

OFFICIAL WINNERS LIST

THE WINNERS

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The MECSR Shopping Centre & Retailer MENA Awards 2026 were presented on October 6, 2026 at The Ritz-Carlton DIFC, Dubai.

136

AWARDS

37

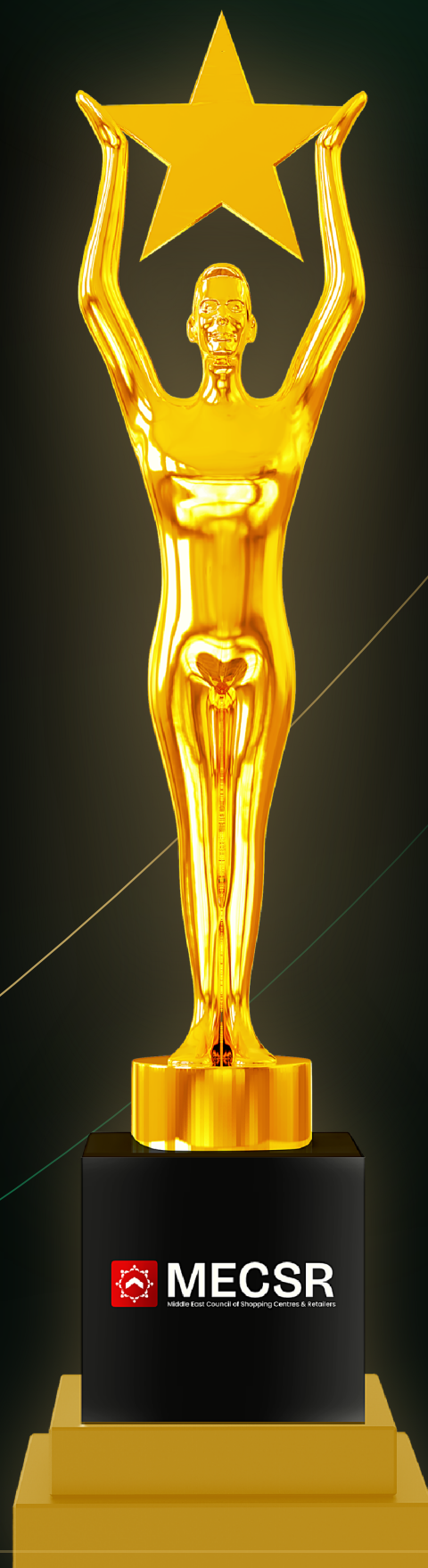
GOLD

99

SILVER

9

COUNTRIES



RETAIL GROUP EXCELLENCE AWARD

1 GOLD ◆ 1 SILVER

GOLD



AL OTHAIM INVESTMENT
AL OTHAIM LIFE

Riyadh, Saudi Arabia

SILVER



GROUND CONTROL ENTERTAINMENT

Dubai, United Arab Emirates

RETAIL BRAND EXCELLENCE AWARD

1 GOLD ◆ 4 SILVER

Homegrown

GOLD



KINGDOM CENTRE
Al Mamlaka Social Dining

Riyadh, Saudi Arabia

SILVER



AL AMER MARKETS
Al Amer Markets – 27 Years of Homegrown Retail Excellence

Al Ahsa, Saudi Arabia

SILVER



GROUND CONTROL ENTERTAINMENT
Ground Control

Dubai, United Arab Emirates

Expansion

SILVER



GROUND CONTROL ENTERTAINMENT
Haribo Happy World

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT
Play Doh Fun Factory

Dubai, United Arab Emirates

SERVICE EXCELLENCE AWARD

8 SILVER

AI & Digital Integration

SILVER



ESAS PROPERTIES
Setric - Esas Properties' Intelligent CRE Management Platform

Istanbul, Türkiye

SILVER



ESAS PROPERTIES
Visitify: AI-Powered Visitor Intelligence for Esas Properties

Istanbul, Türkiye

Customer Engagement & Loyalty Platforms

SILVER



GIFTIFY AND ALDAR
Digital Gifting, Native to Live Aldar: Giftify's Programme for Aldar

