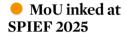
New Pact Targets Russian Tourists

BTEA signs MoU with Aeroklub



Focus on Russiabound tourism

Supports national tourism strategy

Mahir Haneef TDT| Manama

🔁 ahrain has taken a fresh step in cementing its international tourism reach, signing a strategic memorandum of understanding with Russia's Aeroklub Group during the 28th St. Petersburg International Economic Forum (SPIEF), where the Kingdom was honoured as Guest of Honour.

The agreement, signed by Bahrain Tourism and Exhibi- SPIEF stage presence tions Authority (BTEA) CEO Sarah Ahmed Buhijji and Aeroklub expected to boost tourism coop-



The deal was formalised on Chairman Denis Matyukhin, is the sidelines of SPIEF 2025, held eration, air travel connectivity, in the diplomatic spotlight as technology collaboration, and shared commitment to expandand joint promotion campaigns Guest of Honour, the MoU was joint activations across culture, ing business ties with Russia between the two nations, laying one of several key agreements the groundwork for Bahrain to underscoring the Kingdom's attract more visitors from the global tourism ambitions and growing Russian travel market. deepening bilateral relations with Russia.

exhibitions, and hospitality.

Tied to strategy

directly supports Bahrain's open new channels for collabo- services and growing demand diplomacy.

According to BTEA, the agree- Tourism Strategy 2022-2026, ration on sustainability and inment covers areas such as tour- which aims to enhance inter- vestment in travel technology, ism promotion, exchange of in- national collaboration and raise aligning with both nations' goals dustry expertise, development tourism's contribution to GDP. to modernise their tourism infrom June 18 to 21. With Bahrain of business tourism incentives, "This agreement reflects our frastructure. while offering visitors a higher experience," she noted.

Russia focus expands

quality, more connected tourism building momentum with Rus- just as a destination, but as a sian travellers, with Gulf Air partner in designing the next Buhijji said the partnership The MoU is also expected to operating seasonal charter chapter of regional tourism



Russia's outbound tourism to the Gulf grew by more than 20% in 2024, with Bahrain among the key destinations gaining traction through charter flights and emerging halal-certified travel experienc-

es.

for halal-certified offerings in Russian cities like Sochi, Kazan, and Moscow. Tourism officials view the Aeroklub partnership as a platform to tailor Bahrain's appeal to this market and broaden its international reach.

As the global tourism landscape continues to shift, Bah-Bahrain has already begun rain is positioning itself not

Malabar Gold & Diamonds crosses 400 showrooms

Aims to increase turnover to over USD 9 Billion

Milestone new showroom inaugurated in Noida, India

Charts an aggressive growth plan within India and globally to expand its presence to 15 countries

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alabar Gold & Diamonds, the 5th largest jewellery retailer globally, proudly celebrates a major global milestone with the launch of its 400th showroom. The showroom was inaugurated by M.P. Ahammad, Chairman, Malabar Group, in the presence of O. Asher, Managing Director - India Operations; K.P. Veerankutty, Group Exec-Group Chief Marketing Officer; expansion. P.K. Siraj, Head - Retail Operations (Rest of India); N.K. Jiwell-wishers.



Malabar Gold & Diamonds celebrated the grand opening of its 400th global showroom at Noida, India. The showroom was inaugurated by M.P. Ahammad, Chairman of Malabar Group, in the presence of O. Asher, Managing Director - India Operations; K.P. Veerankutty, Group Executive Director; Salish Mathew, Group Chief Marketing Officer; P.K. Siraj, Head - Retail Operations (Rest of India); N.K. Jishad, Regional Head - North; other senior management team members, customers & well-wishers.

showroom is part of a broad- 22 States and 3 Union Territories shad, Regional Head - North; er, ambitious growth strategy India in the current FY. and other senior management aimed at deepening Malabar's

The launch of Malabar's 400th its presence to 15 countries and responsible jewellery brands.

showroom at Noida, India, rein- ing an exponential increase in agement team members: further to be the No: 1 global jewellery utive Director; Salish Mathew, forcing the brand's rapid global revenue to USD 9 Billion and to solidifying its status as one of retailer. " open 60 showrooms expanding the world's most trusted and

marked by the opening of a new 13 countries, the brand is target- workforce to nearly 27,250 man- India and globally in the journey Million to drive growth."

"We have a comprehensive business strategy in place tar-Mr. M.P. Ahammed, Chair- geting expanding with 60 new As Malabar scales its retail "This milestone is a testament units, aiming for a turnover of team members, customers & presence across India and glob- footprint, it remains commit- to our growth ambitions and USD 9 Billion in the current fially. With a current turnover of ted to generating employment, marks a significant step in our nancial year, and committing Ahamed, Managing Director – This landmark expansion was USD 7.36 Billion and presence in with plans to expand its global ever-expanding footprint across an investment of over USD 600

'Our expansion will create additional 3,500 direct employment opportunities, in addition to supporting the large jewellery manufacturing ecosystem. Our operations are built on a foundation of complete transparency and strict compliance in addition to collaborating with trade bodies, financial houses, government regulators to make sure that our global operations are robust, trustworthy, and beyond reproach" commented Mr. Abdul Salam KP, Vice-Chairman of Malabar Group.

"We are the largest jewellery retailer crafting, promoting, and selling jewellery that is an intersection of Indian art, culture, heritage, and tradition to a global audience across 13 countries and an ambitious expansion plan is in place which involves strengthening our retail presence in existing regions with more showroom launches, as well as charting expansion into new countries such as New Zealand and Ireland in the curman of Malabar Group, stated, showrooms and manufacturing rent financial year, increasing our total presence into 15 countries", commented Mr. Shamlal India Operations, Malabar Gold & Diamonds.