



RLI CONNECT

GLOBAL

31 OCT - 1 NOV 2022 | RIYADH, SAUDI ARABIA | WWW.RLICONNECT.COM

A New Chapter in Retail & Leisure Real Estate



Connect | Explore | Develop

THE WORLD'S PREMIER GLOBAL RETAIL & LEISURE DEAL-MAKING FORUM



Bringing the World of Retail & Leisure to Saudi Arabia

Having taken place in London, Dubai, Istanbul and LA over the last 9 years, RLI Connect has brought together thousands of retail real estate professionals to connect, explore and develop business opportunities worldwide and moving forward it will be essential to continue to collaborate, exchange ideas, explore opportunities and network with industry colleagues. In 2022, we will be returning to the GCC as the region continues to boost its drive to become a global capital of future economy. Having gone through dramatic, positive changes, the GCC is becoming an attractive investment destination that provides rich opportunities in the retail, leisure and entertainment sectors with exceptional resources, market conditions, and pro-business regulations. RLI's long-standing association with the Middle East allows us to leverage these opportunities to connect, explore and develop relationships, therefore we will take both our renowned RLI Connect Global deal-making forum and highly-coveted and prestigious Global RLI Awards to the Kingdom of Saudi Arabia where we will seek

to explore the abundance of opportunities for retail, leisure and entertainment concepts in the vast amount of world class projects coming to fruition in the years ahead, putting the Kingdom on a global stage. As we all come to terms with new shared realities, staying connected has never been more prevalent. Change is a constant when it comes to the global retail industry, and even further fuelled with the current pandemic and shifts in consumer lifestyle. Shopping malls have changed the behaviour of many consumers in the last few years, and have shifted from retail stores to multi-purpose destinations that have become part of people's lifestyle. There may be many different theories and expectations about the future of malls, but one thing is certain: the shopping mall industry is on the verge of revolution. Successful malls in 2022 are unlikely to be the ones that are still depending on old concepts. To be held on 31 October - 1 November 2022, RLI Connect Global provides the perfect opportunity for exploration whilst continuing

to connect the world of retail and leisure under one roof. We invite international & regional investors, owners & developers, retailers, leisure & hospitality operators and franchise partners that are eager to connect with each other to look at new markets for expansion nationally and internationally. Saudi Arabia's retail landscape offers great opportunities to those brands that want to achieve levels of recognition and respect that parallel and even exceed their home market. RLI Connect Global will assist global and emerging brands that are looking at expansion across Saudi Arabia, a land of immense opportunity, whilst home-grown brands can seek new markets for their international expansion. Throughout two days of extensive networking opportunities and pre-arranged meetings, RLI Connect Global will continue to make connections and build those all-important relationships, an integral role for those companies wishing to stay ahead of the curve within the retail and leisure industry. There is one simple objective: to help you do business in a fast changing environment, whilst enabling you to explore new markets and develop new relationships.

The Global RLI Awards 2022 will follow RLI Connect Global on 2 November, venue to be announced soon.

Why KSA?

The GCC's retail sector is forecasted to grow to \$308bn by 2023. The Kingdom of Saudi Arabia is the largest country in the Middle East and the 13th largest nation in the world, with an area of approximately 2.15 million square metres, covering 80 per cent of the Arabian Peninsula. The Kingdom is living in an era where the economy is thriving and the nation is reviving. There is an ocean of untapped potential that needs to be explored by local and foreign investors. RLI Connect Global provides a passionate and exciting meeting place where opportunities abound, be a part of it...



WHY SHOULD I ATTEND?

- Save time
- Save money
- Expand into international markets
- Book one flight to Riyadh rather than multiple flights across the globe

WHO IS IT AIMED AT?

- Developers
- Investors
- Shopping Centre Owners
- Retailers
- F&B/Leisure & Entertainment Operators
- Master Franchise Partners
- Affiliated Companies



Here's what past RLI CONNECT attendees have to say...

"RLI Connect Global is an excellent platform for mall developers, managers and retailers. It gives us the opportunity to network with key stakeholders and get to know more about each brand and their plans in varying markets. This first class industry event gives us exposure to innovative concepts and key decision makers so we can continue to enrich and diversify our offer."

David Sylvester, Executive Vice President of Global Retail, Las Vegas Sands Corp.

