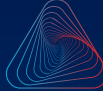




30 YEARS
OF TIMELESS
CONNECTIONS

RETAIL
CONGRESS

GENESIS  IGNITE
THE GENESIS OF VISION 2030 - REIGNITING RETAIL

RETAIL CONGRESS MENA 2024

POST EVENT REPORT

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GENESIS IGNITE

THE GENESIS OF VISION 2030 – REIGNITING RETAIL

Foreword

In an era defined by transformation and growth, Retail Congress MENA 2024, hosted at the esteemed Mandarin Oriental Al Faisaliah Riyadh, celebrates the theme, "From Foundation to Flame: Embracing a New Retail Chapter in Saudi Arabia." This year's event highlights the Kingdom's ambitious strides in retail, showcasing innovation, collaboration, and the evolving dynamics shaping the industry. It is a call to embrace the future with purpose, ignite meaningful conversations, and forge lasting connections, marking the dawn of a vibrant new chapter in retail.

Embracing a New Era of Retail

2024 ushers in a transformative chapter for retail, where innovation, adaptability, and AI integration reshape the landscape. Retailers are leveraging AI to enhance personalization, streamline operations, and drive data-driven decisions, while empowering teams and adopting sustainable practices to meet evolving consumer demands. This new era fosters collaboration, creating ecosystems where partnerships and technology drive innovation, resilience, and progress. Together, we embrace the future of a thriving, customer-centric retail industry.

Shaping the Future of Retail

The Retail Congress MENA 2024 spotlighted the exciting possibilities of embracing a new era of retail in Saudi Arabia. Industry leaders came together to explore transformative strategies, from harnessing AI-driven technologies and building sustainable practices to redefining customer journeys and fostering innovation. The congress showcased how businesses can ignite growth, inspire progress, and adapt to the dynamic retail landscape through collaboration, reinvention, and bold vision for the future.

Fostering Connections and Innovation

The event was a vibrant platform for building connections, sparking innovation, and driving growth. Industry professionals from Saudi Arabia, the MENA region, and beyond came together to share insights, forge partnerships, and explore emerging trends, setting new benchmarks for the retail sector's future.

Looking Towards a Brighter Future

The Retail Congress MENA 2024 has set the stage for a bold and dynamic future in retail, focusing on innovation, collaboration, and transformation. With insights into cutting-edge technologies, sustainable practices, and evolving customer expectations, the event encouraged industry leaders to rethink strategies and embrace change. It's not just about adapting to the present—it's about shaping what's next, paving the way for a resilient and thriving retail ecosystem.

