

**PATRICK CHALHOUB SPEAKS ABOUT LUXURY AND RETAIL  
AT THE WORLD RETAIL CONGRESS 2009**


Dubai / Barcelona, 6 May 2009 – Patrick Chalhoub, joint-CEO of the Chalhoub Group, a leading distributor and representative of luxury brands in the Middle East, will be sharing his expertise on the business of luxury and on retailing in an economic downturn at the third edition of the World Retail Congress, held from 6 to 8 May 2009.

On Friday, Patrick Chalhoub will debate 'the business of luxury: responding to today's challenges' with fellow experts Concetta Lanciaux, chairman & CEO of Strategy Luxury Advisors; CEO of Harvey Nichols Joseph Wan and Jacques Levy, CEO of Sephora Worldwide.

*"The recent slowdown required customized strategies, and fine-tuning our reactions in order to respond to changing consumer needs. Therefore, we made sure to continue our investments in vital business areas, including market research and human capital, which we consider as the essential part of our success. We also refocused on the key markets and our core business of luxury, while we optimized our operations,"* said Patrick Chalhoub, during his participation in a session today, focused on 'how to trade through a downturn'.

Featuring 120 executives from the world's most influential retailers (including Sephora, Harvey Nichols as well as Carrefour or Tesco), the World Retail Congress is the annual platform for the most senior executives within the retail industry to share best practice and exchange ideas on the most crucial global issues. Over the last two years the Congress has brought together over 2,000 attendees, active in more than 90 countries.

The 2009 Congress programme will focus on the core issues pre-occupying retail boardrooms around the world; how to drive growth in a downturn, the importance of human capital & e-commerce, the ever-changing consumer and maximising business efficiencies.



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 280 luxury brands and the management of over 300 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group.

For more information, please visit <http://www.chalhoub-group.com/>

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