"RLI Connect is extremely useful and interesting for us as a developer and manager of shopping malls. During our various meetings we get to know many retailers and leisure operators with new and very promising concepts. It also gives us the opportunity to renew and reinforce existing contacts... A great networking event!"

Steffen Eric Friedlein, Managing Director Leasing Germany, ECE Projektmanagement

"RLI continues to be time and money well spent. This is a first-class event, organised perfectly and it enables you to be extremely productive."

Jeff Lind, President, Grandscape

"RLI Connect provided us with an astounding platform to interact with like-minded brands. Networking within such a dynamic community gave us exposure to numerous opportunities to expand, improve and magnify our development of the project. It was a spectacular experience that boosted our international recognition and partnerships and was the perfect podium to reveal our vision to the world"

Fahimuddin Sharfuddin, Chief Executive Officer and Board Member, Cityland Group

"As a regular attendee of mass market property conferences RLI Connect gives unrivalled opportunities to meet high level decision makers in a relaxed and unruffled environment."

John Sullivan, Director, The Light Cinemas

"RLI Connect events always exceed my expectations and I achieve a couple of months work in just two days building new business opportunities."

Mohammad Afkhami, Chairman, Raaya Business Development Group

"RLI Connect is a must-be event for all retailers wanting to expand internationally as you can meet with all kinds of industry participants from many different countries. More than a networking, deal-making event, RLI Connect is also a learning experience!"

Joao Portela, International Development Director, Sonae SR

"RLI Connect is about "Creating the right hub, gathering the right people to create the right opportunities, in the right market. It is "the right" event for retailers stretching globally."

Ahmed Ragab, Chief Executive Officer, Baraka Retail Group

"They are not just gathering, they are really connecting, thank you RLI."

Cem Dino, International Managing Director, aDL

"RLI Connect affords great opportunities by creating a more intimate environment to connect global real estate developers with operators and retail companies in a relaxed atmosphere creating the perfect environment to do business and close deals. I would highly recommend it to companies looking for international expansion as it's the perfect platform to build global relationships. "

Sofia Dimen, International Managing Director, Ca'ppuccino

"As a retailer RLI Connect is a great opportunity to meet the decision-makers from a wide variety of Mall owners. It's a very efficient way to see existing partners and meet new contacts without having to visit multiple markets."

Duncan Grant, Strategy Director, The Entertainer

"A breath taking event; once more, very efficient and useful for all participants. This was my sixth RLI Connect and as the representative of Brands I always leave with lots of connections and opportunities for Turkish retail brands. RLI Connect Global and RLI Connect MENA are the right places to come and meet with the international retail environment."

Ekrem Utku, Founder, World Brands Consulting

"RLI Connect provides an opportunity to expand our knowledge, information, strategy and business - and it has been a successful formula in helping our business to grow."

Mohammad Alawi, Chief Executive Officer, Red Sea Markets Company

"POWER PACKED. ATTENTION TO DETAIL. GREAT LOCATION & FACILITIES. Jayne Rafter and her team pulled off yet another successful RLI Connect that saw deal-making and the quality of attendees at a new unprecedented level. Very impressive."

Khurshid Vakil, Co-Founder, Marina Home Interiors

"The RLI event was a success for us mall developers along with our leasing agents, McArthur as we expanded our connections in the retail and entertainment world. Meetings were organized impeccably and the awards gala was absolutely magnificent. Looking forward to future events."

Ms.Niko Keshtkar, Business Coordinator, Mica Mall, PM Corporation

"Two days in one location makes RLI Connect a well-organised event to save time and meet with international brands, a huge help for developers."

Dr Reza Samizadeh PhD, CEO and Member of the Board of Directors, Iran Mall Commercial Co.

"As a brand well established in China but a new face in international markets, we found RLI Connect extremely useful in helping us to connect with the right potential partners and developers for our international expansion. It also provided a platform for us to meet with other international retailers and share market information."

Stephanie Jin, GM for International Business Development, Shanghai Metersbonwe Fashion & Accessories Group

"The event is a great place to meet and network with the key decision makers in our sector. I can meet in one or two days and in one location people it would take me months of travelling to meet with if I were to meet each one individually."

Cathal Power, Chief Executive Officer, Saburritos