
Sony Marks Grand Opening of its New Store at Qatar Duty Free in Partnership with Modern Home



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- *The inauguration ceremony was attended by senior executives from Sony Group Corporation, Modern Home, and Qatar Airways*

Doha, Qatar – May 11, 2025: Sony Middle East and Africa, in partnership with Modern Home and

Qatar Duty Free, held the official ribbon-cutting ceremony of its new store located at Hamad

International Airport, marking a significant milestone in strengthening the brand's presence across the region.

The ceremony was graced by senior management from Sony, Modern Home and Qatar Airways including Mr. Kazuo Kii, Executive Deputy President, Officer in charge of Engineering and Operations, Senior Vice President, Sony Group Corporation, Mr. Jobin Joejoe, Managing Director, Sony Middle East and Africa alongside Mr. Bader Al-Darwish, Chairman and Managing Director, Modern Home, and Mr. Thabet Musleh, Chief Retail and Hospitality Officer, Qatar Airways.

Mr. Kazuo Kii, Executive Deputy President, Officer in charge of Engineering and

Operations, Senior Vice President, Sony Group Corporation, commented: *"It is a pleasure to be here in Qatar to officially inaugurate this remarkable store. Qatar Duty Free and Hamad International Airport represent an important platform for Sony as we continue to expand our global presence. This store exemplifies our ambition to bring the best of Sony's innovation and engineering to customers around the world, and we are proud to do so in such a dynamic and strategic location. We deeply value our partnership with Modern Home, whose long-standing support has been essential in realizing this milestone."*

Mr. Bader Al-Darwish, Chairman and Managing Director, Modern Home, said: *"We are proud to celebrate another milestone in our enduring relationship with Sony, which began more than six decades ago. The opening of this store at Hamad International Airport speaks to the strength of our partnership and our shared commitment to excellence. Its presence at such a prominent location ensures that travelers are introduced to the best of Sony's technology in a space that reflects our values of quality, innovation, and customer experience."*

Mr. Thabet Musleh, Chief Retail and Hospitality Officer, Qatar Airways, added: *"We're proud to welcome Sony to Qatar Duty Free — a brand renowned for its pioneering technology and iconic product. This addition strengthens our retail mix at Hamad International Airport and reflects our commitment to delivering*

the world's best brands and an exceptional shopping experience to our travellers, with something for everyone to enjoy."

Located in Departures Concourse C, the Sony store at Qatar Duty Free offers a premium and immersive retail experience, featuring the brand's latest innovations including the ULT Power Sound series, the award-winning 1000x series, and a curated selection of digital imaging products. Designed with both convenience and sophistication in mind, the store caters to the evolving needs of today's traveler—whether for business, leisure, or exploration.

Modern Home and Sony's partnership, which dates back to 1964, has played a pivotal role in shaping Qatar's consumer electronics landscape. Over the years, Modern Home has remained at the forefront of bringing premium, world-class technology to the Qatari market, and this new store is a testament to that legacy.

With this official inauguration, Sony continues to strengthen its presence in the region, while offering a destination where travelers can discover the brand's world of innovation, quality, and creativity—all under one roof at Qatar Duty Free.