

DUBAI'S LEADING ORGANISATIONS ATTRIBUTE SUCCESS OF DUBAI SHOPPING FESTIVAL IN ENHANCING THE EMIRATE'S RETAIL LANDSCAPE

24th edition of the successful shopping event reinforces Dubai's position as an international retail destination

Dubai, United Arab Emirates, 26 January 2019: As Dubai enjoys the festivities of the 24th edition of Dubai Shopping Festival (DSF), organiser Dubai Festivals and Retail Establishment (DFRE) highlights the positive comments from its strategic partners and key sponsors that are contributing to the success of the shopping event in boosting Dubai's thriving retail industry.

DSF's latest edition started on 26 December 2018 and runs until 2 February 2019; offering an exciting five-week programme of sales, events and activities. Residents and visitors can take advantage of a range of retail promotions, unbeatable deals from a variety of home-grown and international brands, and a host of entertainment for the whole family to enjoy.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE) said: "Dubai Shopping Festival has formed the cornerstone of our highly successful retail initiatives for over two decades now. Thanks to the continued collaboration and drive of our government and private sectors partners, DSF has returned on a larger scale this year, spanning an impressive five weeks. The flagship retail event marks one of the city's most anticipated events of the year and with a stellar line-up of unbeatable promotions and world-class entertainment, it continues to attract a high volume of residents and tourists looking for a truly unique, innovative retail offering.



This year, the contribution of our strategic partners and key sponsors continues to enrich the festival, evident by the variety of unmissable sales, global brand activations and diverse mall events that we have developed for families and children. As we look to further enhance Dubai's retail sector, we remain committed to fulfilling ambitious retail strategies alongside the city's leading entities to make Dubai one of the most desirable shopping locations in the world."

Emirates Airline

Sheikh Majid Al Mualla, Emirates' Divisional Senior Vice President Commercial Operations Centre, said: "The 2018/19 edition of the much-awaited Dubai Shopping Festival (DSF) is well under way and Dubai's shopping malls and centres are again welcoming shoppers with extraordinary deals, discounts, and activities across a host of experiences for both residents and travellers. Emirates is also enticing travellers and avid shoppers coming to Dubai even further this year through our excess baggage offer so they can easily take advantage of the attractive discounts and promotions. DSF continues to cement Dubai's place as one of the most sought-after shopping destinations that offers unrivalled entertainment and leisure experiences, with something for everyone."



Emaar Malls (The Dubai Mall)

Patrick Bousquet-Chavanne, Chief Executive Officer, Emaar Malls, said: “The Dubai Shopping Festival (DSF) is more than a retail extravaganza – it is a significant catalyst for Dubai’s economy, supporting tourism and setting the pace of growth for the entire year. The event delivers the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, to transform the city into one of the world’s leading hubs for retail and leisure. As a Strategic Partner of DSF, Emaar Malls will continue to showcase an array of unique activities and entertainment, in addition to partnering with our retailers to offer value-added deals and exciting in-store events. We are confident that DSF 2019 will be another remarkable success that will strengthen market confidence and boost business activity.”



Majid Al Futtaim Properties

Fuad Mansoor Sharaf, Managing Director for Majid Al Futtaim Properties, Shopping Malls (UAE, Bahrain and 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, every day. 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 26 December.”



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: “The Dubai Shopping Festival (DSF) is a strong catalyst for the economy that not only welcomes visitors from across the world, but also strengthens all core sectors including retail, hospitality and leisure. Arabian Automobiles Company has been a strategic partner of the event since its inception and we continue to extend our support to initiatives by the Dubai Festivals and Retail Establishment (DFRE) that establish Dubai as a global business and tourism hub.



“Through our partnership, we are once again highlighting our customer-oriented business approach to add consistent and significant value. With innovation and advanced automotive technology, including electric vehicles, strengthening our operations and adding to the choices of our customers, we are committed to supporting DFRE and ensure yet another successful edition of DSF. We have several exciting promotions and new launches this year, and visitors to our showrooms can gain a first-hand experience of the new Nissan, INFINITI and Renault line-up that will make 2019 even more memorable through purchases this DSF.”

Al Futtain Group (Dubai Festival City)

Steven Cleaver, Director – Shopping Malls, Al-Futtain Group Real Estate, said: “The Dubai Shopping Festival (DSF) is one of the most anticipated events in the retail calendar, and we at Dubai Festival City Mall are extremely proud to continue our partnership with the Dubai Festivals and Retail Establishment (DFRE). We are committed to providing an exciting and robust agenda of ‘retailtainment’ activities, combining entertainment and shopping value for families and visitors. DSF has seen exceptional growth over the last 24 years, and through our combined efforts, has been a driving force in attracting tourists to the Emirates.”



