

2026 RETAIL
CM CONGRESS
MENA

LEVEL UP
NEXT-GEN LEADERSHIP
Empowering Tomorrow's Leaders Today

ORGANISED BY
MECSR

LEARNING & DEVELOPMENT
GVS Online

MECSR's First Live Online Cohort Programme

70 Participants & Auditors	12 Weeks Duration	14 Hours Per Week	45+ Hours Learning Time
What is your learning goal? We want GVS online to be the focus of 2026, and help learning without having to go.			
Congratulations to the GVS Online Class of 2026			

POST-EVENT REPORT

Retail Congress MENA 2026

Level Up: Next-Gen Leadership. Two days on who runs retail in 2040, and what it will take to get there.

5 and 6 October 2026

The Ritz-Carlton DIFC, Dubai

Organised by

RCM26 AT A GLANCE

Two days, one question: who runs retail in 2040?

Retail Congress MENA 2026 brought the region's shopping centre owners, operators, retailers and the partners who serve them to Dubai to talk about the next generation of leadership, and the decisions this generation has to make first.

4,327

footfall visits over two days

Measured by Sensormatic by Johnson Controls

43

countries represented

14

exhibitors on the show floor

136

MENA Awards presented (37 Gold, 99 Silver)

51%

of delegates at director level or above

29

speakers on one stage

23

independent awards jurors



The conference

Twelve sessions across two days, from Mo Gawdat on AI and being human to the operators, developers and brands reshaping the Gulf's destinations.

The business

An exhibition of 14 partners, hosted deal-making meetings and signings on the show floor, with the Level Up Wall celebrating the next generation.

The recognition

The MECSR MENA Awards presented 136 awards, 37 Gold and 99 Silver, to winners from 9 countries, judged by 23 independent jurors and presented at the gala.



"Who runs retail in 2040? I want you all to ask that question of yourself."

David Macadam, opening RCM26

FOREWORD

Thirty-two years, and we are still here

Regional uncertainty, financial crises, a pandemic and now artificial intelligence: this industry has been through all of it, and it is still here. That is how we opened Retail Congress MENA 2026, and it is worth repeating as we close the book on it.

This year we asked everyone in the room one question: who runs retail in 2040? **Level Up: Next-Gen Leadership** was our answer. Over two days at The Ritz-Carlton DIFC, owners, operators, retailers and their partners talked openly about artificial intelligence, about what customers now expect from a destination, about the growth ahead in the Gulf and the Holy Cities, and about the people who will lead all of it.

What made RCM26 matter was not the number of badges we printed. It was that you chose to come: to support the industry, to rebuild relationships and to do business.

Thank you to our partners and exhibitors, to every speaker, to the award entrants and the jury, and to the MECSR team who made it real. This report records what we heard and what we built together. Members can watch every session in full, and the work of levelling up continues at RCM27.

David Macadam

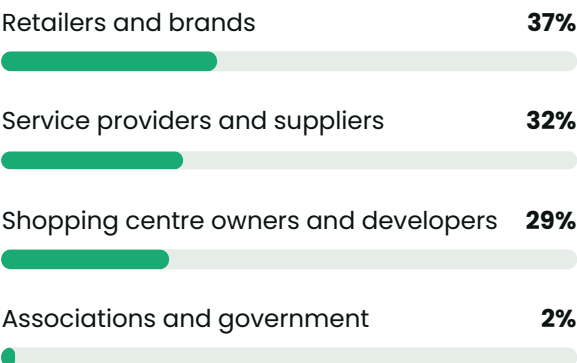
Chief Executive Officer, Middle East Council of Shopping Centres & Retailers

WHO WAS IN THE ROOM

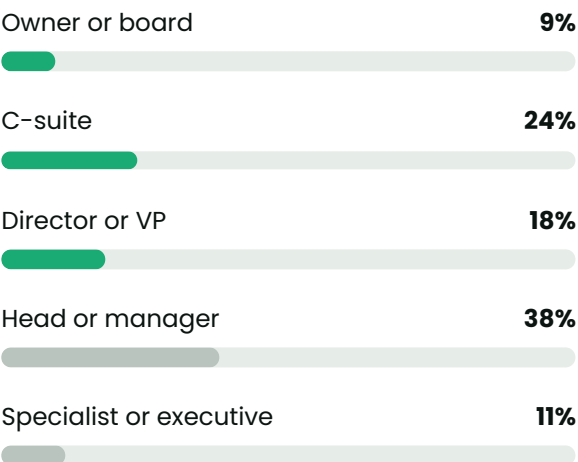
The people who own, run and fill the region's malls

Owners, developers, retailers and the partners who serve them, from 43 countries; 51 per cent were at director level or above. Shares are of delegates who stated a sector or a job title.

