

DSMG MEMBERSHIP KIT **2010**





## Welcome Note from the Chairman

Today, we live in unusual times, the like of which has not been experienced in the recent history of mankind. Extraordinary circumstances however, call for extraordinary responses. As with every other segment, it is time for us – as representatives of Dubai's shopping mall sector – to review the current situation against our past performance and lay down new integrated strategies for growth. We need to move away from the 'win or lose' mode and focus instead, on 'win win' policies to ensure the continued and sustained development in Dubai's mall sector.

As the unified voice of all malls in Dubai and the official representative body that liaises with government entities and lobbies for mall development, the Dubai Shopping Malls Group (DSMG) has been instrumental in re-energising the shopping and retail trade within Dubai's malls through various promotional campaigns. But this is only the beginning.

Friends, we have a responsibility to develop Dubai's retail industry through greater focus on its mall segment. Sustaining a collective growth is the need of the hour, and we need to look beyond the narrow boundaries of Dubai's malls to the related sectors of hospitality, tourism, trade, healthcare and sports to explore the wealth of opportunities that present themselves.

To ensure a successful 2010, it is imperative that we work together as a group, organise promotions and activities aimed at attracting both foreign tourists and local residents, position the Dubai story in the right perspective to a global audience, communicate the USPs of Dubai's mall-based shopping, affiliate with global retail bodies to understand and implement global best practices and liaise with government organisations.

On behalf of DSMG, I take great pleasure in extending a warm welcome to the newest members of Dubai's shopping mall family and welcoming back the members who have renewed their commitment to us. I look forward to working closely with each one of you to enable our emirate to achieve its fullest potential for retail growth.

DSMG has several exciting integrated promotional campaigns planned for the coming year especially during the Dubai Summer Surprises and Eidyat Dubai. Preparations for 'The Mall Congress Dubai 2010' are also moving ahead with great speed. For all this and more, we look forward to your continued cooperation and support. Together, let us lead the revolution in Dubai's mall culture to greater heights.

Thank you

**Majid Al Ghurair**

# Dubai Shopping Malls Group

First established in 1998 under the patronage of the Dubai Department of Economic Development, the Dubai Shopping Malls Group (DSMG) is an association of the Mall industry in Dubai. A not-for-profit organisation, the DSMG aims to position Dubai as a leading global retail destination, that offers unparalleled shopping experiences for both residents and visitors.

DSMG is the unified voice of all malls in Dubai and the official representative body that liaises with Government entities and lobbies for mall development. It has been instrumental in re-energising the shopping and retail trade within Dubai's malls through its mega promotions during the 'Dubai Summer Surprises' and 'Eid in Dubai' campaigns, thus successfully aligning the emirate's mall sector under the promotional initiatives launched by the Government of Dubai.

With increasing number of malls being founded, the DSMG's objectives have further broadened to include the streamlined growth of shopping malls in Dubai. Led by the Board of Directors, which comprises of leading industry professionals from the member malls, the DSMG works together to introduce and implement global standards of excellence and international best practices, to ensure the continuous growth of the sector and augment mall shopping activities.

## Mission

To position and sustain Dubai as a leading global mall based shopping destination offering shoppers quality, world class service, innovation, luxury and an unparalleled mall experience with the right retail mix.

## Management

DSMG has been established under the patronage of Sheikh Ahmed Bin Saeed Al Maktoum, Chairman and Chief Executive of Emirates Group and Chairman of DSF & DSS Supreme Committee.

As the Chairman of DSMG, Majid Al Ghurair gives a strategic direction to the group, ensuring that all activities are in line with the Government of Dubai's vision to make the emirate the shopping and retail destination in the region. He is assisted and supported in his work by the Board of Directors, which comprises of industry professionals from amongst Dubai-based malls. Subcommittees focusing on specialised areas like 'Events' and 'Marketing' have been set up within the DSMG, to ensure the smooth functioning of the group.

