

# Qatar Airways enters into a strategic F&B agreement with SSP at Hamad International Airport

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Qatar Airways has signed a joint venture with SSP, The Food Travel Experts, to work with its subsidiary Qatar Duty Free to operate 11 F&B outlets at the new Hamad International Airport, Doha. The project will be SSP's first business venture in Qatar and is for a seven-year term worth over US\$190 million in revenue.

The new outlets, which will begin trading toward the end of 2013, will include a number of internationally renowned brands alongside a selection of SSP's own concepts in a mix that has been designed to appeal to the airport's cosmopolitan visitors, of which a large proportion are transit passengers.

Qatar Airways Chief Executive Officer Akbar Al Baker said: "We are delighted to enter into this significant strategic partnership with SSP to operate food and beverage outlets at Hamad International Airport, the State of Qatar's brand new airport in Doha. SSP has shared our vision for the airport and has really delivered an outstanding mix of brands that will fit with our passenger mix. The outlets will cater to a diverse customer base, young and old, visiting or flying through this great new

iconic airport which is set to become fully operational by the end of the year when Qatar Airways moves its entire operations to the new facility.”

Doha’s exceptional growth in passenger traffic in recent years alongside its aggressive expansion plans make it a perfect fit for SSP as it develops its presence in the region, as Andrew Lynch, CEO of SSP explains: “Hamad International Airport will serve one of the world’s fastest developing economies, offering considerable potential for building our business in the Middle East. Passenger traffic at Doha has been expanding at an impressive rate in recent years, and this new facility will allow this growth to continue in the future. The new venture will continue to strengthen SSP’s presence in the Middle East and Asia. When Hamad International Airport welcomes its first passengers, it will be one of the most high profile openings of the decade, and we’re delighted to be taking this exciting step into the Qatari market.”

The new deal was inked by SSP CEO Andrew Lynch and Keith Hunter, Qatar Duty Free Senior Vice President, in Doha last month.