By sector



By seniority



The companies these delegates came from are listed overleaf.

COMPANIES IN THE ROOM

278 owners, operators, retailers and brands

Shopping centre owners and developers, retailers and brands, and government bodies that sent delegates to RCM26, A to J. Service providers and suppliers also attended. Individual delegates are never listed.

A

A-Squared
Abdul Aziz Ibrahim Al Quraishi
Company
Abdullah Al Othaim Investment
Abu Dhabi business hub LLC -
Aldar Logistics
ACR Partners
AFG company
Ajdan Real Estate Development
Company
AK Group
Akerio
Al Amer group
Al Ghurair Group
Al khayyat group
Al Mirqab Malls Company
Al Sadhan Group
Al Tayer Group
Al-Futtaim Group
Al-Safa Company
Albaik
ALBAIK - ServQuest
Aldowayan Holding
Alef Group
Alfahim Hq
Alhussaini trading company
Almoallim United Company
Alsarrah Holding Company
Alsharq Food LTD
Alshaya Group
Alta Real Estate Development
Alyasra Fashion
Americana Restaurants
Aplusloop
Apparel Group
Arabia al essar
Arabian Alesar
Arabian Oud
Arada Developments
Aradi
Ardee Developments
ARE Llc-fz
Areic RED
Aromatic
Assets Group - Mall of Qatar
Aster pharmacy
Asteri
Astradis
Aswaq Holding
AVAZ REAL ESTATE development
Avicen
AWJ Real Estate
Azad Properties
Azmara Group

B

BAAN Holding
BAP
Bawabat Al Marakez Company
BCD

Belhasa Hospitality

Beside Group
Bestseller
Better Life
Bexelr
BFL Group
BIBA
Bikanervala Restaurant
Bin Sougat Group
Bin Sulaiman Group
Bindawood Holding
Birds of a feather
Black Dalia Consultancy
Black fortune investments
Boutiqaat Group
Brands For Less
Brands International
British Nurseries
Brunswick Group
BTC fashion
BurJuman Mall

C

Cenomi Centers
Chalhoub Group
City Center Doha
CITY EDGE Development
City Mall
Cloud Company
Coldwell Banker Real Estate

D

Daiso Japan
Damac
Damas Jewellery
Danah Real Estate
De Studio Home
Deerfields Mall
Department of Culture and
Tourism
Deraah
Details Occasion
Dhamani Jewels
Dkhoni
Dubai Festivals and Retail
Establishment (DFRE)
Dubai Holding
Dubrentus
Dunkin
Dusoul

E

ECCO Middle East
Ecity
Ekuipus
Elite Code Contracting
Emirates Leisure Retail
Emirates Post Group
ESAS Properties
Eyewa
Ezdihar Real Estate

F

Fark General Trading
FIKRA Consultants
First Casper
Freeman & Company

G

Galadari F&B
Gdrs General Trading
Gensler
Giordano
Gloria Jeans Retail
GMG
Gordon Brothers
Grand stores
Grandiose
GymNation

H

Half Million Company
Hanover
Haven holding Inc
HB Gulf
Hi Kids
HIG
HSH Real Estate
Hyatt Plaza Shopping Mall
Hypermedia

I

IFA Hotels & Resorts
Inspire living
Iraq Mall
Ironwood Capital Advisors
ITT

J

Jargee Arcade
Javas CAFE
Jumbo Electronics

COMPANIES IN THE ROOM, K TO Z

K

Kaden Investment
Kafak International Company
KAFD
Kai Collections
Kamal Osman Jamjoom
Kapstone
Karaz Linen
KEY Mavens REAL Estate
Kian Reef Trading
Kinan
Knowledge Economic City
Knowledge Economic City (KEC)

L

Lals Group
Landmark Group
Lattafa Perfumes
Laverne Group
Lenskart ME
Life Pharmacy
Line Investments and Property
Liwa trading enterprises
Lucky Landmark (Pvt)
Lulu Group International