United Arab Emirates

SILVER



RAFFLE TECH TECHNOLOGY LLC
Raffletech & RaffleKlub: From Campaign Engagement to Customer Loyalty

Dubai, United Arab Emirates

ACTIVATIONS & EXPERIENTIAL SERVICES

SILVER



HYPE CREATIVE
Christmas in Wonderland

Amman, Jordan

DESIGN & ENVIRONMENT

SILVER



MUCHMORE ARCHITECTURAL DESIGN CONSULTANCY LLC

Dubai, United Arab Emirates

CUSTOMER INTELLIGENCE & ANALYTICS

SILVER



XPANDRETAIL
AI Mall Intelligence Solution

Dubai, United Arab Emirates

PROPERTY & RETAIL OPERATIONS SOFTWARE

SILVER



YARDI SYSTEMS

Dubai, United Arab Emirates

NOI ENHANCEMENT AWARD

2 GOLD ◆ 2 SILVER

GOLD



MUROUJ
Murouj - Speciality Leasing Program

Sabhan, Kuwait

GOLD



OASIS MALL DUBAI
More Value, Same Footprint: The Oasis Mall NOI Transformation

Dubai, United Arab Emirates

SILVER



DALMA MALL
From Parking to Performance: Reimagining an Everyday Asset

Abu Dhabi, United Arab Emirates

SILVER



SOUQ 7 - AZAD PROPERTIES
Souq7: Where Experience Became Currency

Jeddah, Saudi Arabia

TENANT PARTNERSHIP AWARD

4 GOLD ◆ 2 SILVER

TENANT INNOVATION

GOLD



EMIRATES MINTING FACTORY | DUBAI GOLD DISTRICT
Proud of UAE: Emirates Minting Factory x Dubai Gold District – Partnership with Purpose

Dubai, United Arab Emirates

SILVER



ENBD | DALMA MALL
ENBD Experience: The Human Side of Digital Banking

Abu Dhabi, United Arab Emirates

SILVER



SACO | RED MALLS - DHAHRAN MALL
When Fandom Became Currency: Dhahran Mall's FIFA Tenant Partnership with SACO

Dhahran, Saudi Arabia

ANCHOR TENANT PERFORMANCE

GOLD



CENTREPOINT | DALMA MALL

Centrepoint: Anchored in Trust. Powered by Performance.

Abu Dhabi, United Arab Emirates

BEST NEW TENANT LAUNCH

GOLD



ALLO BEIRUT | AZAD PROPERTIES

Souq7 x Allo Beirut: From Opening Day to Destination Partner

Jeddah, Saudi Arabia

GOLD



NANDO'S | AZAD PROPERTIES

Souq7 x Nando's: Giving a New Opening Its Own Stage

Jeddah, Saudi Arabia

RETAIL STORE DESIGN AWARD

3 GOLD ◆ 13 SILVER

ENTERTAINMENT CENTRES

GOLD



GROUND CONTROL ENTERTAINMENT

Play Doh - Msheireb Galleria

Dubai, United Arab Emirates

SILVER



AL AMER MALL

Smarvy Spot - Al Amer Mall

Al Ahsa, Saudi Arabia

SILVER



GROUND CONTROL ENTERTAINMENT

Ground Control - Kingdom Centre

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Ground Control - Msheireb Galleria

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Ground Control - The Village Mall

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Haribo Happy World - Panorama Mall

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Miraculous Adventure - Souq 7

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Miraculous Adventures - Mall of Qatar

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Nerf Action Xperience - Msheireb Galleria