BRANDING & COLLATERALS



CONFERENCE STAGE



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ATTENDANCE & ENGAGEMENT

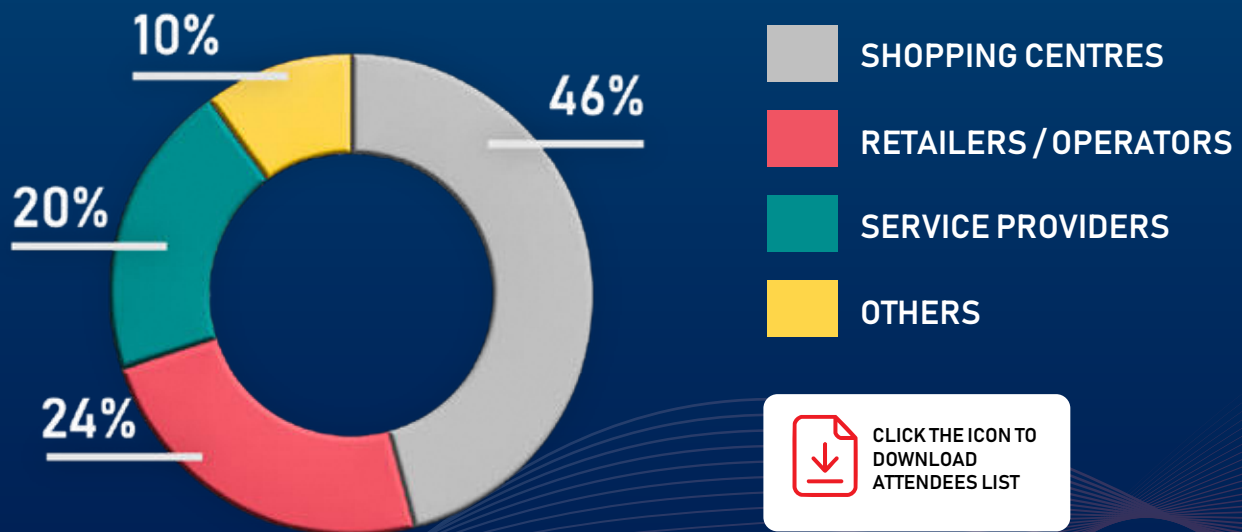
Insights from Sensormatic Footfall Data

The Retail Congress MENA 2024, continued its trajectory of growth and engagement. Leveraging advanced footfall tracking technology provided by Sensormatic by Johnson Controls, we gained valuable insights into attendee behavior and overall event impact.

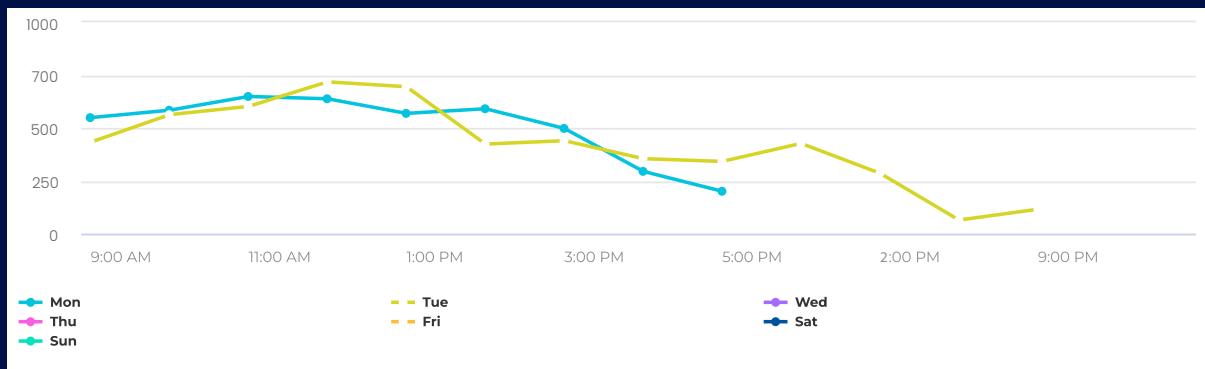
The 2024 edition welcomed a remarkable 10,040 visitors from over 40 countries, surpassing the previous year's attendance of 7,604.

OVERALL NUMBER OF VISITORS
FROM OVER 40 COUNTRIES:

10,040



FOOTFALL TRAFFIC - RETAIL CONGRESS 2024



CONFERENCE KEYNOTE HIGHLIGHT

JOHN SANEI: AI HUMAN SYMPHONY IN RETAIL

John Sanei discussed the transformative role of AI in retail, emphasizing the shift from economies of scale to learning. He highlighted the transition through historical skill sets, from physicality in the agricultural era to IQ in the industrial era, and now adaptability in the AI era. Sanei addressed the emotional intelligence required for adaptability, noting the inadequacy of algorithmic thinking against AI's rapidly advancing capabilities, which are doubling every 5.7 months.

He introduced the concept of AQ (Adaptability Quotient) as the future's critical skill, asserting that pattern recognition and adaptability are more important than knowledge acquisition. Sanei criticized the traditional reliance on legacy thinking and expertise, which inhibits innovation, using examples like Zara's loss to Shein due to Shein's data-driven, AI-powered economies of learning model. He advocated for separate "Today" and "Tomorrow" teams within organizations, focusing on innovation and disruption respectively, to stay ahead.

The session concluded with a call to embrace a future-oriented mindset, questioning whether leaders are equipped for the future and the importance of adaptability over familiarity.



CONFERENCE KEYNOTE HIGHLIGHT

VEEMAL GUNGADIN: UNLOCKING AI FOR MAXIMUM IMPACT

Veemal Gungadin explored the transformative power of AI, noting its surge in adoption from 22% in 2017 to 72% by 2024 (McKinsey). He emphasized generative AI tools like ChatGPT, which employees often use despite restrictions, and demonstrated AI's ability to write software through a trivia game creation using plain English instructions. AI's applications in government and consumer apps like Meta AI on WhatsApp were also discussed.