M

Madinati Mall
Magrabi Retail Group
Mahmood Saeed - Gold Center
Mair Group
Maison Safqa
Majid Al Futtaim
Makani Real Estate
Makkah Construction and Development Company
Mall of Qatar & Asset Communities
Marina Mall Abu Dhabi
Markit
Match
Mauzan
MECSR
Medialogic
Medicina pharmacy group
Mega Mall
Merakkee
Metanuminous
Middle East Council of Shopping Centres & Retailers
Middle East Facilities
Management Association
Middle East Gases Association
Millennials General Trading
Miniso
Mirage Recreational Services
Mmc
Modon Communities
MRPL
Mudon

N

Naser Shahverdi Trading Co (Aria Mall)
Nayel & Bin Harmal Investment Co
Niceone Beauty

Novacare

O

Oficina Comercial de España
One Billion Happy
ONYX Global General Trading
OptCulture
Orange Bed&bath
Osool integrated real estate
Overseas Realty Plc
Oxxo

P

PappaRoti
Partnerway
Poost Studios
PrivateEquity VC

Q

Qatar Outlet Village

R

Raffle Tech & BUZ Marketing
Rasasi Perfumes
RASM Company
Rawafd Alammal
Rayo International
Red Sea global
Red Sea Markets Company
RED TAG
Reef Holding Company
Refad real estate investment and development
REM
Restaurants & Cafés Owners Association
Rivoli Group
Rn illuminate
RRME gifts trading

S

Sadana
Safa alkhalaj
Sahara Centre
Saudi Bonyan
Seddiqi Holding
Seef Properties
Senso
Sephora
Sharaf DG
Sharaf Group
Sharjah Retail Group
Silver River Trading
Silvergate Ventures
SMAG Shopping Mall Advisory Group
Smiths
Sobha
Soudah Development
Spinneys
Spoon & Spirit Restaurant
Sunpowr Global Brands FZC
Swiss Corner

T

TAJ MALL
Talabat
Tamani Global (Mall of Muscat)

Tamani Sohar Development & investment
Tbilisi Central
Teddy Group
TGP International
The Avenues Bahrain
The Fresh Market
The Hub Trading and Logistic Services
The Lab Holding
THE Laundry HUB
The Village
Thob Al-Aseel Company
Tilal Mall
Times Square Center
Total Ninja
Two Holding Company

U

Union Coop
Union Properties
United Developers

V

Veda Real Estate
Villaggio Mall
Vincitore Real Estate Development
VIVA

W

Wafi City
Wasata
White &
Whitelane Recreational Playground
Whites
Wow Entertainment

X

Xiaomi Technology

Y

Yafa
Yellow Moves

Z

Zabriskie-Point

PART ONE

The conference

12 sessions, 29 speakers and one theme: what the next generation of retail leadership will need, and what today's leaders must do now.



THE PROGRAMME

Twelve sessions on who leads retail next

DAY 1 · MONDAY 5 OCTOBER

Dubai's Retail and Tourism Agenda

Keynote · The city's plan for visitors, residents and the retail calendar

The Human Future

Headline fireside · What AI will and will not change about how we live, work and shop

NEXT | Leading Through the New Realities

Fireside · What leadership demands as the region's old certainties change

Capital and Confidence

Panel · How owners weigh risk, return and the market ahead

Brand Retail in the Gulf

Fireside · What the Gulf customer now expects from brands and malls

Right in the Heart

Fireside · Repositioning BurJuman, one of Dubai's landmark malls

AI in Retail

Panel · What AI is already delivering in live retail operations

DAY 2 · TUESDAY 6 OCTOBER

The Leadership Conversation

Panel · Leading retail at scale across several markets

Betting Big on the Gulf

Panel · New brands, markets and formats, and the brand-landlord partnership

The Holy Cities Opportunity

Panel · Retail for the millions who visit Makkah and Madinah

The Operator's Playbook

Panel · Getting more from every asset: mix, space and operations

The Next Wave

Panel · Dining as the reason a visit is planned



Watch every session at retailcongress.me.
Takeaways are free to read; full recordings are for MECSR members.

