

Dufry inaugurates Arrivals store at Queen Alia International Airport



Pictured left to right are Dr Emad Hamdi Al-Zoubi, Director of Residence and Border Colonel; Taleb Izmigna, Chairman of Amman Duty Free; Mashhour Al Tarawneh, General Manager of Free Zones; Colonel Jamil Mansour Badir, Director of Airport Security and Protection; Felix Brunner, Dufry General Manager - Middle East, India and Subcontinent

Dufry, in partnership with airport operator Airport International Group, hosted an official inauguration on January 31 for its Arrivals duty free store at Queen Alia International Airport (QAIA) in Amman, Jordan.

Covering 700 square meters, the new store offers over 5,000 items across the core categories of food, beverages, beauty, accessories and jewelry, among others.

The store design also incorporates large digital screens to give customers a more engaging and immersive in-store experience.

Andrea Belardini, Dufry Divisional CEO for Eastern Europe, Middle East, Asia and Australia, said: "The completion of our Arrivals store marks a first step in the complete redevelopment of our retail execution here in Amman. Work on our Departures store is now well under way and we will be introducing our New Generation Store concept to deliver a world-class airport shopping experience to our customers. We would like to take this opportunity to thank our partners at Airport International Group for their support and for working in such close partnership with us on this redevelopment."

Kjeld Binger, CEO of Airport International Group, said: "We are glad to partner with Dufry to expand our duty free area at Queen Alia International Airport. Such collaborations emphasize our commitment to catering to the varied needs of passengers flying through the Airport and providing them with an enjoyable travel experience, ultimately further strengthening QAIA's standing as the Kingdom's prime

gateway to the world.”

In conclusion, Deema Anani, Chief Commercial Officer of Airport International Group, said: “One of our main objectives at Airport International Group is to deliver quality services across the board, including our duty free areas. Our cooperation with Dufry enables us to present passengers with the chance to browse an even wider range of products and benefit from great bargains within a visually stimulating and engaging shopping environment, in alignment with the global standards of customs.”

Dufry and Airport International Group have been working to enhance the passenger experience at QAIA, Jordan’s international gateway, through the Arrivals shop expansion.

These developments have been designed to accommodate growth in passenger numbers at QAIA and are part of the airport’s larger plans to develop its commercial and F&B offer.