

## **QATAR FOUNDATION AND LULU GROUP SIGN ONLINE SHOPPING AGREEMENT**

*Education City Community Will Be Able To Purchase Goods At The Click Of A Button*

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**Doha, Qatar** – QATAR FOUNDATION for Education, Science and Community Development (QF) and major retailer Lulu Group International have signed a Memorandum of Understanding (MoU) to establish an online shopping portal for Qatar Foundation community members.

The agreement, the first of its kind for Qatar Foundation, includes a home delivery service and will initially be operated on a trial basis.

The MoU positions each organisation at the forefront of the online shopping revolution. It will not only allow the QF community to purchase goods at the click of a button, but could subsequently expand to support the local and regional online retail sectors. The agreement also marks one of the milestone projects that will contribute to transforming Qatar Foundation into a smart and sustainable city.

The Middle East e-commerce market currently accounts for US\$33.8 billion sales annually. Yet, compared with the rest of the world, the region is still in its infancy in terms of online sales.

According to eMarketer, a global authority on digital marketing, media and commerce, the value of the global online shopping market is set to reach US\$1.5 trillion this year, with the Asia-Pacific region set to overtake the United States' US\$483 billion market to account for US\$525 billion of online sales.

The MoU was signed by Ali Abdul Rahman Al Muftah, Executive Director of Support Services at Qatar Foundation, and Mohammed Althaf, Director of the Lulu Group, in the presence of Engineer Jassim Telefat, Group Executive Director Capital Projects, at Qatar Foundation; and Stuart Davidge, Group Deputy Retail Operations Manager at the Lulu Group.

Welcoming the Lulu Group into the Qatar Foundation family, Mr Al Muftah said: "This agreement is the first step to what will hopefully become a prosperous partnership between Qatar Foundation and the Lulu Group.

"This online shopping project is the first of its kind within the Qatar Foundation community. It will provide our community with the convenience of buying online and the convenience of

having goods delivered to homes. Operating initially on a trial basis, it could be expanded to include the whole of Qatar gradually.”

Commenting on the partnership, Mr Althaf said: “We would like to thank Qatar Foundation for its faith and confidence in the Lulu Group as we are delighted to be associated with such a prestigious organisation. Through this agreement we hope to add value to the lives of those within the Qatar Foundation community as the upcoming online shopping portal will extend beyond the borders of a mere online supermarket to become an interactive platform for the whole community.”

**-ENDS-**

### **Qatar Foundation – Unlocking Human Potential**

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF’s work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar’s heritage and addressing immediate social needs in the community.

***For a complete list of QF’s initiatives and projects, visit <http://www.qf.org.qa>***