## Management

### **2010 DSMG Board of Directors:**

Chairman: Mr. Majid Al Ghurair

Members: Mr. Eisa Adam Ibrahim – BurJuman Centre  
Ms. Laila Suhail – Dubai Events & Promotions Establishment  
Mr. Tom Miles – Dubai Festival Centre  
Mr. Nasser Rafi – Emaar Malls Group  
Mr. Peter Samuel – MAF Shopping Malls LLC  
Mr. David Thurling – Nakheel Shopping Malls LLC  
Mr. Shahjahan Unneen – WAFI

### **Dubai Shopping Malls Group Secretariat:**

Mr. KP Baiju  
Ms. Honey Barba  
Ms. Brinda Mistry



## Objectives & Activities

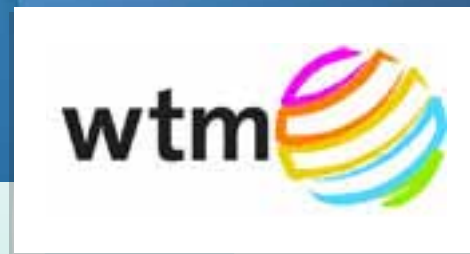
- To promote shopping, retail trade and malls in Dubai.
- To position Dubai as one of the leading mall based shopping destinations of the world.
- To facilitate and propagate practices and processes that will augment the growth of mall shopping in Dubai.
- To usher in global standards and the latest concepts in the mall industry.
- To synergise marketing initiatives of the mall industry.
- To represent DSMG members in local and international forums and actively participate in seminars, symposiums and retail promotional events.
- To be the unified voice of all the malls of Dubai.
- To lobby for mall development and liaise with Government bodies.
- To undertake research and organise conventions, seminars and events. To study, report and research economic, marketing and promotional conditions affecting the shopping centre industry.
- To create a knowledge resource bank by compiling data and information from surveys, periodicals, reference texts and computer data bases on mall based shopping and retailing activities.
- Promoting the prestige and standing of members as reputable specialists in the field of mall development and management.

## Achievements



### Dubai Summer Surprises

DSMG has been extremely active through 2009 with a significant focus on joint mall promotions designed to drive footfall to Dubai's shopping malls and centres. The hugely successful 'Surprising Millions' campaign organised during the 10-week DSS extravaganza offered shoppers a chance to win cash prizes worth AED500,000 every week - a total purse of AED 5 million. DSMG reported a 17 per cent aggregate growth in sales during DSS 2009 over the previous year, based on the combined total of sales recorded at all the malls that participated in DSMG's 'Surprising Millions' campaign. 'Surprising Millions' had the largest ever participation from DSMG members this year with 23 shopping malls taking part in the campaign. The success of the campaign was driven by the four newly opened malls - Arabian Centre, Dubai Marina Mall, Oasis Centre and The Dubai Mall. The retail sector with its discounts and amazing offers played a great role in attracting shoppers.



### Participation at World Travel Market

DSMG has a strategic partnership with the Dubai Events and Promotions Establishment (Formerly Dubai Shopping Festival Office) to promote the member malls through participation at exhibitions and road shows in the run up to the Dubai Shopping Festival. It further strengthened this tie up through a joint participation at the 2009 World Travel Market, enabling the group to explore new markets to promote its member malls. The 2009 WTM was a great success and witnessed participation from over 45,000 industry participants spanning more than 5,000 companies worldwide. More than 180 countries were represented at the event. Going forward, DSMG is already considering many such partnerships in 2010, which will offer member malls several opportunities to participate in such events.

## Membership Benefits

- Sharing the vision of the government of Dubai by partaking in umbrella promotions
- Collective participation in key retail initiatives such as the Dubai Summer Surprises, Dubai Shopping Festival, Eidyat Dubai and other similar festivals.
- Participation in education and training programmes, industry seminars, symposiums, idea exchange meetings, specialized conferences, road shows and other retail promotional events.
- Participation in various sector specific sub-committees in the areas of retail related real estate, retail technology, etc.
- Receive survey findings and trade information including global and regional economic trends that will help members solve problems and increase profitability.
- Participation in cost effective citywide joint marketing programs, mass publicity initiatives, and national and international promotional drives.
- Participation in the process of identification of areas of concern and issues and preparing a charter for representing to the concerned decision makers and resolving in all the relevant retail and related areas.
- Access to valuable database on industry resources and employees.
- Usage of DSMG logo in promotional activities.
- Usage of the DSMG website as a marketing tool for your property.

