

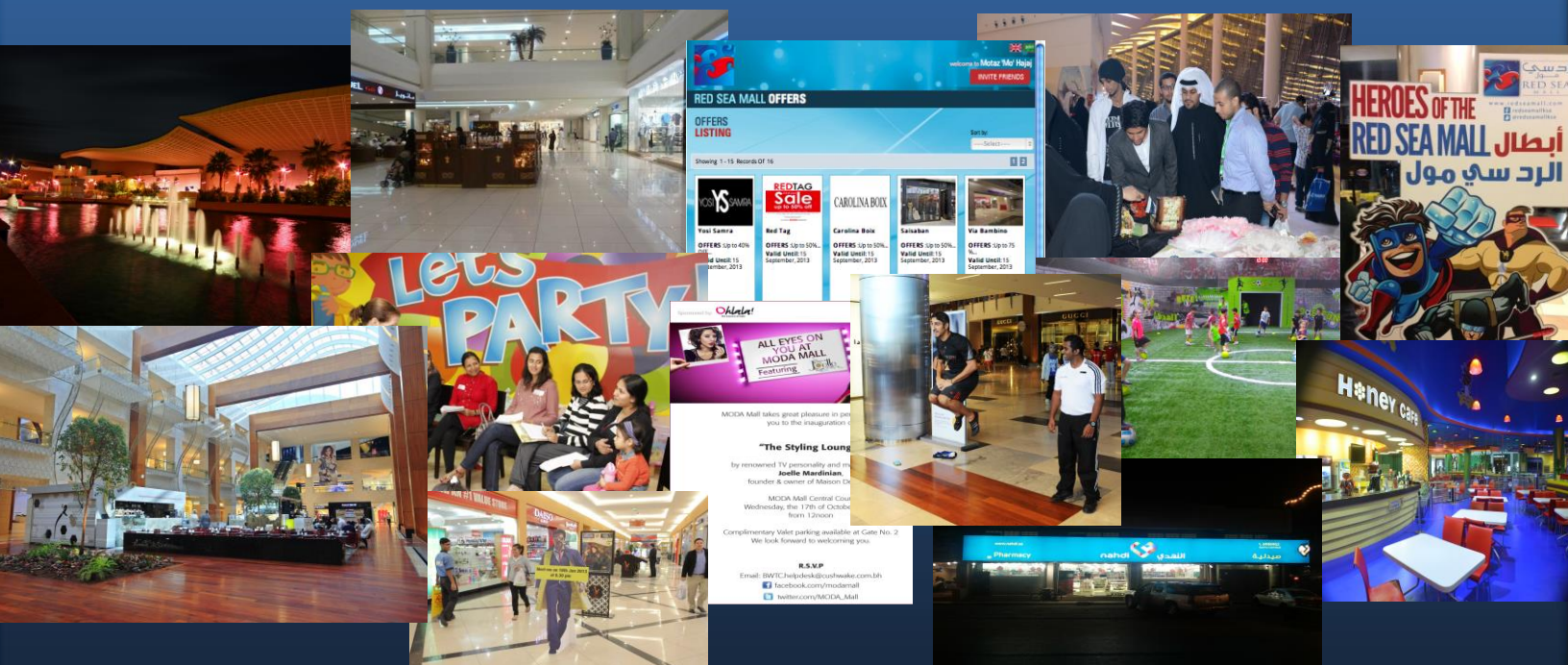
# ANNOUNCING

# 2013

## MIDDLE EAST & NORTH AFRICA

## SHOPPING CENTRE AWARDS

# WINNERS



# Design & Development

## Renovations/Expansions

### The Avenues

Kuwait City, Kuwait

**GOLD**

Management Company: Al-Rai Real Estate Co. W.L.L.

Owner: Mabanee Company S.A.K.

Total Retail Space: 419,228 sq.m.

Number of Stores: 805

“The Avenues” is Kuwait’s largest and most visited shopping and leisure destination. Spread over an area of over 419,000 sq. m., the mall has over 800 stores and service outlets, as well as 10 anchors and a parking capacity for over 10,000 vehicles. Every year, The Avenues draws more than 23 million visitors who spend an excess of \$1,000,000,000 making them the location that provides something for everyone thanks to its diverse tenant mix. The Avenues bring together tradition and modernity, and the mall’s architecture sets new standards of contemporary building in the Arab world. The large size of the mall, as well as the spacious open areas, provide a mix of brands and services, as well as culinary delights and a selection of some of the best cafes in town.



### Al Salaam Mall

Jeddah, Saudi Arabia

**SILVER**

Management Company/Owner: Arabian Centres

Total Retail Space: 110,044 sq. m.

Number of Stores: 297

Al Salaam Mall was largely a blank canvas for leasing. The careful removal of some of the pre-existing shops allowed the leasing team to reconstruct the mix. Movement of corridor, adaptation of circulation points, equally facilitated a greater GLA content and an ability to grow the category content and retailer opportunities with international anchors Zara, Marks & Spencer, Centrepont, Hamleys, Forever 21, and Home Centre. A main centre LED signage, the largest in Saudi Arabia, was established on the two mall’s main roads for more visibility and multiplied exposure, it was ideal to target captive audience and for retail usage to announce new openings and reinforce centre’s activity.