Dubai, United Arab Emirates

SILVER



GROUND CONTROL ENTERTAINMENT

Slimooo - Panorama Mall

Dubai, United Arab Emirates

FASHION SPECIALTY

GOLD



AL OTHAIM INVESTMENT | AL OTHAIM LIFE
LC Waikiki - Al Othaim Mall - Rabwa

Riyadh, Saudi Arabia

SILVER



AL OTHAIM INVESTMENT | AL OTHAIM LIFE
ALDO - Red Sea Mall

Riyadh, Saudi Arabia

NON-FASHION SPECIALTY

SILVER



DALMA MALL
X-Beauty - Dalma Mall

Abu Dhabi, United Arab Emirates

POP-UP STORE

SILVER



DALMA MALL
Croissant & Danish Bakery - Dalma Mall

Abu Dhabi, United Arab Emirates

LUXURY

SILVER



DUSOUL BY DHAMANI
Dusoul - Mall of the Emirates

Dubai, United Arab Emirates

KIOSK

GOLD



DALMA MALL
Reef Perfumes - Dalma Mall

Abu Dhabi, United Arab Emirates

DESIGN & DEVELOPMENT AWARD

5 GOLD ♦ 3 SILVER

NEW DEVELOPMENT

GOLD



KNOWLEDGE ECONOMIC CITY
Multaq Al Madinah

Madinah, Saudi Arabia

SILVER



CENOMI CENTERS
Westfield Jeddah: Where the Future of Retail Begins

Riyadh, Saudi Arabia

VISIONARY CONCEPTS

SILVER



CENOMI CENTERS
Barakah Mall Makkah: A New Destination at the Heart of Makkah

Riyadh, Saudi Arabia

MULTI-PHASE DEVELOPMENTS

SILVER



UNIFIED REAL ESTATE DEVELOPMENT CO.
THE BELLEVUE - A Mega Lifestyle Center

Riyadh, Saudi Arabia

RENOVATION / EXPANSION

GOLD		BURJUMAN MALL BurJuman Renovation	Dubai, United Arab Emirates
GOLD		BURJUMAN MALL The Food Pavilion at BurJuman Mall	Dubai, United Arab Emirates
GOLD		KINGDOM CENTRE Kingdom Centre - Mall Renovation	Riyadh, Saudi Arabia
GOLD		OASIS MALL DUBAI Reimagining Oasis Mall Dubai	Dubai, United Arab Emirates

SUSTAINABILITY EXCELLENCE AWARD

4 GOLD ♦ 5 SILVER

COMMUNITY & SOCIAL IMPACT

GOLD		DALMA MALL EEBIS – Incubating Emirati Enterprise. Creating National Impact.	Abu Dhabi, United Arab Emirates
GOLD		ESAS PROPERTIES Social Value @Work: Embedding Sustainability Through People and Communities	Istanbul, Türkiye
GOLD		PLACE VENDÔME QATAR Make a Splash for a Cause	Lusail, Qatar
SILVER		AL JABER OPTICAL Eye Care Campaign – National Charity School Dubai	Dubai, United Arab Emirates
SILVER		RED SEA MALL Healthy Mall Certificate	Jeddah, Saudi Arabia

RETAIL OPERATIONS

SILVER		OASIS MALL DUBAI Oasis Mall Dubai: Built to Trade. Retrofitted to Sustain.	Dubai, United Arab Emirates
SILVER		REEM MALL Reem Mall Installs Largest EV Charging Network in UAE	Abu Dhabi, United Arab Emirates
SILVER		SOUQ 7 - AZAD PROPERTIES From Plastic To Fakhara - Souq 7	Jeddah, Saudi Arabia

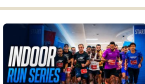
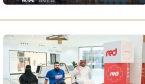
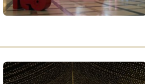
REPORTING & GOVERNANCE

GOLD		ESAS PROPERTIES Esas Properties 2025 Sustainability Report	Istanbul, Türkiye
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MARKETING EXCELLENCE AWARD

