



# Dubai Duty Free

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EXECUTIVE VICE CHAIRMAN & CEO



# AGENDA

- Before 1983
- Growth
- The Future
- Questions and Answers



# Dubai 1983





# Dubai Sheikh Zayed Road Now







# Emirates Golf Club 1990's







# Emirates Golf Club Now







# Dubai Creek 1983







# Dubai Creek Now







# The Palm Jumeirah







# Dubai Airport 1983







# Dubai Airport Now





# Dubai Airport Shops before 1983



- 16 Concessionaires
- Inconsistent standards and poor service
- Low revenue to government





# Dubai Duty Free – After 1983



- Set up by team from Aer Rianta to provide first class service to passengers
- Sales of \$43,000 (Dhs 161,000) in first day, \$ 20 million in first year





# Dubai Duty Free Present




- Concourses A, B and C
- Concourse D






# The Trinity Forum 2003


Dubai Duty Free

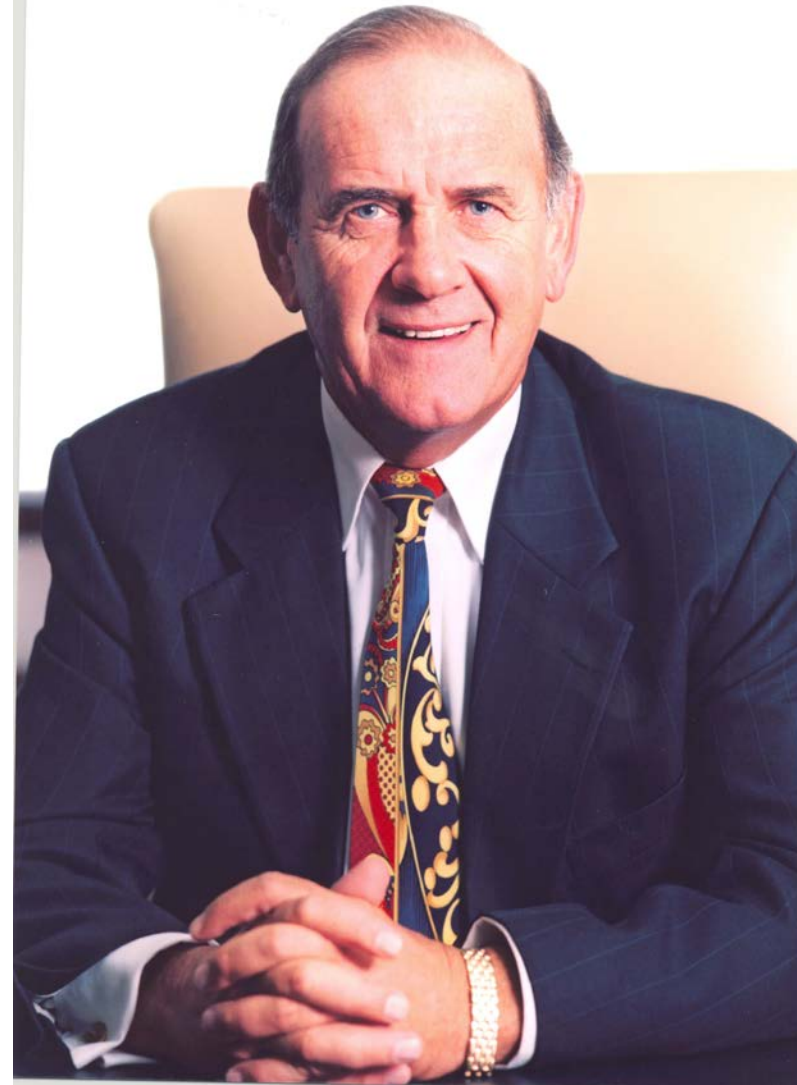


*...and everything  
in between...*



[www.dubaidutyfree.com](http://www.dubaidutyfree.com)

 Full of surprises.





