

Media Release



DRAGON MART LAUNCHES E-COMMERCE PLATFORM

- **Nakheel Malls and DP World expand strategic partnership to benefit from the power of digital transformation in the retail industry with dragonmart.ae**
- **More than 35,000 products now available on the digital platform**

Dubai, 27 September 2020: Dragon Mart, the world's largest trading hub for Chinese products outside Mainland China, has launched dragonmart.ae set to disrupt the retail industry, as the first platform in the region dedicated to one shopping mall with an onsite fulfilment centre, in a strategic initiative by Nakheel Malls, the retail arm of master developer Nakheel, and DP World, the leading provider of worldwide smart end-to-end supply chain logistics.

Dragonmart.ae brings the largest B2B and B2C wholesale marketplace in Dubai from a variety, scale, cost and volume perspective online. The e-commerce platform harnesses digital transformation to connect Dragon Mart retailers to customers across the UAE and beyond. The move to online is set to elevate the shopping experience as customers can now purchase the wide selection of goods in Dragon Mart from the convenience of their homes.

Amidst shifting consumer trends to e-commerce, the UAE's SME sector is set to benefit from dragonmart.ae, as more than 30 per cent of items purchased at Dragon Mart are directly linked to business owners of small to medium enterprises. Businesses across the UAE, such as restaurants, will now have the capabilities to order their most needed supplies, such as coffee filters, utensils and more, from Dragonmart.ae, which improves the overall ease of doing business in the UAE.

Dragonmart.ae provides users the ability to sort and discover the abundance of products found at Dragon Mart faster than ever with over 35,000 products across 11 high-level categories with a focus on popular categories including Home, Games and Toys, Electronics, Fashion and more.

Bringing wholesale bargains to the fingertips of customers across a range of competitive price points, Dragonmart.ae delivers a contactless experience to people at their doorsteps within 48 hours. The speedy delivery timings are in part due to the fact that Dragon Mart already utilises the DP World ports, coupled with the top of the line logistics management through the Dubai-based entity. This evolution in retail will see an onsite fulfilment centre powered by DP World at Dragon Mart in order to streamline the logistics and delivery, as well as maintain a superior B2B and B2C services across the UAE.

Sultan Ahmed bin Sulayem, Chairman and CEO of DP World, said: "The new platform, Dragonmart.ae, represents another major initiative to accelerate digital transformation and support government-led e-commerce initiatives. We regard this development as a prerequisite to meet the demands of 21st century e-Commerce societies. Our vision revolves around intelligent logistics, reducing costs and creating value, and the new platform will contribute towards realising that vision."

Mohammed Ibrahim Al-Shaibani, Chairman, Nakheel, said: "Dragon Mart's expansion to online firmly positions Nakheel Malls as an e-commerce disruptor and aligns with Dubai's innovation agenda, at a time when digital transformation has accelerated at record speeds. The launch of Dragonmart.ae underscores our commitment to identify avenues to enhance ease of doing business across the retail industry, as well as drive the overall competitiveness and sustainable growth of Dubai. We are proud to join forces with DP World as an extension of our strong strategic partnership to launch dragonmart.ae."

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