

ANNOUNCING

2014

# MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS



Jointly organised by



مجلس مراكز تسوق الشرق الاوسط  
MIDDLE EAST COUNCIL OF SHOPPING CENTRES

*Celebrating 20 Years!!!*



## Winners

# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

The ICSC 2014 Middle East and North Africa Shopping Centre Awards honour the outstanding achievements in marketing, design & development of retail properties, retail store design, NOI enhancement and retail excellence.

## Retail Professional of the Year

**GOLD**

**Khalid Al-Sehaibany**  
General Manager  
Hamat Property Company  
Riyadh, Saudi Arabia

Khalid Al-Sehaibany's strategic approach to development and management services ensures his company continued success, whilst creating wonderful community environments for its customers.



**GOLD**

**Furqan Athar**  
Director of Strategy & Planning  
McARTHUR + COMPANY  
Dubai, United Arab Emirates

With a combined background of financial professional, director of strategy and retail innovator, Furqan Athar believes his hands-on philosophy is instrumental for continued retail growth and success.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Retail Professional of the Year

**GOLD**

**Ishwar Chugani**  
CEO and Managing Director  
Giordano Middle East  
Dubai, United Arab Emirates

Giordano Middle East CEO and Managing Director Ishwar Chugani has been instrumental in helping the brand realise significant growth and success during his 21-year career.



**GOLD**

**Kabir Malkani**  
Head of Marketing Department  
Arabian Center & Lamcy Plaza  
Dubai, United Arab Emirates

Kabir Malkani's three-prong marketing approach comprising footfall, advertising, and entertainment, has helped generate exceptional returns at both the Arabian Centre and Lamcy Centre.



## Retail Excellence

**SILVER**

**NAHDI In-Store Innovation**  
Nahdi Takhasosy  
Riyadh, Saudi Arabia

Nahdi's transformative journey into a modern, customer-centric pharmacy is an excellent example of how to best serve the community, whilst providing a memorable shopping experience.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Retail Excellence

### SILVER

Paris Gallery

The Dubai Mall

Dubai, United Arab Emirates

With opulent shopping environments, innovative retail concepts, and high service standards, Paris Gallery is the one-stop destination for perfumes, cosmetics and a diverse range of luxury beauty products.



## Retail Store Design

### SILVER

Boux Avenue

Mirdif City Centre

Dubai, United Arab Emirates

Boux Avenue's luxurious atmosphere features product specific zones, ample fitting rooms featuring three distinct light settings, and a Concierge offering personalized shopping advice and complimentary bra fit.



### GOLD

Dhamani 1969

The Dubai Mall

Dubai, United Arab Emirates

Dubai Mall's Dhamani 1969 boutique evokes pure extravagance—combining dark, elegant custom surfaces, with signature lighting treatments to showcase Dhamani's bejeweled creations as works of art.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Retail Store Design

**GOLD**

**Marina Home Interiors**  
**Mall of the Emirates**  
**Dubai, United Arab Emirates**

The captivating design of Marina Home incorporates steel and concrete, with brick, timber, and glass, to create a modern shopping atmosphere with accents of rustic flair and grand elegance.



**GOLD**

**McDonald's – Dubai Airport**  
**Dubai, United Arab Emirates**

With its sleek and stylised design, McDonald's Dubai Airport is a unique concept within the brand, offering travelers the convenience of a meal on-the-go within a first-class business lounge atmosphere.



**GOLD**

**McDonald's Egypt – Sodic**  
**Cairo, Egypt**

Located in one of Egypt's most-vibrant urban hubs—McDonald's Sodic is modern and easily accessible, offering ultimate convenience for consumers, whilst maximising exposure for the brand.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Design and Development

### SILVER

**Alrashid Mall Qaysariah  
Alkhubar, Saudia Arabia**

Number of Retail Stores: 72

Owner: Alrashid Trading &  
Contracting Co Ltd.  
Development/Management/Leasing  
Company: Alrashid Trading & Contracting  
Real Estate Division  
Design/Production Architects: Architect  
Rashid S. Alrashid

Alrashid Mall's charming and atmospheric renovation of their plaza level offers residents and visitors an opportunity to step back in time to experience Saudi Arabia's historic and traditional market place.



