

Emirates Leisure Retail and MMI launch master concessions in Zanzibar



The investment of over US\$10 million has created 500 local jobs to date

[dnata](#) has launched operations at Zanzibar Abeid Amani Karume International Airport (ZNZ) with partners [Emirates Leisure Retail](#) and [SEGAP](#). This is a joint venture between airport infrastructure and operations specialists Egis, and private equity fund manager AIIM (African Infrastructure Investment Managers).

The three companies will work closely together to deliver world-class services for airlines and passengers at the newly-built international terminal (T3) of ZNZ. The partnership is expected to significantly contribute to the government's target of boosting its trade and tourism sectors. The investment of dnata, Emirates Leisure Retail and SEGAP represents over USD 10 million and, to date, has created some 500 local jobs with the companies.

dnata will provide its globally renowned, quality ground, passenger and cargo handling services to airline customers at ZNZ, ensuring safe and timely operations of flights and an excellent travel experience for passengers. In addition, dnata launched meet & greet and lounge services through its airport hospitality brand, marhaba, to help passengers further enhance their experience and enjoy a smooth airport journey from check-in to boarding.

Emirates Leisure Retail has partnered with MMI as master concessionaire for all food and beverage, duty free and commercial outlets at T3. In collaboration with Eight Inc, the companies have created an innovative and immersive travel experience, ZOMA, designed to create a sense of place and

extend the holiday feeling for passengers. In the ZOMA Zones each store is inspired by the scents, feelings, and flavours of the island. In addition to these outlets, ELR and MMI carefully selected and curated the best retailers from the island to spotlight some of the best that Zanzibar offers.

SEGAP entered into a 10-year technical partnership with [Zanzibar Airports Authority](#) (ZAA) to manage and operate Zanzibar and Pemba airports. The consortium will act as a long-term partner to help position Zanzibar as a leading tourism destination, improve airport performance across all fields (including passenger experience, operation, profitability, etc.) and enhance airport infrastructure and services. The consortium will act as one project team for ZAA, covering different airport management and operation aspects.

Steve Allen, CEO of dnata Group and Chairman of Emirates Leisure Retail and MMI, said in a February press release, “We’re delighted to celebrate the launch of our airport services and retail offering with our partners at Zanzibar’s new, advanced airport terminal.

“We are confident that our investment, alongside our commitment to safety, quality and service excellence, will provide a major positive impact on Zanzibar’s transport, tourism and trade industries. This in turn will deliver significant benefits for the local community and businesses.

“We will continue our efforts to consistently deliver world-class services, earn the trust and loyalty of airline customers and travelers, and be an employer of choice in Zanzibar.”

“We are delighted to continue our key role in ZAA’s strategic development in cooperation with the airport’s stakeholders, after a successful year of cooperation, where we have contributed to operational improvements to support the growth of tourism in Zanzibar.

“Together and over the next 12 months, we will continue with our endeavours to support the modernization of facilities, processes and staff needed for Zanzibar to achieve high quality, safety and security services in order for Zanzibar to be recognized as having an international airport that is an outstanding gateway to a destination that has everything to attract visitors, from world-class beaches to a UNESCO World Heritage site,” added Olivier Baric, Egis Aviation Director for Africa.

To establish operations, dnata has hired and trained over 340 local talent and deployed a fleet of more than 120 pieces of ground support equipment at ZNZ. The company will gradually expand its operations and team, and by 2024 expects to handle more than 4,000 flights annually with a team of over 400 aviation professionals at the airport.

dnata is also investing in a state-of-the-art facility to offer cargo services at the airport, supporting local trade and businesses. The cargo centre, which is scheduled for completion in 2024, will comply with the highest industry standards ensuring efficient and safe handling of a broad range of cargo, including perishables, pharmaceuticals, dangerous goods, live animals, aircraft engines and vehicles.

SEGAP will provide general airport management and operation services to ZAA, including: improving operational and financial performance, development of airport assets, increasing passenger and cargo traffic, airline route development, best practice and compliance with international standards. SEGAP has also seconded a number of key experts into the airport – including three managers – to work closely with the ZAA teams and facilitate organizational improvements and knowledge transfer. ZAA also benefits from access to Egis’ network of 20 airports across the globe, for knowledge and best-practice sharing across many airport management aspects, and databases for operational performance and benchmarking.

Emirates Leisure Retail will operate best-in-class outlets with a team of over 130 local culinary and retail professionals at T3, including:

- Curate: a concept store showcasing the intricate craftsmanship of local independent vendors
- Spice: a delectable restaurant with a menu inspired by the flavours of Zanzibar
- Revive: a relaxing café serving locally roasted Zanzibar Coffee House Beans
- Taste: an integrated bar and duty free experience where passengers can select from a variety of drinks with the possibility of food pairing as well as purchase their preferred beverage brands to enjoy back home
- Style: a beauty bar with interactive mirrors to try and buy from popular beauty brands
- Recharge: a welcoming café on arrival serving the house ZOMA blend, roasted on site in Revive