



ICSC  
Global  
Awards  
Middle East  
& North Africa

# 2017 MIDDLE EAST AND NORTH AFRICA SHOPPING CENTRE AND RETAILER AWARDS



**DEADLINE – 14 SEPTEMBER 2017**

Awards to be presented at the ICSC MENA Awards Gala 31 October 2017  
at the Ritz-Carlton DIFC, Dubai, UAE

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# 2017 MIDDLE EAST AND NORTH AFRICA SHOPPING CENTRE AND RETAILER AWARDS

## THE 2017 MIDDLE EAST & NORTH AFRICA SHOPPING CENTRE & RETAILER AWARDS

Middle East and North Africa Shopping Centre and Retailer Awards are designed to honour outstanding achievements in retail, marketing, NOI enhancement, design and development of retail properties and retail excellence.

The ICSC/MECSC Middle East and North Africa Shopping Centre and Retailers Awards will be presented on 31 October at RECon Middle East and North Africa in Dubai, United Arab Emirates.

Gold Winners of the Middle East and North Africa Shopping Centre and Retailer Awards will be automatically submitted for the ICSC Best-of-the-Best Global "VIVA" (Vision, Innovation, Value, Achievement) Awards.



### WHO CAN ENTER?

Entries can be submitted by shopping centre owners, developers, retailers management companies, architects and designers. Although we welcome the work of advertising agencies, consulting firms and other support companies, all entries must be implemented and entered by a recognised retailer, shopping centre and/or shopping centre owner, developer and/or management company.



### HOW TO SUBMIT AN ENTRY

All entries for the 2017 Middle East and North Africa Shopping Centre and Retailer Awards must be submitted online at [www.icsc.org/menaawards](http://www.icsc.org/menaawards). Each submission must include a completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated. Forms with incomplete entries will not be accepted.



### ENTRY FEE

**\$595 Fee (U.S. dollars) Member**

**\$695 Fee (U.S. dollars) Non-Member**

*Payment for entries must be received by Thursday, 14 September 2017. Entry will not be accepted for judging if payment is not received by Thursday, 14 September 2017. All payments are by credit card only.*



### DEADLINE

All entries must be submitted by Thursday **14 September 2017**



### AWARDS PRESENTATION

RECon Middle East and North Africa 2017  
Ritz Carlton DIFC, Dubai, UAE

# ELIGIBLE DATES

## TRADITIONAL MARKETING & NOI ENHANCEMENT:

1 August 2016 to 31 August 2017

## DESIGN AND DEVELOPMENT:

1 August 2015 to 31 July 2017

## RETAIL EXCELLENCE AND RETAIL PROFESSIONAL OF THE YEAR:

1 August 2016 to 31 July 2017



# AWARDS CATEGORIES

## CATEGORY ONE

### TRADITIONAL MARKETING

- Advertising
- Cause-Related Marketing
- Customer Service Experience and/or Engagement
- Digital/Social Media
- Grand Opening, Expansion & Renovation
- New/Emerging Technology
- Public Relations
- Sales Promotion and Events

## CATEGORY TWO

### NOI ENHANCEMENT

- Marketing/Sponsorship
- Operations/Overall Team
- Leasing

## CATEGORY FOUR

### RETAIL EXCELLENCE

- Fashion
- Children's Wear
- Gold, Jewellery, and Watches
- Footwear and Accessories
- Sportswear and Goods
- Pharmacy, Health and Beauty
- Home and Office Furnishing
- Kiosks
- Entertainment, Music and Leisure
- Bank and Financial Services
- Fast Food
- Restaurants
- Luxury

## CATEGORY FIVE

### BEST MENA RETAIL BRAND

## CATEGORY THREE

### DESIGN AND DEVELOPMENT

- New Developments
- Renovations/Expansions
- Retail Store Design

## CATEGORY SIX

### RETAIL PROFESSIONAL OF THE YEAR

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