14 GOLD ◆ 61 SILVER

COMMUNITY ENGAGEMENT & IMPACT

GOLD		CENOMI CENTERS Cenomi x Zahra: Turning Shopping Centres Pink for Early Detection	Riyadh, Saudi Arabia
GOLD		DALMA MALL Wardat Aman – One Flag Above Us. One Home Within Us.	Abu Dhabi, United Arab Emirates
GOLD		LUCKY LANDMARK (PVT.) LTD. Aziz Tabba Memorial Scrabble Ranking Championship 2025	Karachi, Pakistan
GOLD		PLACE VENDÔME QATAR Rooted In Resilience	Lusail, Qatar
GOLD		REEM MALL Farmers' Market at Reem Mall: Homegrown Producers, Emirati Heritage, Community Impact	Abu Dhabi, United Arab Emirates
SILVER		AJMAL PERFUMES Ajmal Perfumes x BAAB: Where Cinema Meets Scent	Dubai, United Arab Emirates
SILVER		AL MOUJ MUSCAT The Market - Season One	Muscat, Oman
SILVER		CENOMI CENTERS Cenomi x Makkah Municipality: Serving Hajj Pilgrims Through Partnership	Riyadh, Saudi Arabia
SILVER		DALMA MALL Dalma Mall Indoor Run Series – Thousands of Feet. One Rhythm. One Community.	Abu Dhabi, United Arab Emirates
SILVER		OASIS MALL DUBAI Children of Determination Bazaar	Dubai, United Arab Emirates
SILVER		PLACE VENDÔME QATAR Let's Move	Lusail, Qatar
SILVER		PLACE VENDÔME QATAR Match for Hope Fan Festival	Lusail, Qatar
SILVER		RED MALLS - DHAHRAN MALL A Starting Line for Everyone: Dhahran Mall Opens Race Week to the Community	Dhahran, Saudi Arabia
SILVER		RED MALLS - DHAHRAN MALL Stronger Together: Dhahran Mall Turns Breast Cancer Awareness Into Action	Dhahran, Saudi Arabia
SILVER		RED MALLS - DHAHRAN MALL Where Hearts Gather: When Dhahran Mall Gave Ramadan a Local Voice	Dhahran, Saudi Arabia

SILVER		RED SEA MALL Heart Beats	Jeddah, Saudi Arabia
SILVER		SOUQ 7 - AZAD PROPERTIES A Table That Grows Every Year: Souq7's Annual Iftar for 450+ Orphans and Families	Jeddah, Saudi Arabia
SILVER		SOUQ 7 - AZAD PROPERTIES Champions of Tomorrow: Turning a World Record into Shared Legacy	Jeddah, Saudi Arabia
SILVER		SOUQ 7 - AZAD PROPERTIES Rooh Al Watan: A National Day Grown by Jeddah	Jeddah, Saudi Arabia
SILVER		WATERFRONT MARKET Little Explorers: Turning Dubai's Largest Fresh Food Market into a Classroom for the Next Generation	Dubai, United Arab Emirates

CUSTOMER EXPERIENCE

GOLD		RED SEA MALL Saudi National Day 95	Jeddah, Saudi Arabia
GOLD		REEM MALL Reem Mall's World Cup Fan Zone	Abu Dhabi, United Arab Emirates
SILVER		AL AMER MALL Eid Customer Journey	Al Ahsa, Saudi Arabia
SILVER		BURJUMAN MALL Right in The Heart at BurJuman Mall	Dubai, United Arab Emirates
SILVER		DALMA MALL Mascot Mania: From Spectators to Storytellers	Abu Dhabi, United Arab Emirates
SILVER		DALMA MALL Shopping Has a Heartbeat – Turning Retail Into a Family Adventure	Abu Dhabi, United Arab Emirates
SILVER		RED MALLS - DHAHRAN MALL TAJDEED: Renewal Built Around You	Dhahran, Saudi Arabia
SILVER		RED SEA MALL Heart Beats	Jeddah, Saudi Arabia
SILVER		WATERFRONT MARKET The Passport That Turned First Time Shoppers into Lifelong Foodies	Dubai, United Arab Emirates