# Head Office & Distribution Center



- 6,000 sq mts of office and 36,000 sq mts of warehouse (27,000 + mezzanine)
- 20,624 pallets and 27,680 totes capacity and 95% automated





# The Team



- New employees
- Advanced selling skills
- On the job training
- Training events

- Electi
- Eureka
- E-learning





# Marketing



- Dubai Duty Free Tennis Championships
- Best Tournament Awards (ATP 500)





# Dubai Duty Free Irish Derby





# Irish Village





# The Taoiseach at the Irish Village







# Jumeirah Creekside Hotel



- 292 Room Five Star Property Managed by Jumeirah





# Dubai Duty Free Foundation







# Corporate Social Responsibility





# Future – EXPO 2020

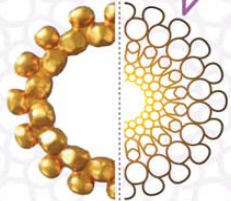
EXPO 2020 DUBAI

## Connecting Minds, Creating the Future

The UAE plans for Expo 2020 Dubai to attract millions of visitors as well as build a lasting legacy of innovative ideas

Every World Expo runs under a central theme of universal concern to all of humanity. Expo 2020 Dubai's theme is 'Connecting Minds, Creating the Future'. It recognises that generating sustainable solutions to global problems demands collaboration across cultures, nations and regions. It is also a reflection of the modern world: connected as never before, and changing with great speed. This is what Expo 2020, its participants and visitors will explore, well into the future.

**The logo inspiration**  
The logo of Expo 2020 Dubai is a delicate composition of circles and loops encircling a gold light that shines through the centre, and conveys the message of the event – Connecting Minds, Creating the Future.



The inspiration for the logo is a gold ring dating back almost 4,000 years, which was discovered at an archaeological site in the desert.

The discovery of the site, Sarouq Al Hadheed, was made by Shaikh Mohammad Bin Rashid Al Maktoum, when he was flying over the desert in a helicopter and noticed that the sand dunes over the site were very different from those in surrounding areas.



The decision to feature the simple ring in the logo was made by Shaikh Mohammad, to represent the message that the UAE is a



The logo was unveiled at a ceremony on March 27, 2016, when it was projected in gold light on to the Burj Khalifa.



Over 4,000 years ago, the people who lived in this land had a deep creative spirit, and today the people of this country are building the nation's future for centuries to come.

H. H. Shaikh Mohammad Bin Rashid Al Maktoum



### MASTER PLAN

Pavilions, exhibitions, events and entertainment will come together to create an immersive experience across an area of 2sq km.

Spreading outwards from this centre will be three 'souq' areas, each focused on sub-themes:

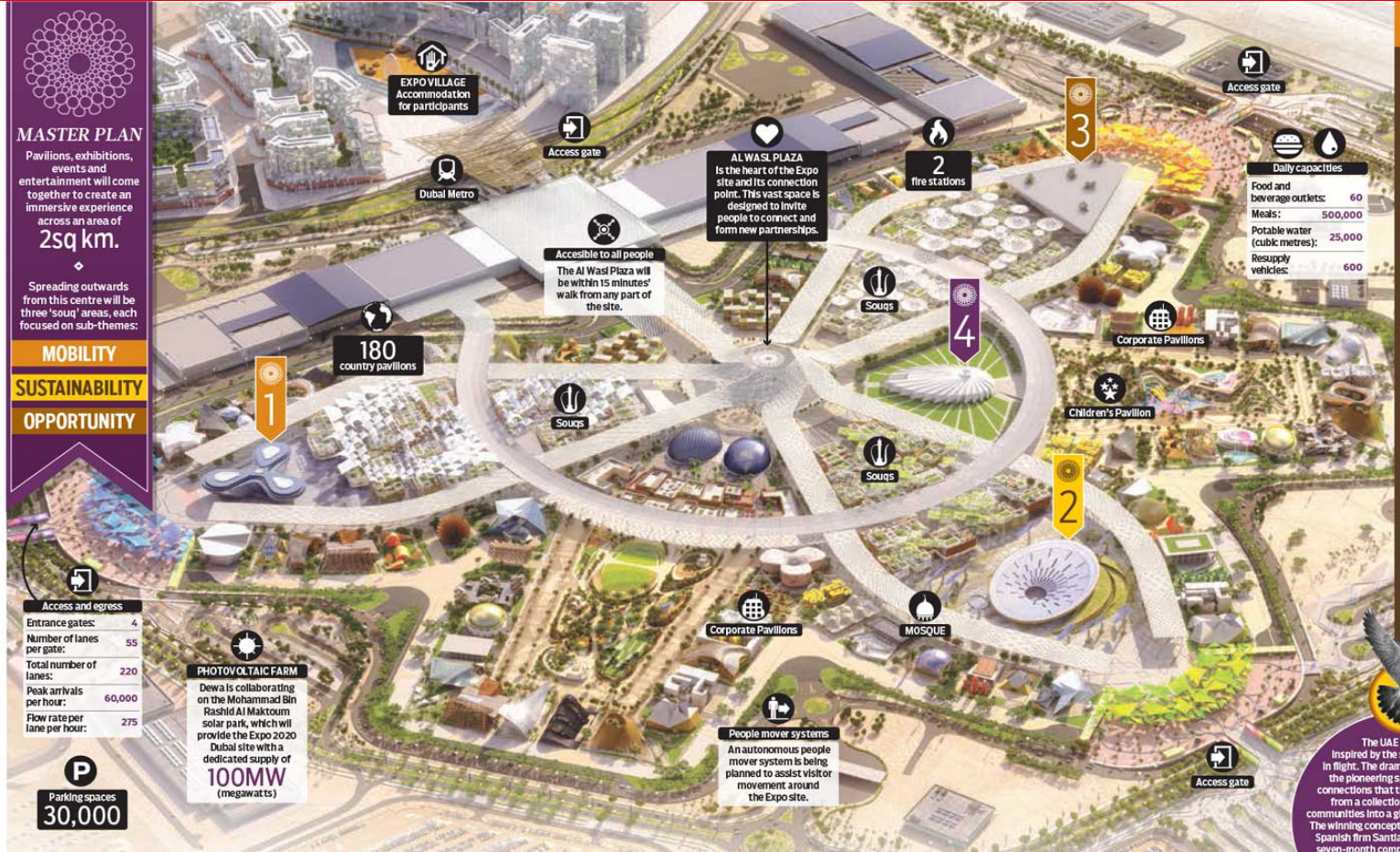
- MOBILITY
- SUSTAINABILITY
- OPPORTUNITY