### Membership Eligibility & Categories:

- **Member**

Any organisation that operates a Shopping Mall in Dubai under license from the Department of Economic Development is eligible to apply for membership.

- **Associate Member**

Any retail outlet that operates in a Shopping Mall that is a member of Dubai Shopping Malls Group is eligible to apply for membership.

### Annual Membership Joining/Renewal Fees:

Category	Number of Retail Outlets*	Annual Subscription
Member	Less than 350	AED 10,000
Member	Over 350	AED 20,000
Associate Member	-	AED 5,000

\*With corresponding Gross Leasable Area (GLA)

## DSMG Joint Mall Promotions 2010

“If I had eight hours to chop down a tree, I’d spend six hours sharpening my axe,” said Abraham Lincoln, one of the most famous American Presidents of all time, highlighting the absolute significance of planning.

DSMG aims to give you ample lead time to prepare for all joint promotional and marketing activities so that you can avoid any last-minute hiccups and obstacles. Do take a few minutes to browse the details of mall promotions during DSS 2010 and let us know if you are interested to participate. We have also included the Eidyat Dubai details as available from the DEPE at the time of going to print to help plan and promote this opportunity with greater vigour.

### Promotion Dates

Dubai Shopping Festival	28 January - 28 February	32 Days
Dubai Summer Surprises	17th June - 7th August	52 Days - 7 Weeks
Ramadan in Dubai	11th August	Tentative
Eid in Dubai :		
● Eid Al Fitr Celebrations	9th September	Tentative
● Eid Al Adha Celebration	16th November	Tentative



27-28 APRIL, THE ADDRESS DUBAI MALL, DUBAI.

## THE MALL CONGRESS DUBAI 2010

### The Mall Congress Dubai 2010

Recognising the crucial need for a forum that will encourage greater cooperation and convergence amongst shopping malls, build on synergies and address common concerns and issues, DSMG has taken the initiative to launch The Mall Congress Dubai 2010 - the first ever conference of shopping malls in Dubai. Endorsed by the Dubai Events and Promotions Establishment (DEPE), The Mall Congress Dubai 2010 offers you a unique opportunity to meet and network with your like-minded counterparts and competitors, listen to the leading authorities in the industry and debate and discuss new and innovative ideas from across the globe. For the first time in the region, members of the shopping mall industry, will have an opportunity to discuss instituting combined market research studies, share ideas on the implementation of integrated marketing strategies and promotional campaigns, debate the crucial need for mall legislation and regulation, confer on industry-specific best practices and arrive at collective resolutions for the common good.



While the extraordinary retail revolution of the last decade has certainly ensured Dubai's place on global retails maps, it is now time to step back and take stock. The Mall Congress Dubai 2010 will enable us to meet industry experts, share knowledge and learn valuable lessons so that we can better direct future growth.

**Majid Al Ghurair, Chairman,  
Dubai Shopping Malls Group**



Commitment to quality in all areas of development is a key aspect of Dubai's success and the shopping malls sector is no exception. It is thus important to devise and implement globally acknowledged best practices and excellence models for the fast expanding shopping mall sector in the emirate. The Mall Congress Dubai 2010 will prove to be an ideal platform to initiate this and we look forward to extensive interaction and a frank exchange of ideas with the best known names in the trade

**Laila Suhail, Chief Executive Officer,  
Dubai Events and Promotions Establishment**

# Registration Form : DSMG Promotions 2010

Please  the events of interest:

## **DSMG Mega Raffle Promotion for Dubai Summer Surprises 2010**

- a. Promotion dates : 17<sup>th</sup> June to 7<sup>th</sup> August 2010
- b. Prizes: AED 5 Million worth Prizes. Your customer get a chance to win for every purchase of AED 200 in your malls
- c. Certain amount of Promotional materials and required quantity of raffle coupons are provided for free of cost.
- d. All ATL adverts will include logo of your mall as participating outlet
- e. Opportunity to participate in International road shows and joined promotion with Dubai Events and Promotions Establishment (DEPE) and other partners.
- f. Certain roaming performances will be provided to participating malls as part of the package.
- g. Soft copy of the promotional collaterals for participating mall usage and customization.
- h. No additional fee will be charged by DEPE during the DSS promotion period for any additional promotion by the mall\*
- i. Opportunity to host the weekly raffle and instant prize promotions\*
- j. Fees: Details are given in the attached Invoice.

\*Certain conditions apply

## **Eidyat Dubai 2010**

This promotion is organized by DEPE. Dubai Shopping Malls Group will coordinate the activities for the DSMG members malls.

- a. Promotion dates : 15 days leading to Eid Al Adha 2010\*
- b. Prizes: AED 1.5 Million cash Prizes. Your customer get a chance to win for every purchase of AED 200 in your malls
- c. Certain amount of Promotional materials and raffle coupons are provided for free of cost.
- d. Opportunity to participate in International road shows and joined promotion with DEPE and other partners.
- e. Soft copy of the promotional collaterals for participating mall usage and customization.
- f. No additional fee will be charged by DEPE during the Eidyat Dubai promotion period for any additional promotion by the mall\*
- g. Fees will remain similar to year 2009 level.

\*To be confirmed

## **World Travel Market**

This event is organized by DEPE. Dubai Shopping Malls Group will coordinate the activities for the DSMG members malls.

- a. Event dates : 8<sup>th</sup> – 11<sup>th</sup> November 2010\*
- b. Opportunity: DSMG member mall list and brochures will be included in the DEPE booth at WTM
- c. Member malls will have the opportunity to avail special deal if interested to exhibit at the show.
- d. Opportunity to participate in WTM Events and joined promotion with DEPE and other partners.
- e. Fees will be intimated to interested malls. Contact us for more information and participation.

## **The Mall Congress Dubai 2010**

- a. Date: 27-28 April 2010
- b. Listen to discussions and debates on issues affecting the global mall and retail sector
- c. The Mall Congress Dubai 2010 (TMCD 2010) offers the opportunity to meet and network with like-minded counterparts
- d. Special rates apply for DSMG members
- e. Partnership opportunities also available. Contact us for more details
- f. For more information please visit [www.dsmg.ae/tmcd2010](http://www.dsmg.ae/tmcd2010)

**Please send back this form to: Dubai Shopping Malls Group Secretariat via Fax: +9714 3539760 or Email: [dsmg@buz.ae](mailto:dsmg@buz.ae)**

# Membership Application Form – 2010

## General Information

Type of Membership: \_\_\_\_\_

License Number: \_\_\_\_\_

Name of Mall: \_\_\_\_\_

Name of Parent Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

## Key Personnel Information

Name of the Managing Director / CEO: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_

Name of the General Manager: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_

Name of the Marketing Manager: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_

## Category Information

Number of Retail Outlets: \_\_\_\_\_ Gross Leaseable Area: \_\_\_\_\_

### Payment Information

Cheque / DD to be drawn in favor of Dubai Shopping Malls Group, payable in Dubai.

Amount AED: \_\_\_\_\_ Cheque / DD No. \_\_\_\_\_

Date: \_\_\_\_\_ Drawn on Bank \_\_\_\_\_

**Please send back this form via Fax: +9714 3539760 or Email: [dsmg@buz.ae](mailto:dsmg@buz.ae)**

### Dubai Shopping Malls Group Secretariat

BUZ Management and Marketing Consultancy

Account Director : Ms. Honey Barba

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Dubai Shopping Malls Group Secretariat

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