



RECon MENA Insight

NAKHEEL MALL, PALM JUMEIRAH, DUBAI
DEVELOPER: NAKHEEL

Setting the Gold Standard

MIDDLE EAST AND NORTH AFRICAN SHOPPING CENTRE DEVELOPERS CONTINUE TO PROVE THEMSELVES TO BE AMONGST THE MOST INNOVATIVE AND EXCITING ACROSS THE WORLD, WITH A TRACK RECORD OF IMAGINATIVE AND ATTRACTIVE PROJECTS. HERE, RLI LOOKS AT JUST SOME OF THE KEY PIPELINE DEVELOPMENTS IN THE REGION TODAY.

The Middle East has retained its position as a key market for retailers across the world, with the shopping centre industry in particular experiencing renewed vigour.

As has long been the case, the Gulf States remain the engine room of shopping centre development and retail innovation generally. The dark cloud of the global economic recession appears to have passed in the UAE and Qatar, which are again vying for position as the No 1 regional mall superpower.

Abu Dhabi

United Projects for Aviation Services Company (UPAC) and National Real Estate Company (NREC) announced the formalisation of their partnership agreement to develop Reem Mall this year, which will be located on Reem Island. UPAC manages commercial space in Kuwait and real estate in Kuwait International Airport.

Spread across two million square feet, Reem Mall will feature approximately 450 stores, including 85 restaurants and a range of family-focused entertainment offerings, with a projected launch in 2018.

RTKL has completed the concept design for the 190,000sq m development, which includes a unique snow play experience at the heart of the three-level scheme. The design emerges from

the natural elements of the region, informing a distinctive contemporary aesthetic.

Aldar Properties' Al Falah Mall has been designed to service the growing community of Al Falah as well as the wider catchment areas, including the northern areas of Khalifa City A & B as well as Shamkha district. The mall is generously laid out over 30,000sq m of retail space with a multi-screen cinema, as well as F&B outlets, and is destined to be a place of leisure as well as convenience for years to come. The mall is expected to complete in 2016.

Algeria

Developed by Société des Centres Commerciaux d'Algérie, Es Senia in Oran is an open-air shopping centre with 32,000sq m of GLA and 10,000sq m of leisure facilities, including, among other things, a multi-screen cinema complex, a bowling alley and a fitness centre. A dozen restaurants are also planned, and will be grouped on a terrace, the 'Oasis'.

The 144,750sq m Park Mall Setif and Courtyard Marriott development, located in the prosperous and business oriented city of Setif, Algeria, will comprise a 49,000sq m shopping centre, a 21,000sq m hotel, 14,000sq m of offices, a 2,000sq m conference centre and a 43,000sq m multi-storey car park. The 17-storey hotel will provide 192 rooms, three meeting rooms, restaurants and

bars, pool and fitness centre. The project is scheduled for completion in 2016.

Dubai

Dubai Pearl is a world class, mixed-use, 22 million square foot integrated development being developed by Pearl Dubai FZ LLC. Overlooking the Palm Jumeirah Island in the heart of the Dubai Technology and Media Free Zone, the development sets a new benchmark for sustainable urban communities in Dubai. Dubai Pearl offers a 24-hour living, walkable community where people can work, play and live in one destination, redefining the pulse of the city by providing premium residences and offices, international retail and the highest quality dining, entertainment and leisure facilities.

The exciting Mall and Retail District evokes the designer elegance of Rodeo Drive and the glamorous sophistication of Fifth Avenue. Catering to the most discerning residents, executives and visitors, this premium integrated retail and entertainment destination includes vibrant street cafes and exclusive boutiques, set against a backdrop of open-air courtyards, shaded terraces and sidewalks.

Dubai Pearl's prime location will offer an unparalleled combination of free-hold in the convenience of a free zone with luxury, energy efficient sustainability and state-of-the-art technology. The development will ultimately provide a home for approximately 29,000 people. Dubai Pearl's initial handover is scheduled to commence in 2018.

Design International has been appointed by Lulu Group International as architect on a new signature shopping mall in Dubai. Lulu Silicon Oasis will be situated at the 'Dubai Silicon Oasis' site, 12 minutes' drive from Downtown Dubai and a 15-minute drive to Dubai International Airport.

