

## PRESS RELEASE

**Majid Al Futtaim Becomes Hotel Partner for UK Pavilion at Expo 2020 Dubai**

- *Majid Al Futtaim's Hotel portfolio will host British delegations visiting Expo 2020 Dubai*
- *The partnership highlights Majid Al Futtaim's hospitality, malls, retail, fashion and F&B offerings to UK businesses and travellers*
- *Majid Al Futtaim will bring the best of British brands to its malls with exciting activations*

**Dubai, UAE, 25 May 2021:** Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, has announced that it will be the Official Hotel Partner for the UK Pavilion at Expo 2020 Dubai.

The partnership was officiated at an event held by Majid Al Futtaim at the Kempinski Hotel, Mall of the Emirates on Monday 24 May. The celebration was attended by Her Majesty's Ambassador Patrick Moody, Her Majesty's Trade Commissioner Simon Penney, UK Commissioner General for Expo 2020 Dubai Laura Faulkner OBE, and officials from the Department of International Trade UAE. Majid Al Futtaim was represented by Ahmed Galal Ismail, Chief Executive Officer, Majid Al Futtaim – Properties, Fuad Sharaf, Managing Director, UAE Shopping Malls, Majid Al Futtaim Properties and Khalifa Bin Braik, Managing Director, Majid Al Futtaim - Hotels.

The collaboration aims to foster opportunities between Majid Al Futtaim, UK entities, businesses and travellers in the lead up to Expo 2020 – and beyond its six-month run that begins on 1 October 2021 – by promoting the company's compelling range of hospitality, leisure and entertainment experiences, shopping and F&B offerings. In line with this, the agreement will see Majid Al Futtaim host distinguished guests and celebrities from the UK and provide them with exclusive VIP services and experiences during Expo 2020. This will include hosting all British delegations in its world-class hotel brands. Additionally, opportunities to participate in key UK Pavilion business events will be an important benefit for Majid Al Futtaim and its partners as part of the relationship.

**Khalifa Bin Braik, Managing Director, Majid Al Futtaim - Hotels**, said: "Becoming the official hotel partner of the UK Pavilion at Expo 2020 is an incredible honour. As proud partners, we look forward to welcoming the British delegations and their affiliates to Dubai and to our Majid Al Futtaim hotels and malls. We hope that this partnership will further strengthen the deep and enduring relationship between Majid Al Futtaim and its industry partners in the United Kingdom across a range of mutually beneficial sectors and opportunities".

Majid Al Futtaim is committed to delivering pioneering and innovative concepts across its retail, property, leisure and entertainment businesses. This alliance with the UK Pavilion – whose theme of 'Innovating for a shared future' will see the exploration of technology, creativity and innovation, data analytics and robotics – closely align with Majid Al Futtaim's long-term vision of innovating fast and being future ready.

**Laura Faulkner OBE, UK Commissioner for Expo 2020 Dubai**, said: "We're delighted to welcome Majid Al Futtaim as a partner of the UK at Expo 2020 helping us share the best of the UK on the UK Pavilion and across the UAE at their range of hotels, malls and entertainment venues. We are excited to showcase the UK to the world in one place as we share how we are innovating for a shared future."

**Simon Penney, Her Majesty's Trade Commissioner for the Middle East, Afghanistan and Pakistan**, said: "Our partnership with Majid Al Futtaim at Expo 2020 Dubai is testament to the strength of the UK-UAE trade and investment relationship. The UK's participation at Expo 2020 Dubai will demonstrate that collaboration across borders will drive innovation and create opportunity in the Middle East and across the world."

The UK Pavilion and programme of activities will show the world the extraordinary ideas and inventions of its nation and will be celebrating the diversity and excellence of the UK and all that it has to offer including its leading contributions in tech and innovation towards future, sustainable solutions.

With more than 190 participating countries, including the UK, Expo 2020 Dubai is the first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region and the largest event ever held in the Arab world. Now taking place between 1 October 2021 and 31 March 2022, Expo 2020 is a global launch pad for business, opening up new markets and new opportunities to every business visitor, and including far-reaching business programming that will assist in attracting investments, forging agreements and promoting international cooperation.

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### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 16 international markets, employing more than 44,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 37 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion and Home retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, Crate & Barrel and Maisons du Monde. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also owns the rights to The LEGO Store and American Girl in the Middle East.

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## The UK at Expo 2020 Dubai

The UK is participating in Expo 2020 Dubai, taking place from 1 October 2021 to 31 March 2022. More than 200 participants, including 190-plus countries, are taking part in what will be the Arab world's largest event. The overarching theme for Expo 2020 Dubai is 'Connecting Minds, Creating the Future'. Under the theme 'Innovating for a Shared Future', the UK's participation will boost the country's global reputation, drive future partnerships and provide long term economic benefit.

The UK's participation in Expo 2020 Dubai will be led by the Department for International Trade (DIT), with support from the Department for Business, Energy & Industrial Strategy, the Department for Culture, Media & Sport, the Department for Environment, Food & Rural Affairs, the Department for Transport, the Foreign, Commonwealth & Development Office and the Devolved Administrations. The UK's presence will consist of a self-build country Pavilion, based in the 'Opportunity' District and an accompanying business, cultural, tourism and education events programme.

Find out more on the UK at Expo 2020 Dubai website