On stage



Ahmad
Alkashakri



Alain Bejjani



Ayman Alburti



Baiju
Pappachan



David
Macadam



Dr Younis Al
Mulla



Duajj Al Rumaihi



Gogi George



Hamdi
Kulahcioglu



Jihad Dirani



John Hadden



Kapil Sethi



Khaled
Abuhamdeh



Khalid Aljanahi



Konrad
Kolankiewicz



Majid Algothmi



Mary Del Dosso



Mo Gawdat



Mohammad
Iqbal Alawi



Mohammed
Feras Arayqat



Nada Ghaoui
Abousaab



Nasser Alajmi



Neeraj
Teckchandani



Nevzat Yavan



Richard Dean



Rony Mourani



Shane Eldstrom



Tarik Abdullah
Alaklan



Todd Pilgreen

WHAT WE LEARNED

Six ideas from the RCM26 stage



“Using AI is not the same as making money with AI.”

Nevzat Yavan

01 Be more human, not more automated

AI is arriving faster than most organisations can absorb it. The advice from the stage: put it to work behind the scenes so people can serve people, and judge it by results, not by adoption.

Mo Gawdat

Replacing staff with robots treats efficiency as the only goal and turns a mall into Amazon. Use AI to run operations in the background so people can serve guests.

Nevzat Yavan

Citing McKinsey, nine in ten companies use AI but only 37 per cent see any profit impact. The obstacles are culture, organisation, data and leadership.

AI in Retail panel

Define the problem and unify the data first: leases, footfall, turnover, campaigns and tenant mix in one place.

Watch: The Human Future · AI in Retail



“What really matters in the mall is why people are coming and how much time they spend in the mall.”

Alain Bejjani

02 Time well spent is the measure

Footfall is no longer enough. The destinations that win give people reasons to stay, to come back and to bring others.

Alain Bejjani

Dwell time, not footfall, is now the key mall metric, and owners may swap percentage rent for higher base rent as real estate polarises.

Shane Eldstrom

Architecture drives the first visit; operators have to earn the tenth.

Ayman Alburti

We measure our destinations in square metres. Our customers measure them in time well spent.

Watch: NEXT | Leading Through the New Realities · Capital and Confidence



“Taking the risk and being brave to make some of those hard decisions of what you’re going to keep, what you’re going to remove.”

Mary Del Dosso

03 Renew the places people already trust

Some of the strongest results came from reinventing established assets rather than replacing them.

Mary Del Dosso

BurJuman stayed open while it was redeveloped, and grew footfall by over 48 per cent and sales by over 68 per cent.

Majid Algothmi

Dhahran Mall’s Tajdeed renovation, with easier arrivals and clearer navigation, helped lift footfall by more than 20 per cent.

Duaij Al Rumaihi

Seef Properties chose a phased upgrade of its 30-year-old mall over demolition, adding an outdoor food and beverage garden.

Watch: Right in the Heart · Betting Big on the Gulf · Capital and Confidence



“We’ve moved from F&B as an accessory to F&B as a destination, and almost in a certain way, an anchor.”

Todd Pilgreen

04 Food, leisure and the city are the new anchors

Dining and leisure have moved from amenity to anchor, and the city itself is now a partner in driving visits.

Todd Pilgreen

Food and beverage was once a 15 to 20 per cent baseline of GLA. In some schemes, 30 or 40 per cent is now not unheard of.

Ahmad Alkashakri

Saudi Arabia’s food and beverage sector is worth around SAR 110 billion and growing five to seven per cent a year.

Mohammed Feras Arayqat

The Dubai Retail Calendar marks ten years. Work with the city, not alongside it: this summer, everyday shopping won twelve people a home.

Watch: The Next Wave · Dubai’s Retail and Tourism Agenda



“Make sure they earn a share of the heart of the shopper and the consumer, as well as earning a share of their wallets.”

Majid Alghomri

05 Follow the growth

Riyadh, the Holy Cities and the wider Gulf are where the next wave of openings, visitors and investment is heading.

John Hadden

The Avenues Riyadh opens on 27 March 2027, when Alshaya will open 65 stores in a single day, the most it has ever opened at once.

Mohammad Iqbal Alawi and Konrad Kolankiewicz

Hajj and Umrah visitors are near 20 million a year, heading for an estimated 30 million by 2030, and stays in Madinah have grown from four to seven days.

Kapil Sethi

For GMG, betting big on the GCC is not optional: front-facing retail now completes a value chain that runs from manufacturing to the shelf.

Watch: Brand Retail in the Gulf · The Holy Cities Opportunity · Betting Big on the Gulf



“Rather than a doer, you have to become an enabler.”