Veemal highlighted challenges, such as AI misuse in education and the ethical concerns of AI-generated content. He urged organizations to align AI strategies with goals, experiment, and share insights. Practical retail applications included Microsoft's Copilot for productivity, AI personalization in grocery shopping, and Salesforce's AI for customer interactions. Examples like Lindex's store employee solutions showcased AI's potential for tailored solutions.

He concluded by encouraging businesses to strategically embrace AI, integrating tools to shape an augmented future.

embrace AI
augmented



CONFERENCE 1-ON-1 INTERVIEWS



SAUDI WOMEN VISIONARIES LEADING THE WAY AND INSPIRING CHANGE

Sara Al Rashid from Asteri Beauty outlined her mission to redefine Arab women's beauty standards through her brand. She highlighted the growth of her business, which includes an online store serving the MENA region and Europe, and five physical stores with plans for 20 more in the GCC. Sara emphasized the complementary nature of online and offline retail experiences, leveraging AI for virtual product trials and customer analytics. She called for greater support of local brands in shopping centres, proposing partnerships and marketing assistance.



THE SMART SHOPPING CENTRE? WHAT IS IT?

Said, Atif, and David discussed integrating technology in smart shopping centres, highlighting AI chatbots, frictionless parking, and rapid tech deployment. They emphasized using data to enhance retailer insights, balancing innovation with human interaction, and leveraging tools to stay competitive. Yardi's role in improving operational efficiency and emerging technologies like air taxis were explored. Saudi Arabia's Vision 2030 was central, presenting opportunities to build smart shopping centres with advanced digital infrastructure from the ground up.



THE GENESIS OF MODERN RETAIL – DRIVING INNOVATION IN THE RETAIL INDUSTRY

Industry leaders discussed the transformation of retail in Saudi Arabia. Princess Noura, emphasized the integration of culture into retail, highlighting its potential to enhance customer experience and contribute to non-oil economic growth. Alison, underscored the importance of evolving with consumer trends, citing the rise of e-commerce giants like Shein as a prompt for brick-and-mortar retailers to innovate and complement online experiences. Nada, pointed out the critical role of customer experience in retail, particularly for Gen Z consumers who prioritize personalization and ethical practices. The speakers agreed that employee empowerment and the incorporation of cultural elements into retail spaces are key to differentiating the Saudi retail experience ahead of major events like the Osaka Expo 2025 and Riyadh Expo 2030. The session concluded with a consensus on the need for a culturally rich, customer-centric approach to ensure the retail sector's growth and alignment with Vision 2030.

CONFERENCE 1-ON-1 INTERVIEWS



BREAKING BARRIERS: GREEN TECHNOLOGIES IN SHOPPING CENTERS – SUSTAINABILITY,

David moderated a discussion with Cem and Dr. Esel on sustainable retail practices. Dr. Esel emphasized AI's role in reducing food and textile waste, while Cem highlighted ESAS Properties' success with solar panels, cutting emissions and costs. The discussion stressed collective action, government incentives, and sustainability's positive impact on property value. Dr. Esel also noted Migros Retail's solar energy investments. The session ended with a call for retail to embrace AI and sustainability for a better future.



HARMONIZING LOCAL & GLOBAL BRANDS – NEW RETAILER IDEAS

Fahed stressed customer obsession and industry collaboration to navigate AI-driven market changes, highlighting its success in Lululemon's sales growth. Abdullah showcased sustainability efforts like solar panels at Riyadh Park and Panorama, redefining 'local' brands as globally influential. The discussion covered global brands adapting locally, such as Lululemon's events and Crate and Barrel's classes, and digital tools like tenant portals and mall heat maps. Both urged collaboration to compete with e-commerce giants, fostering industry growth through shared knowledge.



SHAPING THE FUTURE OF SAUDI REAL ESTATE: 38 TOWER CRANES – RIYADH AVENUES

Jassem, a key figure in the real estate sector, unveiled insights into the colossal Riyadh Avenues project. The development, poised to revolutionize Riyadh's retail and employment landscape, aligns with Saudi Arabia's 2030 vision, offering an expansive gross leasable area and ample parking facilities to accommodate its ambitious scale. With the project at a 50% completion mark, Jassem highlighted the essential steps for bringing such a massive development to fruition, including assembling a strong team, meticulous design phase planning with international consultants, and choosing a construction partner that aligns with the project's objectives. He emphasized the importance of clear communication, problem-solving, and ensuring healthy cash flow to maintain project momentum.

