

Heinemann transforms & expands retail footprint at Kuala Lumpur Airport



This new chapter at KLIA2 features a re-development of its shops and the launch of the Heinemann retail brand, web shop and global membership program in Malaysia

Heinemann Asia Pacific's Malaysia business has entered into a new chapter at Kuala Lumpur International Airport 2 (KLIA2), with an expanded retail footprint, a re-development of its shops and the launch of the Heinemann retail brand, web shop and global membership program in Malaysia.

Heinemann's partnership with Malaysia Airports Berhad (MAHB) is part of the airport group's Commercial Reset program, which aims to re-invigorate airport commercial areas by introducing new brands and more experiential concepts.

The program not only considers the operational challenges and lost revenue that MAHB tenants faced during the pandemic, but also facilitates investment by brands and retailers via a more dynamic rental model, which forms the basis for sustainable, long-term partnership.

"We are thrilled to have strengthened our partnership with MAHB and to have the opportunity to re-fresh our offering to KLIA passengers. We are now better positioned to welcome back more travellers in 2022 and beyond, with brand new shops and more appealing offers for customers," comments Johannes Sammann, COO, Heinemann Asia Pacific.

As part of the redevelopment, Heinemann has created a new open shop concept, opening up the floor plan for improved visibility across the shops stocking perfumes & cosmetics, fashion & accessories, confectionery and toys.

Heinemann will also debut a new experiential zone dedicated to marketing activations that will drive footfall and shopper engagement with its products. Additionally, Heinemann will take over gate retail space to provide a more convenient shopping experience for passengers right up until boarding, bringing its total footprint at KLIA2 to 1,686-sqm.

Along with the Heinemann Duty Free retail brand, Heinemann will introduce its Heinemann & Me loyalty program and its web shop to KLIA2 passengers, providing exclusive promotions and partner benefits. The Heinemann & Me program reached more than 1 million members globally in April 2022.

The re-developed shops will be re-opening to travellers progressively over the next months.