

Plaza Premium Group inaugurates regional headquarters in Riyadh



(Fourth from left) Song Hoi See, Founder and Chief Executive Officer, PPG; (From left to right) Mira Hmoud, Director of Strategy and Business Development, PPG; Okan Kufeci, Senior Vice President, EMEA, PPG; Lorcan Tyrell, Vice President Commercial, JEDCO; Bora Isbulan, Deputy Chief Executive Officer, PPG; Mr. Abdulaziz Al-Asaker, Chief Commercial Officer, Riyadh Airports Company; Angelika Foetsch, Senior Manager – Lounge and Ground Experience, Riyadh Air; Saad Alajlan, General Manager, Cluster 2; and Melanie Guillardou, Chief Executive Officer, Lagardère Travel Retail Saudi Arabia.

[Plaza Premium Group](#) has announced the opening of its new Regional Headquarters in Riyadh, the Group's second regional base in EMEA, marking a significant milestone in the company's Middle East and Africa expansion and commemorating 10 years of serving passengers in the Kingdom of Saudi Arabia.

The opening ceremony, held on September 14, was attended by distinguished guests from government entities, airport authorities, airlines and industry partners. In attendance were Song Hoi See, Founder & CEO; Ali Bora İşbulan, Deputy CEO and Okan Küfeci, SVP EMEA, who shared their vision for Plaza Premium Group's continued growth and contribution to elevating airport hospitality in the Middle East and Africa.

The Riyadh office will serve as a hub for Plaza Premium Group's operations across the Middle East and

Africa, enhancing collaboration and regional support for airport lounges, hotels, meet & greet, fast track and concierge services. This new base reflects the group's vision for continued innovation and the delivery of world-class hospitality experiences.

"The opening of our Riyadh regional office is a proud milestone as we advance our presence in Saudi Arabia and broaden our impact across the region. Our local partnerships and talented workforce continue to set new standards in airport hospitality, supporting the Kingdom's Vision 2030," said Song Hoi See, Founder & CEO of Plaza Premium Group. "We are currently operating in Riyadh, Dammam, Jeddah, and Red Sea International Airport, employing over 350 team members in Saudi Arabia, and working closely with government authorities to nurture aviation and hospitality talent. Serving an average of 100,000 guests every month. With a Saudization rate of 60 percent – and a target of 80 percent – alongside a graduate training program preparing the next generation of aviation and hospitality leaders, we remain deeply committed to supporting Saudi Arabia's Vision 2030."

This expansion reinforces PPG's dedication to developing local expertise and supporting economic growth in line with the Kingdom's national goals.

Ali Bora İşbulan, Deputy CEO, said, "This is a landmark occasion as it coincides with our 10th year of serving passengers in the Kingdom. Over the past decade, Plaza Premium Group has had the privilege of working alongside our valued partners, stakeholders, and colleagues in the Kingdom to redefine the travel experience and set new benchmarks in airport hospitality. Saudi Arabia is a cornerstone of our global strategy, and Riyadh is the ideal base for our regional headquarters. This office not only strengthens our operational presence but also serves as a hub for innovation, partnerships, and delivering world-class passenger services that align with the Kingdom's Vision 2030."