

Arabian Centres opens doors to Saudi Arabia

MALL DEVELOPER and operator Arabian Centres has chosen this year's MAPIC to launch a campaign to promote Saudi Arabian shopping destinations to the international market.

The company is unveiling the KSA Advantage campaign in Cannes to highlight the opportunities of doing business in the Kingdom.

Following MAPIC it will run over the next 12 months, and include a number of special events aimed at showcasing the potential the country offers to international retailers.

Arabian Centres chief executive Simon Wilcock described the campaign as a "call to action for international retailers".

He said: "The coming years will see a significant shift to organised retail in the Kingdom, driven by international retailers entering the Kingdom's vibrant retail space. For those brands looking to enter or grow their footprint in the Middle East's largest retail market, the potential rewards are vast.

"Clearly there are challenges to entering this market. But by launching our campaign, we aim to help smooth the path for retailers looking to tap into the enormous potential that Saudi Arabia has to offer."

Arabian Centres, which is owned by Fawaz Alhokair Group, operates 17 retail properties throughout the Kingdom of Saudi Arabia, with some two million square feet of space under construction.



Arabian Centres'
Simon Wilcock