



## FACT SHEET

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**Location** Located in the heart of Deira, Dubai and within close proximity to Dubai International Airport and several 5-star hotels

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**Opening:** November 1995

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**Gross Leasable Area (GLA)** 115,000 square meters

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**Layout and Architecture:** Partial 3-level race track

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**Number of Stores:** 370 retail stores

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**Annual Footfall (2008):** Over 20 million visitors

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**Parking:** 4,000 parking spaces

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### Retail

#### ***Anchors***

- Debenhams Department Store - 5,178 square meters
- Large-format Carrefour Hypermarket - 16,320 square meters
- Paris Gallery - 4,886 square meters
- Virgin Megastore - 1,513 square meters
- BinHendi Avenue - 6,490 square meters (luxury brands precinct)

#### ***Flagships***

- Stadium – 2,249 square meters
  - H&M – 1,197 square meters
  - NEXT – 2,410 square meters
  - New Look – 1,825 square meters
  - Splash – 1,394 square meters
  - GAP – 1,305 square meters
  - 14 electronic retailers such as Sharaf DG, Jacky's Electronics and Jumbo Electronics
  - 7 sporting retailers such as Sun & Sand, Adidas and Puma
  - Over 30 jewellery retailers including Omega, Mont Blanc and Tiffany among others, as well as a dedicated Jewellery Court
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### Dining

- A total of 55 restaurants and Café's
- CityWalk – stretch of 13 restaurants and cafes such as Chili's, Coco's, China Times, Hatam

- International food court with 21 outlets such as Krispy Kreme, Marble Slab Creamery, KFC, McDonald's, Shamiana
  - BinHendi Avenue features Japengo Café, Bella Donna - Italian restaurant, and The Noodle House
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## **Leisure & Entertainment**

### **Magic Planet**

- Magic Planet, one of the largest family entertainment centres in the Middle East at 3,011 square meters. It features the latest simulators, video games, and theme rides for children of all ages.
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## **Cinema**

- 11-screen cinema multiplex, totaling 5,661 square meters – 3000 seats
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## **Hotels**

- City Centre Hotel & Residence with 318 guest rooms, including 1 Presidential Suite; 6 Executive Suites; 8 Junior Suites
  - 11 modern meeting rooms
  - Executive floor with 50 executive rooms and a Business Centre with exclusive lounge
  - The Residence features 112 beautifully furnished fully serviced apartments including studios, 1 bedroom, 2 bedroom and 3 bedroom apartments
  - Prominent location, conveniently adjoined to the mall
  - State-of-the-art fitness facilities with a roof top swimming pool
  - 6 restaurants/ bars
  - Modern banqueting and catering facilities
  - Valet parking with 220 car park spaces
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## **Industry Recognition & Awards**

- 2009 ICSC MAXI Award for 'Make A Fashion Pit Stop' Sales Promotion
  - 2008 ICSC Asia Shopping Centre Award for 'DCC Loves U' Sales Promotion
  - DSF Innovation Award for 'Best Mall Promotion' during Dubai Shopping Festival 2008
  - 2007 ICSC MAXI Award for 'DCC Loves U' Sales Promotion
  - 2005 ICSC Maxi Award for DSF 'World Famous Sale' Promotion
  - DSF Innovation Award for 'Best Mall Promotion' during Dubai Shopping Festival 2005
  - Guinness World Records 'Mass Handshake Participation' (February 11, 2005) for largest Mass Participation Handshake in the world – DSF 2005
  - DSF Innovation Award for Best Mall Décor during Dubai Shopping Festival 2004 'The World Famous Sale'
  - Gulf Brand of the Decade Award 2003
  - New York Advertising Festival Award for Dubai Shopping Festival 2003 'Diamond Campaign'
  - ICSC MAXI MERIT Award 2003 Sales Promotion
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## **Management: Deira City Centre**

- Mr. Fuad Al Najjar, Vice President
- Ms. Susan Mikloska, Marketing Manager
- Mr. Ray Scott, General Manager, Leasing
- Ms. Rania Mushtaha, General Manager - Mall Promotions & Media
- Mr. Amit Kumar Sen, Operations, Fit-outs & Capital Works Manager

**Management: MAF Properties**

- Mr. Shahram Shamsaee, Sr. Vice President, Asset Management and Leasing - Shopping Malls
- Mr. Mark Ruffley, Vice President, Divisional Services
- Mr. Fareed Abdel Rahman, Vice President, Divisional Asset Manager, Deira City Centre and Mall of the Emirates
- Mr. Richard Chalk, Vice President - Corporate Communications, Majid Al Futtaim Group
- Ms. Pam Bryson, Vice President - Marketing, Shopping Malls
- Mr. Anurag Tripathi, Vice President – Mall Promotions & Media

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For further information please log on to [www.deiracitycentre.com](http://www.deiracitycentre.com) or [www.majidalfuttaim.com](http://www.majidalfuttaim.com)