

THE ARAB IRISH JOURNAL

THE OFFICIAL
PUBLICATION
OF THE AICC

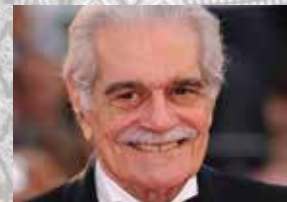
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WELCOME

A very warm welcome to the Spring 2014 issue of *The Arab Irish Journal*, the first of four issues scheduled for the calendar year.

We are delighted to bring you yet another edition of our publication – one that boasts a wonderful diversity of content, including exclusive interviews, key reports and the latest news and developments.

As ever, I must extend my sincere thanks to the many individuals and organisations that have provided invaluable help and assistance.

First and foremost, I would like to acknowledge Enterprise Ireland, The Dept of An Taoiseach and the Dept of Jobs, Innovation and Enterprise for their unwavering assistance and information with regard to the recent trade mission to the Gulf States. My thanks also to the various companies that took part in what proved to be an incredibly successful mission.

Amongst our interviewees this issue, I have a debt of gratitude to Mr Gerald Lawless, CEO of Jumeirah Group, for giving us such an intimate insight into both his personal and business life; and to Cindy Cafolla and Rebecca Gernon for the extensive information they so kindly provided regarding Serendipity.

Our feature on the forthcoming Dublin Arabic Film Festival, meanwhile, would not have been possible without Jim Sheridan, Zhara Moufid and Lucy Healy Kelly, all of whom gave generously with their time and enabled us to write about this exciting event.

Sincere thanks also, of course, to all our advertisers for their continued support, and a special thank you to Bord Bia and all the Irish exhibitors at Gulfood.

As ever, I must sincerely thank Ahmad Younis, CEO and Secretary-General of the AICC, Joe Geoghegan, Chairperson of the AICC, and Evelyn Harrington, Trade Services Manager & Company Secretary of the AICC, whose help and support have continued to prove invaluable.

As mentioned previously, we actively encourage your comments and feedback. Whether it's your view (whether favourable or otherwise) on an article or a suggestion on an area or event that we might cover in a future issue, we are always delighted to hear from you. Our hope is to continue to produce a high-quality publication that meets our readers' requirements and we can only do so with your involvement.

We return again early in the summer with our second issue of the year.

Enjoy the read!

Best wishes,

Dermot Hogan

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The Arab Irish Chamber Of Commerce

Mr. Ahmad R. Younis, Secretary-General



A very warm welcome to the first issue of 2014 of *The Arab Irish Journal*.

The year 2013 proved to be a great success for us and we look forward to continuing – and building upon – this over the coming year and beyond. My sincere thanks to everyone that has made this possible.

As you will be no doubt be aware, we launched a major economic report, “The Arab World – Long Term Economic Prospects and Opportunities for Ireland” in February 2013. Following on from this, the AICC travelled to the Gulf States in October 2013 with Simon Coveney, Minister for Agriculture, Food and the Marine, along with a 60-strong delegation from Ireland, with the aim of building closer commercial links between Irish and local business, and developing relationships with key Government Ministries and agencies.

A subsequent – and equally successful – visit took place just last month when, led by

Taoiseach Enda Kenny and Minister Richard Bruton and organised by Enterprise Ireland, over 100 executives from 87 Irish companies visited Saudi Arabia, the UAE and Qatar – the largest ever Irish trade delegation to do so.

The immediate results of the January 2014 trade mission have certainly been impressive. In addition to significant employment opportunities, some €65 million worth of new contracts was generated for Irish companies, with further benefits expected to follow.

It is incredibly reassuring to hear such positive news and we look forward greatly to learning of similar success in both the short- and long-term.

With best wishes,

Ahmad R. Younis
Secretary-General

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Arab-Irish Chamber of Commerce



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An impressive show of government support

Mr Joe Geoghegan, Chairman of AICC

Ireland's marketing efforts in the Middle East were given a significant boost in October 2013 by the visit of Minister Simon Coveney along with a 60-member trade delegation to Saudi Arabia, Qatar and the UAE. This trade mission, which was organised by Bord Bia (Irish Food Board), received considerable media coverage throughout the region, and involved a hectic schedule of high-level meetings in each of the four cities visited.

This event was followed in January 2014 by an even larger trade mission, led by Taoiseach Enda Kenny and Minister Richard Bruton, which involved 87 Irish companies visiting Riyadh, Doha, Abu Dhabi and Dubai. Again, there was extensive positive coverage of this visit in the print and electronic media in each location, as well as a busy schedule of official meetings with top political and business leaders each day.

The programme, arranged by Enterprise Ireland in collaboration with the local Irish embassies and other state agencies, included a mixture of sectoral briefings for the participating companies, networking events and tailored itineraries for individual clients.

Trade missions such as these are a very important part of Ireland's national effort to grow our trade with the Arab markets, and the government is right to place this level of emphasis on supporting the efforts of the companies and state agencies involved. All of our international competitors are doing likewise.

In the major report "The Arab World – Long Term Economic Prospects and Opportunities for Ireland", published by the AICC last year, it was stressed that a key requirement for success in the region will be the promotion and enhancement of "Brand Ireland" in the priority markets in the region. It noted that an essential requirement in doing this must be a well-planned programme of high level-visits in both directions, with the objective of raising awareness of Ireland's potential as a long-term trading partner, of establishing and enhancing top-level relationships at state-level, and of creating a positive and favourable environment in which Irish and Arab companies can develop and grow business together.

These two large trade missions to the Middle East, with high-level government leadership,



Mr Joe Geoghegan, Chairman of AICC

have done much to enhance Ireland's image as a committed, competent, reliable and exciting source of a wide range of world beating products and services. This, in turn, helps Irish companies to carry out successful business in the region. Increased awareness of Ireland's modern industrial capability raises confidence in the minds of buyers and increases their credibility and trust in new Irish suppliers.

We must, however, acknowledge that two impressive trade missions like these, with their attendant positive publicity, are not sufficient on their own. The goal of building a strong, effective and positive brand image for Ireland requires a sustained and co-ordinated programme that utilises all of our national promotional resources to incrementally enhance our national reputation year after year. Again, there have been very positive signals from the government about their commitment to this. Recent decisions to establish a Bord Bia office in the region, an increase in the number and locations of EI personnel there,

increased Tourism Ireland activities and busy promotional programmes for 2014 are all to be welcomed.

While large trade missions, by their nature, receive much attention and are to be encouraged, there is also an equally important array of smaller scale activities planned by Tourism Ireland, Bord Bia and Enterprise Ireland for 2014. These are generally sector-specific activities such as the large Irish National Stand at the major Gulfood exhibition in Dubai in February, or the Irish representation at the International Exhibition & Conference on Higher Education (IECHE) in Riyadh in April. Events such as these are equally important in enhancing Ireland's image and boosting Arab-Irish trade.

The AICC welcomes all of these positive developments and encourages the government and its agencies to maintain this high level of engagement with the Arab markets, which offer very significant opportunities for Ireland in the immediate, medium- and long-term.



Tunisian Ambassador, HE Nabil Ammar presenting his credentials to President Michael D Higgins.

Céad Míle Fáilte, Ambassador Ammar

Ireland's new Tunisian Ambassador, HE Ambassador Nabil Ammar looks forward to his new post.

Tunisia and Ireland share a long history of profound sympathy and mutual respect.

As the new Tunisian Ambassador to Dublin, I will build on these solid foundations to promote further our bilateral links.

Tunisia can benefit significantly from the rich Irish experience, both on the political side, because we are building our democracy with all the challenges that go with it; and on the economic side, because Ireland has been very successful in putting in place an open economy that is attractive to foreign investments with an efficient foreign trade policy.

Tourism is also among our priorities. We will continue to work to have more visitors and friends from Ireland to Tunisia. This will certainly help to

strengthen cultural and economic links between the two countries and the two people.



President Michael D Higgins with Tunisian Ambassador HE Nabil Ammar, Kathleen Lynch Minister of State for Disability, Equality and Mental Health and Tunisian Embassy Counsellor Riadh Dridi



International Projects Services (IPS)

International Projects Services (IPS) is a recently established consulting company in Tunisia, founded by Eoin Feely and Assaad Zmerli after the revolution in 2012.

We have significant expertise and experience in identifying potential investment/development opportunities within Tunisia/Algeria/Libya (TAL region) for foreign investors. We have built up a network of influential contacts in both the private and public sectors in these three fast developing markets.

Our Services:

1. To identify potential projects that corresponds to our clients' profile.
2. To identify the major/final decision makers for these projects in Tunisia/Algeria/Libya.
3. To provide all relevant information and documents for the projects.
4. To identify potential financial support (private investment).
5. Organise all meetings with decision makers in Tunisia/Libya and Algeria.
6. Organise all transport and accommodations in Tunisia/Libya and Algeria.
7. Explore the potential to match projects to appropriate EU (European Union) funding programmes.
8. Linguistic skills primarily French, English and Arabic (Italian and German can be provided).

We provide solutions to clients seeking new opportunities to invest in key sectors such as:

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- Environment
- Health
- Education

- Tourism and Leisure
- Water development and desalination
- Industry and Technology Parks
- Development

Our network offers clients unique market insights, expertise and experience by providing the following key services:

- Background research
- Feasibility studies
- Legal advice
- Financial expertise
- Access to decision makers
- Identifying investment opportunities

Our philosophy is based on the premise that 'time is valuable' and, consequently, we will ensure that any potential project identified on our clients' behalf will be matched to their profile and our network will access the real 'decision makers' from the outset. The IPS network will help our clients in avoiding 'unnecessary' costs.

IPS will ensure that from the outset, a strong fit with our clients profile and needs.... to launch them 'on the right road' to success.

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Julie Sinnamon, Chief Executive – Enterprise Ireland, Ahmad Younis, Secretary General – AICC, Taoiseach Enda Kenny T.D., Rashid Bin Hamad Al-Athba, Director – Qatar Chamber of Commerce & Industry and board member of AICC, Minister Richard Bruton T.D. and Joe Geoghegan, Chairman – AICC.

Linking Ireland and the Gulf

Hundreds of meetings, an initial 95 new jobs for Ireland, 21 contracts and business deals worth €65 million, with further investment, trade and jobs expected - Enterprise Ireland's trade mission to the Gulf in January has been hailed as a major success.

Led by Ireland's Taoiseach Enda Kenny TD and Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD, Enterprise Ireland's recent trade mission was part of a five-year strategy targeting €1 billion in exports to the Gulf from Irish companies, encompassing visits to three countries: Saudi Arabia, Qatar and the United Arab Emirates, over five days.

During the trade mission, which was aimed at creating deeper economic links between Ireland and the region, Mr Kenny attended a series of political and business meetings, including with Saudi Arabia's Crown Prince Salman; Qatari leader Sheikh Tamim bin Hamad al Thani; General Sheikh Mohammed bin Zayed Al Nahyan; Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces; and Dubai's Ruler, His Highness Sheikh Mohammad bin Rashid Al Maktoum. The Government delegation also met with members of the Irish community in the region.

The Kingdom of Saudi Arabia, Qatar and the United Arab Emirates have all emerged in recent

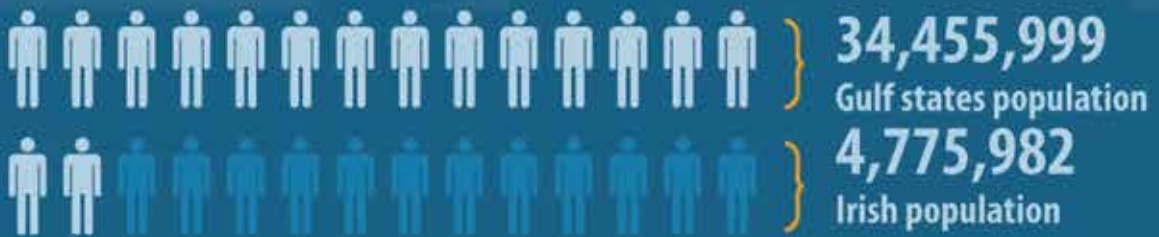
years as important markets for Irish exporters. Within the Gulf Cooperative Council states, the three countries represent approximately 81% of GDP, or \$1.3TRN per IMF 2012 estimates.

A July 2012 Bank of America/Merrill Lynch analysts report estimated \$4.3TRN in infrastructure spend across the MENA region by 2020. The Kingdom of Saudi Arabia plans to build 700 schools, 18 education cities and 300 healthcare clinics; while Qatar is in the process of radical infrastructure development in preparation for the 2022 World Cup.

In parallel, this will lead to widespread opportunities in areas including ICT, Healthcare, Food, Aviation Services, Consultancy, Financial Services, Agri Technology and Water Treatment, as population growth and rising GDP per capita leads to widespread demand growth for products and services in the region.

During what was the largest ever Irish trade mission to the Gulf - which included more than 100 executives from 87 Irish companies from sectors including education, agriculture,

ACCESS GULF STATES: OPEN FOR BUSINESS



€2.8 Billion
Aggregate total goods and services exports from Ireland

6 The Gulf States are the sixth largest market for exports for Enterprise Ireland client companies

181
Enterprise Ireland client companies selling into the Gulf States in 2012

GROWTH IN THE GULF



Saudi Arabia is the world's second largest oil producer

UAE will host the 2020 World Expo

Qatar has won the rights to stage the 2022 FIFA World Cup

GROWTH SECTORS



CONSTRUCTION



EDUCATION



ICT



FINANCE



LIFE SCIENCES



AVIATION



RETAIL

An Taoiseach Enda Kenny arriving to meet with Saudi Arabia's Crown Prince Salman



construction and engineering - deals were concluded while companies developed relationships with key influencers and networked with local experts and buyers.

Nine Irish companies announced new contracts and business developments worth more than €25 million during the first three days of the trade mission, demonstrating the huge potential for growing Irish exports in the region. The contracts were secured on the Saudi Arabia and Qatar legs of the mission.

As the trade mission commenced in Saudi Arabia on 5 January 2014, Taoiseach Enda Kenny attended meetings in the Saudi capital of Riyadh, including discussions on economic and financial matters with officials from the Saudi Arabian Monetary Agency (SAMA) and a number of banks. The governor of SAMA, Saudi Arabia's central bank, applauded Taoiseach Enda Kenny for implementing tough reforms required to see Ireland exit its bailout programme.

Retail and message-based software solutions and services provider Escher Group signed a new contract with Saudi Post to extend its licence agreement from 150 to 800 operational workstations.

This license extension follows the successful completion of an initial implementation phase in July 2013, which was mainly focused on mail services. Escher, with its partner ABANA

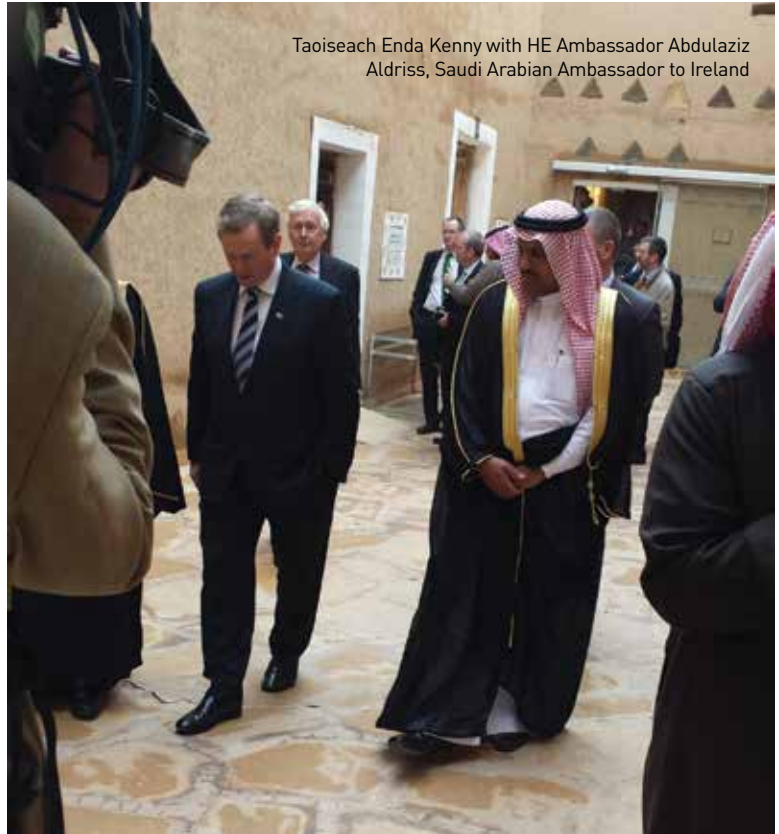


Minister Richard Bruton addressing Trade Mission guests at The Sheraton Hotel and Towers in Riyadh, Saudi Arabia



An Taoiseach Enda Kenny

At the heart of the Action Plan for Jobs is our determination to create a powerful engine of exporting Irish companies



Taoiseach Enda Kenny with HE Ambassador Abdulaziz Aldriss, Saudi Arabian Ambassador to Ireland



An Taoiseach Enda Kenny with Julie Sinnamon CEO Enterprise Ireland Frank Kilbride MD Aramex and Minister Richard Bruton



Enterprises Group (ABANA), will now deliver front office services for the remaining Saudi postal branches throughout the Kingdom. Delivering additional services to existing automated counters, Escher will complete the automation of the remaining outlets in Saudi Post's national network.

Escher and ABANA are developing a roadmap of services for the future including the implementation of MobileRiposte, which makes services available in non-permanent locations. This will help support Saudi Post's ambitious plans to introduce financial, loyalty and other services across its national network.

Instant Upright, a global provider of access solutions, signed a \$1m deal with the Saudi Electric Company for boiler systems in the Ghazian power plant.



An Taoiseach Enda Kenny with Enterprise Ireland CEO Julie Sinnamon and Irish Ambassador HE Nial Holohan and Saudi Arabia Ambassador HE Aldriss

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Saudi Arabia and Irish Governments host a business briefing in Saudi Arabia

Rehab Group signed an agreement worth an expected €2.3million over the first 12 months with the Human Resources Development Fund to support it in the development of its inclusive employment and pre-employment programmes for people with disabilities in the Kingdom of Saudi Arabia.

Separately, Absal Paul, an Irish Saudi contract services provider, announced that it had signed more than €100m in contracts over the past 12 months, with partners including Haliburton, the Saudi Stock Exchange, Boeing and General Electric.

The trade mission moved on 7 January to Qatar, where KCC Architectural, an international architectural specialist announced multiple contract wins with customers in Doha, including the Kempinski Hotels, Qatar Airways and Aspeter Hospital.

International engineering services provider, Byrne Looby, announced it had entered a joint venture partnership with ASCO Consulting Engineers.

Díona Technologies, which provides innovative mobility solutions for the global health and human services market, announced a partnership with MDS in Qatar to accelerate the sale, distribution, localisation and implementation of Díona's Government Enterprise Mobility solutions in the Middle East.

Global engineering solutions provider Kentz Corporation opened an office in Doha to offer specialised Oil and Gas, infrastructure and transportation sectors.

After Qatar, the trade mission moved on to the UAE, with Abu Dhabi on January 8, before finishing in Dubai on 9 January.



Tasoiach Enda Kenny with Crown Prince Abdullah of Saudi Arabia

The UAE, which has already undergone considerable development, recently unveiled further plans such as Abu Dhabi 2030 and the Sheikh Mohammed bin Rashid City.

The recently-competed Al Maktoum International Airport has the capacity for 160 million passengers, and it was announced on November 27 that Dubai will host the 2020 world Expo.

DAON, a leading provider of identity assurance and identification and verification software and services worldwide, is opening a new office in Abu Dhabi, while global Forecasting, Planning and Analysis consultancy Miagen is also set to expand its international operations to the UAE in 2014, where it is scheduled to open an office within the next six months.

