



The Chalhoub Group is a leading retail, distribution and marketing powerhouse for renowned brands in the beauty, fashion and gift sectors. A regional group, based in Dubai with development platforms and external consulting services in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain, Lebanon and Syria, the Chalhoub Group represents some of the finest international brands in the region.

Today, with coverage in 14 countries and expansion to neighbouring territories, as well as a portfolio of more than 200 luxury brands and the management of over 250 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group.

For more Information
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EURO RSCG Dubai

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The Chalhoub Retail Academy recognized for Business Excellence at the RetailME Awards

The Chalhoub Group, leading retailer and distributor of luxury brands in the Middle East, secured the coveted award for “Business Excellence of the Year” for its Retail Academy at the RetailME Awards 2007. Held under the patronage of Her Excellency Sheikha Lubna Al Qasimi, UAE Minister of Foreign Trade, these awards are a benchmark for excellence in retail in the Middle East.

International Standards for Learning

Launched in 2007, the Chalhoub Retail Academy is the first of its kind in the region, aiming to inspire “Excellence in Retail” by offering an international standard of learning to its team of Retail Ambassadors.

“We are very proud to receive this award for the Retail Academy. It recognizes the importance we place not only on education and training but investing in the development of our teams” comments George Saab, Chief of Human Resources at the Chalhoub Group.

The Academy offers accredited retail certification through an affiliation with UK renowned qualification body “Edexcel”. The in house training program offers sales associates exposure to all aspects of the retail process offering them the opportunity to enhance their skills, attain international certification and improve their prospects for internal career growth.

“The Retail Academy is the realization of the vision of the Chalhoub Group to offer its employees an international standard of learning. The aim is to develop a talent pool of qualified and professional sales associates who are the ambassadors of our retail business”

“With the growth in the retail sector across the region, we want to raise the bar when it comes to luxury retailing by offering our customers not only elegant environments but also an unparalleled retail experience which begins by empowering our retail teams to offer service beyond our customers’ expectations ” comments Patrick Chalhoub CO CEO of the Chalhoub Group.

Investment in the Human Capital

Committed to excellence in every aspect of its business, the Chalhoub Group strives to create a culture of performance and ensure the highest standards of professionalism. Therefore by focusing on the development of its human capital, the Group offers a range of professional training programs that aim to enhance competencies, motivate employees and reward learning.

“Our people are our pillars for success and growth and, therefore, developing their talent to the fullest potential is a priority” concludes Patrick Chalhoub.