Neeraj Teckchandani

06 Leaders become enablers

Level Up asked who will run retail in 2040. The leaders on stage described how their own roles must change to make room for them.

Neeraj Teckchandani

Apparel Group grew from one brand in seven stores to 2,600 stores and 28,000 people in 14 countries; scale turned him from a perfectionist doer into an enabler.

Nasser Alajmi

Give customer-facing staff the authority and a budget to fix small problems without approvals.

The Operator's Playbook

Build the tenant mix from tenant sales data, and share customer data both ways between landlord and retailer.

Watch: The Leadership Conversation · The Operator's Playbook

PART TWO

Where business got done

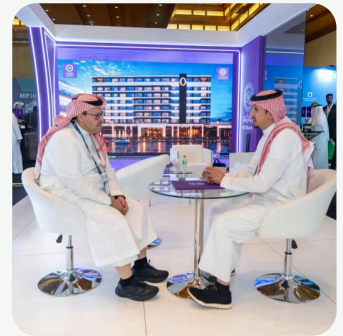
The exhibition, hosted deal-making meetings and signings on the show floor.



THE EXHIBITION

14 exhibitors, one hall

Destinations, developers, technology and leisure partners shared the RCM26 show floor.



Cenomi Centers



Unified Real Estate Development



Azad Properties and RED Malls



Abdullah Al Othaim Investment Company



Knowledge Economic City



Red Sea Mall



Dalma Mall



Al Rashid Mall, Danah Real Estate



Yardi Systems



Giftstarr



Ground Control Entertainment



MRI Software



Amusement Services International



Awwal Events

DEAL-MAKING AND SIGNINGS

Meetings with a purpose

Deal-making meetings paired owners and operators with retailers, brands and suppliers, and partners used the show floor to sign agreements in front of the industry.



60+

pre-arranged deal-making meetings

7

signing ceremonies on the show floor

18

interviews at the congress

ON THE SHOW FLOOR

Giftstarr announced a strategic partnership with AI Ghurair, alongside NymCard, at Retail Congress MENA.

Giftstarr, LinkedIn

Eleva AI, Official AI Partner, ran the congress's own assistant, REVA: agenda, speakers, exhibitors and directions to any stand from the attendee's phone.

Eleva AI, LinkedIn

THE LEVEL UP WALL

Celebrating the next generation

A wall of the people and moments of RCM26, built to honour the leaders who will run this industry in 2040.



WHAT PARTICIPANTS SAID

In their words

What delegates, exhibitors, partners and jurors shared after RCM26.

"A great event, meaningful conversations, and valuable insights into the future of retail."

Zaheer Ahmed

Head of Global Marketing, Xpandretail

"The networking opportunities were fantastic and gave everyone a chance to forge new partnerships."

Shadab Ahmed

Manager, Property Management, ITHRA Dubai

"A valuable opportunity to strengthen industry relationships, showcase our projects, and explore new leasing opportunities and potential partnerships."

Hossam Alghamdi

Leasing and property management, Azad Properties

"Always great to reconnect with friends and industry colleagues from across the GCC, exchange ideas, and explore new opportunities for collaboration."

Wesam Abboud

International Leasing Manager, Reef Group

"A truly enriching experience contributing to the recognition of industry excellence."

Sudarshan Singh

Marketing Director, Hamat (MENA Awards juror)

"An opportunity to exchange insights and expertise, while exploring the key trends and opportunities shaping the future of retail."

Cenomi Centers

Company post

MECSR MENA AWARDS 2026

37 Gold awards, including 3 individual winners

136

awards presented

37

Gold

99

Silver

23

independent jurors



Retail Group Excellence Award

Al Othaim Investment, AL OTHAIM LIFE

Retail Brand Excellence Award

Kingdom Centre, Al Mamlaka Social Dining (Homegrown)

NOI Enhancement Award

Murouj, Murouj – Speciality Leasing Program

Oasis Mall Dubai, More Value, Same Footprint: The Oasis Mall NOI Transformation

Tenant Partnership Award

Emirates Minting Factory | Dubai Gold District, Proud of UAE: Emirates Minting Factory x Dubai Gold District – Partnership with Purpose (Tenant Innovation)

Centrepont | Dalma Mall, Centrepont: Anchored in Trust. Powered by Performance. (Anchor Tenant Performance)