Access and egress

Entrance gates:	4
Number of lanes per gate:	55
Total number of lanes:	220
Peak arrivals per hour:	60,000
Flow rate per lane per hour:	275

Parking spaces  
**30,000**

**PHOTOVOLTAIC FARM**  
Dewa is collaborating on the Mohammad Bin Rashid Al Maktoum solar park, which will provide the Expo 2020 Dubai site with a dedicated supply of 100MW (megawatts)



DURATION:  
**173 days**

**25.4m** expected visitors during the six months between October 2020 and April 2021

173,000 visitors per day

40,000 children per day

235,000 visitors per weekend day

247,000 visitors per peak day

200 VIP-visitors

280 press agencies

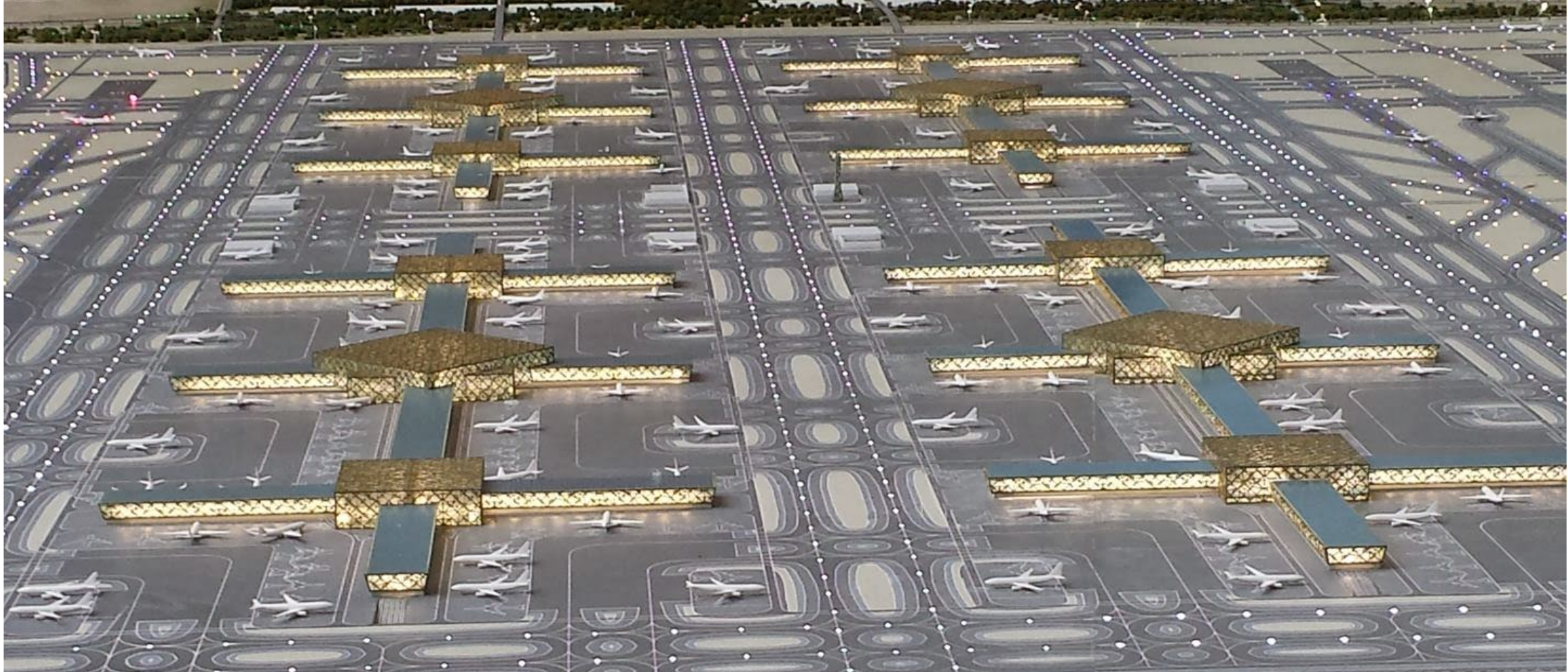
70% International visitors