CONFERENCE 1-ON-1 INTERVIEWS



BEYOND THE ALGORITHM - LEADING RETAIL WITH PEOPLE FIRST

Shah, emphasized the importance of culture and human elements in tech integration. He referenced notable retail leaders and their people-centric approaches. Veemal, highlighted adaptability and the role of AI in augmenting human capabilities, drawing on Singapore's supportive AI ecosystem. David, the moderator with extensive MENA experience, noted a cultural shift towards empowerment in the region. The session concluded that despite technological advances, human leadership remains vital, with adaptability, culture, and empathy being key to managing change in retail.



TRANSFORMING SAUDI ARABIA'S TOURISM INDUSTRY: THE F&B - RETAIL - HOSPITALITY NEXUS

Industry experts Will, Mateo, David, and Toro discussed Saudi Arabia's tourism evolution and its synergy with F&B, retail, and hospitality, aligned with Vision 2030. Will emphasized curated experiences and strategic consulting in emerging markets. Mateo highlighted the need for retail innovation to showcase local culture, while Toro advocated for customer-centric approaches in luxury retail. The panel stressed authenticity, local talent, and customer experience, calling for mentorship, transparent dialogue, and policy support to empower entrepreneurs and drive Saudi's ambitious tourism goals.



FEARLESS RETAIL LEADERSHIP (ARABIC)

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CONFERENCE 1-ON-1 INTERVIEWS



RESILIENT RETAIL – THRIVING IN ECONOMIC CHALLENGE

Retail experts Vitor, Bhupinder, and Shereen addressed strategies for retail resilience amid economic challenges. The speakers shared insights on adapting to market trends, managing financial risks, consumer behavior changes, and leveraging technology like AI for customer insights. Vitor emphasized the need for agile responses, financial prudence, and innovation in retail operations. Bhupinder highlighted the importance of participative management and sinking funds for financial resilience. The panelists agreed on the significance of leadership in guiding teams through transformation and maintaining relevance. They advocated for persistence, focus, and preparation to navigate tough times, with a proactive approach to challenges. The session concluded with the notion that challenges are part of the retail landscape, and businesses must adapt, innovate, and preserve to thrive.



IGNITE THE FUTURE – SHAPING RETAIL'S NEXT CHAPTER

Experts discussed aligning retail strategies with Saudi Arabia's Vision 2030. Vythnathan highlighted optimism from population growth, GDP trends, and government reforms like tourism promotion. He noted retail expansion and the potential to turn challenges into opportunities. Shaukat emphasized mixed-use projects in secondary cities, with Saudi Bonyan pioneering destination hubs blending retail and hospitality. David underscored leadership, partnerships, and technology in enhancing shopping centers. The panel agreed on sustainable practices, community engagement, and prioritizing customer experience to align with Vision 2030's environmental and societal goals.