The news comes after Miagen won a lucrative contract with Etihad Airways to help the aviation leader develop and model its five-year plan for growth through the use of Miagen's specially-developed integration product Rocket. It is also



Council of Saudi Chambers Chairman Eng. Abdullah S. Al Mobty and Secretary General Eng. Khalid M. Al Otaiby with other Board Members welcome the Taoiseach Enda Kenny and Minister Richard Bruton



Minister Richard Bruton with Trade Mission guests

currently in the process of signing a deal with Aramex, which is based in Jordan.

Miagen currently has offices in Dublin, London and Doha and specialises in the design and implementation of industry specific models to solve complex financial planning needs for clients.

In partnership with US-based Adaptive Planning, a leader in cloud-based business analytics solutions,

Miagen offers the software as a service (SaaS) platform allowing finance and management teams to work together to plan, monitor, report on, and analyse financial and operational performance, enabling better, faster and more collaborative decisions and driving a true competitive advantage.

“We are really excited to be working with Etihad, as a dynamic, young, high achieving organisation



Trade Mission guests attend a business briefing in Dubai.



Minister for Jobs, Enterprise and Innovation Richard Bruton with Anthony Cahill Enterprise Ireland Middle East



An Taoiseach Enda Kenny, Minister Richard Bruton and Julie Sinnamon CEO Enterprise Ireland with guests

The opportunities are there for innovative, top class, focused companies, with the commitment to developing long-term partnerships and business relationships

which is changing the mould for forecasting and planning in the aviation sector,” commented Teddy Murphy, CEO, Miagen.

“Cloud technology is becoming increasingly popular in the region and companies are ready to take their finance departments to the next level which frees up the CFO’s time to have a more strategic impact on the business,” he added.

Portwest, an Irish company specialising in the design and manufacture of high quality work wear, recently established a distribution centre and sales office in the UAE, servicing the Middle East and Africa. The company expects to create new jobs at Portwest’s Irish headquarters in Westport.

“Portwest has achieved strong growth during the initial period in the UAE and we believe there is great potential in both the Middle East and Africa. We anticipate revenues of 2 million in 2014 rising to 6 million in 2016 and the increase in sales will create 15 new sales jobs here in the UAE, as well as 50 new jobs in the product development, marketing and financial departments at Portwest’s Irish headquarters in Westport,” said Nigel Player-Bishop, Managing Director, Portwest Middle East.

Irish companies have been steadily increasing their export footprint across the Gulf region and there can be no doubt that the success of this mission will go a long way to seeing that Irish exports continue to grow, according to Taoiseach Enda Kenny.

Crowley Carbon, an international energy efficiency firm, signed a deal worth AED 100 million with facilities management company Emrill to deploy its Carbon Control Centre technology in 800 buildings under Emrill management.

The company expects to open an office in Dubai this year, in addition to employing 20 more employees in Ireland, as a result of the Emrill partnership.

The UAE’s international airline Emirates intends to double the number of flights on its Dublin-Dubai route later this year to respond to growing demand for the service.

Emirates CEO Tim Clark, who met Taoiseach Enda Kenny at the airline’s headquarters in Dubai, said the number of flights is to double. The event also celebrated the second anniversary of Emirates’ Dublin route. The increase in flight numbers - from one to two - is expected to start in September.

“Emirates is keen to expand its presence in Ireland and confirms that we plan to start a second daily service to Dublin later this year,” the company said in a statement.

Reinforcing the huge potential for innovative Irish companies in the fast-growing Gulf market,



Tony McCarthy, Mike Murphy, Philip Earle, Taoiseach Enda Kenny, Sheikh Ahmed bin Saeed Al Maktoum, Abdulla Buhindi, John Donlon, Declan Brady

which will ultimately mean jobs in Ireland, other companies to announce good news over the busy week included Ezetop and Jones Engineering.

Ezetop inked a deal with the largest retail bank in the Middle East, Al Rajhi Bank, to provide software that enables the bank's customers to buy international top ups in over 500 branches, 3,300 ATMs and 27,000 points of sale, while Jones Engineering signed a deal worth in excess of €15m with a major multinational fast-moving consumer goods brand.

Finglas-based Glenbeigh Records Management opened its new 70,000 sq ft purpose-built facility in Dubai and announced 25 new jobs in Dublin. Designed and built by sister company Glenbeigh Construction, the site offers state-of-the-art storage solutions and advanced security systems guaranteed to protect corporate information assets.

Another Dublin firm, Adaptive Mobile — a world leader in mobile security — closed more than \$5m worth of business in December.

Gabriel Scientific announced a distribution deal with Intercoil for its SleepAngel pillow across the Middle East and North Africa. The agreement establishes SleepAngel as a premium choice in a discerning market by one of the most respected bedding brands in the region.

"This new distribution agreement with Inter Coil will put Gabriel Scientific firmly on the map as a supplier of premium products in this highly competitive market. The company's commitment to research, development and innovation is



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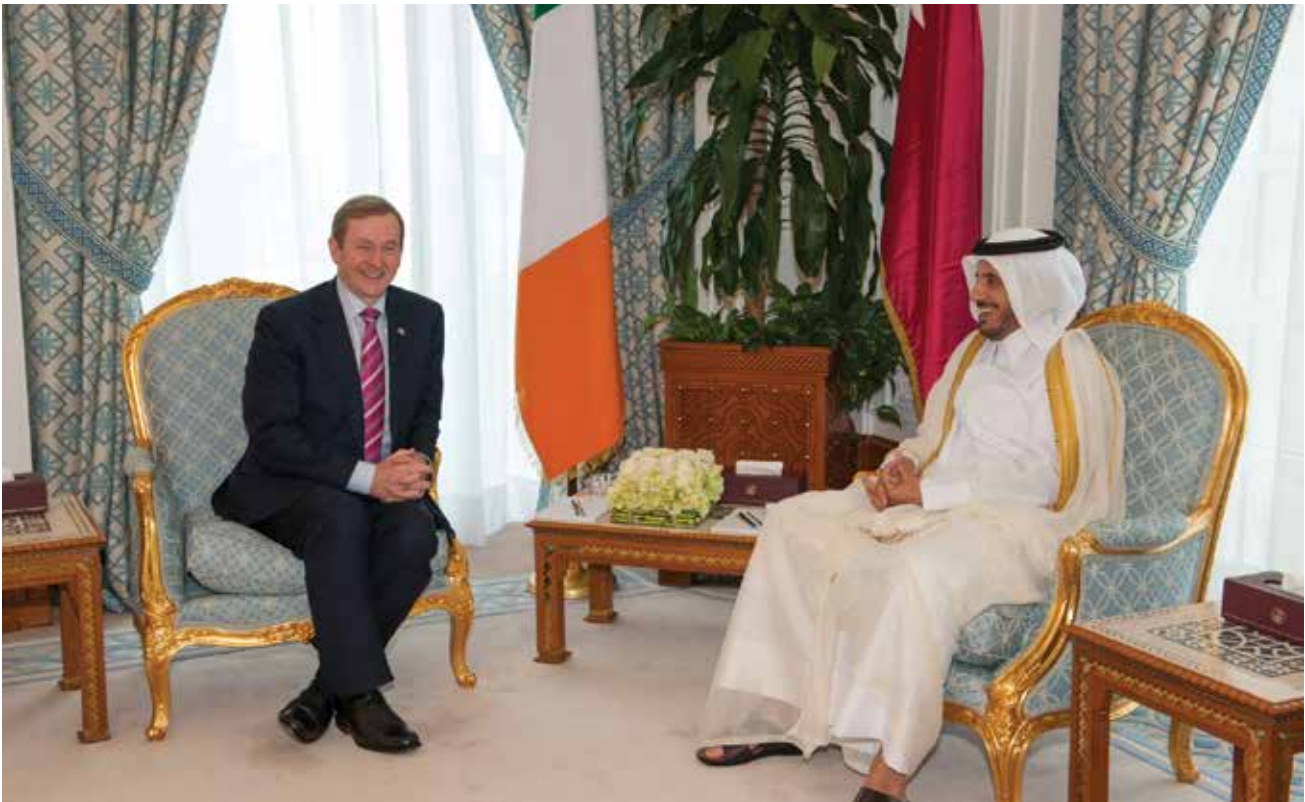


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An Taoiseach Enda Kenny being received by Qatari Prime Minister, H.E. Abdullah bin Nasser bin Khalifa al Thani during the recent Trade Mission to the Kingdom of Saudi Arabia, Qatar and UAE

clearly paying dividends,” commented Taoiseach Enda Kenny.

Oneworld Healthcare, one of the leading global providers of patient engagement solutions for the hospital and nursing home markets, announced it has reached agreement in principle with Dubai’s two Mediclinic hospitals to install its unique software.

Broadmeadow Healthcare International (BHI), a subsidiary of Ireland’s Broadmeadow Healthcare Group, has launched in the UAE, with its first office in Dubai World Central.

S3 Group, which accelerates end-to-end delivery of multiscreen TV for digital TV programmers, operators, component vendors and managed service providers, announced that as part of beIN Sports’ preparations for the 2014 FIFA World Cup in Brazil, it has selected S3 Group to provide a turnkey solution for test automation, to increase the speed and quality of the development of its pay television services for viewers in 23 countries in the MENA region.

At the end of the busy week which included hundreds of meetings, Irish companies announced the initial outcomes including the creation of 95 new jobs in Ireland and new contracts and business developments worth more than €65million, as well as further investment, trade and jobs expected.

Accompanying the Taoiseach and Minister Bruton, Enterprise Ireland CEO Julie Sinnamon said the trade mission had been a major success for the participating companies.



Yasser A. Al Qahtani, Secretary of the Board of Directors, Council of Saudi Chambers, Mr. Ahmad R. Younis, Secretary-General AICC, Khaled M. Alotaibi, Secretary General, Council of Saudi Chambers and Mr Joe Geoghegan, Chairman of AICC

“This success is a clear statement of the strong reputation for Irish products and services in these markets. The opportunities are there for innovative, top class, focused companies, with the commitment to developing long-term partnerships and business relationships,” Sinnamon commented.

“Enterprise Ireland will continue to work closely with our client companies so that they can win more business in this region, boosting the economy at home and creating jobs.”

Welcoming the new announcements and the success of the Trade Mission, Taoiseach Enda Kenny said: “I greatly welcome the announcement of these new jobs and 65 million in new contracts for Irish companies and I expect further benefits to follow.”

“This has been a highly successful mission which has achieved very tangible outcomes in terms of new business contracts and the strengthening of economic, political and cultural linkages with three important priority markets for Ireland,” commented Mr Kenny.



An Taoiseach addressing guests in The Renaissance Hotel, Doha, Qatar



HE Khalid Nasser Lootah, the UAE Ambassador to Ireland, UAE Minister of State for Foreign Affairs Dr. Anwar Mohammed Gargash, Sultan bin Saeed Al Mansouri, Minister of Economy at UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum reception for Taoiseach Enda Kenny



UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum with Taoiseach Enda Kenny and Guests



UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum with Minister Richard Bruton and Taoiseach Enda Kenny



UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum with Taoiseach Enda Kenny



General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, received Taoiseach Enda Kenny

“Expanding the scope of Irish exports is an essential part our recovery plan to get Ireland working. This Government will continue to prioritise improving Ireland’s reputation in foreign markets and helping Irish business succeed around the world”.

“At the heart of the Action Plan for Jobs is our determination to create a powerful engine of exporting Irish companies,” commented Minister for Jobs, Enterprise and Innovation, Richard Bruton TD.

“That is why we have doubled the number of trade missions since coming to office - because they support increased exports from Irish companies and ultimately more jobs for Ireland,” he added

Although Irish companies announced 21 deals worth a total of €65million as well as 95 jobs for Ireland during the trade mission, Minister Bruton said the reality is that “the work done this week will lead to much more than that, and will make a major contribution towards our target of €1billion

in exports to this region in five years, which would support 4000 extra jobs in Ireland.”

“The work done this week confirms yet again that in Ireland we have many great companies. I commend them on their achievements and hope that with continued support from Government we can deliver on our targets for this region and support the jobs we need.”

Company websites:

www.eschergroup.com

www.instantupright.com

www.joneseng.com

www.ezetop.com

www.rehab.ie

www.kccarchitectural.com

www.kentz.com

www.blpge.com

www.dionatec.com

www.portwest.ie

www.aramex.com

www.crowleycarbon.com

www.grm.ie

www.adaptivemobile.com

www.pneumapure.com

www.oneviewhealthcare.com

www.miagen.com

www.daon.com

www.broadmeadow.ie

www.s3group.com

www.absalpaul.com



An Taoiseach, Enda Kenny TD, Tim Clark, President of Emirates and Margaret Shannon, Country Manager, Emirates Airlines, address delegates at Emirates Group HQ in Dubai

Emirates celebrates second year in Ireland

An Taoiseach celebrates Emirates Airline's second anniversary in Ireland during visit to Dubai

An Taoiseach, Enda Kenny TD, joined Emirates' President, Tim Clark in Dubai on 9 January 2014 to mark the second anniversary of the airline's operation in Dublin and discuss future business opportunities between Irish companies and Emirates.

Since Emirates' inaugural flight from Dublin on 9 January 2012, the airline has connected over 442,000 passengers on its daily Dublin to Dubai route, carrying over 22,000 tonnes of cargo and supporting Irish exports including seafood, chocolates, beef and Botox. This comes at a time when it has been reported by the Dubai Department of Tourism and Commerce Marketing that visitor numbers from Ireland to Dubai increased by 14% in 2013 when compared with 2012.

The official visit took place as part of the Irish Government Trade Mission to Gulf States where An Taoiseach was accompanied by a trade delegation of Irish businesses, as well as the Irish Ambassador to the United Arab Emirates, Patrick Hennessy, and Minister for Jobs, Enterprise and Innovations, Richard Bruton TD.

The trade delegation consisted of specialised aviation suppliers who attended a workshop hosted by Emirates to discuss future business opportunities. The trade delegation also is exploring further trade opportunities in Dubai with Ireland with several industries.

Emirates announced plans for the commencement of a second daily service to Dublin later this year and confirmed: "Emirates is keen to expand its presence in Ireland and confirms that we plan to start a second daily service to Dublin later this year. We believe there is a growing demand for convenient air travel connections between Dublin to Dubai and onwards to our extensive network of over 135 global destinations. We look forward to working with our partners and stakeholders in Ireland to ensure the realization of our plans for the double daily service to Dublin."

Emirates employs 442 Irish nationals and established a dedicated reservations office in Dublin in 2012

www.emirates.com/ie





An Taoiseach Enda Kenny T.D. with Dubai Duty Free officials at The Irish Village, with from left to right: Sinead El Sibai, Vice President-Marketing, Bernard Creed, Vice President-Finance, Colm McLoughlin, Executive Vice Chairman, Sean Staunton, Vice President-Operations, An Taoiseach Enda Kenny T.D, George Horan, President, Patrick Hennessey, Irish Ambassador to the UAE, Satrah Tahlak, Senior Vice President-Corporate Communications, Jason Smith, The Irish Village Manager and David Cattanach, General Manager-The Irish Village Complex



An Taoiseach Enda Kenny T.D. with Dubai Duty Free officials and The Irish Village staff

The Taoiseach Officially Opens Irish Village Extension

Ireland's Taoiseach, Enda Kenny T.D., while in the UAE heading up a Trade and investment delegation to the region, paid a visit to The Irish Village restaurant in Gharoud to officially inaugurate the extension of the popular venue. The Taoiseach, who was accompanied by Irish Ambassador to the UAE, Patrick Hennessey, was greeted by Dubai Duty Free's Colm McLoughlin, Executive Vice Chairman and George Horan, President. The Irish Village is part of Dubai Duty Free's Leisure portfolio

and is one of the most popular restaurants in Dubai, employing 20 Irish nationals, some of whom were greeted by The Taoiseach.

The new extension, which overlooks the lake and the DDF-owned Jumeirah Creekside Hotel, has increased the restaurant's outdoor capacity by 70%. The Irish Village is known for its live concerts and famous Irish artists performing there have included Bob Geldof, Mary Black, Sharon Shannon, Dara O' Briain and Tommy Tiernan.



IBN News

The Irish Business Network Hosts the Final Evening of Ireland's Trade Mission to The Middle East



An Taoiseach, Enda Kenny TD

Ireland's high-level Trade and Investment mission to the region came to an end on a high note on 9 January, 2014 at a reception organised by the Irish Business Network (IBN) and held in conjunction with Enterprise Ireland and the Embassy of Ireland, UAE.

The mission, which was headed by An Taoiseach Enda Kenny T.D., and Richard Bruton, T.D., Minister for Jobs, Enterprise and Innovation, attracted a huge number of Irish companies keen to strengthen commercial ties with the region.

The IBN social event attracted over 550 guests to the Jumeirah Creekside Hotel where they enjoyed an Irish-themed evening, which included a welcome address from well-known Galwayman Colm McLoughlin, Executive Vice-Chairman of Dubai Duty Free. McLoughlin outlined the phenomenal growth of Dubai and Dubai Duty Free over the past 30 years, which has seen the duty free operation grow from a US\$20 million start-up in 1983 to a US\$1.8 billion business, making it the largest single airport retailer in the world.

Ireland's UAE Ambassador to the UAE, Patrick Hennessey, introduced the Taoiseach, who provided the audience with an update on the Irish economy. The Taoiseach praised the advanced level and major achievements of the UAE and stressed that the visit by the delegation heralded a strong start to establishing strategic economics links with the UAE.

In welcoming the Taoiseach and the delegation, IBN's Chairman Bernard Creed said: "This visit by An Taoiseach and Minister Bruton, coming hot on the heels of the visit by Minister Coveney last October, underlines the importance of the G.C.C. to the Irish economy. We are delighted to have had such a high-level mission in the UAE and appreciate the commitment shown by An Taoiseach and Minister Bruton in taking the time to meet the business and wider Irish community living here in the UAE."

The evening concluded with the Taoiseach unveiling the IBN's Job Portal, which is aimed at encouraging UAE employers to tap into the growing Irish talent pool in the region. The Job Portal is free for both employers and Irish job applicants who can apply for positions and post their CVs online.



Julie Sinnamon, CEO Enterprise Ireland, Sinead El Sibai, Vice President-Marketing, Giltian O'Neill, Breeda McLoughlin, Colm McLoughlin, Executive Vice Chairman-Dubai Duty Free, An Taoiseach Enda Kenny T.D, Gerald Lawless-President and CEO of Jumeirah Group, Minister Richard Bruton, T.D. and Lorraine Martensson



An Taoiseach Enda Kenny TD and George Horan, President of Dubai Duty Free



An Taoiseach Enda Kenny TD with John and Liamhan O'Kelly



Colette Shannon, An Taoiseach Enda Kenny TD, Seamus Byrne



Colm McLoughlin, An Taoiseach, Gerald Lawless, Bernard Creed



Jones Engineering Group To Focus on Saudi's FMCG and Pharma Industries

Major new FMCG deal signed in excess of €20 million
Jones Engineering Group is continuing to develop its presence in Saudi Arabia with a strategic focus on the food and beverage, pharmaceutical and health care industries. The leading international engineering contracting group has recently signed a deal with a major multinational FMCG client worth an estimated 20 million. Work on the project will commence immediately. The announcement was made during the Enterprise Ireland Trade and Investment Mission to the Kingdom of Saudi Arabia, Qatar and UAE.

Originally founded in Ireland in 1890, Jones Engineering Group is the leading engineering contractor in Ireland. The Group also has operations in the UK, mainland Europe, KSA and Qatar.

Jones established operations in KSA in 2011 and has since become renowned for its expertise in delivering world class mechanical, electrical and fire fighting solutions.

Clients to date in KSA have included major local enterprises and multinationals largely operating in the food and beverage, pharma, data storage and health care sectors.

