart during this exciting, highly-anticipated event.”



Dubai Duty Free

Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, said: “Dubai Duty Free’s continued support to DFRE demonstrated its commitment to playing a significant part in the development of the tourism and retail sectors of Dubai at the start of the year. In turn, DDF also benefits from its many initiatives like DSF as evident by the large number of visitors who shop at Dubai Duty Free in Dubai International and Al Maktoum International Airport during the event period.”



Salah Tahlak, Executive Vice President-Corporate Services, Dubai Duty Free, said: “Dubai Duty Free has a number of initiatives in place to maximize the potentials and opportunities brought about by the impact of the consumers during the Dubai Shopping Festival period. The initiatives are customer friendly and focus on the essentials of understanding the needs and requirements of this popular and longest-running festival of its kind.”



ENOC

His Excellency Saif Humaid Al Falasi, Group CEO, ENOC, said: “Our continuous support towards the Dubai Shopping Festival underlines ENOC’s commitment towards positioning Dubai as an iconic hub for tourists offering unique retail and lifestyle experiences.

“We are privileged to return as a strategic partner for the 23rd edition of DSF. Over the years, the festival has become synonymous with the emirate’s drive to diversify its retail offerings to maximise residents’ happiness which is reflected across ENOC’s services.”



Al Zarooni Group - Mercato

Ms. Nisreen Boustani, PR & Corporate Communications Manager of Mercato said,” Mercato shopping mall is proud to be a Strategic Partner of Dubai Festivals and Retail Establishment for the 23rd edition of Dubai Shopping Festival.

“DSF is the perfect mixture for those who wish to pursue enjoyment and shopping at the same time. The extravaganza will paint the city with a festive mood through its unique blend of shopping, raffles and entertainment. This DSF at Mercato there is a world of unbeatable offers, fantastic prizes and sensational entertainment to be enjoyed! Shoppers will take advantage of the incredible offers by spending AED 200 between 26 December – 27 January and get the chance to win a luxury holiday or a AED 30,000 weekly cash prizes. Having worked with DFRE team over the years, we look forward to a spectacular Dubai Shopping Festival in 2018, which will make the emirate a key attraction for visitors for full 33 days with a riot of vibrant activities and festivities.”

Meraas

Sally Yacoub, Chief Malls Officer at Meraas said: “We’re delighted to be partnering with Dubai Festivals & Retail Establishment and to see Dubai Shopping Festival go from strength to strength. The festival is one of the most eagerly-anticipated events in the region and has evolved to become a city-wide celebration of the very best Dubai has to offer. In recognition of the impact this has had on the economy and society, Meraas has transformed its destinations to create a carnival atmosphere for residents and visitors to enjoy as they shop, eat and play.

“In addition to spectacular firework displays at The Beach, Al Seef and La Mer on the opening and closing nights and weekends, there will be performances by stilt walkers, fiesta troupes, LED butterfly groups and African drummers, as well as family-friendly activities taking place throughout the festival. We have also created an exciting selection of offers and prizes, including the chance to win a trip to the Maldives at La Mer and a competition to win 1kg of gold at Al Seef, among others.”



Etisalat

Abdullah Al Mana, general manager, Dubai Region - Etisalat, said: “We are delighted to continue our association with Dubai Shopping Festival as Strategic Partner, part of the Dubai Festivals and Retail Establishment. Etisalat’s strategic partnership with DFRE serves to showcase our strong commitment to support the 23rd edition of DSF, which has paved the way for a truly world-class shopping experience and has strengthened both the tourism and retail sectors in Dubai. As the longest-running festival of its kind in the world, the DSF provides Etisalat with the platform to showcase our advanced infrastructure, positioning the UAE as the leader in telecommunications and ICT.”

“We look forward to extending our support once again to DSF events that will be of great interest to our participating customers. Keeping this in mind, Etisalat has rolled out a number of innovative telecoms services, concepts and solutions designed to meet the diverse needs of festivalgoers from various parts of the world. At Etisalat, we are committed in strengthening our presence by supporting Dubai’s annual shopping extravaganza and contributing to the country’s tourism, business and overall economic growth.”



Visa

Karim Beg, Head of Marketing – MENA, Visa, said: “Visa has been a proud partner of Dubai Shopping Festival for over 20 years, and is once again delighted to support the emirate’s flagship shopping event and promote cross border shopping and tourism across the region. By offering customers both here and from abroad exciting deals on the biggest brands when spending with their Visa cards, shoppers can have a memorable and rewarding DSF and at the same time enjoy the benefits of electronic payments that are seamless, reliable and secure. We are excited about what we have to offer our cardholders and look forward to yet another successful DSF.”



Emirates NBD

Hesham Abdulla Al Qassim, Vice Chairman and Managing Director of Emirates NBD added: “As a home-grown bank, we fully support the government’s initiatives to make the UAE a regional and international hub of tourism, trade and commerce. With DSF continuing to grow as an internationally recognised landmark shopping-event attracting millions of visitors from across the world, we are pleased to lend our support to the initiative. We look forward to a sustained and long-term partnership with DFRE and Dubai Tourism.”



Jumbo Group

Nadeem Khanzadah, Head, Omni-channel Retail, Jumbo Group, said: “Jumbo Electronics has been one of the key sponsors of the Dubai Shopping Festival (DSF) since its inception. DSF is one of the most important festivals on our annual sales and marketing calendar and has played a key role in contributing to our overall sales. During this period, we have always rolled out special promotions and exciting prizes

including this year's #JumboGoldRush promotion and we will be back with similar deals and offers this DSF.”



Dubai Gold & Jewellery Group

Tawhid Abdullah , Chairman, Dubai Gold & Jewellery Group, said: “Dubai Gold & Jewellery Group’s strategic association with the Dubai Shopping Festival has been growing from strength to strength over the years. The gold raffle promotions have been one of the key attractions of the festival and the gold winnings have made a huge difference, financially, in the lives of many of our winners. This year, we hope for an impressive sale season as the gold price is at very affordable levels. The City of Gold coins from

Dubai Gold & Jewellery Group is an added attraction to the campaign this year. We look forward to welcoming shoppers from all over the world to have the best jewellery shopping experience and win kilos of gold which may turn around their lives.”



Dubai Shopping Malls Group

Majid Al Ghurair, Chairman of Dubai Shopping Malls Group commented. “Launching the 23rd edition of Dubai Shopping Festival in December is very advantageous to retailers throughout the city as it gives them the extra boost to finish the year on a high note. Working with the DFRE as a key strategic partner has always proved beneficial to the Dubai Shopping Malls Group and its membership as DSF is one of the biggest and most important retail calendar events continuously shaping industry trends across the region. We expect the 23rd edition to provide further growth to malls, retailers and the industry as whole.”

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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