EXHIBITION SHOWCASE

THE GENESIS OF VISION 2030 - REIGNING RETAIL

31

EXHIBITORS



EXHIBITION FLOORPLAN

THE GENESIS OF VISION 2030 - REIGNING RETAIL



Booth No.	B17	AL BAHJA MALL	KINGDOM OF SAUDI ARABIA
Booth No.	P43-P47	AL KHOZAMA INVESTMENT COMPANY	KINGDOM OF SAUDI ARABIA
Booth No.	D51 & P52	ABDULLAH AL OTHAIM INVESTMENTS CO.	KINGDOM OF SAUDI ARABIA
Booth No.	B21-B22	AL RASHID MALL - AL KHOBAR DANAH REAL ESTATE	KINGDOM OF SAUDI ARABIA
Booth No.	P58	ARABIAN ALESAAR	KINGDOM OF SAUDI ARABIA
Booth No.	S36-S37	AZAD PROPERTIES	KINGDOM OF SAUDI ARABIA
Booth No.	S7	BALUBAID GROUP OF COMPANIES	KINGDOM OF SAUDI ARABIA
Booth No.	P42	CAFÉ BARBERA	UNITED ARAB EMIRATES
Booth No.	D38	CENOMI CENTERS	KINGDOM OF SAUDI ARABIA
Booth No.	RP1	CLOUDY PROPTech	UNITED ARAB EMIRATES
Booth No.	B26	CONIQ	UAE UK
Booth No.	G14	FAIRPLATZ GROUP	UAE KSA
Booth No.	S4	GIFTIFY	UNITED ARAB EMIRATES
Booth No.	B18	GIFTSTARR	UNITED ARAB EMIRATES
Booth No.	RP2	GIORDANO SAUDI ARABIA	KINGDOM OF SAUDI ARABIA
Booth No.	P48-P50	HAMAT HOLDING	KINGDOM OF SAUDI ARABIA
Booth No.	P39-P40	KINAN INTERNATIONAL REAL ESTATE DEVELOPMENT CO.	KINGDOM OF SAUDI ARABIA
Booth No.	S6	KNOWLEDGE ECONOMIC CITY CO.	KINGDOM OF SAUDI ARABIA
Booth No.	G32-P33	LINE INVESTMENTS & PROPERTY	UAE KSA OMAN
Booth No.	G27A-G28	MIDDLE EAST COUNCIL OF SHOPPING CENTRES & RETAILERS	UNITED ARAB EMIRATES
Booth No.	G30	ORANGE BED & BATH	KINGDOM OF SAUDI ARABIA
Booth No.	B25	PRADERA VINDICO	UNITED ARAB EMIRATES
Booth No.	P35	RED - RETAIL EXPERIENCE DESTINATIONS CO.	KINGDOM OF SAUDI ARABIA
Booth No.	S9	REVO GROUP	UNITED ARAB EMIRATES
Booth No.	B23-B24	SAUDI BONYAN REAL ESTATE INVESTMENT	KINGDOM OF SAUDI ARABIA
Booth No.	S5	SENSORMATIC SOLUTIONS (SHOPPERTRAK)	UNITED ARAB EMIRATES
Booth No.	P34-P57	SHOMOUL HOLDING COMPANY	KINGDOM OF SAUDI ARABIA
Booth No.	G16A	THELEISUREWAY	SPAIN
Booth No.	B20	TILAL VILLAGE	KINGDOM OF SAUDI ARABIA
Booth No.	P53-P56	UNIFIED REAL ESTATE DEVELOPMENT CO.	KINGDOM OF SAUDI ARABIA
Booth No.	B19	VEMCO GROUP	UNITED ARAB EMIRATES
Booth No.	S3	DERAAH	KINGDOM OF SAUDI ARABIA

STRATEGIC DEAL MAKING SESSIONS



Retail Congress 2024 showcased our bespoke Deal Making sessions, providing a dedicated setting for industry stakeholders to hold impactful one-on-one meetings. With private meeting spaces and exhibitor booths designed for collaboration, attendees maximized the opportunity to forge key partnerships and secure significant deals.

30+
CONFIRMED
MEETINGS

50+
ROBUST
INTERACTIONS



AWARDS PRESENTATION



The Middle East Shopping Centre and Retailer Awards 2024 was a spectacular celebration of innovation and excellence, recognizing the visionaries and pioneers transforming the retail landscape. From groundbreaking designs to remarkable marketing campaigns, exceptional customer service, and sustainability leadership, this year's winners have raised the bar in the industry.

The competition was fierce, with 231 submissions from shopping centres, retail brands, and solution providers across the region. Among these, 7% achieved the prestigious Gold Award, 30% earned the Silver distinction, and an impressive 13% advanced as Finalists. These achievements highlight the extraordinary dedication, creativity, and innovation within the retail sector.

ENTRIES **231**

FINALISTS **119**

WINNERS **88**

GOLD AWARDS
18

SILVER AWARDS
70



CLICK THE ICON TO
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WINNER LIST

