

## ***VOX Cinemas invests in the long-term careers of Omani nationals***

*Dedicated training and development programs for local talent present exciting opportunities within the cinema industry*

**Dubai, UAE, 28 October 2014** –VOX Cinemas, the cinema arm of Majid Al Futtaim - the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa, is continuing to demonstrate its commitment to Omanisation and fostering the long-term career growth of Omani nationals since making its debut in the Sultanate earlier this summer. Having recently appointed two Omani Assistant Managers across its two locations, Ibtisam Mohammed Ahmed Al Lamki for City Centre Qurum and Khalid Mohammed Alwardi for City Centre Muscat, VOX Cinemas is making it a priority to increase Omani representation across its local teams.

“VOX Cinemas’ entry into Oman has been met with a great sense of enthusiasm from Omani nationals who have not only been keen in helping us grow our brand, but who have expressed interest in building their careers with us,” said Cameron Mitchell, CEO of Majid Al Futtaim-Cinemas. “VOX Cinemas has always invested in supporting the local economies where it has a presence through job creation and a long-term commitment to nurturing the careers of local talent. In Oman, we have been able to attract a high calibre of ambitious, young Omanis and we look forward to further diversifying our team.”

VOX Cinemas’ newest management appointments, Khalid Mohammed Alwardi and Ibtisam Mohammed Ahmed Al Lamki are bright, ambitious Omanis who are keen to develop a long-term career within the cinema industry. Khalid noted that at VOX Cinemas, City Centre Muscat, he is “looking forward to building a firm foundation for VOX Cinemas in Oman and growing within the company”. Similarly, Ibtisam’s aspiration is to “build a long-term career in VOX Cinemas and enhance my professional skills” in her current role at City Centre Qurum.

VOX Cinemas has contributed to the Sultanate’s economic and entertainment landscape by creating long-term job opportunities for Omani nationals and by introducing a new standard of movie-going for the community” said Talib Omar, Country Head, Oman for Majid Al Futtaim. “The appointment of our two newest Assistant Managers demonstrates Majid Al Futtaim’s commitment to nationalisation through opportunity and ongoing professional development.”

Both Khalid and Ibtisam are currently being integrated into VOX Cinemas' dedicated training and development program, which includes the VOX Academy a comprehensive workshop based in Dubai, which introduces them to the fundamentals of VOX Cinemas' business and development of professional skills. All VOX Cinemas staff will also have the opportunity to participate in ongoing training programs throughout the year, focusing on specific areas of interest within the workplace including customer service excellence, communication skills and business etiquette.

VOX Cinemas' commitment to nationalisation reflects the wider ideals of Majid Al Futtaim, with a focus on contributing to the local economy through job creation in all markets which it has a presence including the United Arab Emirates, Lebanon and Oman.

For more information, please visit: [www.voxcinemas.com](http://www.voxcinemas.com)

- ENDS -

#### **About Majid Al Futtaim Cinemas**

VOX Cinemas is the Middle East's most innovative and customer-focused cinema experience featuring high-resolution digital projection systems, immersive digital 3D content, expansive VOX MAX screens, as well as premium VIP, VOX GOLD and value-oriented seating alternatives. With 76 screens currently across eight locations in the UAE, 15 screens in Lebanon and 17 screens in Oman, the VOX Cinemas experience includes extensive dining choices from VOX Cafes as well as traditional candybar offers, and an extensive menu attached to their VOX GOLD ultimate cinema experience. VOX Cinemas is owned and operated by Majid Al Futtaim Cinemas, which is the cinema arm of Majid Al Futtaim. Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa.

**About Majid Al Futtaim** <http://www.majidalfuttaim.com/en/page/holding>

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure, and to create great moments for everyone, every day. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 12 international markets, employing over 26,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 17 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. This includes Mall of the Emirates, City Centre malls, and also 4 community malls which are in joint venture with the Government of Sharjah. It holds exclusive rights to the Carrefour franchise in 19 markets across MENA and Central Asia, operating a portfolio of over 50 hypermarkets and over 60 supermarkets in 14 countries.



Majid Al Futtaim operates 109 VOX Cinemas screens and 17 Magic Planets across the region in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai among others. Majid Al Futtaim is parent to the consumer finance company issuing 'Najm' credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, Juicy Couture and Halston Heritage and a healthcare business. In addition, it also has a joint venture operation with Dalkia and has recently expanded into food & beverage in partnership with Gourmet Gulf.

Please follow us on:

[http://www.youtube.com/channel/UCFzNqzql\\_52bu14n0cl24ug](http://www.youtube.com/channel/UCFzNqzql_52bu14n0cl24ug)

<https://twitter.com/majidalfuttaim>

<https://www.linkedin.com/company/majid-al-futtaim>