Allo Beirut | Azad Properties, Souq7 x Allo Beirut: From Opening Day to Destination Partner (Best New Tenant Launch)

Nando's | Azad Properties, Souq7 x Nando's: Giving a New Opening Its Own Stage (Best New Tenant Launch)

Retail Store Design Award

Ground Control Entertainment, Play Doh – Msheireb Galleria (Entertainment Centres)

Al Othaim Investment | Al Othaim Life, LC Waikiki – Al Othaim Mall – Rabwa (Fashion Specialty)

Dalma Mall, Reef Perfumes – Dalma Mall (Kiosk)

Design & Development Award

Knowledge Economic City, Multaqa Al Madinah (New Development)

BurJuman Mall, BurJuman Renovation (Renovation / Expansion)

BurJuman Mall, The Food Pavilion at BurJuman Mall (Renovation / Expansion)

Kingdom Centre, Kingdom Centre – Mall Renovation (Renovation / Expansion)

Oasis Mall Dubai, Reimagining Oasis Mall Dubai (Renovation / Expansion)

Sustainability Excellence Award

Dalma Mall, EEBIS – Incubating Emirati Enterprise. Creating National Impact. (Community & Social Impact)

Esas Properties, Social Value @Work: Embedding Sustainability Through People and Communities (Community & Social Impact)

Place Vendôme Qatar, Make a Splash for a Cause (Community & Social Impact)

Esas Properties, Esas Properties 2025 Sustainability Report (Reporting & Governance)

Marketing Excellence Award

Cenomi Centers, Cenomi x Zahra: Turning Shopping Centres Pink for Early Detection (Community Engagement & Impact)

Dalma Mall, Wardat Aman – One Flag Above Us. One Home Within Us. (Community Engagement & Impact)

Lucky Landmark (Pvt.) Ltd., Aziz Tabba Memorial Scrabble Ranking Championship 2025 (Community Engagement & Impact)

Place Vendôme Qatar, Rooted In Resilience (Community Engagement & Impact)

Reem Mall, Farmers' Market at Reem Mall: Homegrown Producers, Emirati Heritage, Community Impact (Community Engagement & Impact)

Red Sea Mall, Saudi National Day 95 (Customer Experience)

Reem Mall, Reem Mall's World Cup Fan Zone (Customer Experience)

Dubai Gold District, Global Repositioning of Dubai's Gold Trade & the World's First Gold Street (Strategic Communications)

Place Vendôme Qatar, QNB 3X Rewards (Strategic Communications)

Cenomi Centers, Cenomi Summer Activation: Ten Malls, Five-Character Worlds, One Summer (Integrated Marketing)

Waterfront Market, From Market to Destination: Repositioning Waterfront Market for a New Generation (Integrated Marketing)

Place Vendôme Qatar, 24-Hour Sale 2025 (Sales Promotions)

RED Malls – Dhahran Mall, FIFA Fan Zone: When Football Knowledge Became Spending Power (Sales Promotions)

Souq 7 – Azad Properties, Souq7 Grand Opening: Opening the Doors to Jeddah's Next Great Story (Public Relations)

Rising Retail Star of the Year Award

Jamal Bakizada, Cenomi Centers

Retail Professional of the Year Award

Eli Simon Aoun, Al Othaim Life

Wouter Van Wommel, Ground Control Entertainment

AFTER THE CONGRESS

RCM26 does not end on the day

Everything from the stage lives on at retailcongress.me, so members and partners can come back to it, share it and put it to work.

Every session, in full

Members can watch the full recordings of every RCM26 session, with chapters to jump to the moments that matter.

Takeaways in a minute

Each session has three takeaways and the best line from the stage, free to read and share.

The photo library

Hundreds of photos from the conference, exhibition, signings and gala, organised by moment.

Speaker kits

Every speaker received a kit with their session clip, photos and ready-to-post copy to share with their network.

Retail People Magazine, RCM special edition

A special edition of MECSR's Retail People Magazine covered the congress, the exhibition and every MENA Awards finalist.



