

Overview

In today's fast-paced and high-tech environment, the retail industry in the Middle East has always been about the survival of the fittest. To safeguard a premium position in this intensely competitive industry, you will need a strong team of legal professionals to help you get to where you want to be. Regardless of the size, scope or location of your operation, Dentons can help you rise to the top and stay there.

Having opened our first presence in Cairo in 1964, our established and specialized retail practice in the Middle East emerged as a result of our deep understanding of the local region and extensive experience working with a diversity of global clients, including retailers, shopping centers, e-tailers and investors in the retail industry, such as private equity funds and financial institutions, international high-street names and local operators/franchisees.

As our client, you will be working with a team whose practitioners cover the full range of services, including:

- Negotiation of International Franchise Agreements
- Retail Leases and planning
- Pan-Regional Expansion
- Joint Ventures
- Financing
- Websites and online sales
- Commercial contracts
- IP Protection
- Impact of Agency Laws

Whether you are a regional or international retailer, we provide you with sound legal advice on the full scope of issues that may arise during the course of your business activities, including international set-up, ownership and financing, the physical environment in which you operate, personnel and resourcing, protection of business in terms of competition and branding, business technology support, customer knowledge and business development.

Through Dentons, you will gain access to an unrivalled network of offices and associated offices across the Middle East. With more than 50 years' experience, you will benefit from our long-standing relationships with business communities and governments, as well as our unparalleled understanding of the legal and business environment. Our contacts, particularly in government and municipal departments, allow us to appreciate the importance not only of what the law says, but also of how it is applied.

We are capable of handling anything you throw at us. From the negotiation of an international franchise agreement to the creation of bespoke local trading structures, this is an industry Dentons knows inside-out.

Representative Experience

- **Fortnum & Mason/Al Khayyat Investments (AKI):** Advising the major UAE-based trading house in respect of the supply, franchise and development agreement for the first ever Fortnum & Mason store outside of London.
- **Al-Futtaim Group:** Advising on the Dubai Festival City project including providing a full time secondee to the project which encompasses residential, recreational, business, hotel, shopping, entertainment facilities and a marina.
- **MTS Incorporated (Tower Records):** Advising the franchisor in relation to the franchise agreements throughout the Middle East for the setting-up of music stores and related intellectual property matters.
- **Marsa Allam Shopping Centre:** Advising this Cypriot leisure company in relation to the development of an 1.2 million square metre development in Marsa Allam, Egypt. This development will consist of condominiums, a shopping centre and hotels.
- **The Entertainer:** Advising the UK's largest independent toy shop, on the signing of a 45-store franchise deal for the Middle East with Dubai-based retail group Al Owais Enterprises. The deal represents the first stage in an international expansion drive by The Entertainer, which currently operates 84 stores across the UK.
- **Paperchase Products Limited:** Advising on the negotiation of a Development Agreement for the Middle East involving the creation of a large number of Paperchase stores over a period of several years.
- **Schuh:** Advising the franchisor, a retail company, in connection with granting franchise rights to a UAE company.
- **American Body Products:** Advising the franchisee for the Middle East region in relation to a master franchise for clothing and accessories from Beverly Hills Polo Club.