John Hartnett, Group Director, Jones Engineering Group, with responsibility for the GCC Area, said, "Our continued growth in Saudi Arabia is a testament to the work of our whole team. We are proud to employ some of the best engineers and craftspeople in the world, including a number of Saudi nationals. Their efforts and skills allow us to deliver exceptional

quality for our clients. We put significant emphasis on developing the talents of young apprentices who will go on to become the experts in their industry and enable the company to achieve even greater success in the future."

Jones Engineering Group had a 2013 turnover of almost 250 million worldwide and directly employ almost 1800 people, with 350 in KSA/Middle East.

Speaking in Riyadh during his trade mission to Saudi Arabia, the Taoiseach Enda Kenny said: "This is a highly significant announcement for Jones Engineering Group and is a clear statement of the continued success of leading Irish companies in winning new business in the Saudi market. This is a group that continues to impress with its achievements in the region. They have a well-earned reputation for absolute quality and innovation and I look forward to seeing this growth continue over the coming years".

Speaking on the trade mission Minister for Jobs Richard Bruton TD said: "This announcement by Jones Engineering is very welcome and shows what is possible for Irish companies in this region. Construction and engineering are areas which we have targeted as part of our Action Plan for Jobs, and Jones Engineering's success in winning major contracts in Saudi Arabia is a great endorsement of the strength of Irish exporting business."

www.joneseng.com





Mechanical

Electrical

Fire Protection

Instrumentation

BioEnergy

Jones Engineering Group is a leading engineering contracting company operating in Ireland, UK, Europe and the Middle East

Jones Engineering Group
Engineering Contractors

joneseng.com

Ireland

UK

Europe

Middle East



Julie Sinnamon (CEO, Enterprise Ireland), Ronan Duffy (Senior Business Development Manager, Byrne Looby Partners), Taoiseach Enda Kenny, Michael Looby (Director, Byrne Looby Partners) and Minister for Jobs Richard Bruton TD

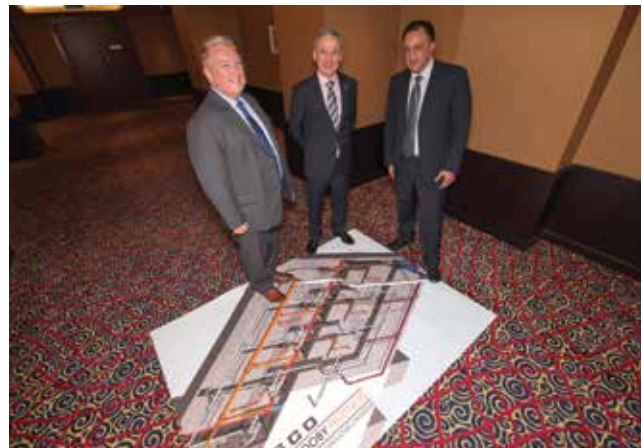
Making a Splash

Irish engineering consultancy, Byrne Looby Partners, has announced a number of significant developments for its Middle Eastern operations since the start of 2014. During the Taoiseach's recent Trade Mission, the company announced the opening of a new office in Dubai and the formation of a joint venture with Qatari consultancy, ASCO. The announcement was welcomed by the Taoiseach Enda Kenny and the Minister for Jobs Richard Bruton TD during their visit to Doha. Byrne Looby has been active in the Middle East since 2009 and is working with local partners on major projects such as the Lusail Expressway in Qatar for Hyundai, the STEP wastewater tunnel in Abu Dhabi and Qatar Petroleum's TSE storage network.

The company's success in the Middle East market has been largely due to its expertise in water and infrastructure services. Michael Looby, Director and founder of Byrne Looby commented "The challenges for water in the Middle East are significant. Our water expertise, combined with our strong infrastructure design skills, have allowed us deliver a superior service for our clients."

Byrne Looby has recently been awarded a water services package for major industrial development, Waad Al-Shamaal Phase 1A, in Saudi Arabia. Speaking about the commission, Director of Water Services for Byrne Looby, Sam Murdock said

"Water scarcity is a very real challenge for Saudi Arabia which is why efficient, effective water supply, treatment and reuse systems are so important for the Kingdom. We look forward to being part of this and future developments where we can use our expertise to promote sustainable water infrastructure."



Byrne Looby has locations in Bahrain, Ireland, Libya, Qatar, Saudi Arabia, UAE, UK





BYRNE LOOBY PARTNERS
consulting engineers

Water in Saudi Arabia

3rd largest consumer

of water in the world, and world's largest producer of **desalinated** water



=



280 liters

per person per day

💧 = 10L

7 billion m³

water used per day



Saudi Arabia has an average total rainfall of
100 millimetres per year

www.blpge.com

Staying power



Gerald Lawless has taken Jumeirah Group from a hotel that has become symbolic of Dubai to a force in the global luxury hotel sector, as Lynne Nolan discovers.

Required to gain six months experience in a hotel kitchen prior to embarking on his studies at the Shannon College of Hotel Management, Galway-born Gerald Lawless experienced his first taste of the five-star luxury hotel segment working at the Great Southern Hotel in the city, a property considered truly luxurious at that time.

The Irishman's career has been on an upward trajectory ever since. Lawless is now President and Group CEO of the Dubai-based leading luxury hotel brand Jumeirah Group, which he joined in 1997 after a 23-year career with Forte Hotels.

Jumeirah Group currently operates 5600 rooms and has about 14,000 employees across its hotels worldwide. By 2011, Jumeirah had 10 hotels in operations, a figure that has since risen to 22, "so we've moved pretty quickly in the last few years in opening new properties that were coming up."

"We've added hotels in the Maldives, Abu Dhabi, Dubai, Kuwait, Shanghai, Istanbul, Baku, Frankfurt, Mallorca and Rome, as well as the

Grosvenor House Apartments in London, which comes under Jumeirah Living."

The hotel group's most recent hotel openings were in Kuwait and Abu Dhabi. In Dubai, Jumeirah recently added Jumeirah Zabeel Saray, its hotel on the Palm, to its portfolio, while Jumeirah Creekside Hotel is managed by Jumeirah and owned by Dubai Duty Free.

"We have a number of projects under development and one is in Bali, Indonesia. We're also developing in Muscat, Oman; where we have two properties coming up, and in Aqaba, Jordan. We plan to open five hotels in China. We're pretty busy. We've also signed for a new management agreement for a hotel in St Petersburg in Russia."

With plans for further development in Asia, the Middle East and Africa as its main strategy, the group is "particularly targeting Saudi Arabia, where we feel there's great opportunity for Jumeirah, especially as we continue to develop within the GCC," he says.

“We have projects that are coming up in places including Qatar. We’re very optimistic that we will do some projects this year or at least sign up the agreements in 2014, for Saudi Arabia.”

Jumeirah now has five hotels under development within China. “Our first opening will be in Guangzhou and later in Hainan Island.”

“We expect to open in Bali in 2015 and in Muscat in 2015 or 2016. Significantly, here in Dubai as part of the overall Madinat Jumeirah complex, we’re developing another 430-bedroom hotel within our own property. We’ve a lot going on at the moment.”

The Group is also “quite large” within the restaurant business, operating more than 100 restaurants and bars through its hotels and around Dubai, in addition to developing and franchising successful restaurant brands, such as the Noodle House.

Lawless and his wife Neasa first visited Dubai in 1978, while he was working with Forte Hotels, and stayed there for four years.

“We had been working in the UK with Forte and I ended up in Glasgow, but both of us always wanted to go abroad. Finally I was offered a place, more in frustration with me than anything, as I kept pestering the HR department. Finally they said to me one day: ‘Would you go to Dubai?’ And I said ‘Yes, I would’ and then I said ‘Where is it?’” he laughs.

At that time Dubai was much more business-based, and “tourism hadn’t really taken off yet. It was based around the development of the infrastructure of Dubai. They were building Jebel Ali Port, which is now one of the top five container ports in the world.”

“It was great to see Dubai in the early days. You could see even then that it was a truly dynamic city.”

As a smaller city of about 200,000 people at that time, “everybody knew each other and we had a pretty good time. We got into sailing here, joining the Jebel Ali Sailing Club.”

In 1982, Lawless moved with Forte Hotels from Dubai to Durban in South Africa, where his youngest son was born and the family lived there for two and a half years, before being moved to London, where he begged the company to send him back to the Middle East.

“We went to Bahrain for three years, then to Dublin for two years at the Shelbourne Hotel looking after the Irish division for Forte, then we went back to London for 18 months where I looked after the Caribbean and the Middle East,” he recalls.

“Finally, I managed to persuade Forte to allow me to set up an office in Dubai where we



would manage the Middle East. We all moved back out to Dubai in late 1991 and we’ve been here ever since.”

Forte Hotels was taken over in 1996 and Lawless “was very fortunate to be invited to come onboard to set up what has now become the Jumeirah company” the following year.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, vice president and prime minister of the UAE and Ruler of Dubai, had already taken the big step of developing the Jumeirah Beach Hotel, and of course the Burj Al Arab, which has become very much the symbol of Dubai over the years, he recalls.

“When I joined, the strategy had already been set by His Highness when he founded the company, by actually constructing the two very big hotels: the Jumeirah Beach Hotel and the Burj Al Arab. From what I understood at the time,

THE BURJ AL ARAB AND THE JUMEIRAH BEACH HOTEL REALLY REDEFINED WHAT DUBAI WOULD BE ABOUT, WITH REGARDS TO QUALITY TOURISM AND LUXURY TOURISM COMING INTO DUBAI.



Jumeirah Beach Hotel



Jumeirah Beach Hotel - Ocean Club Superior King Lounge Area



Jumeirah Beach Hotel - Jacuzzi at Talise Spa

His Highness Sheikh Mohammed bin Rashid Al Maktoum has only one thing in mind when he does anything and that is that it's got to be the best and it's got to be number one."

"We like to think we haven't disappointed him. I think the Burj Al Arab and the Jumeirah Beach Hotel really redefined what Dubai would be about, with regards to quality tourism and luxury tourism coming into Dubai. I think that has served us very well over the years. We can see that with the development of lots of other five-star luxury hotels within Dubai, some of them are Jumeirah and many of them competitors of Jumeirah."

In his first role with Jumeirah, Lawless was

tasked with launching the Jumeirah Beach Hotel, which was a very big project at the time: 619 rooms, its own harbour, about 22 restaurants and bars, and a very big beach area.

Burj Al Arab was still under construction, as the group had opened the Jumeirah Beach Hotel in late November of 1997. "It was very important to set a solid foundation for the standard of service for the operations and for the rest of the operations for the hotel group. The Jumeirah Beach Hotel was very much our prototype to start."

Jumeirah opened the Burj Al Arab and the Wild Wadi waterpark in 1999, and "we had already become quite big in Dubai by early 2000,

Jumeirah at Etihad Towers-Royal Etihad Suite Bedroom



after we opened the Jumeirah Emirates Towers complex”, which has a 400-bedroom corporate five-star deluxe hotel, a 50-storey block for the office tower, and the boulevard, its retail area.

“I think it was always in mind of Sheikh Mohammed bin Rashid Al Maktoum that the purpose of building this hotel was for Dubai. I think that he understood very well his own strategy: to develop and establish a hotel as a building that would become known around the world as a symbol of Dubai. We like to look upon Burj Al Arab as the Sydney Opera House of Dubai or the Eiffel Tower of Dubai.”

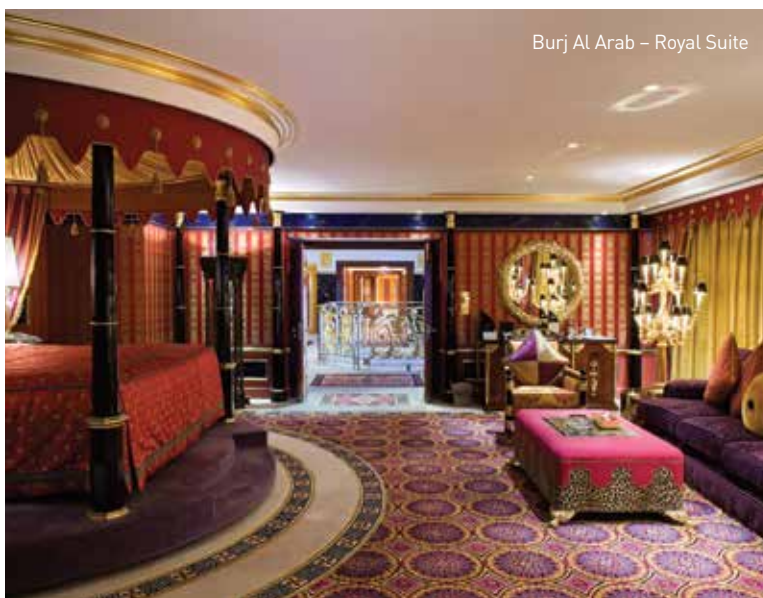
“It has definitely achieved that, but it was also totally unique in that he had decided from the beginning that he wanted to see the hotel coming up out of the sea, coming out of the water on this whole island and that it would be the most luxurious hotel ever built. Every room would be a duplex suite,” he recalls.

The smallest suite is actually 1700ft, he notes. “From that perspective, it was something totally unique; something that would really set a different benchmark in the industry worldwide, which I think has not been surpassed even until today.”

Asked what he feels truly defines a luxury hotel, Lawless feels there are two major issues, the first of which is something you expect anyway, he says, and that is that the building itself will be very special and quite unique, and will have all the luxury features that you would expect from the bedrooms, from the public areas, so that it would indeed be luxurious.”

“I think having achieved that, that is a given, what’s really important are the people that actually run, operate and work in the hotel, not only at senior level but, very importantly, at all levels. When you talk to the colleagues that we call our employees that interact on a day-to-day basis with our guests, they’re the people that really make the difference.”

Burj Al Arab – Royal Suite



Burj Al Arab – The magnificent interior of the signature restaurant - Al Mahara



Jumeirah Dhevanafushi–Beach Revives–Maldives



Jumeirah Dhevanafushi–Maldives

“If you go on TripAdvisor and you look at any of the Jumeirah properties, you can see that the comments are that the guests expect the hotel to be luxurious, but what really surprises them and, I think, delights them, is the very special interaction they have with the colleagues who work in the hotels and delivers the service for them; the hotel, the restaurant and everything we run.”

That is what makes true luxury, he believes. “When you have employees who really care

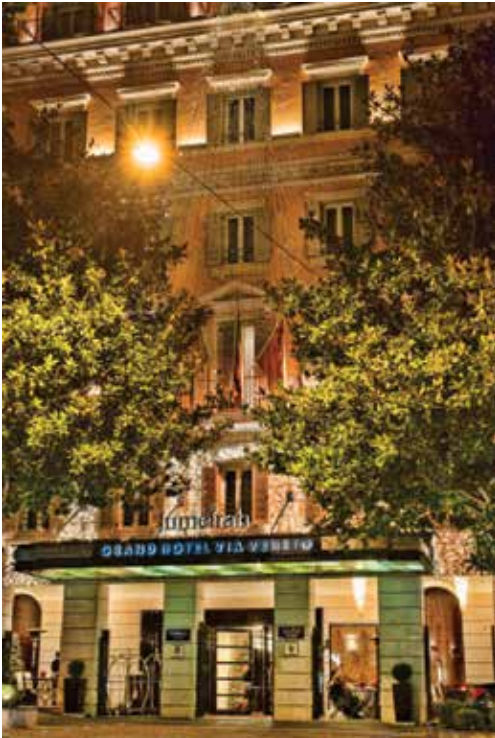
about the guests, who really want to get to know them, to look after them and very much want to anticipate their needs, this is the difference between luxury and just the normal standard.”

Jumeirah’s philosophy is that “we believe in the individual character and nature of each hotel. We say ‘Jumeirah – Stay Different’. We are saying to you as a guest, you are different and unique, and we want you to stay with a hotel company that really understands this uniqueness.”

“Even if you look at each of our hotels, each of our hotels has its own character, personality, and unique architecture. We do say that the common thread that goes through all of our hotels is the Jumeirah culture and the Jumeirah way of doing things, the Jumeirah way of delivering the service, and communicating and interacting with our guests. Otherwise, each hotel, and I think this is important in the luxury sector, should be unique.”

He attributes Jumeirah’s achievement of that largely to the company’s huge amount of time and investment in training colleagues to ensure they understand the Jumeirah culture, which is based on what are called the three hallmarks: very simple instructions for all employees, including Lawless.

The first hallmark is that employees will always smile and greet the guest before the



Jumeirah Grand Hotel Via Veneto, Rome

guest greets them. “I really want to get across to everybody that it’s our obligation and indeed our privilege within the business to talk first to the guest. We must communicate, we must connect. If the guest doesn’t want to, that’s fine. That’s his prerogative and privilege as a guest.”

“Our second hallmark is that we will never say ‘no’ as a first response to a guest’s request. This plays very well into the Arabic culture, because unlike in the West, where we think the answer is ‘no’ and we just say ‘no’, in this part of the world to give a blunt ‘no’ to a question is not very polite. We believe if you really do try to understand why a guest is asking you something that you think the answer to is ‘no’ you can’t say ‘no’ as a first response.”

“What we say is that you have to get help from a colleague, you have to try to understand why the guest is asking you for this, and try to understand that. I think that works very well. You can’t say no as a first reaction, as a first response.”

The third hallmark is that employees treat each other with respect and with integrity. When we do our orientation programme, I take all of the top team of Jumeirah, the senior management of the Jumeirah Group. We go to the orientation programme and each one introduces himself or herself, and then we talk about the hallmarks. We really try to get the message across right from the very beginning.”

With his untiring and contagious passion for the hotel industry and upholding first-class service standards, Lawless is a member of the Executive Committee and Vice Chairman –



Pera Palace Hotel, Jumeirah - Exterior of the most historical hotel in Turkey



Pera Palace Hotel, Jumeirah

Corporate Governance of the World Travel and Tourism Council; member of the Global Agenda Council for Aviation, Travel and Tourism of the World Economic Forum; fellow member of the Institute of Hospitality; member of the Advisory Group of the Global Irish Forum; member of the Dubai Holding Executive Committee and member of the Board of Trustees of the Emirates National Development Programme.

Jumeirah Port Soller Hotel & Spa, Majorca



Since his first visit to Dubai in 1978, Lawless has always appreciated that “Dubai is made up of people who’ve embraced progress and technology in such a tolerant and lovely way, and at the same time they haven’t lost the very strong connection with their own heritage and culture, especially with the local Arab people, and I respect them so much for being able to do that.”

“They welcome all of us expatriates to come and live here; they give us all great opportunities to bring up our families, to educate our children, to have great career opportunities here, and at the same time they’re very close to their own past and they have great respect for their leaders and indeed their leaders deserve their respect for what they’ve achieved for the country.”

Lawless also loves the sense of security in the city. “If you forget to lock the door of your house at night, you’re pretty safe. There’s no worry about crime because it’s so rare. I love the way that we’ve kept the Creekside area where we still have the Arab dhows, the abras (water taxis) and the old souks; we still take our visitors around there.”

“Our Madinat Jumeirah is beautiful but do take the time to leave and see what Dubai has to offer. Dubai has beautiful shopping malls, but it also offers activities such as being able to drive in the desert, which is always something we enjoyed doing when the children were young, and camping out overnight. I appreciate the weather as well,” he says.

Despite the economic downturn globally, Lawless notes that the actual volume of tourists

and travellers to Dubai did not decrease significantly, acknowledging it decreased in the corporate market, but not so much in the leisure market.

One of the reasons was that Jumeirah’s hotels were very competitive, he says. In addition, Emirates airline continued their expansion, which was great because they continued to develop new markets into Dubai. “We were able to supplement from the European markets that were declining; we were able to make up the markets from places like China and Asia generally, and indeed from Africa, as Emirates continued their development.”

