



## PRESS RELEASE

# NCC introduces BALM - Bangkok's First Active Lifestyle Mall - in the new QSNCC, targeting health and fitness enthusiasts

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**N.C.C. Management & Development Co., Ltd.** makes a mark on the Queen Sirikit National Convention Center or QSNCC to become 'The ultimate Inspiring World Class Event Platform for All'. The revamped Queen Sirikit National Convention Center includes a new retail mall "BALM" developed under the concept of 'Bangkok's Active Lifestyle Mall' to attract and serve health and fitness enthusiasts, urban workers and families with a variety of over 100 leading retail brands, restaurants and amenities.

The new QSNCC is distinguished by its location and value proposition that addresses the need of active urban residents. Additionally, the retail mall is easily accessible with the MRT linkage to the QSNCC. It is also surrounded by 450 Rai of Benjakitti Forest Park, the new green lung of Bangkok frequented by exercise lovers.

The restorative potential of the QSNCC retail space is expanded from 7,200 square meters to 11,000 square meters. It is divided into various zones including food and beverage, event support, and 'Active Lifestyle'. Also, the flagship store of Thailand's leading sports accessory brand will be located here.

**Mr. Sakchai Pattarapreechakul, President of N.C.C. Management & Development**, said: "With our capabilities in providing a full range of services for all types of events, QSNCC will be the new event platform destination in Asia. The redeveloped QSNCC is expected to attract over 13 million visitors per year once it is reopened in September 2022. To provide visitors with extensive services, we are planning to expand the retail space by 30%.

Entrusted by NCC to develop and lease QSNCC's retail space, **Frasers Property (Thailand) Public Company Limited's** retail business development led by Ms. Thiranant Kornsritya will bring the Company's expertise and experience in retail projects at Samyan Mitrtown and Silom Edge to drive traffic to the retail space of QSNCC.

**Ms. Thiranant Kornsritya, Executive Vice President of Retail Business Development of Frasers Property Commercial (Thailand)**, said: "It is an honor to be trusted by NCC to bring in our specialized know-how to the project. The 'BALM' retail space under the concept of 'Bangkok Active Lifestyle Mall' will serve the need of urban population's lifestyle in the modern days. With its convenient location situated inside the QSNCC, customers can easily access the retail space from MRT transit and Benjakitti Forest Park. This will attract more diverse customers – organizers, visitors and those who are into physical exercises and healthy lifestyles. We believe that BALM will be Bangkok's gathering place for urban residents.

The project has received a high level of leasing enquiries from leading retail brands. We are in the middle of selection process with the prospective tenants who are leading restaurants and retailers. We have closed the deals for 20% of the retail space and expect the leased space to increase to 40% by the first quarter of this year.

For retail space inquiries, please contact [sales@qsncc.com](mailto:sales@qsncc.com) or 02 229 3111. The new remarkable Active Lifestyle Mall awaits.



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For more information, please contact the Public Relations and Communications Department.

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