

KidzMondo signs deal with Al Qurashi Group

The Peninsula

DOHA: KidzMondo Doha, a miniature children's city, has signed a partnership agreement with Abdul Samad Al Qurashi Group of Companies, the experts in Oud and perfume for over 150 years.

"We are always happy to be expanding our partnerships with local entities and most recently with a leader in perfumery, Abdul Samad Al Qurashi. This partnership is a unique entry into Doha's edutainment city and will provide fun and exciting activities for Kidzizens to enjoy as they are exposed to a new world of perfumery," said Nabil R Barakat, General Manager of KidzMondo Doha.

Through its partnership with Abdul Samad Al Qurashi, which is considered among the major perfume companies in the Arabian Gulf, KidzMondo Doha has proved that it's continuing its practice of



Officials from KidzMondo Doha and Abdul Samad Al Qurashi Group, after signing the agreement.

partnering with the leading companies in their respective fields, in line with its vision of providing the best educational and fun activities for children. The city's visitors will get a chance to explore and enjoy the beautiful fragrances emanating from the range of Ouds and perfumes.

"We are pleased to sign with KidzMondo Doha, a reputable edutainment city for children. Abdul Samad Al Qurashi Group is a family owned company with more than 150 years of history. Our aim for this partnership is to teach future generations about the heritage of Arabic fragrances and

the processes in which we mix, manufacture and sell our famous perfumes," said Dr Osama Hejazi - Legal Consultant and Assistant of The Chief Executive Officer at Abdul Samad Al Qurashi Group of Companies.

KidzMondo Doha is regarded as the "city of education and entertainment," and features an interactive kid-sized city developed for and managed solely by children, between the age of 2 and 14. The self-sufficient city, with its own economy and currency (Kidzars), includes over 80 real-life simulation activities across diverse business environments, and allows children to dress up and role-play realistic tasks in a safe, interactive and educational environment. The city has been designed to provide a fun-filled and holistic learning experience in order to support physical and mental growth in youngsters as well as help them boost their self-esteem and confidence.