The UAE Pavilion is inspired by the shape of a falcon in flight. The dramatic design evokes the pioneering spirit and power of connections that transformed the UAE from a collection of small, desert communities into a global connection point. The winning concept has been designed by Spanish firm Santiago Calatrava, after a seven-month competition organised by Abu Dhabi-based Masdar. The jury included representatives from Expo, Masdar, Emaar and the National Media Council.





# Future - Al Maktoum Airport



- 135 million pax capacity in Phase I with 88,500 sq. mts of retail
- Three parallel runways in Phase I
- Two Concourses and Terminal Building in Phase I
- 12 million cargo capacity





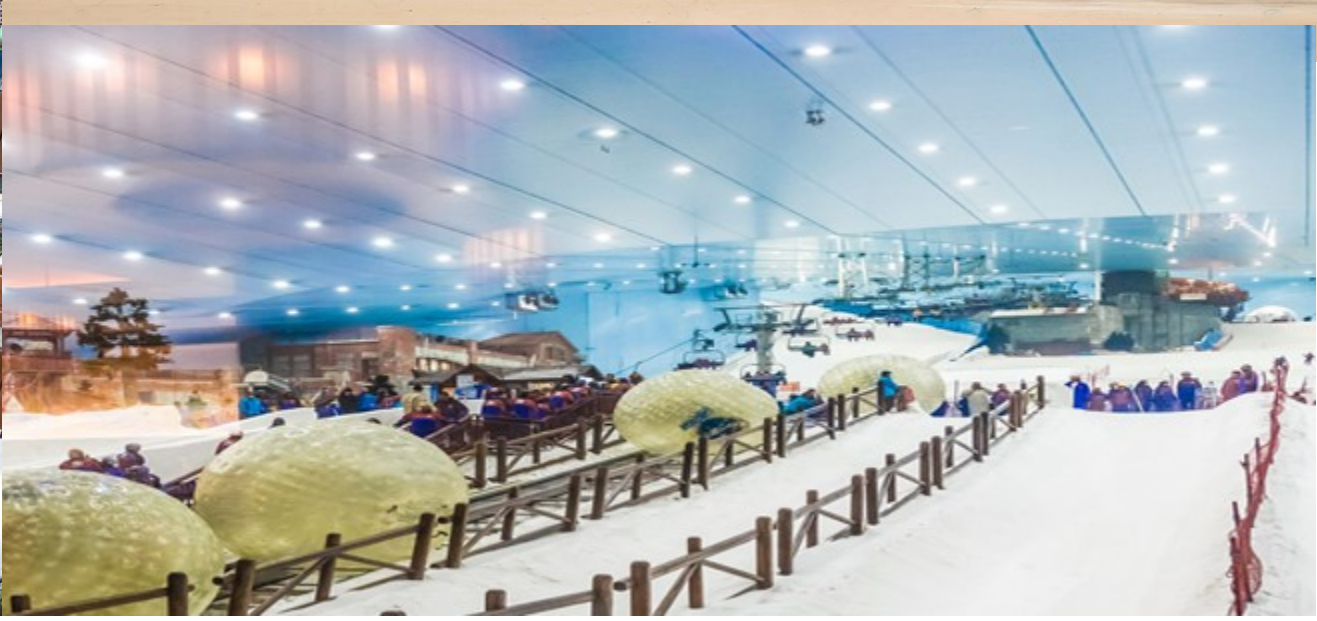
# Dubai







# Retail in Dubai – Dubai Mall and MOE





# The Past







# The Present







# The Future







# Questions

# and Answers