Nakheel Malls (Ibn Battuta Mall, Dragon Mart and The Pointe)

Omar Khoory, Managing Director, Nakheel Malls, said: “We are delighted to partner with the Dubai Shopping Festival (DSF) for the 24th edition of the retail event. The much-awaited festival is on its longest run yet, which is a testament to the growth and popularity of the shopping extravaganza. This year’s DSF is very special to us as we celebrate the opening of our newest destination, The Pointe at Palm Jumeirah. We continue to welcome visitors to Ibn Battuta Mall, Dragon Mart and The Pointe to experience the vibrant atmosphere of DSF with a showcase of great entertainment, exciting prizes and an unparalleled retail experience which have been curated with our strategic partners to cater to all residents and tourists.”



Dubai Duty Free

Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free said: “Dubai Duty Free’s continued support of Dubai Festivals and Retail Establishment (DFRE) demonstrated its commitment to playing a significant part in the development of the tourism and retail sectors of Dubai. In turn, Dubai Duty Free also benefits from DFRE’s many initiatives such as Dubai Shopping Festival, Eid in Dubai and Dubai Summer Surprises, which inevitably attracts inbound visitors in large numbers who have the chance to shop at Dubai Duty Free in Dubai International and Al Maktoum International Airport.”



ENOC

His Excellency Saif Humaid Al Falasi, Group CEO, ENOC said: “The Dubai Shopping Festival is an established and popular initiative that attracts residents and tourists from all over the world, and drives the all-round growth of the economy, especially sectors such as retail, tourism, hospitality and aviation. The event positions Dubai as a global hub for leisure, tourism and business. ENOC has been a strategic partner of the event since its inception and through month-long activities, we contribute to enhancing the happiness of our customers.”

Al Zarooni Group (Mercato)

Ms. Nisreen Boustani, PR and Corporate Communications Manager of Mercato said: “Mercato is pleased to announce a very positive response during the 24th edition of the Dubai Shopping Festival (DSF). The spectacular entertainment, amazing discounts and dream prizes in the mall, such as “shop and win” promotions, have certainly played a major role in attracting more tourists from different European, Asian and GCC countries, in addition to the local residents who benefit from the considerable price reductions across many stores in the mall. DSF has always been a unique platform offering home-

grown, regional and international brands the opportunity to introduce new products and collections during the festival. In addition to the traditional unbeatable deals and promotions, DSF has now evolved into 39 days where retailers are able to use this period to introduce new concepts and activities. We are pleased that there has been an increase in the mall's footfall during DSF 2019 compared to the same period last year during DSF 2018.”



Etisalat

Abdullah Al Mana, General Manager, Dubai Region – Etisalat, said: “We are pleased to be working with Dubai Festivals and Retail Establishment (DFRE) as a strategic partner for the 24th edition of Dubai Shopping Festival (DSF). Etisalat’s continued support to DFRE demonstrates our commitment to playing a significant role in the development of Dubai’s tourism and retail sector.



“As the longest-running festival of its kind in the world, DSF attracts millions of visitors around the world and highlights Dubai as a global hub for shopping, entertainment and leisure. This gives Etisalat an ideal opportunity to reach out to a vast number of customers as well as provide us with a platform to showcase our digital technologies and solutions of the future enabled by our robust network.”

Visa

Kalika Tripathi, Head of Marketing – MENA, Visa said: “Visa is proud to be an official partner and key sponsor of Dubai Shopping Festival (DSF) for the 24th consecutive year. DSF brings people from all over the world and our long-standing association with this truly global shopping event aligns with our commitment to creating memorable shopping and travel experiences for residents and visitors. This year, Visa is offering many exciting deals and spend offers on hotel stays, retail, dining, entertainment, and more across the city’s most popular brands. With a growing number of retailers and merchants in Dubai accepting card payments, Visa cardholders can benefit from a seamless and secure experience while also earning various discounts on their spends. All these factors put together enable our cardholders to truly find their escape during this year’s shopping festival.”

Jumbo

Atul Joshi, Official Spokesperson at Jumbo Group said: “Since its inception, Jumbo has been a proud sponsor of Dubai Shopping Festival (DSF). We are always committed to provide customers with the best shopping experience, leading services and product offers at our stores as well as online. This DSF, we are bringing again an amazing array of products and premium bundles across categories from smartphones, laptops, wearables, gaming, DSLR cameras and accessories. We also launched a special promotion that gives our customers a chance to win family experiences when they make a purchase at Jumbo. There will be 30 winners every day through our fully digital raffle draw wherein customers will receive e-affle coupons through SMS and email. At Jumbo, we are glad to offer choices, seamless experience, exceptional customer service and innovative promotional ideas both online and offline.”



DSF is part of Dubai’s annual Retail Calendar that features major retail-based festivals, new season launches, mega sales and exclusive retail experiences and attractions aimed at further enhancing the retail sector, a main contributor towards Dubai’s economy. It is supported by strategic partners which include Emirates Airline, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include VISA and Jumbo.

In addition to the series of incredible sales and promotions, DSF offers an extensive line-up of exciting events and activities for residents and visitors to choose from, including concerts by music icons and

free-to-attend family-oriented activities in malls and activations by leading brands. For more information, please visit www.mydsf.ae or @DSFSocial and #MyDSF for the latest news, information and events.

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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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