

## EMKE to manage Al Raha Mall



EMKE Group, the capital-based retail major has signed yet another deal to manage and run a prime shopping mall in Abu Dhabi . The deal was signed yesterday by Hamad Abdulla Al Shamsi, Chief Executive Officer of International Capital Trading LLC and Yusuf Ali M.A., Managing Director of EMKE Group.

The Al Raha Shopping Mall located adjacent to the beautifully landscaped Al Raha Hotel and Resort and the Al Raha Beach Villa Complex is part of the ambitious Al Raha Development Project envisioned by the late president Shaikh Zayed bin Sultan Al Nahyan. Al Shamsi told a news conference that the ultimate goal of the initiative is to make the Al Raha area the gateway to the city of Abu Dhabi . Al Raha Mall situated in the Al Raha beach front, will be the first of its kind lifestyle shopping mall in Abu Dhabi .

The exquisite layout of the mall is intended to enhance the ambience with an aura of luxury. The mall has three levels and its 350,000 sq. ft. area will house more than 100 outlets with brands of international repute. It will also feature a 100.000 sq.ft. hypermarket as the anchor store. Other attractions include an extensive food court with more than 25 multicuisine outlets with a seating capacity of 250. Commenting after the signing ceremony Yusuf Ali said: "This is indeed a proud moment for our group to have been given this opportunity to manage this prestigious project. This will be our third international standard shopping mall in Abu Dhabi and we plan to make this a landmark project in the capital city. We are laying special emphasis on the interior designs and layout to make this mall a tourist attraction keeping in mind the rapid growth in the tourism sector now." Conveniently located on the Abu Dhabi-Dubai highway with easy access and ample parking facility. Al Raha Mall is sure to stand out not only as a unique shopping centre but also as a modern day family recreation destination. The ultra modern family amusement centre being developed will add a whole new dimension to shopping in Abu Dhabi .

The Al Raha Project is a manifestation of the increasing interest of our Rulers in developing the region as the hub of world tourism and a shopping paradise." "In this context, our effort is to provide the city,

with a shopping mall that is comparable with the best anywhere in the world in quality, facility and service."