Before



After



Before



After



## Marketing

### New Media

SILVER

#### Red Sea Mall Social Media Campaign

Red Sea Mall  
Jeddah, Saudi Arabia

Management Company: Intimaa  
Owner: Red Sea Markets

The “Red Sea Mall Social Media Campaign” created an online presence for the Red Sea Mall on Facebook, Instagram and Twitter building their customer relationship management. A past fire in the mall highlighted the importance of having a social media presence in order to provide timely news updates, two way communication, and preventing rumors. This campaign doubled the amount



### Cause Related Marketing

GOLD

Dollani  
Arabian Centres  
Riyadh, Saudi Arabia

Owner/Management Company: Arabian Centres

“Dollani” was Arabian Centres’ corporate social responsibility (CSR) initiative aimed at helping retail entrepreneurs get their ideas to the market through four initiatives; training, providing access to the market in a bazaar of a high traffic mall, providing access to fundraising and mentoring, and securing awareness of the entrepreneur’s ideas via media and press coverage. A total of 860 retail entrepreneurs in Jeddah City applied online to join the programme, of which 142 were eligible and met the criteria to join the programme, a total of 32 winners were chosen by a panel of jury. The winners received one month of management training and a three month lease of space in the mall of Arabia to gain real life experience.



# 2013 Middle East & North Africa Shopping Centre Award Winners

**GOLD**

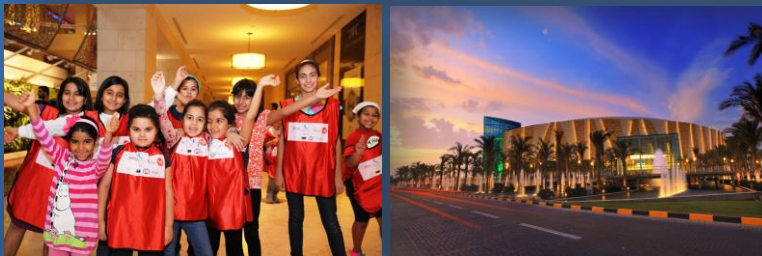
## The Fun Way to a Healthy Lifestyle

360 MALL  
Kuwait City, Kuwait

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

Owner: Tamdeen Shopping Centers Co. K.S.C.C

“The Fun Way to a Healthy Lifestyle” campaign by 360 MALL created a cause that made a substantial difference to the community it serves. Partnering with The Rijeemy Walkathon allowed the mall to support a programme which addressed obesity, a serious problem in Kuwait. The mall transformed the walkathon into a fun social event, 18 celebrities supported the event, creating an impressive presence on social media resulting in a 374% increase in registrations.



**SILVER**

## Civil Defense Awareness Campaign

Red Sea Mall  
Jeddah, Saudi Arabia

Management Company: Intimaa  
Owner: Red Sea Markets

Red Sea Mall initiated the “Civil Defense Awareness Campaign” to create awareness of the services offered through the Civil Defense and the need for preparedness in times of crisis. This campaign also brought awareness to the heroic and efficient efforts out forth by the Civil Defense to contain the fire at Red Sea Mall and their ability to secure the area with no loss of life or injury.





# 2013 Middle East & North Africa Shopping Centre Award Winners



## Public Relations

SILVER

### Fun City Children's Play Index- A Thought Leadership Platform

Fun City  
Dubai, United Arab Emirates

Owner/Management Company: Fun City

Fun City, the largest entertainment centre in the region, initiated the public relations campaign "Fun City Children's Play Index- A Thought Leadership Platform." This campaign's main goal was to provide a better understanding of children's playing patterns and suggest tips and advice through the expert opinion of a leading child psychologist.

## Sales Promotion and Events

### All Eyes on You at MODA Mall

MODA Mall  
Manama, Bahrain

GOLD

Management/Owner: Cushman & Wakefield  
Bahrain WLL

MODA Mall is a one-stop shop for international brands, mirroring the glamour and sophistication found in the fashion capital of Bahrain. The "All Eyes on You at MODA Mall" offered its customers a new experience in the world of fashion, make-up artistry, and beauty. A style lounge was set up where customers could learn complimentary personalized styling tips from beauty experts, a selection of retail brands showcased the latest fashion trends, and leading television beauty expert and makeup artist Joelle Mardinian shared her knowledge and advice with MODA Mall customers.



Celebrate your beauty and style at our stunning Styling Lounge that will have you looking so spectacular, all eyes will definitely be on you!

- From October 17th to 30th at the Central Court
- Meet TV personality and make-up artist **Joelle Mardinian**, and hear some priceless tips and tricks from the queen of glamour herself!
- Get invaluable styling advice from professional stylist Abir Achkar of Personage fame
- Enjoy hair styling tips from the consultants at Heads Up Salon, make-up demos from professional beauticians, and nail designing by the experts at a Nail Bar by Lavish Salon
- Indulge yourself with all the trends you need to know to look your best and view the latest Autumn/Winter showcase from your favourite brands!

