



MoneySouq Press Release

A Revolution in Personal Finance

You might think that the United Arab Emirates has had its fair share of revolutions, but there's a break-through concept that is coming much closer to home — Moneysouq – A Personal Finance Exhibition with a difference. Taking place, for the 1st time ever, in shopping malls across the United Arab Emirates and launching in Mall of the Emirates, Dubai.

This innovation, from World Souq Exhibitions the owners of MoneySouq, promises to bring personal finance companies & consumers closer together - in the mall & on a dedicated MoneySouq mobile app. - stress free shopping for all your financial needs!

From the 9th -16th July 2012, during Dubai Summer Surprises 14th year, the North Galleria of Mall of the Emirates will play host to the first in a series of mini Personal Finance exhibitions. With a 'souq'-like atmosphere (hence it's name), the consumer will have the opportunity to browse the deals, offers and products from each financial sector, in a way impossible in the past.

With MoneySouq, the client can get up close and personal with No.1 names in the financial industry: Alpari FX, ADS Securities, United Arab Bank, Gold.ae, Herald Land International, Chartis Insurance, Sovereign Group and Vacation International to name but a few. No cold calling and no middleman.

But it's not just the seamless and straightforward visual presence of these companies that makes this event so unique. There's also the virtual side in the form of a dedicated MoneySouq Mobile app, available on iPhone, ipad and android. The end user will be able to enter important financial dates into the calendar alert, request call backs from selected companies and continue receiving the best deals and offers throughout the year. The first of it's kind in the UAE.

Jack Arazi, MD of World Souq Exhibitions is in no doubt of the benefits of the MoneySouq experience:

“MoneySouq is a break-through exhibition concept - bringing the financial world onto a unified platform to the doorsteps of the consumer. Shopping Malls are a way of life in the UAE, so with MoneySouq we are taking Personal Finance to the shopper for them to browse at their own convenience and in their own free time; and where better then in the malls?”

And of course mobile applications: In-Stat research is said to expect mobile app. downloads to reach nearly 48 billion in 2015. It has become a way of life worldwide, and once again with MoneySouq we are unifying an entire sector on a virtual platform for the convenience of both the financial institutions and the consumer. It’s a win-win situation”



Targeting all mall-trawlers, and of course mainly UAE residents, MoneySouq has a particular eye for the ladies – in particular 25-45 year old professionals, working mothers and homemakers who are equally important when it comes to managing, upgrading, enhancing and protecting financial affairs.

So where to after Mall of the Emirates?

MoneySouq will rotate in malls across Dubai, the rest of the Emirates and Arab world. With high anticipation and build up of the first event, World Souq already has plans to expand into different sectors such as Real Estate with PropertySouq, in Learning & Education and Wellness, Health & Beauty.

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