Another unique feature of the tourism industry in Dubai is the close working relationship between the public sector and the private sector, he says. “Within the hotels, we work very closely with the Department of Tourism here in Dubai and immediately when we have a crisis, like we had in 2001 after 9/11, we get together as an industry, we promote Dubai, and we bring in lots of fam trips for travel agents and people associated with the business.

DUBAI IS MADE UP OF PEOPLE WHO’VE EMBRACED PROGRESS AND TECHNOLOGY IN SUCH A TOLERANT AND LOVELY WAY, AND AT THE SAME TIME THEY HAVEN’T LOST THE VERY STRONG CONNECTION WITH THEIR OWN HERITAGE AND CULTURE



Grosvenor House Apartments -The Knightsbridge Penthouse features a large balcony with expansive views of Hyde Park

“We continue to promote, by very much promoting the destination first and competing for the business after it starts to commence.”

Life has always been pretty good in Dubai, he says. “It’s always been a very safe, friendly place in which to live. That’s one of the reasons why when we left in 1982, my wife and I promised ourselves we would definitely try to come back to Dubai.”

“It’s amazing how Dubai has developed since the early years, as well as through the 90’s and the early 2000’s. Dubai has come back very strongly since the recession. It’s growing again at an incredible, but also a very sustainable, rate.

Lawless often visits Ireland, as apart from visiting family in Galway, he has been involved since the beginning with what is now called the Global Irish Forum, which takes place every second year.

Established six years ago, the forum reconnects a lot of Irish business people abroad with Ireland, he explains. “We now have the Irish Business Network in Dubai, which meets every month. We usually have about 100 to 150 people turning up for a breakfast meeting at 7:30 on a Sunday morning.”

The network, which offers a lot of initiatives such as helping young Irish people coming out to Dubai looking for work or a career change, recently established a jobs portal on its website.

Lawless has always been a great supporter of The Gathering. “My wife did a family tree on her father’s side, so we organised a Gathering in Galway, bringing together 120 people, more than 40 of whom came from overseas. The American side of the family is also planning a gathering in Boston.”

“Bringing people back to their roots, I feel The Gathering has been a great success for

Irish tourism, very positive for Ireland and will continue to pay dividends.”

Lawless holds an Honorary Degree of Doctor of Business Administration in Hospitality Management from Johnson & Wales University in the US, and an Honorary Degree of Doctor of Laws from the National University of Ireland, Galway. His youngest son Michael will graduate this May from Cornell University School of Hotel Administration.

As chairman of the Board of Governors of the Emirates Academy of Hospitality Management, Lawless is really enthusiastic about young people coming into the hospitality business, as it’s an industry that “so much to offer. It has grown and matured; reputationally as well. The career opportunities are immense.”

“If you go into operations, you can be a general manager or you can specialise in sales and marketing, design and development, technical services, or in human resources; just about every profession you can think of is represented within the hotel business,” he says.

“It’s a great profession, with huge opportunity. You’re never lonely in this business; you’ve always got colleagues and you work with people who are very enthusiastic and optimistic.”

The opening and establishment of Burj Al Arab as a successful commercial business has been a major highlight of Lawless’ career to date, he says, as well as “being able to evolve and develop the brand of Jumeirah as an internationally-recognised luxury hotel company.”

“This is something that the management team and myself have worked very hard on over the years and I think that as a team we’ve developed quite a lot of success in that regard, so that would definitely be a career highlight for all of us, being able to do that over the years.”



Tourism Ireland set to launch world's longest defined coastal touring route in 2014

Tourism Ireland aims to attract GCC travellers to the Wild Atlantic Way through exclusive GCC competition

The Wild Atlantic Way, the world's longest defined coastal touring route, will be launched by Tourism Ireland in March 2014. Stretching over 2500km of unspoiled, rugged coast, Wild Atlantic Way is set to be one of Ireland's most exciting products next year. As part of the project, Tourism Ireland has launched an exclusive competition for GCC travellers that will give them a chance to win a unique trip to Ireland to experience the breath-taking coastal route.

Residents of the GCC can enter the competition via Tourism Ireland's website, www.Ireland.com/wildatlanticway, and the lucky winners will be among the first to explore the captivating tour with a 5-night stay along the route.

Thomas Redmond, Tourism Ireland's representative in the Middle East, commented: "We are particularly excited about the campaign in the GCC as we hope the Wild Atlantic Way will appeal to the GCC nationals' appreciation



of spectacular natural beauty and driving tours. Tourism Ireland is working very closely with travel agents and operators in the region and GCC customers can soon expect to see some great Wild Atlantic Way offers and itineraries available early next year.”

Ireland has had a very successful year with The Gathering Ireland 2013 campaign, with visitor numbers estimated to have increased 7.2 per cent to 8 million, and spending up 6 per cent to €3.64 billion. Tourism Ireland has also seen a significant increase in visitors from the GCC with a 23 per cent rise in Irish Visa applications year to date. It is estimated that approximately 45,000 visitors from GCC countries will visit the island of Ireland this year - a 7 per cent rise on 2012.

Tourism Ireland aims to continue the positive momentum in 2014 with the launch of the brand new product, Wild Atlantic Way. Ireland’s first long-distance touring route, stretches from the

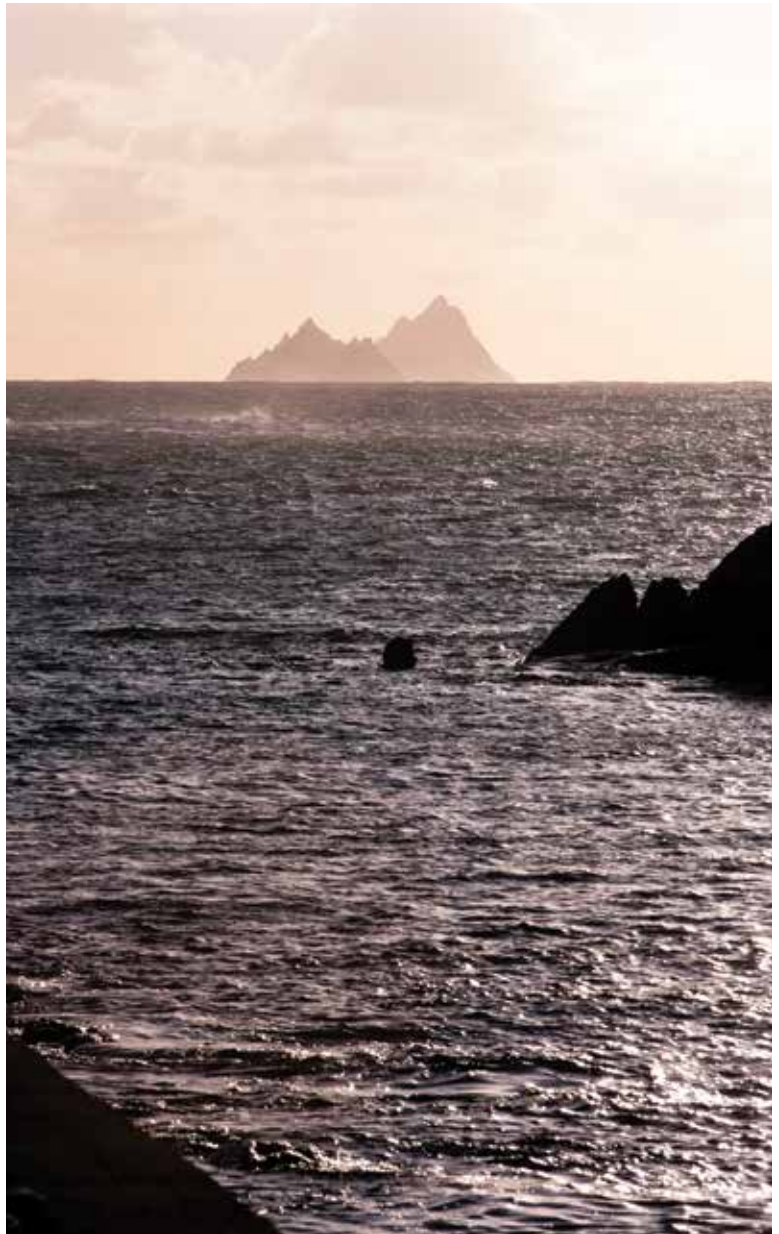


north west coast of the Inishowen Peninsula in Donegal to the most southern coast of Kinsale in Co. Cork. The tour offers visitors an opportunity to truly discover the hidden gems of the West Coast and, most importantly, the route will connect attractions, activities and the fantastic coastal viewing spots.



The Wild Atlantic Way project, which has received €8 million funding in budget 2014, aims to package the west of Ireland experience and establish a route of international standing that can be ranked alongside the great touring routes of the world. Travel experts believe it has the potential to become the European equivalent of the Great Ocean Road in Australia and the Garden Route in South Africa.

“Visitors will be encouraged to take part in the many unique experiences that can be enjoyed in the West of Ireland, said Thomas Redmond. “They will be able to take part in sporting activities such as surfing, hiking, cycling, or sightseeing at the Cliffs of Moher, and the Ring of Kerry. They will also be able to enjoy unique Irish food including world-class local seafood, lamb and beef and, of course, meet with the locals who are world-famous for their warm Irish welcome! We feel that GCC travellers will be particularly attracted to these experiences and we look forward to welcoming them in the coming year.”



abbeyglen castle hotel



The Abbeyglen Castle Hotel is located on the aptly named Sky Road overlooking the quaint alpine like village of Clifden, Connemara. The Abbeyglen Castle Hotel is nestled in the romantic setting of the Twelve Bens with beautiful views overlooking Clifden Bay. The warm and friendly staff are always at hand to make your stay special, guaranteeing you an unforgettable experience.

This historical Castle welcomes you with luxury accommodation. Its warmly lit entrance hall and crackling open fires make guests feel instantly at home. The hotel boasts nine luxury suites offering comfort and style. And its restaurant is rewarded Two Rosettes from the AA for its gourmet food and fine wines.

During your stay you might like to do an excursion to some of the local islands that this breathtaking area has to offer or explore the local villages, tour the glorious countryside or enjoy a round of golf or a game of tennis. Pamper yourself in the new Beauty and Relaxation Centre or simply relax with a 'Connemara Special' in our residents lounge.

While Abbeyglen is completely in its own private grounds surrounded by trees and hills with spectacular views of the Twelve Bens Mountains as well as views of the sea, it is still only a 6 minute walk from the castle to the bustling village of Clifden, where you can enjoy fantastic shopping, lively little pubs and meet friendly locals.

The Abbeyglen Castle Hotel is located close to Connemara's major attractions, including Kylemore Abbey, The Connemara National Park, the local museum and the first Trans-Atlantic wireless station and landing site. The renowned Connemara Golf Links is close by, overlooking the rugged Atlantic Coast.

Abbeyglen Castle Hotel
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Double-Page Frontispiece, Qur'an, 1806 (AH 1221), Turkey

Chester Beatty Library

Lonely Planet has described the Library as 'not just the best museum in Ireland but one of the best in Europe.'

Sir Alfred Chester Beatty, one of the greatest financial entrepreneurs of the 20th century, is today best remembered as the founder of the Chester Beatty Library in Dublin. This world-renowned institution is both an art museum and library exhibiting an unparalleled collection of manuscripts, miniature paintings, prints, rare books and decorative arts from countries across Asia, the Middle East, North Africa and Europe.

Beatty was an American mining magnate and one of the most prolific collectors of the 20th century. His vast collection numbers over 30,000 items and includes representative samples of the world's artistic and religious heritage from about 2700 BC to the present century.

Born in New York in 1875, Beatty graduated as a mining engineer from Columbia University in 1898 and headed west, starting as a 'mucker', shoveling rock in mines in Denver, Colorado.

An avid collector of minerals, Chinese snuff bottles and stamps since childhood, Beatty began to collect more widely as an adult, buying

European and Persian manuscripts. His interests found a new direction when, in 1914, he visited Egypt and bought some decorated copies of the Qur'an in the bazaars. A journey to Asia in 1917 added Japanese and Chinese paintings to his interests. His eye was drawn to richly illustrated material, fine bindings and beautiful calligraphy, but he was also deeply committed to preserving texts for their historic value.

Chester Beatty made a significant contribution to supplies of strategic raw materials for the Allies during the Second World War, for which he was later knighted. In 1950, he decided to move to Ireland and built a library for his art collection, which opened in 1954. In 1957 Chester Beatty became Ireland's first honorary citizen and was accorded a State funeral upon his death in 1968 - the only civilian in Ireland ever to have earned this honour.

He bequeathed his entire collection to a trust for the benefit of the public and today the legacy of this unique and unparalleled collector thrives

in the historic setting of Dublin Castle.

Over 6,000 individual items, mainly manuscripts and single-page paintings and calligraphies, make up the Library's Islamic Collections. Included are more than 260 complete and fragmentary Qur'ans, some dating from the late eighth and ninth centuries and including the work of the leading calligraphers of the Islamic world.

Today, the Library welcomes over a quarter of a million visitors every year to view its permanent and regular temporary exhibitions. Visitors are often surprised and delighted to find such a unique and rare collection on view in Dublin and Lonely Planet has described the Library as 'not just the best museum in Ireland but one of the best in Europe.'

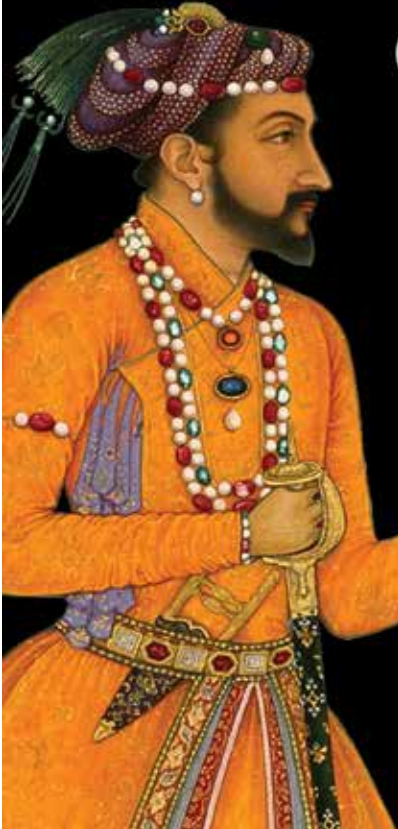
Admission to all of the Library's exhibitions is free and regular workshops, lectures and tours are scheduled. Further details online at www.cbl.ie



Begum Samru's Household, c. 1820, Delhi, India



Parody of the Musashino Plain
Torii Kiyohiro
1751-54, Japan



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AIJ News

Amaine Advisors Chairman Receives Highest Award

Bank Negara Malaysia Syariah Advisory Council (SAC) Chairman Dr Mohd Daud Abu Bakar has been named as the recipient of the "Tokoh Perdana" award in conjunction with the national-level Maulidur Rasul 1435 Hijrah/2014 (Prophet Muhammad's birthday) celebration.

The award carried a cash prize of RM50,000, plaque, certificate and a set of the Tafsir fi Zilal Al-Quran commentary of the Quran.

The Alor Setar-born Mohd Daud, 50, is the founder of Amani Advisors Sdn Bhd, an Islamic financial company. He is also listed among the 12 most respected individuals in the Islamic financial industry at present.

"This award will definitely bring motivation to me, my family and colleagues. We have 10 international companies and will expand the Malaysian based ones to other places to bring the message of Islamic finance from the aspects of financial services and so forth," he said.

Mohd Daud told reporters this after receiving the award from Yang di-Pertuan Agong Tuanku Abdul Halim Mu'adzam Shah at the celebration at the Putra Mosque here today.

He mentioned how the award was also a recognition of his contribution in the field of Syariah entrepreneurship that would become a new career field in the Malaysian and global context.



Mcgettigan's Bring Their Award-Winning Formula Back Home To Irish Soil At The Clanree Hotel, Letterkenny.

For pure unabashed luxury you can afford, the Clanree Hotel is second to none. With its magnificent chandeliers, sweeping Gone with the Wind-style staircase, excellent banqueting facilities and generously proportioned rooms, the hotel is perfect for weddings, corporate events and, indeed, a few days' rest and relaxation.

The Clanree Hotel is conveniently located just a few minutes' drive from the bustling town centre of Letterkenny, and provides a comfortable base ideal for exploring beautiful Donegal and the Northwest of Ireland - a popular tourist destination famous for its beautiful blue flag beaches, world-class golf courses and majestic scenery.

The hotel features 120 spacious and elegantly furnished bedrooms and executive suites, a fully equipped Health & Fitness Club with a 2-0metre indoor heated pool, health spa facilities and gym. Its impressive food and beverage outlets include the acclaimed Aileach Restaurant, which serves a daily carvery lunch, à la carte and early bird menu, and the hugely popular McGettigan's Irish pub, which opened shortly after the Dubai based McGettigan's group took over the management of the hotel in late 2013.

The addition of McGettigan's bar has offered the hotel a renewed lease of life by bringing a whole new experience in hospitality for local people and visitors alike, allowing them to enjoy all the components that make the McGettigan's experience truly unforgettable! McGettigan's pub in Letterkenny will continue the brand's tradition of serving award-winning food, pouring perfect pints and entertaining guests with some of the best local bands performing every weekend and regular performances from top class Irish musicians and comedians.

website : www.clanreehotel.com



Nakheel Receives Six Construction Bids For New Mall On Palm Jumeirah

A construction contract for Nakheel Mall is expected to be awarded within three months.

Dubai developer Nakheel announced that it has received six proposals for the construction of Nakheel Mall, its Dhs2.5 billion, 418,000 square metre retail, dining and entertainment complex on Palm Jumeirah.

Bids started at Dhs1.185 billion, the company said in a statement. The construction contract is expected to be awarded within three months, it added.

Nakheel Mall, which is slated for completion in 2016, will be built at the northern end of the island's trunk. The complex will include 200 shops, 4,000 parking bays, two anchor department stores, a nine-screen cinema and six medical clinics. There will also be a roof plaza with 12 fine dining restaurants and other cafes and eateries.

Nakheel, which recently reported a 27 per cent rise in 2013 net profit to reach Dhs2.57 billion, has been scaling up operations significantly this year. The developer recently announced that it had awarded three new contracts – collectively worth over Dhs41 million (\$11.1 million) – for its Al Furjan and Warsan Village master communities.

Nakheel announced in February that it had awarded a Dhs375 million contract to Gulf Technical Construction Company – a subsidiary of Drake & Scull – to build The Pointe mall at Palm Jumeirah. The Pointe, a 136,000 square metre retail and entertainment complex, is set to come up at the tip of Palm Jumeirah, opposite Atlantis, and is due for completion in 2016.

Nakheel's chairman Ali Rashid Lootah also recently revealed plans to launch new projects worth between Dhs6 to Dhs8 billion in 2014.

Martin Biotech brings the secrets of Tír Na nÓg to the UAE

Martin Biotech Ltd. has appointed IDS as exclusive distributors of its MedColl brand in the UAE. The deal secures their first order in the Middle East with anticipated sales in excess of €1m within three years.

MedColl is a nutraceutical, a natural food supplement which provides scientifically and independently proven health and medical benefits. According to CEO, Roz Martin, "MedColl offers a holistic approach to anti-ageing and an alternative to cosmetic surgery and fillers. The supplement consists of 100% natural compounds."

The product contains a unique formulation of collagen precursors which encourage the body to make more of its own collagen along with other beneficial anti-ageing compounds. "This is what makes it different and far more effective than simply ingesting collagen" explains Roz.

Working with the support of EI and export accelerators, Associated Marketing Ltd., Martin Biotech developed their export messaging and channel strategy and identified and assessed eight potential partners before appointing IDS. "The whole process took only four-and-a-half months" said Roz, "allowing us to turn our attention already to the development of other exciting markets in the Gulf and Southeast Asia."



Kuwait's NBK Appoints Isam Al Sager As New Group CEO

Al Sager, deputy group CEO at National Bank of Kuwait, replaces Ibrahim Dabdoub, who is retiring after three decades.