Lulu Silicon Oasis features a unique design of interlinked 'pebbles', all representing a different area of the mall; Entertainment, Urban Fashion, Luxury, Kids and Sports, Leisure and a Lulu Hypermarket. The retail offering will be on two levels, with a total GLA of 64,040sq m. This will be complemented by underground

car parking and a cinema on the top floor.

Mall of the Emirates, the world's first shopping resort and flagship luxury destination is a multi-level shopping centre, currently featuring more than 590 international brands with a total gross leasable area of 233,467sq m including department stores, fashion, lifestyle, sports, electronics and home furnishing outlets, and the largest Carrefour hypermarket in Dubai, UAE. This year, the mall has been transformed by the successful completion of Evolution 2015 – its largest redevelopment project to date, setting new standards in the region's retail landscape for design and overall customer experience.

Developed and operated by Majid Al Futtaim, Mall of the Emirates' Evolution 2015 is an AED1bn multi-phase redevelopment project that includes a new 5,000sq m Fashion District, complemented by enhanced accessibility and customer convenience through a second taxi rank and the addition of 1,300 shaded spots as well as a luxurious new valet lounge experience.

The final phase of Mall of the Emirates' Evolution 2015 is a new retail extension – which was constructed above the fully operational mall – with an additional 36,000sq m of retail space added to include up to 40 new retailers including luxury brands, 12 F&B destinations, and a new 24-screen VOX Cinemas – the largest, most luxurious and technologically-advanced of its kind in the Middle East.

Dubai's newest mega-project, 'Mall of the World', will occupy some 48 million square feet and will comprise the world's largest indoor theme park, which will be covered by a glass dome that will open during the winter months. The development will also house what it is claimed to be the largest shopping mall in the world with an area of eight million square feet.

And, on Palm Jumeirah a \$325M contract was signed in July for the construction of Nakheel Mall comprising more than 1.1 million square feet of retail space over five levels, offering 300 shops and 4,000 parking lots in three basements. Completion is set for 2016. The mall is being built on an area of nearly one million square feet and will feature a 200-room state-of-the-art, five-star hotel; 200 hotel apartments

and a 180m-high viewing deck offering spectacular panoramic sea views.

Also developed by Nakheel and situated at the tip of Palm Jumeirah, the 136,000sq m Pointe Mall retail and entertainment complex will feature around 200 retail outlets along with a range of dining and leisure facilities including a fountain display. The project is worth Dhs800M and will be completed by 2016.

UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum has endorsed the fifth phase of the Jumeirah Beach Hotel expansion plan, which is set for completion in 2018. The masterplan vision and concept for the expansion was delivered by Broadway Malyan on behalf of Jumeirah Group.

The project will see the addition of an ultra-luxury resort to the existing Jumeirah Beach Hotel, which will comprise 350 hotel rooms with panoramic beachfront views of Burj Al Arab, dedicated new beach offering private beach experiences, recreational marine facilities that encompass spas, health clubs, elevated tennis courts, a world-class sports complex and a range of ocean-facing retail, food and beverage outlets.

Egypt

Development on the Cleopatra Mall project in Cairo restarted in 2014 and construction has progressed rapidly towards its grand opening at the end of 2016. The mall will feature over 300 shops, a breathtaking outdoor musical fountain, gourmet markets and, most enticingly, Egypt's first dedicated luxury mall inside a shopping centre; complete with its own valet parking, VIP lounge, spa, press office and TV station.

City Centre Almaza, due to open in Cairo in 2018, will be the third 'City Centre' shopping mall in Egypt. As the largest mall network in the Middle East and North Africa, Majid Al Futtaim's City Centres are large-scale, mixed-use shopping destinations, complete with retail outlets, restaurants, and leisure and entertainment facilities. With a total investment of EGP3.5bn, City Centre Almaza will offer 103,000sq m of GLA including more than 300 well-loved regional and international brands.



THE POINTE MALL, DUBAI
DEVELOPER: NAKHEEL



Also owned by Majid Al Futtam, Mall of Egypt will be the first shopping destination of its kind in the country. Inspired by the vibrant lifestyles of the communities surrounding the mall, it has strategically integrated a combination of shopping, dining, entertainment and leisure through a blend of indoor and outdoor environments across 165,000sq m of GLA. Currently under development, Mall of Egypt will set the same precedent as its sister brand Mall of the Emirates, with the first indoor ski slope and snow park in Africa.

