

# Bahrain Duty Free to transform shopping experience at new terminal

By **Mary Jane Pittilla** on November, 27 2018 | Retailers



The new 10-year contract to operate the duty free outlets at Bahrain International Airport was signed by His Excellency the Minister of Transportation and Telecommunications and Bahrain Airport Company Chairman, Engineer Kamal bin Ahmed Mohammed, and Bahrain Duty Free Managing Director Abdullah Buhindi, along with other executives

A key contract aimed at enhancing the duty free offerings at Bahrain International Airport has been awarded to the incumbent Bahrain Duty Free Company, airport operator Bahrain Airport Company (BAC) has announced. Bahrain Duty Free will invest in a range of duty free retail outlets located in the Departures area of the new passenger terminal building.

The 10-year contract was signed by His Excellency the Minister of Transportation and Telecommunications and Bahrain Airport Company Chairman, Engineer Kamal bin Ahmed Mohammed, and Bahrain Duty Free Managing Director Abdullah Buhindi.

In attendance were Bahrain Airport Company Chief Executive Officer Mohamed Yousif Al Binfalah, Bahrain Duty Free General Manager, Bassam Al Wardi and other officials from both companies.

BAC, represented by Mr Al Binfalah, and Bahrain Duty Free, represented by Mr Al-Wardi, also signed a

15-year concession agreement.

The duty free area will see a wide selection of products from leading brands, ranging from fashion and accessories to travel bags, eyewear, toys, electronics, and jewelry.

HE the Minister said: "We are very pleased to partner with Bahrain Duty Free Company and look forward to working together in the coming months to improve the duty free shopping experience. By increasing its investment in BIA's duty free offerings, BDFC is supporting local businesses and helping to ensure that the aviation sector becomes a key driver for growth in commerce and retail. We are confident that passengers traveling through the new terminal will discover a truly transformed shopping experience."

Mr Buhindi added: "We are delighted to sign these agreements with Bahrain Airport Company, which will enhance the relationship between our companies and improve the duty free offerings at BIA. We are especially proud to sign the agreement for the operation of core duty free categories. We believe that our 27 years of expertise in this area will help to ensure travelers at the new passenger terminal building will enjoy a first class duty free experience."