Kuwait's largest lender, National Bank of Kuwait (NBK) announced that it has appointed Isam Jasem Al Sager as the group CEO, succeeding Ibrahim Shukri Dabdoub, who will retire following the bank's general assembly meeting.

Al Sager, NBK's deputy group CEO since 2010, earlier served as the bank's Kuwait CEO. A veteran of the bank, he joined NBK in 1987 and has held a range of managerial positions since 1992.

Outgoing CEO Ibrahim Dabdoub, who is one of the longest serving CEOs in the region, worked with NBK for over 53 years, including 30 years at its helm.

Dabdoub helped the bank grow from a local lender into one of the Middle East's biggest financial institutions. NBK, which reported a net profit of \$844 million in 2013, now operates in 16 countries and has total assets of \$66 billion.

Dabdoub will continue to serve the bank as an advisor to the board, NBK said in a statement.

The bank also announced that it has appointed NBK Kuwait CEO, Shaikha Khaled Al Bahar, as the deputy group CEO.

Al Bahar, who previously served as NBK Kuwait deputy CEO, has worked with the bank since 2003.

The board also confirmed that the lender will continue with its current strategy, "strengthening its leading position both locally and regionally."





Globehook recruitment solutions

Enjoy a better experience and succeed with a global recruitment solution

Globehook.com is an Enterprise Ireland-backed global recruitment platform which accurately matches the private profile of the job-seeker to the specifications of an employer's job. The accurate matching results in job-seekers having more success with their applications, and employers getting more relevant applicants they can hire, which is a win-win situation for both parties.

Recent reports have indicated that employee turnover is set to rise dramatically over the next few years, starting with the emerging markets in 2014. Added to the employee turnover spike, UAE government officials recently forecast an economic growth rate of up to 5% during 2014.

We believe congratulations are in order, too, as the UAE has won the honour of hosting World Expo 2020 in Dubai. This will have a significant beneficial impact on economy, including the creation of new projects and jobs.

The challenge for business lies in dealing with the skills shortages that will inevitably be created, mainly in the construction and professional sectors.

Having predicted the economic and employment trends accurately, Globehook.com founders Margaret Townsend and Keith Sheehan began to build a bespoke recruitment solution two years ago that would be more efficient in dealing with global migration, skills shortages and employee turnover happening today. It was launched in September 2013.

The job ads on Globehook.com are cost-effective for all business sizes, at only 150 for a 90-day ad which can be suspended and reposted at any stage during those 90 days. This will help the SME sector greatly. The ads do not have to be refreshed as they automatically appear in the homepage of every matching candidate on the platform, as well



TO DATE 70% OF COMPANIES WHO HAVE RECEIVED APPLICATIONS ON GLOBEHOOK.COM HAVE OFFERED THOSE APPLICANTS A JOB

as being visible by external search engines. Only those who are a match can apply for the job or see the employer's name.

Job-seekers have been taken into consideration as an important part of the whole recruitment process like never before on Globehook.com, with features such as private profiles for those wishing to change jobs, automated replies to applicants upon shortlisting and management tools to make it all easier.

A 2013 CareerXroads Survey revealed that only 2.9% of hires by employers came from social media, including LinkedIn. To date, 70% of companies who have received applications on Globehook.com have offered those applicants a

job, so we are glad to see the matching element of the site is already performing very well.

There are currently a significant number of European candidates registered on the site, including Irish, Italian and Spanish in addition to Indian, Canadian and US nationals. We feel that UAE employers and job-seekers alike will benefit from using the Globehook.com platform both now and in the years ahead as the various employment challenges intensify and migration continues to increase and we look forward to being a part of their continued success.

Margaret Townsend (CEO)
Globehook.com





Turkish Airlines Istanbul Lounge is 1st Class

Lounge Istanbul has improved its already high standards! The lounge has been expanded and refurbished to provide our guests with a much more relaxed and comfortable travel experience.

Lounge Istanbul has added another 2,400 m² to its existing 3,500 m² to its location in the departure hall of Ataturk Airport. The expanded lounge adds a second floor to the existing space and nearly doubles its capacity to over 1,000 guests at a time.

Along with this expansion, the lounge also provides several new facilities, enabling guests to spend their time more comfortably before the flight.

Amongst its new services is a lovely little tea garden reminiscent of those found in Istanbul, which provides an experience similar to places in the city where both residents and visitors can enjoy freshly brewed Turkish tea and simit, a traditional Turkish sesame seed bagel.

Or, for those looking for a bit more excitement before their flight, there is a miniature model of Istanbul in which guests may experience a virtual car rally, as well as play other game consoles and electronic diversions.

Turkish Airlines is a well-known enthusiastic supporter of golf worldwide, including its support for the "Turkish Airlines Open", and,

as such, the lounge also includes a realistic golf simulator for passengers interested in proving their skills while waiting for a flight.

Unique tastes of Turkish and global dishes

For those interested in Turkish cuisine, the lounge provides some of the unique tastes of Turkish and global dishes you'll be hard-pressed to find elsewhere. Amongst other treats, you'll find freshly prepared pastries from Vienna's famous pastry shop Demel.

Also, make sure not to miss the local corner where chefs prepare regional Turkish delicacies that appeal to both the eye, nose and the taste buds under a classically designed copper range hood - including "manti" (traditional Turkish beef ravioli) and "gözleme" (a traditional Turkish pastry dish of hand-rolled dough brushed with butter and eggs and stuffed with light savory goods). In another corner guests can sample famous specialties such as "pide" (the original pizza, according to some) and "börek" (a pastry of filo dough stuffed with savories), both



cooked in its special oven. Plus, throughout the lounge there are offerings of fresh fruit, salads, appetizers and nuts, all offered as part of Turkish hospitality.

The lounge is operated by Turkish Airlines' catering partner, TURKISH DO&CO, a group that has repeatedly won awards for providing Turkish Airlines' passengers with the best meals in the sky.

What other facilities are offered in Lounge Istanbul?

- Free Wi-Fi
- Printers and computers
- Meeting rooms
- Teleconference room
- Cinema
- A wide range of food and beverages
- A wide selection of local and international papers/magazines
- Library
- Media wall
- Prayer room
- Showers
- Massages
- Billiards room
- Suit rooms
- Playroom for children



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Turkish Airlines has been awarded Best Airline in Europe at the 2011, 2012 and 2013 Skytrax World Airline Awards.

Please don't hesitate to use our Customer Contact Centre for any manner of feedback.



For more information on Turkish Airlines or to book flights, log on to www.turkishairlines.com or visit any Turkish Airlines Sales office.

Turkish Airlines Dublin flights will increase from 10 to 12 flights a week from 1st of April 2014 ensuring greater connectivity and choice for business class travelers.

HH Sheikh Hamdan Bin Rashid Al Maktoum Opens Gulfood 2014

World's largest annual food and hospitality show welcomes record numbers of exhibitors, trade officials and industry leaders from 120 countries - Inaugural World Food Security Summit opens

Gulfood 2014 was inaugurated this morning (Sunday) by H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Industry, in the presence of H.E Helal AlMarri, CEO, Dubai World Trade Centre (DWTC) and Director General, Department of Tourism & Commerce Marketing (DTCM), country ministers, ambassadors and dignitaries from around the world, highlighting the importance and stature of the world's biggest annual food and hospitality industry trade show.

Gulfood welcomed tens of thousands of trade visitors from around the world on its opening day at the Dubai World Trade Centre (DWTC). With a record 113,398m² in exhibition space and 4,500 companies from 120 countries participating, Gulfood 2014 is the largest and most international edition in the event's history.

"This year's record participation at Gulfood comes as Dubai's position as the regional hub for hospitality, trade and tourism is accelerated by the emirate's confirmed hosting of the World Expo in 2020, which is fuelling further market growth opportunities for the global foodservices industry. Gulfood has grown consistently over the last 27 years to become a significant driver for global food and beverage markets and is a key enabler in Dubai's status as an international events destination and trading hub", said Trixie LohMirmand, Senior Vice President, DWTC, organiser of Gulfood.

The inaugural World Food Security Summit - a Gulfood Leaders Event, welcomed over 300 high-ranking ministers, industry thought leaders, government representatives and sector-specific visionaries, to address the importance of securing a stable, cost-effective and safe supply of food for the world's growing population.

Organised with the official support of the Ministry of Water and Environment, the Summit was opened by H.E. Engineer Saif Al-Shara, Assistant Undersecretary, Agricultural Affairs and Animal Sector, who delivered a keynote address on the state of food security in the UAE and the Middle East, as well as the challenges in securing the region's future food supplies.



Welcoming the participants at the Summit, His Excellency said: "We are proud to be hosting this global summit in the UAE, and hope our discussion will enrich the ongoing global dialogue to improve the world's food security situation. There is no doubt that this is a global priority and the contribution and commitment from all parties participating in this significant summit will help feed the world's population in the future."

“One cannot think well, love well, sleep well,
if one has not dined well.”

- VIRGINIA WOOLF



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Thursday Evening Brunch 7.30-11pm & Friday Brunch 2-5.30pm. AED299 per person



Halal World Food Exhibition

Global Halal Market Forecast to be Worth US \$10 Trillion by 2030
Pioneering Trade Platform Debuts as World's Biggest Annual Halal Food Sourcing Event

Dubai's position as a primary global trading hub for the international halal food industry – a strategic enabler in the emirate's long-term vision to become the global Islamic Economy capital - has received an immediate boost with thousands of specialist halal food companies readying for next month's inaugural Halal World Food presented by Gulfood, the world's biggest annual food and hospitality trade show.

As part of the 19th edition of Gulfood, at Dubai World Trade Centre (DWTC), more than 450 of the world's leading halal manufacturers, processors and distributors from over 50 countries will convene at the first Halal World Food.

With exhibitors from six continents displaying thousands of halal products – from energy drinks, vegan and vegetarian foods to meat and poultry, canned goods, gourmet and fine foods – Halal World Food will instantly establish a market-leading position as the world's biggest annual halal food sourcing trade show.

According to a Thompson Reuters report commissioned by the Dubai Government last November, the global halal food market has an estimated annual value of US\$ 1 trillion – which

equates to approximately 20% of a global food market predicted to reach US\$ 5.3 trillion by the end of 2014 (Datamonitor).

With GCC halal food imports – according to the Economist Intelligence Unit – set to jump from US \$25.8 billion in 2010 to US \$53.1 billion by 2020, the UAE's annual halal food imports will reach US \$8.4 billion by the end of the decade.

By positioning Dubai as a 'worldwide halal centre' at the forefront of global halal food industry growth, the Halal World Food is expected to generate significant inward investment opportunities for major international businesses eyeing regional buyers, suppliers, logistics providers and storage and transport solutions. The show will also see halal food policy-shapers and government organisations come together to discuss the implementation of far-reaching standardisation and certification frameworks.

A specialist, show-within-a-show concept, Halal World Food will cover all halal-related aspects of global foodservice, retail and hospitality sectors to highlight the depth and variety of international halal products.

"Dubai has the ambition and world-class



infrastructure to serve as the economic hub of the worldwide halal food industry and the global Islamic Economy," said Helal Almarri, CEO, DWTC and Director General, Dubai Tourism & Commerce Marketing (DTCM). "Given that Dubai already convenes the world's biggest annual gathering of food industry professionals at Gulfood, there was a strong catalyst to further our market proposition with the launch of Halal World Food – a vibrant addition to the global halal food sector.

"This new initiative represents an engaging, value-added proposition for our global network of food manufacturers and traders, and underlines the innovative vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Higher Committee for Development of Islamic Economy.

"As the primary trading hub of the MENA region, which boasts the highest concentration of Muslims of any global region, Dubai's geographical position makes it the ideal location to serve at the convergence of Islamic finance and the halal food industry – key drivers of international Islamic economics."

With the global halal market predicted to be a US \$10 trillion industry by 2030 according to David Smith, Global Futures and Foresights Study, the emirate's visionary addition of Halal World Food to its international food strategy has already received backing from several heavyweight players in the global sector including Midamar Corporation, the USA's leading halal brand and a pioneering force in North American since 1974, Sadia International, one of the world's leading halal brands of chilled and frozen foods, and Al Ghurair Foods, the Dubai-based manufacturers of multi-product halal food lines.

"Developing Dubai as an international Islamic Economic hub shows the foresight of its leaders and will provide opportunities for growth, development and prosperity in the region," said Jalel Aosse, Director, Midamar Corporation. "A new halal structured environment, supported by the government of Dubai, will encourage the UAE food industry to develop this large and growing food market."

The advent of World Halal Food comes as Dubai readies for a watershed year in its long-term strategy to establish global credentials as a market leader for halal finance, goods, services and certification.

Following the Government of Dubai launching its 'Dubai – Capital of Islamic Economy' initiative last October, the Emirates Authority for Standardisation and Metrology (ESMA) and Dubai Municipality plan to introduce globally-recognised standards and certification for halal food products



HE Helal AlMarri, CEO, DWTC and
Director General, DTCM

and slaughtering later this year.

Halal food, according to the Food & Agriculture Organisation of the United Nations (FAO), is defined by Islamic Law outlined in the Holy Qur'an as lawful food permitted for consumption. Halal food cannot consist of or contain anything which is considered unlawful under Islamic Law and there are strict criteria governing the entire supply chain - from slaughtering of animals, processing and transportation to kitchen preparation and storage.

"Islamic Services of America (ISA) fully supports the initiatives of the Dubai Government authorities to establish an international halal food and product accreditation centre," said Timothy Abu Mounir Hyatt, Managing Director, Islamic Services of America (ISA), the oldest and most internationally-renowned certifier in the USA.

"Halal accountability and traceability are critical for the sake of Muslim consumers globally as they seek assurance that what they eat, use and enjoy are in compliance with Islamic Law. As a result, every international halal certifier should have credible processes and documentation supporting the halal integrity of the products they certify. ISA is proud to be known for its longstanding reputation and looks forward to working with its peers in the worldwide halal industry and furthering the Dubai team's efforts."



Taoiseach Mr. Enda Kenny T.D. Launching Origin Green brand

Gulfood 2014

Gulfood, the world's biggest annual food and hospitality show, is expected to attract more than 77,000 food buyers. The Arab-Irish Journal reviews the event and meets some of the Irish companies in Dubai for a slice of the action.

Bord Bia, the Irish Food Board, is keen to promote Ireland's sustainable food and drink industry through its participation in some 15 trade exhibitions this year, notably Gulfood, set to take place at Dubai World Trade Centre from 23-27 February, 2014.

Irish Food Finds

The Ireland stand at Gulfood will include dairy, meat and consumer food companies, serving as a significant and timely representation of the Irish industry following its recent Trade Mission to the Middle East, and the opening of Bord Bia's newest office in Dubai.

Bord Bia's Sustainable Dairy Assurance Scheme, designed to provide a uniform mechanism of recording, monitoring and improving the sustainability of Irish dairying at farm level — the first national dairy scheme of its type anywhere in the world — will also be rolled out this year.

This year Bord Bia plans to invest almost €3.5million in a new, targeted marketing campaign under the Origin Green banner, promoting Ireland as a source of world-

class, sustainably-produced food and drink. The Origin Green sustainability programme encompasses 37,000 farms and more than 290 companies, accounting for some 85% of Ireland's food and drink exports.

The significant export growth achieved by the Irish food and drink industry, in the face of an increasingly competitive environment for exporters, confirms the dedication, ambition and resilience that is abundant in the sector, according to Bord Bia's Chairman, Michael Carey.

"This impressive growth in exports by our largest indigenous industry reflects its persistent focus on innovation and differentiation as it seeks, successfully, to boost its position across key markets."

Fast Facts & Figures

With more than 20,000 brands, 4500 exhibitors and double the features from 2013, Gulfood will offer events including the World Food Security Summit on February 23 and 24, bringing together expert speakers including Al Islami Foods' CEO Saleh Alabdullah Lootah;



Glenstal Foods to harness high quality dairy products

Founded in 1996, Glenstal Foods is Ireland's leading independent dairy trading and marketing company. Its product range includes cheese, butter and milk powders. The company has established itself as the partner of choice to many multi-nationals in the retail, food service and manufacturing sectors of the food industry where dairy products are utilised.

Ireland is known for its grass-based dairy industry which produces very high quality dairy products. Glenstal Foods will showcase a variety of aged Irish cheddars in a variety of pack formats, Irish creamery butter in unique packaging and a select range of complementary and seasonal food products.

Based in Murroe, Limerick, in the heart of Ireland's Golden Vale, Glenstal Foods has been exporting to the Gulf region for more than five years and is well equipped to meet with the unique demands of the region's marketplace.

www.glenstalfoods.com

Essa Al Ghurair, Vice Chairman of Al Ghurair Investments and Yves Manghardt, Chairman and CEO of Nestle Middle East.

The Emirates Culinary Guild Salon Culinnaire, a series of practical and display-based culinary competitions, will be open to professional chefs, pastry chefs, cooks and bakers, with both individual and team events.

The Gulfood Franchising Conference will gather franchisors, existing and potential franchisees, investors, entrepreneurs, franchise consultants and service providers from the food and beverage industry, providing expertise on making the right decisions in acquiring and managing franchise networks successfully.

Preparing for their fifth instalment this year, the Gulfood Awards will celebrate the people and companies behind the region's exceptional food and drink industry. Winners across eight

categories of 22 different awards will be recognised at a gala dinner, which will be attended by more than 700 industry decision-makers on 23 February at the Conrad Hotel in Dubai.

Coffee Fix

Coffee enthusiasts will also be in for a treat at Gulfood this year as the Speciality Coffee Association of Europe (SCAE) is partnering for the first time with Gulfood 2014 to stage a series of demonstrations and educational presentations from a dedicated stage aimed at showcasing coffee excellence.

The SCAE will operate from the Coffee Stage, at which the SCAE Education team will be delivering a series of 45-minute seminars to promote the new three-tiered Coffee Diploma System, and from The SCAE Brew Bar, where world-class baristas will be brewing and offering tastings of speciality coffees from all over the world.

Gulfood to showcase Ireland's Dairygold

Dairygold Food Ingredients Ltd (DFI), Ireland's second largest milk producer, processes about 960 million litres of milk into top quality cheese and dairy ingredients annually.

Based in the heart of Ireland's fertile milk producing region, the company sources milk solely from shareholder's grass-fed herds based in the temperate climate of South West Ireland. Operating from three Irish-based processing facilities, DFI produces a broad range of dairy ingredients with two plants concentrating on cheese production and the other on dairy powders. Dairygold supplies products worldwide through its sales offices in Ireland, Germany and Spain and its established partnerships in Asia. At DFI's French manufacturing facility, the company produces a range of high quality cheese powders and dairy-based flavours.

The company also operates two facilities in the UK, with one specialising in cheese formatting and the other in the manufacturing of soft and liquid cheese. As market leaders, the UK operations are focused on supplying cheese ingredients into UK food manufacturers and foodservice operators. Dairygold, which sells products including full cream milk powder, skim milk powder, cheddar, demineralised whey powder, casein and butter, is currently investing in its expansion and upgrading its processing plants to prepare for the increase in milk supply in the coming years.

With increasing global demand for high quality dairy products produced in a sustainable manner, in addition to the abolition of milk quotas, Dairygold's future looks bright.

"A real opportunity exists now to increase the sustainable and innovative ingredient solutions we provide to our customers," comments Jim Woulfe, CEO, Dairygold.



Broderick's to launch new range of mini-bites

Barry and Bernard Broderick, the brothers behind the Broderick's brand of wrapped bars and cakes, are launching a range of mini-bites at Gulfood.

The new retail packs contain 36 individual wrapped mini versions of their famous bars, Road Rocking Choc Choc Bloc (Rocky Road), Tiff Toff in the Tuffen (Tiffin) and Caramental (Belgian chocolate caramel shortbread). A mixed bag of 75 mini-bites will also be available for the foodservice sector.