When completed, the mall will house more than 350 of the finest regional and international retailers, including an unmatched high-end fashion offering, must-have lifestyle brands, Carrefour hypermarket, a state-of-the-art 21 screen VOX Cinemas complex, a Magic Planet family entertainment centre and a host of indoor and outdoor restaurants and cafes.

With a total investment of EGP5bn, Mall of Egypt is expected to open in 2016.

The District is a cutting-edge retail complex, with indoor and outdoor restaurants and coffee shops, furniture stores, cinemas and showrooms. Situated near Cairo Airport, The District stretches over 194,000sq m and is owned by Wadi Degla City for Urban Development, and is managed by Jones Lang LaSalle. The project features a functional design comprising of 243 planned retail units of retail, food and beverage, entertainment, leisure and more. With its unique location and atmosphere, the mall will be a landmark for Heliopolis area and the main hang out for both families and youngsters. Project completion is expected by the end of 2016.

Damac Properties has completed the first phase of its Cairo Shopping Mega Mall and has commenced the process of handing over units within the Park Avenue Mall in Cairo to customers for fit-out. Park Avenue

will be Cairo's premier boutique retail and commercial destination with 657 retail units and 84 office units over 120,625sq m of developed land. There is also provision for 2,050 parking spaces.

The complex will host a selection of fashion boutiques as well as a multitude of stores from furniture and home accessories to jewellery, electronics and giftware. In addition there will be a range of fast food outlets, trendy cafes and restaurants, many with al fresco dining.

Citadel Plaza is the only fully integrated business, commercial, entertainment and touristic complex in the centre of Cairo, offering a mall of international standing, restaurants, offices, luxury hotels, a conference centre, serviced apartments, cinemas and more. Each unit functions as a standalone, while complimenting and blending seamlessly into each other, and its surroundings. The 166,461sq m GLA project will complete in phases.

Developed by Tasweeq Shopping Malls (TSM), Assyt City Mall is the first outdoor Mega Mall in Upper Egypt and is currently under construction on a massive area of some 77,000sq m. TSM plans to inaugurate the first phase of Assyt City Centre by early 2016.

The project is going to be implemented in three phases at a total investment cost of EP300M, with the first phase being built on an area of 14,000sq m, at a cost of around EP100M.

Scheduled to open in 2016, EGYDEV's West Park Community Mall in Giza will provide a mixture of retail and a hypermarket. It comprises more than 20 outlets of world-renowned brand names, located in Weroud Compound, 6th October City. West Park provides the whole family with fully-loaded entertainment facilities, shops, a kids area and restaurants.

Iran

Iran Mall is the first project of its kind to have been delivered in the country, and in the wider region. Located between the two mega cities of Tehran and Karaj, Iran Mall is designed to offer 250,000sq m of GLA including a 20,000sq m hypermarket, a 3,000sq m fashion square and a 10,000sq m foodcourt, and will be served by 20,000 car spaces accessible from all floors.

The development also includes a 20,000sq m exhibition area, a theatre and three commercial towers. Additional facilities include a luxury car showroom, ice rink, roof-top restaurants and cafes, sports halls, 14 cinema screens, two five-star hotels, a musical fountain, crystal atrium, Persian garden, traditional souk and even a helicopter landing pad.

Developed by the TAT group and operated by Iran Mall Commercial Co, Iran Mall is scheduled for completion in phases, with the first phase opening scheduled for this year, with Phases 2 and 3 opening in February and July 2016 respectively.

Jordan

Situated in the ancient Arab port city of Aqaba, Saraya Aqaba remains true to its history whilst possessing all the modern luxuries and splendour of a premium resort. Its themed environment conjures a glimpse of the old city while providing modern lifestyle conveniences, uniquely designed in a culturally authentic manner and set in the midst of a rich and textured environment of lush gardens and sparkling waterways.

The project covers approximately 634,000sq m of masterplanned development combining hotels, shopping, dining, entertainment, cultural activities and freehold residences. The total project construction cost is





estimated at over US\$1bn.

Developed by Saraya Aqaba Real Estate Development Company, Souk Saraya Aqaba is scheduled for completion in Q1 2016.

