

**PRESS RELEASE**

## **RETAILERS CELEBRATE THE CHINESE NEW YEAR IN DUBAI**

**Dubai, United Arab Emirates, 12 February 2019:** Dubai has witnessed a spectacle of colour, culture and celebration over the past few weeks as it played host to a series of Chinese New Year activities across the city. From vibrant entertainment displays to eye-catching mall decorations, the many events and promotions made Dubai an attractive tourism destination to ring in the new lunar year.



**Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE), commented:** “Chinese New Year is a key season in our annual Retail Calendar and an important event for Chinese communities across the world. We were pleased to welcome so many visitors to the city to celebrate this special calendar moment and continue to forge a strong relationship with this region. Our retail partners have offered a great variety of exciting activations, themed events and promotions throughout the festive period, making the city a truly remarkable place to celebrate this important holiday occasion.”

Here, key retail industry partners support the success of the Chinese New Year activities in driving footfall to the city.

**Sheikh Majid Al Mualla, Chairman of the Board of Directors of Hala China, said:** “This year, we have reached a significant milestone in our relationship with China as we are hosting the biggest Chinese New Year celebrations outside China. Given the range of Chinese-inspired events and activities we are set to witness across some of Dubai’s most exciting destinations, we are confident that visitors of all backgrounds will enjoy the festivities. The celebrations will demonstrate why Dubai’s state-of-the-art infrastructure and inclusive culture make it an ideal home for Chinese expatriates and tourists alike.”



**Fuad Mansoor Sharaf, Managing Director for Majid Al Futtaim Properties - Shopping Malls (UAE, Bahrain & Oman), said:** “Every year, we aim to raise the bar and surpass the expectations of our Chinese visitors with unparalleled offers, entertainment and customised services. This Chinese New Year, Mall of the Emirates proudly became the first shopping and lifestyle destination in the UAE to launch WeChat

pay, giving our Chinese visitors the convenience of cashless payments at the mall and contributing to the efforts of our partners at Dubai Festivals and Retail Establishment in making Dubai a must-visit retail destination. This, along with our packed agenda of cultural activities, such as calligraphy and rice paper workshops, made our Chinese guests feel at home during this special occasion.”



Full details of Chinese New Year in Dubai calendar of promotions and events can be found on [www.CNYinDubai.com](http://www.CNYinDubai.com)

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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.

#### **About Dubai Festivals and Retail Establishment**

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

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