"We all need a bite-sized treat at times and these quality mouthfuls, made from the best Irish ingredients, hit the spot," comments Bernard Broderick. "We are confident that they will be a big hit within the retail and foodservice sectors throughout 2014 as they are attractively packaged and keenly priced to ensure generous profit margins."

All of Broderick's products are hand-made in their family-run, Dublin-based bakery, Ina's Kitchen Desserts, which was established by their mother, Ina, in 1983. The company uses high quality ingredients including real Irish butter, Belgian chocolate, home-made caramel and Irish oats.

Demand for Broderick's bars continues to rise, with stockists secured throughout the retail and foodservice sectors in Ireland, the UK, France, Denmark, Finland, Germany, Switzerland, Russia and Japan.

Broderick's is a family-owned business, employing 50 people at its south Dublin-based bakery, many of whom have been with the business since the 1980s. It is here that the brothers keep their fleet of eye-catching liveried vehicles, including their pride and joy - a vintage Hillman Hunter named The Chocolate Rocket. Their largest delivery truck is called Sticky Wicky Licky Lorry, and others in the fleet are named The Cake Mobile and Chocky Chocky Bang Bang Van.

The two brothers, known as 'The Cake Crusaders', will be attending Gulfood 2014 in Sheikh Saeed Hall, S2 - D34, where free hugs and indulgent treats will be available throughout the show.

Brodericksbrothers.com



A professional butcher in a white uniform and cap is shown in a meat shop, holding a large piece of raw meat. The background features several other pieces of meat hanging on a metal rack. The lighting is bright, highlighting the texture of the meat and the clean environment of the shop.

The Global Food Chain

A well monitored food distribution chain is essential in the global movement of food. Dr Gráinne Redmond and Professor Ronan Gormley give an overview of the international food distribution chain with special emphasis on the cold chain.



Irish food and drink exports continue to perform strongly in international markets, with the value of Irish food and drink exports reaching €9bn for the first time in 2012. The main food products exported to the Middle East and North Africa include dairy, meat, seafood, prepared foods and beverages.

Although some food products are stable at ambient temperatures and can be transported without refrigeration, many others require refrigerated transport. Examples of the former include soft drinks, heat processed products (canned, preserves, long life milk and juices), some fruit and vegetables, dried foods and a plethora of other foods with a low water activity (dairy powders, chocolates, biscuits, rice, cereal products, etc). The latter include mostly chilled and frozen foods including dairy products, meats/meat products/poultry, seafoods, many fruits and vegetables, and a wide range of added value formulated foods (e.g. ready-meals). There is also a third group of food products that require an intermediate temperature (circa 10°C) during transport such as tomatoes, cucumbers; bananas require 13-14°C





Types, functions of cold chains

A cold chain embraces chilling, freezing or freeze-chilling. Chilled products (typically 2-4°C) have a relatively short shelf life (0-20 days, product dependent) and are perceived by the consumer as closer to fresh. Frozen products (preferably colder than -18°C) have a long shelf life (3-12 months, product dependent) but require a deep freeze chain (high energy requirement). Freeze-chilling, as the name implies, is a dual process embracing freezing (to prolong shelf life) and careful tempering (thawing) to chill, i.e. the consumer sees the product as a chilled product (Redmond and Gormley, 2003). Freeze-chilling confers logistic and other benefits: (i) streamlines production and eliminates bottlenecks; (ii) enables products reach more distant markets; (iii) reduces the number of product recalls. The Food Safety Authority of Ireland (FSAI) endorse freeze-chilling provided consumers are informed via the label that the product was previously frozen and that the thawed chilled product is not suitable for re-freezing.

The cold chain prolongs shelf life and maintains food quality and safety by slowing or preventing bacterial growth, slowing enzyme reactions in the food which are responsible for quality deterioration, slowing the rate of respiration in fruit and vegetables, and by reducing desiccation. Bacterial growth is greatly reduced at chill (2-4°C) temperatures and only the cold-loving bacteria (psychrophiles, e.g.



Listeria, Aeromonas, Yersinia) can grow at this temperature range. In frozen foods (-18°C or colder) bacterial growth is halted and a proportion of bacteria are killed by the low temperature. However, remaining bacteria resume growth when the food is thawed and allowed to warm up. Good manufacturing practice and implementing HACCP (hazard analysis critical control point) procedures is paramount to ensure low initial bacterial counts in foods as they enter the cold chain.

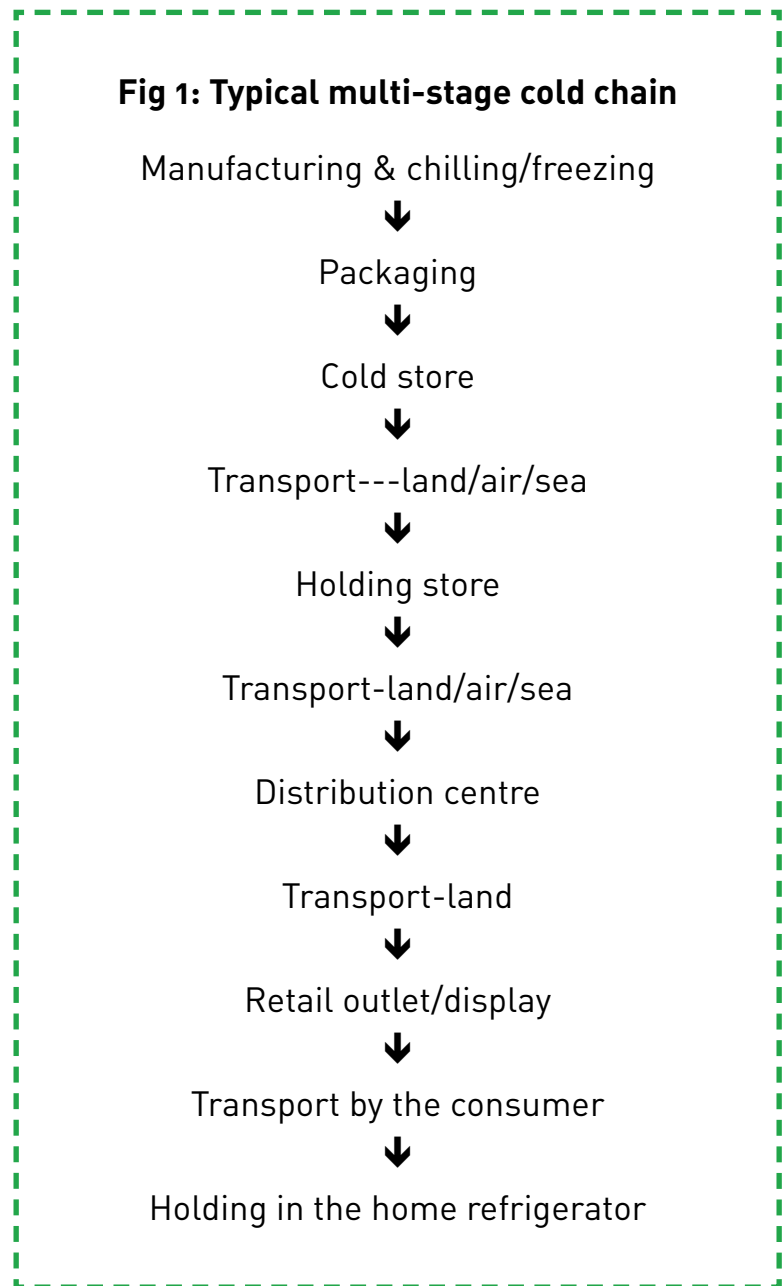
National and international cold chains

The length of the cold chain depends on the journey length. The chain may be short, refrigerated transport from farms/factories to local retail outlets/markets – a matter of a few hours. In long haul/international distribution the cold chain may be very long as shown in Fig. 1.

For example, refrigerated transport from producer to airport, air freighting to another airport and perhaps a stay in a holding cold store there, pending an onward air journey to the destination country. On arrival, the food products may then be distributed by refrigerated truck to a holding refrigerated store or directly to retail outlets. Such long cold chains need very precise forward planning by the exporter due to the number of people involved, most of whom the exporter does not control. The personnel along this chain must be highly trained and the system can be likened to a relay race in which the baton (the food product) is passed from one reliable person to another. A sluggish baton exchange is akin to a mild temperature abuse of the product whereas a baton drop represents a serious temperature abuse where a whole consignment may have to be written off.

Temperature monitoring in the cold chain

The risk of temperature abuse in chilled foods is up to 12 times higher than in frozen as the latter have ice and, even if exposed to a hostile temperature, the food will remain at 0°C until all the ice has melted - this takes time. Therefore, processors producing and distributing chilled foods effectively walk a tight rope as there is little scope for error. Foods are generally transported by truck, ferryboat or by plane, and also by consumers following purchase to the home. Many studies have shown poor temperature control in the cold chain (Gormley, 1990), so there is no room for complacency. Air temperature may or may not reflect product temperature. Long haul modern food distribution trucks are fitted with temperatures monitors which provide a product temperature history during the journey; this can then be inspected by the consignee.



In-truck temperatures may also be monitored throughout a journey by satellite. In addition, products should be pre-chilled or frozen prior to loading as trucks are designed to maintain cold temperatures in products that already chilled or frozen. Products must be stacked so as not to impede the circulation of cold air in the truck. Many foods are transported by aeroplane and most holds are not refrigerated and so are not conducive to the transport of chilled or frozen foods. Aircraft hold temperature is usually a function of the external air temperature at time of loading. For example, on a warm day the hold temperature may be 30°C at the start of the journey falling to 15°C by journey end. Conversely, on a cold day hold temperature may be 0°C at the start and 12°C at the end (Gormley, 1990). Therefore, chilled and frozen products must be suitably packed/insulated (e.g. in



Dr. Grainne Redmond



Professor Ronan Gormley is a food scientist in the UCD Institute of Food and Health (University College Dublin) specialising in the technology of fruits & vegetables, seafoods, prepared & formulated foods, the cold chain, and in dissemination/technology transfer to food companies.

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Author's disclaimer

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polystyrene boxes with packs of ice/dry ice) for air transport. Temperatures in retail chill and frozen food display cabinets must be carefully monitored. In most large supermarkets in-cabinet thermocouples are linked to a central computer system which alarms when the temperature is outside the required upper and lower limits.

It is preferable to measure product rather than air temperatures as the latter may not mirror the former especially during retail cabinet defrost cycles. A plethora of methods is available for temperature measurement in the cold chain including thermometers, data-loggers and postage stamp-sized time-temperature indicators (TTIs) which can be placed on the outside of cardboard boxes containing packaged units of product. Radio frequency identity tags are also used to send temperature readings from refrigerated trucks to base or to the consignee every 60 seconds thus providing a very

comprehensive picture of prevailing in-truck air/product temperatures during a journey.

There are a number of legislative instruments and agreements pertaining to the cold chain. The ATP Agreement on the International Carriage of Perishable Foodstuffs and on the Special Equipment to be used for such carriage specifies maxima for chilled foods distribution, i.e. meats (7°C), meat products (6°C), poultry, milk and dairy products (4°C), offal (3°C) and fish (2°C). Quick frozen food regulations specify that frozen food temperatures should be -18°C or colder throughout the chain, i.e. Commission Directive 92/2/EEC, Commission Regulation No. 37/2005, European Communities Regulations 1992 (S.I. No. 290 of 1992) and 1995 (S.I. No. 370 of 1995). Further information on the cold chain is available in Technical Manual FF-E 378A/00 (available from ronan.gormley@ucd.ie) and on the FSAI website.



Getting Started in the GCC

A respected authority on Islamic finance, John Havel of Havel Accounting talks to the Arab Irish Journal about some of the cultural differences between Ireland and the Arab World, the importance of “Wasta” and securing the right “Sponsor”.

You are recognised as something of an authority on Islamic finance. Can you tell us about your background in this?

In 2012, I was invited by prominent members of the Muslim Community to oversee the establishment of a Shariah compliant financial institution whose primary objective is to provide the Muslim Community of Ireland with a banking institution that is fully Shariah compliant in its product design and structure, legal documentation, operational process flows and supported by a Shariah compliant IT infrastructure and risk management system. Presently, no such institution exists in Ireland.

The project is technically difficult and requires an in-depth knowledge of the Irish regulatory banking system, Irish contract and taxation legislation in addition to a complete understanding of Islamic substantive law (fiqh), Islamic commercial law (fiqh al-muamalah), Islamic finance and the ability to design a financial institution that can facilitate these different codes of conduct.

To complete my professional education, I complemented my accounting qualifications with a Diploma in Islamic Finance (CDIF) with the Chartered Institute of Management Accountants, where I am now a visiting speaker on retail banking in a Shariah compliant environment.

Many Irish businesses view the Gulf as a potentially lucrative export market. Would you agree?

Despite the impressive growth in exports to the Gulf Co-operation Council countries in the last 10 years, developing an export market in the Gulf can be an extremely slow and expensive process for new Irish entrants if their understanding of their selected market is not complete. There are far too many examples of corporations jumping in and losing large amounts of money in failed attempts to penetrate this market. However, I would agree that the Gulf is potentially a lucrative export market for those businesses that possess the awareness and understanding required to be successful.

Is it true that many Irish companies seem to underestimate the significant cultural differences in the Arab world, which places them at a distinct disadvantage when looking to carry out business?

Businesses simply cannot adopt western business practices and expect them to be successful. In the Arab world, all business is personal and who you know is more important than what you know – what the Arabs refer to as “Wasta”.

Businesses seeking to develop in this region must, therefore, be cognisant with the social and business cultural characteristics of the region, in particular the commonalities and differences between the six countries that comprise the GCC, Saudi Arabia, Bahrain, UAE, Qatar, Oman and Kuwait. Where you start your business operations then will depend on the correct identification of your local sponsor, target customers and the demand for your products.

There seems to be some confusion, even ignorance, amongst many Irish companies as to the key role performed by a sponsor. Can you explain what a sponsor is, and why they are so important?

The vast majority of business is transacted through local companies as sponsors. This is usually a legal requirement that generally evolves into joint ventures or partnerships if successful. It is essential when developing business in the Gulf to have a sponsor who is fully cognisant with local social and business culture, your business requirements and the “wasta” required to correctly position the business for success.

The selection of the correct sponsor is without a doubt the most important decision a corporation will take when deciding to enter the Gulf.

Is it true to say that the importance of personal contacts, it seems, cannot be under-estimated in the Arab World?

It is essential to understand that all Arab business is personal. Indeed business and personal friendships are one and the same. In practical terms, “Wasta” is the ability to get your product or proposal to the appropriate decision maker given the complexity of Gulf organisations and preference of the decision maker for dealing with known friends and family. Great care must be taken to only enter sponsorship contracts with individuals who have it.

Your accountancy training coupled with your knowledge of Islamic finance endows you with a very specialised skillset. How can this facilitate your clients?

In terms of finance provision and working capital management, Havel Accounting is an appointed



John Havel

referral partner to an internationally accredited trade and export finance institution offering Shariah compliant working capital facilities with immediate access to cash. This form of working capital finance can provide an alternative source of funding to non-Muslims and is essential for the Muslim Community in Ireland with ambitions to export to the Gulf.

What services can you provide for Irish business people looking to carry out business in the Gulf region?

John Havel & Associates have been scoping business opportunities for private clients in the Gulf for many years. In addition to providing a first point of contact for firms wishing to develop business opportunities in the Gulf, our services include identifying the correct market in which to enter, assessing the product / project / customer revenue potential, providing background checks and assessments on the suitability of potential sponsors and their “Wasta”, analysis of competition strengths and weaknesses and the provision of all contract and accounting documentation.

We also specialise in the provision of educational seminars in Arab social and business culture, which are individually tailored for each client.

What services can you provide for Irish business people on a continuous basis in the Gulf ?

In addition to the provision of general legal and accounting services, we provide support in areas such as troubleshooting potential or existing conflict and credit control. The key to prompt payment in the gulf is to ensure that the paperwork is complete and conforms exactly to the contractual requirements. We provide a reconciliatory service where this is not the case.

.....
John Havel B.Comm., M.B.A., CDIF, F.C.M.A. is a qualified accountant with a Masters degree in change management and cash flow cycles. He specialises in the development, implementation and management of strategic business and export sales plans in medium to large enterprises, and holds Diplomas in Advanced Finance from the Irish Management Institute and Islamic Finance from the Chartered Institute of Management Accountants.





Arab-Irish Trade 2013

Trade Balance in Ireland's favour rises to €1.184 bn

The latest CSO figures show that Ireland's favourable balance of trade with the Arab markets grew by €427m to reach 1.184 billion, equivalent to approximately 70% of our total merchandise exports to the region, in 2013.

Over the same period Ireland's merchandise exports to the Arab markets declined by 4%, a decrease of €70m compared to the previous year, to reach a total of €1.68 billion.

Imports from the Arab countries fell by €498m over the same period to reach a total of €496m, representing a decrease of 50% over the previous 12 months.

Shipments to the UAE declined by €85m or 23%; Kuwait registered a fall of €42m or 43%, and Syria fell by €12m or 68%.

The main product categories which account for these changes are Telecommunications equipment, which was down by €55m or 56%, and Organic chemicals, which was down by €24m or 62%.

The drop in imports is accounted for by a fall in shipments of oil from Algeria.

Saudi Arabia (€642m), the United Arab Emirates (€289m) and Egypt (€138m) remain as Ireland's biggest markets in the Arab world, while Algeria (€157m) and Libya (€164m) together

account for 64% of Ireland's imports from the region.

The main export categories are soft drink concentrates, baby formula, medical/pharmaceutical products, agrifood, telecommunications and computer equipment. The main imports from the region are oil and petroleum products, fertilizers, food, clothing and various kinds of machinery and equipment.

A notable development has been the resumption of live cattle exports, mainly to Libya, with an increase from €6.0m in 2012 to €22m in 2013.

"These year end figures reflect a number of different factors at work, including political unrest in some markets, the impact of patent removal in the pharmaceutical sector and the global economic slowdown generally," says Joe Geoghegan, Chairman of the AICC. "However, they also show growth in many sectors, especially those which are served by indigenous Irish exporters, and the improving economic outlook for the region should see a return to positive growth in 2014," he added.

The figures for exports of services are not yet available but they are expected to show a total value in excess of that for merchandise exports, with a healthy growth rate over 2012.

Arab-Irish trade figures to end December 2013

Country	Flow		Periods		Values		Imports				Exports			
	Jan-Dec '12		Jan-Dec '13		Jan-Dec '12		Jan-Dec '13		YoY % change		YoY % change		YoY % change	
	€ 000	Tonnes	€ 000	Tonnes	€ 000	Tonnes	€ 000	Tonnes	€ 000	Tonnes	€ 000	Tonnes	€ 000	Tonnes
Algeria	48,210	10,808	47,312	7,904	715,361	1,026,271	157,122	241,352	-2	-27	-78	-76		
Bahrain	36,145	5,372	34,702	6,083	100	21	139	34	-4	13	40	61		
Djibouti	74	14	50	6	137	136	138	48	-32	-59	1	-65		
Egypt	135,648	28,670	138,458	30,737	28,039	34,520	24,715	33,261	2	7	-12	-4		
Iraq	56,039	13,427	57,089	11,934	88	13	29	1	2	-11	-67	-93		
Jordan	51,317	7,054	58,060	8,236	1,943	188	781	166	13	17	-60	-12		
Kuwait	97,928	5,847	55,713	3,542	377	135	381	164	-43	-39	1	22		
Lebanon	59,463	3,206	70,883	3,464	5,230	4,705	6,075	1,306	19	8	16	-72		
Libya	31,336	2,858	58,564	8,420	169,669	250,905	164,270	257,346	87	195	-3	3		
Mauritania	1,627	308	659	387	126	9	58	4	-59	26	-54	-59		
Morocco	68,283	6,371	60,056	5,470	20,371	17,413	23,602	34,921	-12	-14	16	101		
Oman	46,942	1,765	56,504	2,000	6,200	3,985	5,656	3,995	20	13	-9	0		
Qatar	58,541	2,000	56,088	2,051	4,384	3,369	6,163	4,431	-4	3	41	32		
Saudi Arabia	626,196	31,269	642,472	38,356	4,131	1,036	74,998	95,906	3	23	1,716	9,156		
Somalia	625	75	636	69	22	2	18	2	2	-9	-20	-8		
Sudan	13,546	1,775	19,369	2,018	1,397	633	1,298	641	43	14	-7	1		
Syria	18,103	2,040	5,868	290	326	80	33	2	-68	-86	-90	-98		
Tunisia	15,093	5,160	19,196	2,799	12,482	8,930	14,086	13,107	27	-46	13	47		
United Arab Emirates	373,678	18,963	288,989	15,474	23,255	3,956	16,643	5,425	-23	-18	-28	37		
Yemen	11,820	2,248	9,834	1,869	0	0	20	5	-17	-17	65,174			
Grand Total	1,750,613	149,228	1,680,501	151,109	993,639	1,356,308	496,224	692,119	-4	1	-50	-49		

UAE Stock Markets Should Unify Back Offices – Abu Dhabi Bourse CEO

Rashed al-Baloushi, CEO of the Abu Dhabi Securities Exchange, did not specify a timeframe for the proposal.

