One week to go for the region’s largest retail awards gala

***RetailME ICONS is the first and only event of its kind, which will see all the movers and shakers of the industry converge to celebrate the real icons of the sector at a gala event at the JW Marriott Marquis Hotel on August 04, 2021***

**Press Release**

**Date: Dubai, UAE; July 28, 2021**

Countdown for the announcement of RetailME ICONS, the MENA region’s first-ever retail power list, intensifies as the mega event is scheduled to be held at the JW Marriott Marquis Hotel on August 04, 2021.

This is the first of its kind event taking place in the region aiming to celebrate and acknowledge the most influential people in MENA retail and the pioneers that are leading digital transformation of the growing industry that generates an estimated US$1.02 trillion (Dh3.74 trillion) in sales per year.

Organised by Images RetailME, a 16-year-old retail intelligence media brand in the Middle East with 45,000+ strong print readership and over 100,000 digital reach across the MENA region, the prestigious event will celebrate the success of an industry that serves 411 million people across 22 countries in the MENA region.

“This is the largest and only credible list of 100 most powerful retail icons from the MENA region. Our aim is to showcase to all the industry players and key stakeholders, who the most important retail leaders are,” Justina Eitzinger, Chief Operating Officer of Images RetailME, says.

“The retail sector is abuzz with a lot of speculation on who will make it to the top 100 and is looking forward to the big reveal in August at the most sought-after event in the retail industry where all the ‘who’s who’ in retail will gather,” she added.

Laila Mohammed Suhail, CEO, Strategic Alliance and Partnership, DTCM, says, “Every crisis begets opportunity and it has been very reassuring to see the retailers from MENA using this crisis to accelerate their digital growth, diversify their business models and think outside-the-box and push limits like never seen before.”

“I’m glad that RetailME has taken the initiative to put together this comprehensive list of the top 100 retailers as now would be a great time to acknowledge and appreciate their contributions to the industry and wider economy. It has been very exciting putting this list together, debating and discussing with the other jury members on the various classifications, which retailer falls under which category, and just discussing their inventive approaches towards navigating the pandemic in general.”

During the event, the RetailME ICONS list will be officially unveiled, the different classifications will be revealed and the top retail leaders will be felicitated on stage. The top retail leaders and industry stakeholders from across the region are expected to be at the event (where all attendees will be fully vaccinated), which will also provide an incredible networking opportunity.

**Ends**

**Editors’ Notes**

**About IMAGES RetailME**

IMAGES [RetailME](https://www.imagesretailme.com/) is a 16-year-old retail intelligence media brand in the Middle East. With a 45,000+ strong print readership and over 100,000 digital reach across the MENA region, it offers unparalleled insights into local and international trade.

RetailME is the No. 1 Retail Intelligence Platform, bringing together traditional and digital retailers of all sizes and contributing on trends, thought leaderships, experiences and transformation.

IMAGES RetailME provides unique, in-depth editorial coverage on all aspects of retail – including retail formats, merchandising, design, shop fit, category management, logistics, technology, shopping centres, consumer trends, franchising, and human resource. Plus, the readers are kept up to date with important directions and trends in this ever-growing industry.

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