### GOLD

**The Galleria on Al Maryah Island  
Abu Dhabi, United Arab Emirates**

Number of Retail Stores: 143

Owner: Mubadala Real Estate and  
Infrastructure (MREI)  
Development/Management Company:  
Gulf Related  
Design Architects: Elkus Manfredi Architects  
Production Architects: Benoy

The Galleria on Al Maryah Island houses the world's most iconic luxury brands, including more than 50 first-to-Abu Dhabi brands, offering residents and visitors an exclusive shopping and dining experience.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## NOI Enhancement

**SILVER**

**The Motor Show at 360 MALL  
360 MALL  
Kuwait City, Kuwait**

Owner: Tamdeen Shopping Centre  
Development Co. KSCC  
Management Company: GLA Property  
Management Co. W.L.L.

360 Mall's hosting of the annual Kuwait Motor Show generated more than \$100,000 USD in specialty leasing, increased centre sales by 8%, and garnered 21.6 million publicity impressions during its 5-day run.



## New Media

**SILVER**

**Indoor Mapping  
Arabian Centres  
Riyadh, Saudi Arabia**

With smart-phone technologies reshaping the retail customer's experiences, the Indoor Mapping app at Arabian Centres has helped to reinforce them as a leader in retail real estate ownership and management.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## New Media

### SILVER

**City Centre Wonderland  
Activation 2014  
City Centre Deira and  
City Centre Mirdif  
Dubai, United Arab Emirates**

Owner: Majid Al Futtaim  
Management Company:  
Majid Al Futtaim Properties LLC

City Centre's collaborative Wonderland campaign featured a stage show, sensory image-based games, and a social media activation to engage the mall's vast online and centre-based audiences.



### SILVER

**Sharrai Family  
Red Sea Mall  
Jeddah, Saudi Arabia**

Owner: Red Sea Market  
Management Company:  
Intimaa Real Estate Co.

The Sharrai Family campaign featured 6 characters representing each of the mall's diverse customer segments. The 360 campaign included Facebook and twitter promotions, as well as in-centre events.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## New Media

**GOLD**

**Monopoly Campaign**  
**City Centre Deira, City Centre Mirdif**  
**and Mall of Emirates**  
**Dubai, United Arab Emirates**

Owner: Majid Al Futtaim  
Management Company: Majid Al  
Futtaim Properties LLC

This integrated campaign brought the Monopoly game to life with giant in-centre game boards, combined with digital games and promotions to successfully create publicity and buzz across all media.



## Advertising

**SILVER**

**THE PLACE TO BE**  
**Khalidiyah Mall**  
**Abu Dhabi, United Arab Emirates**

Owner: Lulu International Group  
Management Company: Line  
Investments & Properties LLC

With their fresh new logo and a number of new retail store openings, Khalidiyah Mall's successful marketing campaign helped establish the centre as 'The Place to Be' within the Abu Dhabi community.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Cause Related Marketing

### SILVER

**Ramadan Activities**  
**Hyatt Plaza Shopping Mall**  
**Doha, Qatar**

Owner/Management Company: Qatar  
Central Markets Company

Hyatt Plaza's series of unique Ramadan events included a Fast-a-thon, a charity exhibition and several community events designed to educate the public about various cultures, including Arabic traditions.



### SILVER

**Close To You**  
**Muscat Grand Mall**  
**Al Khuwair, Oman**

Owner: Al Madina Real Estate  
Management Company: Tilal  
Development Co. S.A.O.C.

Muscat Grand Mall provides pro-bono space to a large number of not-for-profit organisations as part of their firm commitment to demonstrate a socially fair and environmentally sustainable business model.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Cause Related Marketing

### SILVER

**Clothes for Compassion**  
**Oasis Centre**  
**Dubai, United Arab Emirates**

Owner/Management Company:  
Landmark Group

Oasis Centre in collaboration with Red Crescent in United Arab Emirates, launched 'Clothes for Compassion' –a simple yet invaluable clothing drive to benefit Syrian refugees, as well as India's less privileged communities.