Stock markets in the United Arab Emirates should unify their back office operations and processes for settlement and regulation, the chief executive of the Abu Dhabi Securities Exchange (ADX) said on Sunday Feb 16 2014

Last year Abu Dhabi and neighbouring Dubai hired banks to advise on a possible state-backed merger of the ADX with the Dubai Financial Market (DFM), which would be one of the biggest reforms in the UAE's financial industry in recent years.

Rashed al-Baloushi, addressing a news conference at a financial event in the UAE capital, declined to comment on progress in the talks or say whether a merger was likely.

But he said that if a merger did not happen, consolidating the exchanges' back offices, which handle record-keeping and other administrative tasks, would be a good alternative. Other bourses in the Gulf Cooperation Council could unify their back offices with the UAE's combined system later, he added.

"It is a good step forward and very important for the stock markets. At ADX we will consider that point," Baloushi said, citing the example of Cairo and Alexandria, as well as European exchanges.

Baloushi said the ADX was initiating the idea of combining back offices and was recommending it to all stake holders, including investors, listed companies and brokerages. He did not say when it might take effect; the DFM declined to provide any immediate comment.

Consolidating the back office operations of the ADX and the DFM could cut costs and, by creating a single framework for settling trades, make it easier for more foreign investors to enter the UAE, fund managers and analysts say.

Because of political sensitivities and fast-changing valuations – the DFM's shares rocketed 142 per cent last year as trading volumes in Dubai's market boomed – the two emirates could find it difficult to agree on a full merger. A partial consolidation might be much easier.

"You can easily merge the back offices of Dubai and Abu Dhabi stock markets," Jeffrey Singer, Chief Executive of the DIFC Authority, which oversees Dubai's financial centre, told reporters at the event.

"When international investors look at the pool, they'll see more companies, more scale and liquidity here."

Singer was formerly chief executive of NASDAQ Dubai, the smaller of Dubai's two stock markets, which has already consolidated back office operations with the DFM.

The ADX expects this year to introduce market makers, dealers which maintain trading liquidity by undertaking to buy or sell at specified prices at all times, Baloushi mentioned, adding that the exchange was working closely with the UAE regulator to establish a legal framework for this.



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Saudi's Tallest Tower To Consume 80,000 Tonnes Of Steel

Saudi Arabia's Kingdom Tower, which is 173 metres taller than Dubai's Burj Khalifa, is slated for completion in 2018.

Saudi Arabia's Kingdom Tower, the world's first kilometre-high skyscraper, will consume around half a million cubic metres of concrete and 80,000 tonnes of steel, according to experts.

Saudi Bin Laden Group (SBG), the construction company tasked with building the skyscraper, has appointed the consultancy Advanced Construction Technology Services (ACTS) to carry out the quality control of all materials used in the construction of the tower.

Situated in Jeddah, the Kingdom Tower will have a total construction area of 530,000 square metres and will comprise of 200 floors, 160 of which will be habitable.

Being built at a cost of \$1.23 billion, the Kingdom Tower will be at least 173 metres taller than Dubai's Burj Khalifa.

The tower, which will be developed by Jeddah Economic Company (JEC), is the centrepiece and the first construction phase of Kingdom City, a 5.2 square kilometre city in Jeddah along the coast of the Red Sea.

Work on the tower began in 2012 after a number of construction delays. It is scheduled to be completed by 2018.

Owing to the tower's height, ACTS said that special equipment would be deployed to ensure that the concrete could be pumped to high elevations.

Around 100 expert staff members would work on the testing for the skyscraper, a statement said.

The consultancy will also install a fully equipped site laboratory, which will carry the day-to-day quality control operations and will provide specialised testing services from its laboratory facility in the Briman area of Jeddah.

"We will be investing our experience and knowledge to provide accurate, traceable and reliable test information in the largest mega tall building in the world," said Khaled Awad, chairman of ACTS.

ACTS has previously worked on projects such as Jeddah's King Abdulaziz International Airport, which involved the testing of around 3.5 million cubic metres of concrete.

Ireland - Saudi Arabia Joint Economic Commission meeting in Riyadh



The ninth meeting of the Joint Economic Commission (JEC) between the Governments of Ireland and Saudi Arabia was held in Riyadh from 18-19 February 2014, six weeks after the visit of the large Irish trade mission headed by Taoiseach Enda Kenny and Minister Richard Bruton.

The JEC was established following the signature of an Economic and Technical Cooperation Agreement between the Governments of Ireland and Saudi Arabia in 1983.

The Irish side was led by Colm Ó Floinn, the Director-General for Trade and Promotion at the Dept. of Foreign Affairs and Trade, who was accompanied by representatives of the Dept. of Agriculture, the Dept. of Education, Enterprise Ireland, Bord Bia and by Ambassador Niall Holohan from the Riyadh Embassy.

The Saudi side was led by Dr Yousef Al-Saadon, the Deputy Minister for Economic and Cultural Affairs at the Saudi Foreign Ministry, and a team that included Ambassador Abdulaziz Aldriss from the Saudi Embassy in Dublin.

Among the items discussed in the course of the meeting were:

- Increasing the number of Saudi students at Irish universities and colleges
- Improving the access for Irish beef and lamb to the Saudi market
- Co-operation in water technology and wastewater management
- Co-operation on matters of civil aviation including proposals for the signing of a bilateral air transport agreement between the two countries
- Co-operation in the field of science and technology.
- A Protocol was signed at the conclusion of the meeting referring to the above issues. It was agreed furthermore that the next session of the Joint Commission would be held in Dublin at a date to be decided.

Taoiseach meets Qatari directors of AICC

During his recent visit to Qatar Taoiseach Enda Kenny met two of the Arab members of the board of the Arab-Irish Chamber of Commerce, Sheikh Khalifa Bin Jasim Al-Thani, President of the Qatar Chamber of Commerce & Industry, and Mr Rashid Bin Hamad Al-Athba, Director of the Qatar Chamber. They both highlighted the significant opportunities for growth in our bi-lateral commercial relationship and committed to support the efforts of the Irish government, its agencies and Irish businesses to expand trade and investment activities between Ireland and Qatar.



Left to right: Julie Sinnamon, Chief Executive – Enterprise Ireland, Ahmad Younis, Secretary General – AICC, Taoiseach Enda Kenny T.D., Rashid Bin Hamad Al-Athba, Director – Qatar Chamber of Commerce & Industry and board member of AICC, Minister Richard Bruton T.D. and Joe Geoghegan, Chairman – AICC



Jim Sheridan



Dublin Arabic Film Festival, a Festival of Firsts

With three Arabic films nominated for Academy Awards this year, it seems fitting that Dublin will soon play host to its first Arabic Film Festival. Film director Jim Sheridan tells Lynne Nolan how the festival line-up will present a different perspective on Arab culture.

“It’s kind of almost like the first really good year for Arab cinema worldwide. I think we’re coming in at the right time. It’s not a political thing, they’re just the best films out there,” comments Jim Sheridan, President of the Dublin Arabic Film Festival (DAFF), on the planned line-up for the forthcoming Dublin Arabic Film Festival.

Sheridan has approached some of the hottest names in the Arab film industry to attend the inaugural DAFF — which is sponsored by Dubai Duty Free — which will take place at Dublin’s Light House Cinema from 8-11 May.

“We’ve got a few people who’ve said they’ll come like Hany Abu-Assa, who directed ‘Omar’ [which earned Palestinian director Hany Abu-Assad an Academy nomination for Best Foreign Language Film] and the film’s going to come out in Ireland pretty soon after we show it,” Sheridan reveals.

Sheridan, who headed the Muhr Arab Feature Competition jury at the Dubai International Film Festival last year, says: “Dubai is probably the backbone of what we’re bringing, because all the good Arab films go there.”

The festival’s origins are, it transpires, surprisingly

simple. “From my point of view, I didn’t really like the politics of American cinema in relation to the Arab world,” Sheridan explains, “so that’s one of the reasons I wanted to start the Dublin Arabic Film Festival.”

Applauding the work of German filmmaker Rainer Werner Fassbinder, who wrote and directed ‘Ali: Fear Eats the Soul’ (1974), Sheridan mentions how “that kind of got me interested in that kind of culture, as did ‘Lawrence of Arabia,’ and we have a great kind of welcome in the Arab world.”

The Arab film industry is rising in importance globally, Sheridan believes, and with Dubai and Abu Dhabi conveying their interest in attracting movies, “it might be worthwhile at some point to do an Arab-Irish, or United Arab Emirates-Irish co-production deal.”

“The way things are changing in the Arab world, I think you’re going to see a lot more cinema coming out of it,” says Sheridan.

Impressed by the high standards, Sheridan has selected some of the films shown in Dubai to bring to Dublin, ensuring a range of films from across the region, including Morocco, Kuwait, Lebanon, Saudi Arabia and Egypt. He also highlights ‘Atlantean’,

a quartet of documentary films by Irish film maker Bob Quinn, which impressed him greatly.

Sheridan is currently working on a project for the Weinstein Brothers. "I'm doing one of the Ten Commandments. "I got 'Don't Take the Lord's Name in Vain', probably because I'm Irish," he jokes. "They asked me for a quote. I said, 'I have a great respect for most of them.'"

"I'm doing something about people who take the Lord's name in vain by killing in the Lord's name, so I think it'll be very interesting, it'll be edgy."

The award-winning director mentions how he has also been "trying for a while to get a movie about growing up on Sheriff Street made", adding how "it's more difficult; it's hard to get dramas made now."

Interest in the forthcoming festival is understandably significant. Legenday Egyptian actor Omar Sharif has confirmed his attendance, while Haifaa Al Mansour, the first female filmmaker in Saudi Arabia and regarded as one of the most significant cinematic figures in the Kingdom, has told Sheridan that she would be "honoured" to attend the event.

The first woman from Saudi Arabia to direct a feature film, Al Mansour directed exterior scenes for 'Wadjda' in Riyadh from inside a van, watching the actors on monitors and communicating via walkie-talkie.

The film, which was awarded Best Foreign Language Film at the Boston Society of Film Critics Awards 2013 and was a nominee at the BAFTA Awards 2014 in the Best Film not in the English Language category, 'Wadjda' tells the story of a 10-year-old girl living in a suburb of Riyadh, who constantly pushes the boundaries of what she can get away with.

"No person ever made a movie in Saudi Arabia, never mind a woman," Sheridan says. "We'd be emphasising the role of women in that particular movie, which is not at all repressive, as the western media makes it out to be. Haifa's very smart, I'm interested in what her next movie will be."

He adds: "I was on the jury with Haifa in Dubai, she was great fun, and we gave the award to 'Omar,' which was nominated for an Oscar, as was 'The Square'. We might show 'The Square', though it's been shown, if we can get the director to come."

In addition to 'Omar' and 'The Square', 'Karama Has No Walls' is the third Arab film to be nominated for an Oscar. Directed by Sara Ishaq and a nominee in the Documentary Short category, the film is set amidst Yemen's 2011 uprising. Through the lenses of two cameramen and two fathers' accounts, it shows the people behind the statistics and news reports.

The festival will focus on feature films rather than shorts, however, providing an opportunity for cinema-goers who were previously unfamiliar with Arabic films to check out some of the best the

region has to offer.

Sheridan mentions how it would be good "to get distribution for the Arab films throughout the world", adding how "there is also "a little market for Irish movies there that I think will pick up."

Another film to capture Sheridan's attention in Dubai last year was Moroccan director Hicham Lasri's second feature, 'They Are the Dogs' (C'est Eux Les Chiens), "a very strong, political film."

"They arrested a lot of people in Morocco in the 1980s and some of them were never released," like the film's character Majhoul, who has been released after 30 years as a political prisoner and is now looking for his wife and children.

The festival's director Zhara Moufid is a Moroccan-born actress, scriptwriter and filmmaker, who has made documentaries about the Iraqi people in Dublin after the invasion of Iraq and Sri Lankan refugees in India.

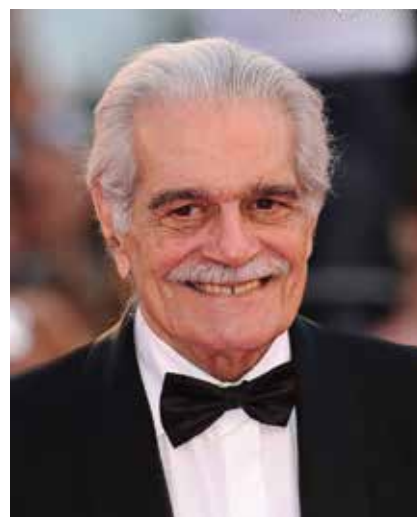
Sponsors of the festival include the Arab-Irish Chamber of Commerce, the Department of Arts, Heritage and the Gaeltacht; Jumeirah, ESBI, Hell's Kitchen and Emirates, with events to include a VIP opening night reception and talks. Special guests, meanwhile, will include the President of Ireland, Michael D Higgins, while Jimmy Deenihan TD, Minister for Arts, Heritage and the Gaeltacht, and Oisín Quinn, the Lord Mayor of Dublin, are amongst its supporters.

According to Sheridan, the plan for DAFF in future years is that it will become a major cultural event in Ireland, celebrating not just Arabic films but also showcasing Arabic music, dance, food, exhibitions and more.

A unique opportunity to gain an understanding of Arabic culture and history, the Dublin Arabic Film Festival's mission is to enhance public understanding of Arab culture and to provide alternative representations of the Arab people that contradict the stereotypical images frequently encountered in the Western mass media, Sheridan explains.

Psychologist Simon Baron-Cohen has a particular interest in the nature and functioning of empathy, having written books such as Zero Degrees of Empathy, Mindblindness and The Essential Difference.

Sheridan mentions that Barren-Cowen writes about how people find it hard to empathise with a foreigner, or with someone they don't know. "Film helps to bridge cultures and gaps. It's about reaching out a hand and being friendly; small gestures."



Omar Sharif will be a special guest at The Dublin Arabic Film Festival

Preview of the DAFF line-up



Wadjda

This first feature film shot entirely in Saudi Arabia, Wadjda tells the story of a young girl living in a suburb of Riyadh determined to raise enough money to buy a bike in a society that sees bicycles as dangerous to a girl's virtue. Even more impressive, Wadjda is the first feature film made by a female Saudi filmmaker. In a country where cinemas are banned and women cannot drive or vote, writer-director Haifaa Al Mansour has broken many barriers with her new film.

Factory Girl

The film tells the story of one year in the life of Hiyam, a young Egyptian woman working in a clothing factory who falls in love with her supervisor. At the heart of the tale is a bigger issue, though: women who search for independence while being caught in the throes of a repressive society.

They Are the Dogs

It's 2011 and a dispirited film crew is on the street taping sound bites from protesters at a demonstration in downtown Casablanca. Lotfi, a journalist sent to report on political unrest, notices Majhoul an emaciated and confused-looking man, uninterested in being interviewed. Majhoul has been released after 30 years as a political prisoner and is looking for his wife and kids, so Lotfi and the crew promise to help piece together the puzzle.

Rags and Tatters

In one of the most extraordinary nights in the history of Egypt, the prisons were suddenly opened, leaving thousands of prisoners wandering the desert. Among them was one man trying to find his way in a city that is rapidly changing for good.

Adios Carmen

In 1975, 10-year-old Amar lives in a village in northern Morocco with his violent uncle, waiting for the unlikely return of his mother, who has left for Belgium. He finds a friend in Carmen, his neighbour, a Spanish exile who works as an usher at the village cinema. Carmen helps him discover a world of Cinema previously unknown to him.

Monsieur Ibrahim et Les Fleurs du Coran

A boy from a broken home finds a friend in an insular, spiritual shopkeeper Omar Sharif. Set in 1960s Paris, the film revolves around Momo (Pierre Boulanger), a young man who lives alone with his father in the bustling Rue Bleu district.



Lawrence of Arabia

The highly literate historical epic covers the Allies' mideastern campaign during World War I as seen through the eyes of the enigmatic T. E. Lawrence (Peter O'Toole). After a prologue showing us Lawrence's ultimate fate, we flash back to Cairo in 1917.

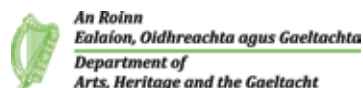
Lion of the Desert

Directed by Moustapha Akkad and funded by the government under Muammar Gaddafi, this desert epic about a Libyan hero who helped his nation fend off an Italian invasion in 1929 stars Anthony Quinn as Omar Mukhtar, who organises Libyan forces to hold off the encroaching Italian troops under General Rodolfo Graziana, played by Oliver Reed.

For More Information Visit www.dublinarabicfilmfestival.ie



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HE Ambassador Lootah with Ahmad Younis CEO Arab Irish Chamber of Commerce



HE Ambassador Lootah with HE Ambassador Abdulaziz Aldriss, Saudi Arabian Ambassador to Ireland



HE Ambassador Lootah with HE Ambassador Khales of Morocco



HE Ambassador Lootah with HE Egyptian Ambassador Elkholi



HE Ambassador Lootah with HE Ambassador Dato' Ramli Naam of Malaysia

UAE Celebrates National Day

The UAE's Ambassador to Ireland, HE Mr. Khalid Lootah, hosted a reception marking the 42nd anniversary of the founding of the United Arab Emirates.

The event, which took place in the DoubleTree by Hilton Hotel in Dublin 4, took place on 2 December 2013 and was attended by a number of senior Irish officials and ambassadors accredited to Ireland, as well as other high-ranking officials.

UAE National Day marks the UAE's formal nationalisation from the British Protectorate Treaties, which ended on 1 December 1971, and the eventual, federal unification of the seven emirates in 1971 which combined to form the modern-day country, headed by Sheikh Zayed bin Sultan Al Nahyan, the federation's first president.



HE Ambassador Lootah with HE Ambassador Lou Linquan Chinese Ambassador and MME Quio Li



HE Ambassador Lootah with Ahmed Mostafa Minister Plenipotentiary at The Egyptian Embassy



HE Ambassador Lootah with Yussef Dorkhom Counsellor and Deputy Head of Mission Palestine



HE Ambassador Lootah with Paul Kehoe TD Government Chief Whip and Minister of State



HE Ambassador Lootah with Peter Jackson Enterprise Ireland



HE Ambassador Lootah with Frances Fitzgerald TD, Minister for Children and Youth Affairs



HE Ambassador Lootah with Seán Barrett T.D, Ceann Comhairle



HE Ambassador Lootah with Mr Justice Paul Carney



Hamad Al-Shamsi at UAE Day.