Kuwait

Developed by Al Jazeera Real Estate Development, Yaal Mall is positioned to appeal to an upwardly mobile target group for mid to upper-mid segment shoppers, with a primary focus on retail categories and brands catering to women and children and family-centric shopping. It also targets patrons of a diverse mix of businesses and leisure options.

Scheduled to complete in 2016, Yaal Mall benefits from a versatile mix of retail brands and business enterprises, as well as a diverse patron base.

Lebanon

Centerfalls, the first Designer Outlet Resort in Lebanon, will introduce the widest selection of luxury goods, discounted between 30-70 per cent and sold all year long, and a large spectrum of restaurants and personal services.

Developed by SIDCOM, the Designer Resort treats every customer on a personal level, in a way that is normally only found in a five-star hotel. It has implemented a system that keeps a record of the habits, tastes, likes and suggestions of every single one of its visitors, to make sure that their needs and desires are met with due care.

Opening in 2016, Centerfalls will welcome millions of guests to create, just like a waterfall, a dynamic flow at the centre of the new Designer Outlets.

Libya

Developed by LibyaMall, Forum Oya in Tripoli will not only be a shopping centre for the city but also, thanks to its size, a power centre for the whole region. The 105,000sq m mall offers a large hypermarket, a furniture store, DIY store, department stores of various sizes, big anchors, a foodcourt, restaurants and cafes with terraces and park view, numerous small and mid-size shops, as well as underground parking facilities for 2,000 cars. A wide range of international and local brands will revolutionise the Libyan retail market. Opening in 2017, Forum Oya is set to become a centre of attraction, not only due to its size and retail mix, but also through the entertainment value created for the region.

Morocco

In Agadir, Morocco, Petra's 5.7ha Founty project is a multi-functional complex comprising several real estate components: pavilions and luxury apartments, a business centre, entertainment centre and a shopping centre. The development, scheduled for completion in 2016, comprises some 24,000sq m of retail space, 25,000sq m of residential, 5,000sq m of office space and 10,000sq m of leisure.

Sonae Sierra, in partnership with Marjane, Al Futtaim and Société d'Amenagement de Zenata, is developing Zenata shopping centre, a €100M investment located in Mohammedia, Casablanca. The company will also be responsible for providing development, leasing and property management services for the shopping centre.

Zenata shopping centre will have 90,000sq m of GLA, with 250 shops served by approximately 3,650 parking spaces. The centre will have 18 anchor shops, including Ikea and Marjane hypermarket.

This is Sonae Sierra's first investment in the country, following its entry in the Moroccan market in March 2011.

Oman

Majid Al Futtaim's Mall of Oman is set to be the Sultanate's flagship destination for retail, leisure and entertainment. Offering 134,000sq m of GLA, construction is set to commence in Q4 2016, with completion anticipated in the second half of 2019.

As the largest retail and leisure destination of its kind in the country, Mall of Oman will feature more than 350 stores representing regional and international brands within the retail, entertainment and leisure sectors, as well as the largest indoor snow park in the Sultanate, a Carrefour hypermarket, a state-of-the-art 19-screen VOX Cinema, and the Magic Planet family entertainment centre.

The mall is set to be the launch platform for a number of brands making their debut in the Sultanate, alongside a curated mix of fashion, electronics, home goods, food and beverage, and services, and represents an investment of OMR270M.

Saudi Arabia

Arabian Centres is launching a major project in the Eastern region of Saudi Arabia: Dhahran Boulevard, a part of the Mall of Dhahran Complex in Al Khobar. The 150,250sq m development will be 'the Rodeo Drive of the Kingdom', a brand new thoroughfare lined with palm trees and water features, and populated by premium retail and dining offers. Planned to open in 2017, together, the Mall of Dhahran and Dhahran Boulevard combine to form one of the largest retail spaces in the GCC with over 300,000sq m of retail space.





Also developed by Arabian Centres, the 163,000sq m Mall of Arabia Riyadh will feature over 300 stores, a five-star hotel with direct walking access to the mall, upscale residential complex and the latest in digital technology and an exclusive customer service proposition. With its opening scheduled for 2018, Mall of Arabia, Riyadh is set to become the new destination for the region.