STRATEGIC COMMUNICATIONS

GOLD		DUBAI GOLD DISTRICT Global Repositioning of Dubai's Gold Trade & the World's First Gold Street	Dubai, United Arab Emirates
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GOLD



PLACE VENDÔME QATAR
QNB 3X Rewards

Lusail, Qatar

SILVER



AL OTHAIM INVESTMENT | AL OTHAIM LIFE
Al Othaim Life Meet & Greet with Mr. Aldo Bin Sadun

Riyadh, Saudi Arabia

SILVER



SOUQ 7 - AZAD PROPERTIES
One Brand, Seven Audiences: How Souq7 Aligned a City Around One Promise

Jeddah, Saudi Arabia

EXPERIENTIAL MARKETING

SILVER



BURJUMAN MALL
Jhilmil Diwali by BurJuman Mall

Dubai, United Arab Emirates

SILVER



BURJUMAN MALL
Right in the Heart of Festive Wonder at BurJuman Mall

Dubai, United Arab Emirates

SILVER



CENOMI CENTERS
Cenomi Plus x Esports World Cup: Where Retail Meets Gaming

Riyadh, Saudi Arabia

SILVER



CENOMI CENTERS
Turning Malls into the Nation's Living Room: Cenomi's FIFA World Cup 2026 Fan Zones

Riyadh, Saudi Arabia

SILVER



DALMA MALL
Squad Games – From Watching the Game to Living the Fame

Abu Dhabi, United Arab Emirates

SILVER



MALL OF MUSCAT
The Live Arena FIFA World Cup Activation

Muscat, Oman

SILVER



RED MALLS - DHAHRAN MALL
PAW Patrol: When Every Child Became the Hero

Dhahran, Saudi Arabia

SILVER



SOUQ 7 - AZAD PROPERTIES
Pilgrims' Journey to Souq7: Hospitality Begins Before Arrival

Jeddah, Saudi Arabia

SILVER



SOUQ 7 - AZAD PROPERTIES
Rooh Al Watan: Souq7 Turns National Day into a Seven-Zone Experience

Jeddah, Saudi Arabia

SILVER



SOUQ 7 - AZAD PROPERTIES
When Ramadan Became a Place

Jeddah, Saudi Arabia

SILVER



THE AVENUES - BAHRAIN
Winter Village

Manama, Bahrain

SILVER



WATERFRONT MARKET
The Burger Born from Dubai's Largest Fresh Food Market

Dubai, United Arab Emirates

INTEGRATED MARKETING

GOLD		CENOMI CENTERS Cenomi Summer Activation: Ten Malls, Five-Character Worlds, One Summer	Riyadh, Saudi Arabia
GOLD		WATERFRONT MARKET From Market to Destination: Repositioning Waterfront Market for a New Generation	Dubai, United Arab Emirates
SILVER		BURJUMAN MALL Right in the Heart at BurJuman Mall	Dubai, United Arab Emirates
SILVER		CENOMI CENTERS Making Sukuk Accessible: Cenomi Centers' Integrated Investment Campaign	Riyadh, Saudi Arabia
SILVER		CENOMI CENTERS Westfield Riyadh x Riyadh Fashion Week: Fashion Beyond the Runway	Riyadh, Saudi Arabia
SILVER		DALMA MALL Winter Takeover: One Story. Multiple Channels. One Unforgettable Season.	Abu Dhabi, United Arab Emirates
SILVER		MALL OF QATAR Mall of Qatar - Experience to Retail Campaign	Al Rayyan, Qatar
SILVER		RED MALLS - DHAHRAN MALL The Mall That Joined the Race: A Connected Journey from Mall to Finish Line	Dhahran, Saudi Arabia
SILVER		SOUQ 7 - AZAD PROPERTIES Souq7 Grand Opening: Everything in a Souq for Everyone	Jeddah, Saudi Arabia
SILVER		SOUQ 7 - AZAD PROPERTIES Souq7: Where Every Fan Became the Story	Jeddah, Saudi Arabia