Check out more details at [www.modamall.com](http://www.modamall.com), Tel: 1753 5140

Facebook: [facebook.com/modamall](https://www.facebook.com/modamall), or Twitter: [twitter.com/MODA\\_Mall](https://twitter.com/MODA_Mall)

Sponsored by **OhLala!**

MODA Mall مودا مال

# 2013 Middle East & North Africa Shopping Centre Award Winners



## Bollywood Events at Lamcy Plaza, Arabian Center

Lals Group  
Dubai, United Arab Emirates

Management Company: Lals Group  
Owner: Mr. Lal Ganwani

Faced with the challenge of being a young centre away from the residential population, Lamcy Plaza, Arabian Center initiated the “Bollywood Events at Lamcy Plaza, Arabian Center” to increase awareness of its existence. After research concluded the majority of the mall’s visitors were 42% South Asian and 21% Emirati, both ardent followers of Bollywood, the decision was made to create a Bollywood themed campaign. This initiative provided visitors with a unique experience to keep them interested in the mall.

SILVER

# NOI Enhancement

## Leasing

**The Money Hall in 360 MALL** **GOLD**  
360 MALL  
Kuwait City, Kuwait

Management Company: GLA Property Management Co. W.L.L  
Owner: Tamdeen Shopping Centre Co. K.S.C.C

“The Money Hall in 360 MALL” was created in response to 360 Mall experiencing a delay in leasing an anchor space; the leasing team used this opportunity to convert the space into an exhibition hall attracting new tenants. This new space attracted a new licensee segment to the mall able to host large formatted events and exhibitions which generated \$183,597 of additional revenue and established relationships with new licensees.





## Retail

### New Retail Concepts



**GOLD**

#### BillyBeez

Arabian Centres  
Riyadh, Saudi Arabia

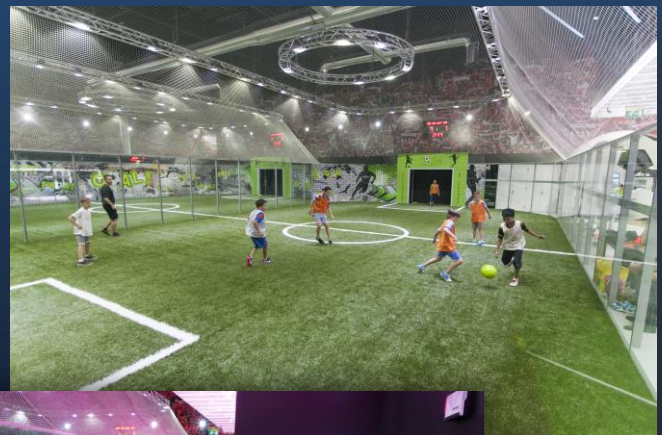
BillyBeez is the world's largest soft play area, a growing chain of indoor recreation facilities, themed around a family of active and friendly honeybees that live in a rainforest, for children ages two through 12. The center is filled with three dimensional elements, colorful murals, large play structures, and a maze of tall twisting slides. There are activities that encourage physical, mental and social development as kids climb, jump, and crawl getting exercise while learning to interact with other children. Arabian Centres Real Estate Company has 13 shopping malls in the Middle East and is the parent company of Billy Beez, with six locations currently operating and five in development, including three in Saudi Arabia and two in the United States.

#### GOAL!

Dubai Mall  
Dubai, United Arab Emirates

**SILVER**

"GOAL!" is an innovative retail concept that transforms children's entrainment at the Dubai Mall. GOAL! provides families a safe and healthy environment to take their kids to enjoy the world's most popular sport, football. This store offers an indoor football themed arena with FIFA certified turf allowing for five to 15 year olds experiencing participation in a real professional football match during 10-15 minute matches. GOAL! is Dubai's most secure "drop and shop" programme for children to enjoy football while their parents shop.



# 2013 Middle East & North Africa Shopping Centre Award Winners

## Overall Marketing

SILVER

### Nadhi Pharmacies

Farsi Center

Jeddah, Saudi Arabia

Owner: Nahdi Medical Company

Assistant Marketing Manager: Ala'a Shehabelddin

There are more than 700 Nahdi Pharmacies in 78 cities and villages in Saudi Arabia, making it a destination for consumers to purchase not only medical products but everyday merchandise. Recently, the chain underwent dramatic store changes from the inside out creating a new community centric concept to best fit their customer's needs. The new updated design featured a new store layout adding ease and convenience for shoppers and new color coded signage identifying each section of the store. The makeover fits in with the company's motto, "Wellness from the Inside Out" making them the neighborhood trusted experts.



**International Council of Shopping Centers, Inc.**  
1221 Avenue of the Americas  
New York, NY 10020  
USA

**Middle East Council of Shopping Centres**  
P.O. Box 43972  
Dubai, United Arab Emirates