

24 October 2014

## **IDP to open eleven WHSmith stores in Ngurah Rai International Airport, Bali**

After successfully winning two tenders, IDP is set to open eleven WHSmith stores in Ngurah Rai International Airport, Bali.

The newly developed International terminal is already home to three WHSmith stores, with a further five scheduled to open soon, to include a CTN store with complementary café and a 'water' store. In addition, the Domestic terminal will soon be home to two WHSmith stores as well as a dedicated bookstore, with an area devoted specifically for young travellers, offering a great range of bestselling titles, toys and games.

WHSmith provides travellers with a one-stop-shop solution ahead of their flight; offering a wide range of reading materials, travel accessories, confectionery and drinks. All stores feature the latest WHSmith design in fixtures and fittings and range in size from 20 square meters to 150 square meters, providing a total of 700 square meters of retail space.

WHSmith is now present in 24 International airports outside of the UK and in 30 UK airports. It has more than 1,300 stores both in the UK and internationally, and more than 35 in the region, including Australia, Malaysia and China.

IDP is working under a franchise agreement with WHSmith and has recently set up a regional office in Bali to ensure the smooth running of the stores.

Budi Wong, President Director IDP said: *"IDP is pleased to be opening eleven stores in Bali International in partnership with WHSmith. It is an important milestone in our development of WHSmith stores in Indonesia."*

Tommy Soetomo, President Director of Angkasa Pura I said *"IDP has become our successful partner for more than 20 years in the International Terminal and we are very happy to have them also in the New Domestic Terminal."*

Kenneth R. Guldbjerg, General Manager of Ngurah Rai Commercial SBU said *"We are very pleased to have WHSmith as one of our partners in Bali International Airport as our exclusive news, books and convenience retailer. Its expertise and experience in this area will provide our travellers with an unrivalled airport experience."*

Louis de Bourgoing, International Director WHSmith said *"We are delighted to be opening eleven stores in Bali International Airport, which is our 20<sup>th</sup> international territory, and very much look forward to working with IDP to grow our presence in other Indonesian airports."*

-Ends-

### **Enquiries:**

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**Note to Editors:**

**WHSmith** currently operates over 1,300 stores, both in the UK and in international locations including Northern Europe, the Middle East, Asia and Australia. The retailer occupies over 700 retail units in airports, railway stations, hospitals and motorway service areas and more than 600 high street stores. WHSmith sells a wide range of newspapers, magazines, stationery, books and confectionery products, with WHSmith Travel tailoring its offer to meet the needs of people on the move.

**Angkasa Pura I**, a state owned company specialising in the transportation sector, operating 14 airports services across middle and east Indonesia. Angkasa Pura I has created a unique strategic partnership cooperation with GVK Airports forming a Commercial Strategic Business Unit which was given the authority to manage the commercial area of all non aero-nautical activities including retail and F&B, lounge areas, advertising, car parking, and ground transportation management at Ngurah Rai Airport. GVK Airports are operating Mumbai Airport and Bangalore Airport and are the biggest Airport operator in India.