

PRESS RELEASE

AMERICAN EXPRESS SAUDI ARABIA SECURES HEADLINE SPONSORSHIP OF WORLD LUXURY EXPO FOR AN ADDITIONAL THREE YEARS

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WORLD
LUXURY
EXPO
RIYADH

RIYADH, KINGDOM OF SAUDI ARABIA - American Express Saudi Arabia has announced that it has extended its headline sponsorship of the World Luxury Expo, Riyadh, for an additional three years. The World Luxury Expo is returning to the luxurious Ritz-Carlton Hotel, Riyadh, from 30 March to 01 April 2016. This will be the fourth year American Express Saudi Arabia has been the exclusive headline sponsor of the highly anticipated event. The three-day exhibition will showcase carefully selected luxury brands and services from an impressive range of luxury categories, appealing to a highly discerning guest list.

Nizar Abou Hassan, Director of Premium Products Management, American Express Saudi Arabia, said: "Our continued support of the World Luxury Expo aligns with our commitment to delivering service excellence and world class experiences to Cardmembers. We are delighted to announce that we have secured the headline sponsorship of this prestigious event from 2016 to 2018. It is an endorsement we are proud of, and we look forward to welcoming the local and international luxury brand partners who will be exhibiting a selection of their most prestigious and exclusive products in one spectacular venue."

Graham Cooke, President of World Luxury Group, said: "We are thrilled to have American Express Saudi Arabia on board for another three years, the deal is welcome news for all of our stakeholders. The American Express World Luxury Expo will be the ninth chapter in the World Luxury Expo series and the fourth held in Riyadh. American Express Saudi Arabia's continued sponsorship heralds a new phase of continuity and growth for the World Luxury Expo brand, as we look to expand within the Middle East and the around the globe."

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The news has been very well received with a number of prestigious luxury brands having already confirmed participation, including Aston Martin, Aqua Panna, Al Saeed Exclusives, Billiar, Bosphorus, Creative Closets, DAMAC, Dar Al Oud, De Longhi, Emaar, Golden Caviar, Fauchon, Fendi, Franck Muller, Khazir Luxury, Laduree, L'Odore, Matt Royal, NMR Real Estate, Nora Gardens, Raffles, Rudy M. Ojail Architects, S. Pellegrino, Saad Bashammakh, Saudia Private Aviation, Spring Rose, Senturion (and Lamborghini), The Empty Quarter, Versace, Visconti and Velaa Private Island. Other confirmations are in discussion and more announcements are imminent.

"We are thrilled to host the American Express World Luxury Expo for the fourth year in a row at The Ritz-Carlton, Riyadh. This commitment to excellence showcases to both the industry, as well as the exhibitors and our guests, the world-class service that The Ritz-Carlton is known for globally," said Mikel Ibrahim, Market Director of Sales & Marketing, The Ritz-Carlton Hotels, KSA.

The event is strictly invitation only and VIP guests can expect to see enhancements from previous years as the organisers continue to refine the overall visitor experience and hospitality, both hallmarks of the American Express World Luxury Expo.

The Expo will feature carefully selected exhibitors from luxury categories including fine art, high-end jewellery, fashion, hand-crafted time pieces, designer furniture and exquisite table settings, fine dining, luxury executive cars and sports cars, private aviation and luxury travel. All participating exhibitors are recognised within their respective fields, showcasing superior quality and craftsmanship.

Those looking to attend the American Express World Luxury Expo can request an invitation and pre-register online at www.wlgreg.com

Following the event in Riyadh, the World Luxury Expo will be held in Seoul in September 2016, continuing an ongoing annual signature series of events.

www.worldluxuryexpo-riyadh.com

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NOTES TO EDITORS:

About World Luxury Group:

World Luxury Group is the corporate head office for the executive production team of the World Luxury Expo series of events in the Middle East and Asia.

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