### GOLD

**Weight of Love Campaign**  
**The Avenues**  
**Al-Rai, Kuwait**

Owner/Management Company:  
Mabane Company S.A.K.

In collaboration with the Kuwait Red Crescent Society, The Avenues launched their "Weight of Love" campaign to collect donations of toys and gifts for the benefit of less privileged children.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Cause Related Marketing

**GOLD**

**Mango Festival**

**Kadi Mall**

**Jizan City, Saudi Arabia**

Owner: Asala Holding  
Management Company:  
Hamat Property Company

Kadi Mall's festival drew more than 300,000 visitors and garnered more than 4 million impressions of publicity during the 9 day public awareness campaign of Saudi Arabia's other famous export—Mangoes.



**GOLD**

**2014 ICSC Foundation**

**Community Support Award Winner**

**Cairo Guinness World Record  
for the Most Blood Glucose Tests  
Taken in 24 Hours**

**Mall of Arabia Cairo  
Cairo, Egypt**

Owner/Management Company:  
Arabian Centres

As part of the Diabetes awareness campaign, The Egyptian Pharmaceutical Students' Federation and Mall of Arabia visitors set a Guinness World record for the most blood glucose tests taken within 24 hours.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Grand Opening, Expansion & Renovation

### SILVER

**Al Ghurair Centre Gets  
Bigger and Better**  
Al Ghurair Centre  
Deira, United Arab Emirates

Owner/Management Company:  
Al Ghurair Investments

'Bigger and Better' was Al Ghurair Centre's messaging during their grand opening campaign designed to position and reinforce the mall as Dubai's 'original urban community'.



### SILVER

**Al Salaam Mall Launching  
Campaign**  
Al Salaam Mall  
Riyadh, Saudi Arabia

Owner/Management Company:  
Arabian Centres

Al Salaam Mall's launch campaign featured a series of entertainment events, shopping activities, prize promotions, and a raffle draw with winners walking away with a luxury automobile.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Grand Opening, Expansion & Renovation

### SILVER

The Galleria on Al Maryah Island—  
Grand Opening

The Galleria on Al Maryah Island  
Abu Dhabi, United Arab Emirates

Owner: Mubadala Real Estate and  
Infrastructure (MREI)

Management Company: Gulf Related

Galleria on Al Maryah Island's Grand Opening event featured an innovative fashion show incorporating new technologies to create a parallel universe where the digital and physical worlds merged together.



### SILVER

Roshan Mall Relaunch Campaign—  
Haya Roshan Mall

Roshan Mall

Jeddah, Saudi Arabia

Owner/Management Company: Kinan  
International Real Estate Company

Roshan Mall's relaunch campaign featured multiple events over a four-day period, including a Stomp Show, a Human Bowling Day, and an Angry Birds activity area, providing fun for shoppers of all ages.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Public Relations Category

**GOLD**

**Al Ghurair Centre Then & Now  
Al Ghurair Centre  
Deira, United Arab Emirates**

Owner/Management Company:  
Al Ghurair Investments

Al Ghurair's comprehensive campaign, featuring a combination of entertainment and community events has successfully helped to position the centre as the 'Soul of the City' within its community.



**GOLD**

**Wonderland Campaign  
City Centre Deira and  
City Centre Mirdif  
Dubai, United Arab Emirates**

Owner: Majid Al Futtaim  
Management Company: Majid Al Futtaim Properties LLC

City Centre Mall invited children from both the Senses Centre, and the Dubai Foundation for Women and Children to an interactive and exclusive 'Alice in Wonderland' experience.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Public Relations Category

**GOLD**

**Restaurant Month**

**The Galleria on Al Maryah Island  
Abu Dhabi, United Arab Emirates**

Owner: Mubadala Real Estate and  
Infrastructure

Management Company: Gulf Related

To promote their diverse culinary options, 'Restaurant Month' at The Galleria on Al Maryah Island featured tasting menus, dessert decorating tutorials, live music and competitions throughout June 2014.



## Sales Promotion and Events

**SILVER**

**Sobhiyat Al Kout**

**Al Kout**

**Kuwait City, Kuwait**

Owner: Tamdeen Shopping Center  
Development Co. K.S.C.C.

