

Date: 11/10/2017

Ref: QTA/MP/230/2017

Attention: – Al Khor Mall

Subject: Shop Qatar 2018

Greetings from Qatar Tourism Authority ...

We are pleased to announce the second edition of the Shop Qatar starting from 7 January to 7 February 2018.

Kindly send the enclosed circular to all shops located at Al Khor Mall.

Dear Tenant,

The exceptional sales and promotion for Shop Qatar will run from 07 January – 07 February 2018.

Qatar Tourism Authority with Al Khor Mall extends the invitation to all retailers to participate in the promotion which carries an **exception** and is over and above the usual annual quota of sale period allocated to retailers.

The Raffle promotion offers significant weekly prizes worth more than 2 million Qatari riyals for which a customer will be eligible for a raffle voucher if they spend QR 200 in any participant outlet.

All retailers are encouraged to participate through a variety of sales and promotions at outlets and restaurants.

Retailers should register online through Ministry of Economy and Commerce <http://www.mec.gov.qa/ar> to participate in the exceptional sales and promotions.

We are reliant on maximum participation of retailers, shops, restaurants, and showrooms also service outlets to ensure its success.

Please view attached:

- A brief summary about Shop Qatar 2017

Kindly do not share files with the media, there will be a press conference held dedicated to the Shop Qatar 2018 where all information will be shared.

Yours sincerely,



Mashal Esmael Shahbik

Director of Tourism Events and Festivals