144
pages

8,012
page views in its first
week

60
countries in its
readership

Inside the issue

Cover story

Abdulmalik Al Othaim on legacy, innovation and the future of retail

Centre Stage Buzz

Souq 7, Red Malls, Madinah's retail transformation and Mall of Qatar

Market Mix

Ten expert columns, from food courts and luxury to AI and retail leasing

Regional round-up

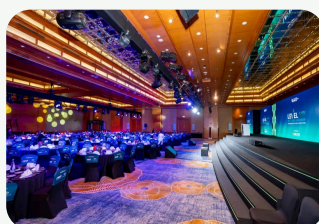
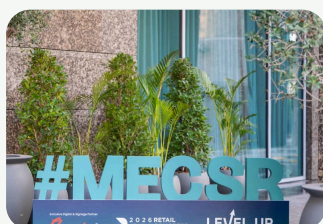
Lebanon's shopping centres in a polarised market

Congress guide

The programme, speakers, floor plan, sponsors and exhibitors

MENA Awards

The jury and every finalist across the eleven awards



REACH AND COVERAGE

27 articles in 20 outlets, in English and Arabic

Coverage followed RCM26 from the first announcement to the closing day, including the Arabic dailies Al Bayan and Al Khaleej and Gulf Today in print. MECSR's own channels carried the sessions further.

27

articles, in English and Arabic

20

outlets, online and in print

18

interviews at the congress

Gulf Today

Print, 6 October

'Retail Congress MENA' discusses AI, leadership and future of retail

Al Bayan

Online, 5 October

دبي تقود تحول «اقتصاد التجربة».. والذكاء الاصطناعي يعيد رسم مستقبل التجزئة في المنطقة

Dubai leads the shift to the 'experience economy' as AI redraws the future of retail in the region

Al Khaleej

Online, 6 October

51 مليار درهم مساهمة التجزئة في ناتج دبي للربع الأول بنمو %2.6

AED 51 billion: retail's contribution to Dubai's economy in the first quarter, up 2.6 per cent

MECSR's own channels

56,162

video views

Across 228 posts on LinkedIn, Instagram, Facebook

16,855

social engagements

Reactions, comments, shares and clicks

11,069

professionals reached by email

9 campaigns, 38.8% average open rate

4,773

views of the most-watched clip

Mohammad Iqbal Alawi: "Never stop connecting. Never stop learning."

COVERAGE IN

Zawya · MENAFN · Business Review MEA · Eye of Dubai · Observer Dubai · Pan Time Arabia · Hashtag Dubai · My Dubai News · UAE News 24/7 · UAE News 4U · Oneville News · Middle East Information · Al Bayan · The Integrator · Gulf Today · Al Khaleej · Emirates Reporter · The Finance World · Global Trend Monitor · Asia News Trends

THANK YOU

Our partners made RCM26 possible

With thanks to every sponsor, exhibitor and partner who invested in the region's retail community this year.

DIAMOND SPONSORS



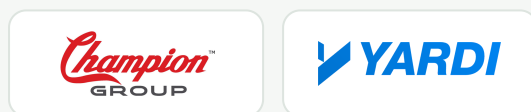
PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



EXHIBITORS



AIRLINE PARTNERS



SUPPORT PARTNERS



MEDIA PARTNERS



HOW WE COUNTED

Methodology and sources

Footfall visits	4,327 footfall visits over 5 and 6 October 2026, measured by Sensormatic by Johnson Controls.
Countries	Countries of residence stated by delegates.
Delegate shares	Shares of delegates who stated a sector or a job title. Job titles are grouped into levels by MECSR; director level or above combines owner or board, C-suite and director or VP. Individual delegates are never named.
Companies in the room	Shopping centre owners and developers, retailers and brands, and government bodies named at registration, with names tidied and grouped under their parent companies.
Speakers and sessions	The final conference programme. Sessions exclude the opening ceremony, messages and closing.
MENA Awards	Results from the Official Winners List issued by MECSR on 9 October 2026; jury count from the MECSR awards platform.
Reach and coverage	Press articles from MECSR's content and media report and the Yardstick Marketing PR report, combined and checked against the published articles. Social figures from LinkedIn Page Analytics and Meta Business Suite; email from eSputnik campaign reports; magazine readership from FlipHTML5 analytics, 9 to 15 October 2026. Only RCM26 and MENA Awards content is counted.
Session takeaways and quotes	Drawn from the session recordings. Figures quoted are the speakers' own statements and have not been independently verified by MECSR.
Photography	Official RCM26 photography by MECSR.



WHAT COMES NEXT

See you at RCM27

Dates and venue for Retail Congress MENA 2027 will be announced soon. Register your interest to hear first, and talk to us about sponsoring, exhibiting or speaking.

Register interest

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