

# Qatar Duty Free introduces Samsung Experience Zone at Hamad International Airport

By **Hibah Noor** on July, 9 2018 | Retailers



The Samsung Experience Zone at Hamad International Airport features Samsung's latest state-of-the-art mobile phones and accessories

Qatar Duty Free (QDF), in conjunction with Samsung Gulf Electronics, has opened a one-of-a-kind Experience Zone for passengers traveling through Hamad International Airport (HIA) this summer.

The Samsung Experience Zone collection showcases the newest cutting-edge Samsung products, offering passengers the chance to experience and test the latest Samsung releases. The pop-up store is located on Concourse C.

The zone, measuring approximately 150 square meters, showcases the latest mobile phones and accessories, such as Samsung Galaxy S9 and S9 Plus, Samsung Note 8, and Samsung Gear VR.

Head of Qatar Duty Free, Mr Thabet Musleh, said: “Qatar Duty Free is proud to be the first airport retailer to introduce the Samsung Experience Zone in the Gulf region. QDF understands the power of technology, innovation and creativity now and for the future, in alignment with the Qatar National Vision 2030.

“It is a privilege to work with our key partner, Samsung Gulf Electronics, to bring the latest technology to HIA, providing our passengers with even more engaging experiences and making HIA a world-class shopping destination in itself.”

Head of Marketing (Smartphones & Tablets), IT and Mobile Division at Samsung Gulf Electronics, Mr C. Purushothaman, said: “We are very excited to offer the thousands of passengers that pass through Doha’s airport a very unique way to experience the Samsung ecosystem of products and solutions at the Samsung Experience Zone.

“All travelers at HIA can discover the latest devices such as the Galaxy S9, the Gear VR, our range of Samsung wearables and so much more. They will also have a chance to interact with our products’ innovative functions, such as super slow mo and AR Emoji, up close.”