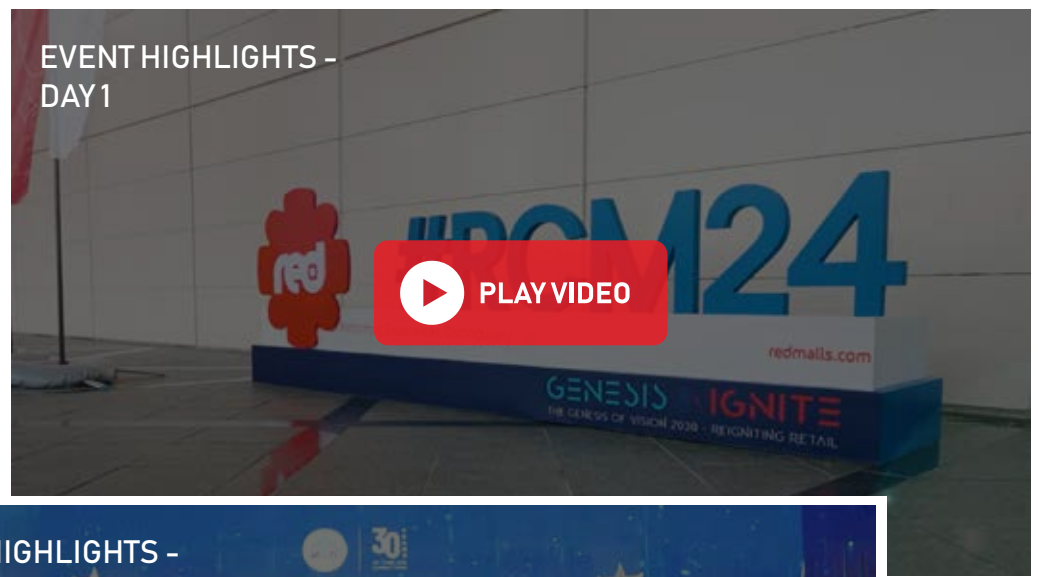


DIGITAL & SOCIAL MEDIA COVERAGE

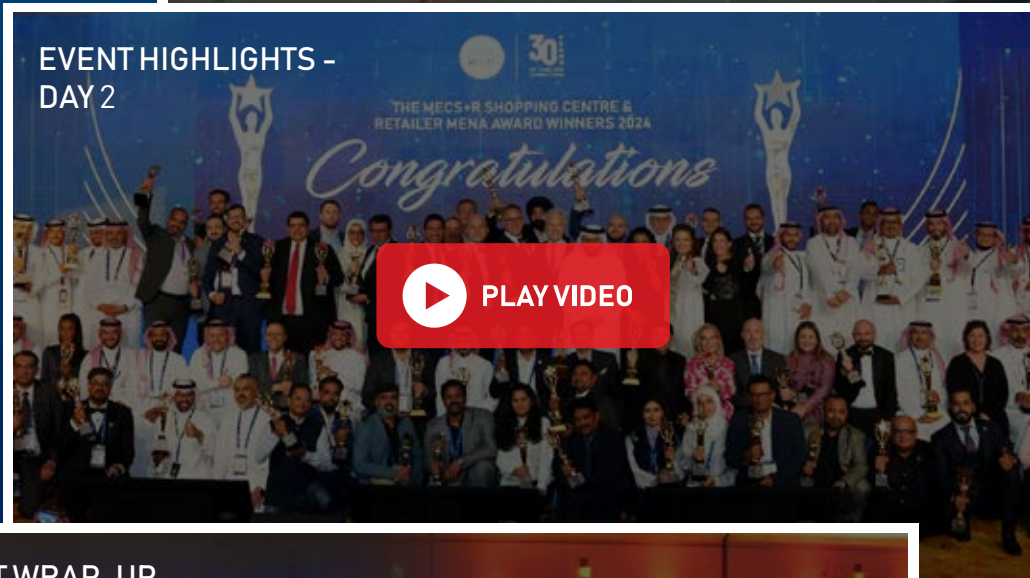


RCM 2024 VIDEO HIGHLIGHTS

EVENT HIGHLIGHTS - DAY 1



EVENT HIGHLIGHTS - DAY 2



EVENT WRAP-UP



USEFUL LINKS



[2024 RETAIL CONGRESS MENA - CONFERENCE DAY 1 VIDEOS](#)



[2024 RETAIL CONGRESS MENA - CONFERENCE DAY 2 VIDEOS](#)



[2024 RETAIL CONGRESS MENA - AWARDS PRESENTATION VIDEOS](#)



[2024 RETAIL CONGRESS MENA - AWARDS PHOTOS](#)



[2024 RETAIL CONGRESS MENA - CONFERENCE PHOTOS](#)



[2024 RETAIL CONGRESS MENA - EXHIBITION PHOTOS](#)



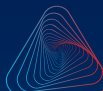
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