SALES PROMOTIONS

GOLD		PLACE VENDÔME QATAR 24-Hour Sale 2025	Lusail, Qatar
GOLD		RED MALLS - DHAHRAN MALL FIFA Fan Zone: When Football Knowledge Became Spending Power	Dhahran, Saudi Arabia
SILVER		BURJUMAN MALL Sparkling Diwali at BurJuman Mall	Dubai, United Arab Emirates
SILVER		LUCKY LANDMARK (PVT.) LTD. The Grand Fest 2025-2026	Karachi, Pakistan
SILVER		PLACE VENDÔME QATAR Back to School 2025	Lusail, Qatar

SILVER



PLACE VENDÔME QATAR

Start the Year 5X Better

Lusail, Qatar

SILVER



REEM MALL

Infinite Possibilities at Reem Mall - Spend & Win Promotion

Abu Dhabi, United Arab Emirates

SILVER



SOUQ 7 - AZAD PROPERTIES

Yalla Souq7: Turning Weekdays Into Student Days

Jeddah, Saudi Arabia

SILVER



WATERFRONT MARKET

Mangolicious: Turning Mango Season into Measurable Retail Growth

Dubai, United Arab Emirates

DIGITAL-FIRST & INFLUENCER

SILVER



DALMA MALL

Ramadan Family Rewards: More Than a Click. A Family Connection.

Abu Dhabi, United Arab Emirates

SILVER



OASIS MALL DUBAI

Diaper Derby – A Digital Campaign with a Physical Finish Line

Dubai, United Arab Emirates

SILVER



PLACE VENDÔME QATAR

Place Vendôme Ladies Night

Lusail, Qatar

SILVER



PLACE VENDÔME QATAR

ReTales

Lusail, Qatar

SILVER



SOUQ 7 - AZAD PROPERTIES

Influence by Intent: Souq7's Digital Front Door

Jeddah, Saudi Arabia

SILVER



WATERFRONT MARKET

Behind the Plating: Turning Chef Influence into Digital Authority

Dubai, United Arab Emirates

SILVER



WATERFRONT MARKET

Make It Like Mamma: Turning Family Recipes into Social Stories

Dubai, United Arab Emirates

EMERGING TECHNOLOGY

SILVER



DALMA MALL

The Mall That Moved: CityMoov at Dalma Mall

Abu Dhabi, United Arab Emirates

SILVER



SOUQ 7 - AZAD PROPERTIES

Souq7 Battle Royale: Turning Digital Play into Physical Visits

Jeddah, Saudi Arabia

PUBLIC RELATIONS

GOLD



SOUQ 7 - AZAD PROPERTIES

Souq7 Grand Opening: Opening the Doors to Jeddah's Next Great Story

Jeddah, Saudi Arabia

SILVER



DUBAI GOLD DISTRICT

Dubai Gold District x Emirates Minting: How Earned Media Turned National Pride into a Sold-Out Collectable

Dubai, United Arab Emirates

RISING RETAIL STAR OF THE YEAR AWARD

1 WINNER

WINNER



JAMAL BAKIZADA

Riyadh, Saudi Arabia

RETAIL PROFESSIONAL OF THE YEAR AWARD

2 WINNERS

WINNER



ELI SIMON AOUN

Riyadh, Saudi Arabia

WINNER



WOUTER VAN WEMMEL

Dubai, United Arab Emirates

Gold and Silver are awarded against a standard: every entry is scored by an independent jury of industry leaders against the published criteria for its award.
Issued by the Middle East Council of Shopping Centres & Retailers (MECSR), Dubai, October 2026.