

DDF unveils its Chinese New Year initiatives & welcomes the “Year of the Rat”

By **Hibah Noor** on January, 21 2020 | Retailers



The Dubai Duty Free (DDF) Finest Surprise draw for one car and two motorbikes was conducted by Colm McLoughlin, Executive Vice Chairman & CEO, Ramesh Cidambi, COO & Chinese Consul General to Dubai, Mr. Li Xuhang along with Sinead El Sibai, SVP - Marketing, Mona Al Ali, SVP - HR and Zayed Al Shebli, VP - Loss Prevention & Corporate Security

Dubai Duty Free officially welcomed the “Year of the Rat” with an exclusive Chinese-themed celebration in Terminal 3 of Dubai International Airport. The celebration was well attended by DDF management and staff headed by Colm McLoughlin, Executive Vice Chairman & CEO and Ramesh Cidambi, COO.

To kick off the celebration, the Chinese Philharmonic Youth Orchestra performed a 5-minute performance of the Chinese song “Me and My Motherland China” in order to welcome officials, guests and passengers.

Following the number, the Consul General Mr. Li Xuhang was invited to join the draw for the Dubai Duty Free Millennium Millionaire and Finest Surprise promotions. The following is a summary of the winners:

- A long time participant in the draw, Mr. Mohammed A.K. won USD \$1M from the Millennium Millionaire Series 321 with the ticket number 3644
- The second new millionaire is Mr. Mohammad Darweesh, who bought his lucky ticket number 1066 from the Millennium Millionaire Series 322
- As a result of the Finest Surprise draw, Mr. Ahmed Al Azzawe, Mr. Aneesh Chacko and Mr. Ikuro all walked away the owner of a new vehicle: a Bentley Bentayga V8, a Moto Guzzi Milano motorbike and and Aprilla Tuono RR motorbike, respectively

After the draw, the DDF group and Chinese officials were led by DDF Chinese staff in traditional dress for the ceremonial cake and ribbon cutting, as well as a traditional tea making ceremony and calligraphy show.

As part of the promotional activities, DDF launched an exciting range of Chinese New Year initiatives across all concourses and terminals at Dubai International Airport and Al Maktoum International Airport. One such promotion involves a Chinese Wishing Tree, which has taken root in Concourse C (Control Tower) and offers passengers who spend Dhs888 or more the opportunity to win duty free goods worth up to Dhs8,000.

DDF also teamed up with its two Chinese partners, UPI and Alipay, to roll out a pair of promotions. In collaboration with UPI, for every minimum spend of AED1,500 on perfumes and cosmetics, customers will receive a fixed discount amount of AED75. Plus, in combination with Alipay, users will get a one-time instant saving of 50 RMB for every single purchase of 1200 RMB in Dubai Duty Free. Both campaigns will run until the end of February.

Furthermore, DDF followers on two Chinese social media platforms, WeChat and Weibo, can apply a discount (up to 25%) on selected brands including Dior, Benefit, Goldkenn and Tag Heur for the whole month of January.

All of these Chinese New Year promotions are supported by colorful displays, which feature peach blossoms, Chinese lanterns and red envelopes at the counters and themed-retail areas across all concourses and terminals.

Colm McLoughlin comments: "China is a very important market for Dubai Duty Free and every year we try to come up with exciting promotions and activities to provide our Chinese customers with a memorable shopping experience during this festive period. We are very happy to be joined by Consul General Mr. Li Xuhang and his team in today's celebration of the Chinese New Year."