The developer has two other projects in Riyadh, Al Malaz Mall and Al Nakheel Mall. The 49,000sq m GLA Al Malaz Mall will be regional in size when it opens in 2016, catering to a mid-market clientele. The two-level mall will be anchored by a Hyperpanda and features a broad mix of retail stores. At 53,000sq m, Al Nakheel Mall showcases one of the most powerful retail mixes in Riyadh, including Marks & Spencer, Zara and Billy Beez Rainforest Adventure to name but a few.

UK-based design firm Benoy is currently involved in a number of projects in the Kingdom. Most recently, Riyadh Park, where it has been appointed by Asala Holdings as Chief Design Architect. Incorporating an innovative, external 'Retail Boulevard', Riyadh Park is a new luxury retail and leisure development in the Saudi capital.

Also in Riyadh, Alidara Real Estate's Business Gate is a result of a singular vision to assist and alleviate the issues surrounding business and businessmen. The Gate is an 'all-under-one roof' concept which adheres to its ideals of creating a healthy and progressive.

Alidara is also responsible for Al Nakhla Plaza, part of the larger 325,000sq m Al Nakhla residential project. Al Nakhla Plaza has everything to meet consumers' needs and desires, from shopping centres to malls and a gigantic hypermarket, world famous haute couture, a chain of renowned restaurants and cafes.

Panorama Jeddah is one of the most important

projects in the Kingdom and is being constructed to the latest international architectural standards, with 120,000sq m GLA, 460 shops and 3,000 car parking spaces.

Developed by Asala Holding, Tabuk Park, located on King Fahad Road at the crossroads with Prince Fahad Bin Sultan Road, will include a fashion zone, various international and local retail shops, family-centred entertainment and food and beverage outlets. Introducing a new concept of an external and internal garden has been incorporated into the design bringing a new and varied shopping experience to Tabuk. The project is expected to complete in Q4 2016.

Sharjah

Majid Al Futtaim's City Centre Al Zahia will be a superregional, mixed-use shopping mall complete with hospitality options alongside 330 premium regional and international brands. Set to deliver a well-considered mix of existing and new brands making their retail debut in Sharjah, City Centre Al Zahia will offer 136,300sq m of GLA, a state-of-the-art cinemas complex, Magic Planet family entertainment centre, Little Explorers advanced edutainment centre and indoor and outdoor dining facilities.

Designed with contemporary flair, City Centre Al Zahia features a distinctive perforated metal structure that encompasses the mall and presents it as a prominent lantern-like landmark within a community celebrated for the Sharjah Light Festival. The centre represents a total investment of AED2.36bn and is set to be the eighth City Centre in the UAE, due to open in 2018.

Qatar

Mall of Qatar is a prized destination for the retail, leisure and entertainment industry. The core

centerpiece of Al Rayyan Gate, a prestigious mixed-use community in Doha's population growth corridor, it will be visible from miles away on the two major highways that converge around it. And with its direct access to the main attractions of the Al Rayyan Gate – The Village, The Stadium and The Oasis. The Mall is scheduled to open in 2016.

Chapman Taylor is the design architect for Mall of Qatar, whilst McArthur + Company is providing the leasing and marketing expertise.

Doha Festival City, a regional mixed-use shopping, entertainment, leisure and hospitality destination, is located in the north of Doha with direct access from Al Shamal and Lusail Roads. The project provides Qatar with an easily accessible iconic leisure destination in this progressive, rapidly developing country.

October 2011 marked the groundbreaking for this 433,847sq m project, which will have some 250,000sq m of GLA upon completion. Popular Al-Futtaim franchise brand IKEA is also part of Doha Festival City's offering. IKEA's 32,000sq m store opened in March 2013. The remaining elements of Doha Festival City are due for completion in 2016.

United Developers showcased its USD1.25bn development, Place Vendôme, at Cityscape Global in September. The Parisian-inspired mixed-use development project is set to become a new destination for the region upon opening, slated for Q3 2017.

Situated 10km from the centre of Doha, Qatar, the 800,000sq m mixed-use development will host two five-star hotels, serviced apartments, up to 400 different retail outlets and a central entertainment component. In addition, the retail portion of the development will boast an exclusive section dedicated to unrivalled luxury featuring the most elite brands.