Management Company: GLA Property  
Management Co. W.L.L.

Al Kout's 52-week long loyalty program helped drive sales and traffic to the centre, reinforcing their positioning with its core customer demographic, amidst developing competition within its community.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Sales Promotion and Events

### SILVER

**Prestige Museum**  
**The Avenues**  
**Al-Rai, Kuwait**

Owner/Management Company:  
Mabanee Company S.A.K.

'Prestige Museum' at The Avenues featured a two-week long series of events showcasing the most luxurious of fashion and jewelry brands as worn by celebrities and personalities from around the world.



### SILVER

**Spring Fashion Promotion (Spring into Style with Us)**  
**City Centre Sharjah**  
**Sharjah, United Arab Emirates**

Owner: Majid Al Futtaim  
Management Company: Majid Al Futtaim Properties

City Centre Sharjah's multi-layered "Spring into Style with Us" campaign helped to celebrate the spring season, promote its fashion category, whilst recognising International Women's Day and Mother's Day.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Sales Promotion and Events

### SILVER

#### Nahdi Loyalty Program - "Nuhdeek" Nahdi Medical Company Jeddah, Saudi Arabia

Nahdi's in-store loyalty program 'Nuhdeek', awards points for each purchase transaction as well as offering invaluable tips, and exclusive benefits, promotions and gifts to its members.



### SILVER

#### Health Campaign – Apr Roshan Mall Jeddah, Saudi Arabia

Owner/Management Company: Kinan International Real Estate Company

Roshan Mall's health awareness campaign featured a variety of events, including clinics to measure blood and sugar levels, cooking demonstrations, and general health lectures hosted by famous personalities.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Sales Promotion and Events

### SILVER

Roshan Mall Summer mega  
campaign

Roshan Mall

Jeddah, Saudi Arabia

Owner/Management Company: Kinan  
International Real Estate Company

Roshan Mall's summer campaign  
delighted the younger demographic with  
a series of interactive games, activities  
and shows, and delighted their parents  
with valuable in-centre coupons.



### GOLD

New Al Ghurair Centre

Celebrates the Soul of the City

Al Ghurair Centre

Deira, United Arab Emirates

Owner: Al Ghurair Investments

Management Company: Al Ghurair  
Properties

Developed to reinforce their 'Soul  
of the City' brand positioning, the Al  
Ghurair Centre hosted a series of events  
to promote art, culture, music and  
entertainment amongst the streets of  
Deira.



# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Sales Promotion and Events

**GOLD**

**Bawabat Al Sharq Mall Celebrates  
Mother's Day 2014  
Bawabat Al Sharq Mall  
Abu Dhabi, United Arab Emirates**

Owner/Management Company:  
Baniyas Investment & Development  
Company

Bawabat Al Sharq Mall's unique Mother's Day campaign featured unforgettable events and experiences that helped increase footfall, drove record sales and generated new awareness of the centre's offerings.



**GOLD**

**Winter Wonderland  
City Centre Bahrain  
Manama, Bahrain**

Owner: Majid Al Futtaim  
Management Company: Majid Al  
Futtaim Properties LLC

City Centre Bahrain created a memorable, family-oriented experience, featuring a unique snow-capped Winter Wonderland village where visitors could experience winter for the first time in the kingdom.





# 2014 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS WINNERS

## Sales Promotion and Events

**GOLD**

**Monopoly Campaign**  
**City Centre Deira, City Centre Mirdif**  
**and Mall of Emirates**  
**Dubai, United Arab Emirates**

Owner: Majid Al Futtaim  
Management Company: Majid Al  
Futtaim Properties LLC

Majid Al Futtaim shopping malls developed an innovative and entertaining campaign in partnership with Hasbro, bringing the region's first Monopoly game to life at three of the brand's shopping centres.



**GOLD**

**Sharrai Family**  
**Red Sea Mall**  
**Jeddah, Saudi Arabia**

Owner: Red Sea Market  
Management Company: Intimaa Real  
Estate Co.

Featuring a fictional family of six, each representing a specific target group, Red Sea Mall's Sharrai Family Campaign generated traffic increases of 73%, sales increases of 49% and produced more than 64% ROI.

