

CDFG opens 3,000sq m in Phnom Penh today

China Duty Free Group opens the doors today to its third downtown duty free and travel retail store in Cambodia - in the capital, Phnom Penh - following units at Angkor and the coastal Shihanoukville (Kompong Som).

Phnom Penh Duty Free is located inside the integrated entertainment destination of Naga City at Naga City Walk which connects Naga World to 'Naga 2'. It offers approximately 4,000sq m of retail space with all the main DF&TR and luxury categories available: cosmetics, perfume, jewellery, sunglasses, watches, fashion, beverages, tobacco, travel goods and confectionery as well as "famous local products".



Naga World in Phnom Penh.

The end of September will see the arrival of a slew of further brands: Estée Lauder, Kiehls, La Mer, SK-II, Lancôme, MK, Rimowa, and Tumi.



The beauty area in the new store.

State-owned CDFG, which operates a brand company in Cambodia, comments: "We are the top luxury retail store in Phnom Penh providing a high-end shopping destination to tourists and business travellers. Customers can choose from more than 200 brands from around the world."

On opening, branded boutiques will include Longines, Tissot, Swarovski, Samsonite and Prada, with further boutiques from Armani, Coach and Furla to be unveiled at the end of this year.

SILK ROAD TARGET

The Phnom Penh development is part of an international expansion policy targeting the so-called 'Silk Road Economic Belt' to which CDFG parent, China Travel Group, is committed.

Cambodia is a key market within the plan: CDFG has already **opened its Angkor duty free store** in December 2014 (where it **competes with DFS**), followed a year later by the Shihanoukville duty free store in December 2015. CDFG says it has "the full support at all levels of government in Cambodia".

CDFG - which claims to be China's largest retailer of luxury merchandise - says that with its three stores in place it "will write a new chapter in the tourism industry in Cambodia".



High-end watches get their own luxury space.

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To celebrate today's soft opening, promotions are in place with a 15% discount on all shopping; a chance to experiencing the VIP shopping service; and a gift on purchases over \$100. Scanning the company's official WeChat account, or clicking 'like' on the company's official Facebook, also qualifies for a surprise gift.

TRB BUSINESS