HE Ambassador Lootah with members of The Irish Defence Forces



HE Ambassador Lootah with Pat Kelly Dept of Foreign Affairs



HE Ambassador Lootah with a member of The Irish Defence Forces



Jim Sheridan and Jim Mongey at UAE Day



HE Ambassador Lootah with Dick Spring



HE Ambassador Lootah with Alexander Fitzgerald, Editor of *Irish Tatler Man* and consultant for *The Arab Irish Journal*



HE Ambassador Lootah enjoying the festivities at UAE Day



HE Ambassador Lootah with students attending UAE Day celebrations



HE Ambassador Lootah with friends and colleagues celebrating UAE Day



Mr and Mrs Raymond Murphy with HE Ambassador Lootah



HE Ambassador Lootah with students celebrating UAE Day



HE Ambassador Lootah with Emirates Airlines' Aurelie Tommasino, Karolin Tamaddon and Anita Thomas



HE Ambassador Lootah with Robert van der Burg and Margaret Shannon, Country Manager Emirates Airlines



AICC Staff



Finding the hidden treasure: Fibber Magee's



Mark Hutton re-opened Fibber Magee's in Dubai in 2004 with a vision that it would be a great pub and as Irish as it can get, he says.

Fibber Magee's was born in June 1996 and has experienced its ups and downs over the years, according to owner Mark Hutton. Now its customers call Fibber Magee's a "hidden treasure", partly because of its traditional Irish hospitality and the home of comfort food and great beer, and partly because it's really hard to find!

"You'll find the crazy, friendly atmosphere addictive, with welcoming staff and the relaxed service approach adding just the right ambience for the perfect pub atmosphere. Whether coming to watch your favourite sports, to enjoy drinks with your friends while listening to Paddyman, Skitzophonics or Boxty, or just to play the Quiz Night, Fibber's always provides good craic!"

Located in the heart of Sheikh Zayed Road, about 500 metres away from the World Trade Centre Metro Station, Fibber's can be somewhat hard to find - but that just adds to the character of the pub. Fibber's has made its name as a quality pub serving great

beer as well as a diverse and good quality menu.

What makes Fibber Magee's Irish? It's a tough call being in Dubai, as the country has the most cosmopolitan mix of people you will find anywhere in the world, Mark Hutton says.

"We have nearly 70 staff, from all over the world, but none are Irish. We have Irish products, such as are available in the market, but ask any of the many Irish people who frequent Fibbers and they'll tell you 'it's the nearest thing to a touch of home in Dubai.'"

Fibber Magee's has also created its name in the field of event catering and has proven itself by serving the Dubai Rugby Sevens for many years. "We catered the Mission Impossible crew when they filmed MI4, as well many local events," says Hutton.

Visit Fibber's over St Patrick's Weekend on March 14 and listen to David Wallace on stage, LIVE! Enjoy the Craic! Or hang around all weekend for some trad music from Boxty and Irish craic from the Paddyman.

Enjoy the. Craic!



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Ms. Jennifer McGarrigle and Ms. Noora Sultan Saqer Al Suwaidi



Exquisite Events: Dubai's Elite Arrive In Style

The opulent Ritz-Carlton, Dubai welcomed guests to the launch party of the newly established events & floristry company Exquisite Events. Dubai's elite arrived in style to support the newly founded company, which is owned by Dubai's own entrepreneur, Ms. Noora Sultan Saqer Al Suwaidi and Irish businesswoman Ms. Jennifer McGarrigle.

The two businesswomen met through a mutual acquaintance and spotted a gap in the market to launch their events company. "There are many event companies here in the UAE. However, we saw an opportunity to bring two very different cultures together which would allow us to work with clients from all backgrounds," said Jennifer. "We both had extensive experience and connections in our own professional circles. Being Irish and Emirati allowed us to join forces to build our success story. Being women in business in the UAE has its challenges - we have learned to adapt and stay focused. Hard work and perseverance has paid off. There is never a short route to success."

Exquisite Events is now going from strength to strength; with the announcement of the 2020 World Expo corporate business has never been better. Even at this very early stage, the company is seeing the demand for excellent event management specialists in Dubai and other neighbouring Emirates.

Being from different backgrounds has allowed Jennifer and Noora to see every angle of their clients business and the best possible way to showcase their brand or service to appeal to a global market.

The market in the UAE is very competitive; companies need to offer their clients a sophisticated and memorable event if they wish to stand out from the corporate clutter. Exquisite Events offers a service which is completely tailored to the client's budget, and the message they would like to convey to their guests.

Their launch event showcased some of Dubai's finest suppliers in the industry. One of the many highlights of the evening was from Diamond Soirée - each guest was handed a glass flute



with a Swarovski crystal at the end of the glass. Guests had their crystal inspected on the spot by a trained professional and one lucky guest possessed a real diamond.

"We wanted to offer our guests something different and exciting," said Noora. "That is the ethos behind Exquisite Events - we understand our clients and provide them with a service that far exceeds their expectations".

Among the many influential guests who attended the event to support the collaboration were some of Dubai's corporate elite and VIPs. "It was truly amazing to have such wonderful support and well wishes on this important occasion to launch our new company," said Jennifer.

Other highlight on the night included renowned opera singer Paul Bester and a stunning display of fireworks, which closed the event in style.

To contact Exquisite Events directly for bookings and information, please email noora.alsuwaidi@exquisiteevents.ae or jennifer.mcgarriple@exquisiteevents.ae

Exquisite Events offer a service which is completely tailored to the client's budget, and the message they would like to convey to their guests.

Exquisite Events
PLANNING & DECOR

Grand Designs

From working on the interior design of one of the World's Top 10 Homes to designing villas used entirely for entertaining, Serendipity by Design's managing partner Rebecca Gernon delights in her clients' quirky demands, writes Lynne Nolan

Since arriving in Dubai 21 years ago straight from college in Dublin, Rebecca Gernon's career in architecture and design has been on an upward trajectory.

As a design architect with WS Atkins on the Burj Al Arab, Gernon was tasked with working on the façade and the Helipad, which, she recalls, "was a fantastic opportunity for a graduate and I loved working on such an Iconic building."

The big break opened doors for her to meet designers and suppliers in the emirate, which led to her second assignment. Approached by an Italian interior design firm Decorpoint International, which was looking to set up a

Dubai office, Gernon was appointed as its general manager and lead designer at the age of 24.

Heading up and expanding the operation over the next eight years, she worked on a number of prestigious projects including the Fairmont Dubai, Le Méridien Mina Seyahi Beach Resort, The Apartment Club, and elements of the new concourse at Dubai International Airport.

"During my time there, I grew the company from two to 55 employees and we concentrated mostly on hotel and shopping centre design," Gernon mentions.

By 2002, however, Gernon started to miss architectural design and master planning, which



Rebecca Gernon, managing partner and lead designer at Serendipity by Design

"I PAVED THE WAY A LITTLE FOR OTHER WOMEN IN THIS BUSINESS OVER MY YEARS HERE, AND NOW I AM NOT JUDGED ON BEING A WOMAN IN A MAN'S FIELD, BUT BY MY TALENT"

had been her key areas in study, and the following year she made

the decision to "take the leap" and open her own design practice, "which would encompass all my design abilities from master planning through to architecture, landscape and Interior design."

Having spotted this niche for a turnkey full-service architectural practice, Serendipity by Design was born.

"I wanted to offer the market a service that was very difficult to find and that was a boutique company that can start a project from a blank piece of paper all the way through to moving

in," explains Gernon, managing partner and lead designer at Serendipity by Design.

Established in 2003 with four employees, Serendipity by Design now employs 10 people at its Dubai office and has another 10 employees at its Manila branch.

"We are a boutique design office and only employee designers who are flexible and multi-talented. Sure, everyone has their specialties, but generally all of my designers can flip between an architectural design project and an Interior design project on the same day."

This is a brand pillar for the firm, Gernon explains, as "we offer our clients a holistic

approach to design that is hard to find in other offices. Our lead designer on every project will be able to design the project from A-Z, therefore not diluting the concept idea since it is the same brain that is carrying the concept through all the design disciplines and stages."

The firm's vision is to create communities that provide a holistic approach to living, which is ecologically considerate, economically viable, community-orientated and self-sustainable in a captivating and trend-setting way through



the application of sustainable, green design and living practices, in addition to the use of latest technology available devoted to the conservation of the planet.

Unlike the global corporate design offices churning out designs, Serendipity by Design stands apart from other companies as a boutique, owner-operated design practice that designs with passion and experience.

Working within its own backyard to make a difference locally and regionally, Serendipity by Design is loyal to its clients' desires for their projects. "In essence, we translate our clients' desires into built form and love every minute of it," Gernon explains.

"In return, our clients recognise the all-encompassing passion we share with them for their projects, the bespoke service and attention that we give and our ability to transform a Greenfield site into a turnkey asset from A-Z."

Serendipity by Design has also made its mark designing private work for prestigious clients including members of the Royal Family, as well as highly respected local families and business moguls, priding itself on the repeat custom it has witnessed through the years.

"They know that when they return to us with a new project that they will be dealing with the same team of people as they have over the last 11 years. I have only ever lost two of my senior staff

and that was because they were branching out on their own and now collaborate with us when required. In a city as transient as Dubai, that is very comforting for a client," Gernon mentions.

Serendipity by Design has been responsible for more than 7,000 homes, 2,000 hotel rooms, over 35 restaurants, seven corporate headquarters, and five palaces to date, not to mention a couple of shopping centers, schools and entertainment complexes, with projects covering the entire region, as well as Africa and Asia.

"Our clients range from the largest developers in the region all the way through to private investors and individuals," Gernon says.

Furthermore, the firm has worked on major projects for the top players in Dubai's property business, including Aldar, Nakheel, Emaar, Indigo Properties, and global capital partners, from master planning communities through to architectural design and interior design.

Serendipity by Design has also designed hotels for branded chains, including Le Meridien, Royal Meridien, Fairmont, Millennium, and Crowne Plaza, across the Middle East and Africa.

"Our regional clients also include the largest developer in Qatar, United Development Company, and Amer Group in Egypt, where they have awarded us full turnkey projects, encompassing all of our design disciplines master planning, architecture, interior design and landscaping."



Describing herself as “a designer and a perfectionist,” when asked about the projects she is most proud of, Gernon says, “it is very hard to single out any project that I am completely satisfied with. Of course I am proud of all the projects that I have designed but always think that next time I will do it better.”

“Prior to Serendipity by Design, I am proud of my design for the helipad on the Burj al Arab, and also the concept design for Mercato Shopping Mall in Jumeirah, Dubai.

Some projects that stand out for Serendipity by Design, she mentions, include the villas for all 17 fronds of Palm Jebel Ali, which accounts for 37% of the total land mass.

“We designed all the garden homes, signature villas, frond end villas, and townhouse clusters. These were designed in three styles - Arabic, Mediterranean and contemporary - so it was a great challenge for us.

When they were released by Nakheel into the market, they were really well received by the investors, which was a great feather in our cap. Unfortunately none of them have been built yet.”

Al Bateen Park, for Aldar Properties, is a residential community close to Abu Dhabi’s Emirates Palace Hotel, comprising of 14, four- and five-bedroom villas, 77 townhouses and 268 apartments in 12 G+6 buildings.

“We were responsible for master planning, architecture, interior design and landscaping. I





enjoyed working on this project because it proved that our design ethos really makes a difference," she says.

The project was designed pre-recession and needed to be completely re-designed since neither the master plan nor the buildings' internal planning actually worked, Gernon explains, "but the timeframe was very short to get it to market so we were asked to keep the outer shell of the buildings as they were, but to re-plan the entire interior layouts and also to relocate and re-master plan the community while re-designing the exterior elevations."

Serendipity by Design had the opportunity to prove to the client how it is design from the inside out when dealing with residential properties and "gave them a product they were proud of in a community that is a pleasure to live in. When they went to market the development was sold out very quickly even though it was in the recession. We got to prove the value that we give our clients through holistic design giving them a product that will appeal to any end user."

On a "completely different scale from other projects," Gernon says working on the interior design and landscaping of a private villa in Dubai's Emirate Hills, belonging to her client, Mr

Mahesh Tourani, was "a great pleasure".

"I have worked with this client over the past 18 years on various projects, big and small, and when it came to designing his villa he would not hear of anyone else but Serendipity by Design to design it," she recalls.

The result of their collaboration was a very unique house that ranked fifth in Hello magazine's list of the 'World's Top 10 Homes' in 2011, alongside the likes of properties owned by Oscar de la Renta, Roberto Cavalli and Richard Branson. The landscape design also won first prize in the UK for Best Residential Pool at the SPATA awards.

Gernon receives demands from clients in the UAE that she would "never have faced" if she had stayed in Ireland, "but I must say I love the quirkiness of those demands and trying to satisfy the client. This happens mostly in the private residential sector where I have designed entire villas of over 20,000 sq. ft. that are purely for entertaining, not to live in."

When Gernon first started designing the interiors of palaces, she remembers being stunned to discover that the bedrooms were the same size as a two-bedroom townhouse in Dublin, and "that took a lot of getting used to."



“DUBAI, IN PARTICULAR, IS LOOKING TO MAKE ITS MARK ON THE INTERNATIONAL STAGE AND I THINK NOW IS A GREAT TIME FOR DESIGNERS TO TAKE THE BULL BY THE HORNS AND CREATE A DEFINITE DUBAI STYLE OF DESIGN”

“Now, there is no request too outside the box for me. In fact, the more bizarre the demand, the more interesting it makes the design,” she says.

Cash flow is king within the design sector, as with any other service-oriented business, Gernon mentions. As a boutique office, she has found it a challenge at times to get clients to pay, as “we don’t have the back up of an entire 20-strong accounts department that other corporate consultants have, so sometimes we suffer from non-payment or reduced payment, which always leaves a bitter taste in your mouth after pouring your heart into a design and giving the client what they want, in a fast turnaround time.”

When Gernon first came to the UAE 21 years ago, “it was hard to get my peers to take me seriously, since there were no women in my industry in this region, but I gladly think I paved the way a little for other women in this business over my years here and now I am not judged on being a woman in a man’s field, but by my talent.”

What does the future hold for Gernon? She expects to stay in Dubai for at least another 10 years or until retirement, and intends to make more of a mark on the Dubai landscape.

“I am lucky that what I do leaves an indelible mark on the country and I want to leave as much

of a built legacy for my children as I possibly can. With Dubai’s Expo 2020 coming, I would really enjoy getting involved with the project, after all I have spent half my life here helping to build the Dubai dream and would love to help the city shine on an international stage.”

There has been a shift in design styles in the region towards contemporary design, not only in the towers, but also now in the low-rise residential properties and within the interior design, Gernon believes. “This is a welcome shift for me and I have more and more clients looking for this style.”

She adds: “Dubai, in particular, is looking to make its mark on the international stage and I think now is a great time for designers to take the bull by the horns and create a definite Dubai style of design, taking all of our experience in design and the particular demands of the client and environment in Dubai and inventing a great hybrid design that is both beautiful and sustainable.”



Ahmad Younis CEO

Arab Irish Chamber of Commerce

The Arab-Irish Chamber of Commerce (AICC), a non-profit organisation, was established in 1987. It promotes commercial, industrial, tourist and financial relations between Arab countries and the Republic of Ireland. The AICC was established under the General Union of Chambers of Commerce, Industry and Agriculture for the Arab Countries. The General Union was founded in 1951 with 21 members representing the national chambers of commerce in 21 Arab states. The Head Office is located in Beirut www.gucciaac.org.lb. The board of the AICC has 12 Arab Directors who are nominated by the General Union and who represent the Arab countries, and 12 Irish Directors drawn from Chamber membership. Membership is open to all companies, organisations and individuals who are involved in, or have an interest in, commercial relationships between Ireland and the Arab world. We fulfil our mission through the delivery of a range of unique services to Irish exporting companies and through the provision of information, advice, introductions, connections and business leads to companies in Ireland and in the Arab markets.

Arab-Irish Chamber of Commerce

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Paul Murphy

Abbeyfield-Foods

YOUR GLOBAL FOOD PARTNER

Abbeyfield Foods (www.abbeyfieldfoods.com) is a Global Food Sourcing company based in Dubai and Dublin specialising in sourcing beef, offal, lamb, poultry, seafood, convenience foods, french fries and food related products throughout the world. The company was set up in 2007 and has grown rapidly over the past seven years.

Abbeyfield brings a wealth of experience in the exportation of quality food products. We have a long tradition of dealing in a multicultural environment with expertise in local market trends and conditions.

We are currently representing a number of Irish Companies in the Middle East and would be delighted to discuss any new partnerships with Irish companies interested in exporting to this region.

Abbeyfield Foods DMCC

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Executive Tower,

Jumerah Lakes Towers,

Dubai, UAE

Middle East



Tom O'Dowd
(Managing Director)

Astron Engineering Ltd

Astron Engineering is an innovative company specialising in customised food displays and have been designing & manufacturing bespoke equipment for more than 20 years, building our reputation on quality, reliability and service both at home and internationally.

Astron Engineering believes excellent food display is paramount. We ensure our cabinets meet the needs of the retail & hospitality sectors requiring the highest levels of energy efficient and customer friendly cabinets that keep food fresher for longer and looking great. From fresh cut fruit and juice displays to pre packed self serve units, we can design and manufacture a suitable solution. We are represented by a Dubai based Agent & service partner to cover the GCC to ensure the highest level of service for our clients.

Astron Engineering Ltd

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Web: www.astroneng.ie





Frank Kilbride
Managing Director

Aramex

Aramex provide comprehensive logistics and transportation solutions. Aramex is a publicly traded company on the Dubai Financial Market (DFM: ARMX), employing 14,000+ people in over 358 Aramex offices in 60 countries across 200 major cities. Aramex Ireland has been in operation since 1985, with locations in Dublin, Cork, Shannon and Belfast. Our service offering includes:

- Specialised Logistics Solutions
 - Express Road Freight Services – UK/IRL/Europe
 - Domestic delivery network
 - Air/Sea Freight Forwarding Services
 - Express Air / Courier services
 - Global Ecommerce Services
- Accreditations:
 - Irish Medicine Board Accredited
 - FDA approval
 - GDP Passport
 - AEO Accredited

Aramex

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Michael Looby and John Byrne

Byrne Looby Partners

Byrne Looby Partners is an international engineering services provider, delivering solutions for transport, industrial and utilities developments. Our core offering to clients is expert engineering delivery and great client care.

With offices in Doha, Dubai and Jeddah, we have delivered projects with a capital value up to \$2bn in the Gulf region, working for clients including Qatar Petroleum and The Royal Commission for Jubail. We offer project management consultancy (PMC), front end engineering design (FEED), detailed design, construction advice, client representative and advisory services. We have technical expertise in geoservices, water and wastewater, mechanical, electrical and process engineering.

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Tel: +974 4 410 0539

Contact: Rachel Kouyoumdjis – rkouyoumdjis@blpge.com

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Website: www.blpge.com

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Jim Woulfe

Dairygold Food Ingredients

Dairygold Food Ingredients Ltd (DFI) is Ireland's second largest milk producer, processing c.916million litres of milk annually into top quality cheese and dairy ingredients. Based in the heart of Ireland's fertile milk producing region, we source our milk solely from shareholder's grass-fed herds based in the temperate climate of South West Ireland.

Operating from 3 Irish-based processing facilities we produce a broad range of dairy ingredients with two plants concentrating on cheese production and others on dairy powders. Products are supplied worldwide either through our own sales offices in Ireland, Germany, Spain and through established partnerships in Asia.

At our French manufacturing facility we produce a range of high quality cheese powders and dairy-based flavours. Complementing these sites are two UK-based facilities. One specialises in cheese formatting and the other in the manufacture of soft and liquid cheese. The UK operations are market leaders specifically focused on supplying cheese ingredients into UK Food Manufacturers and Foodservice Operators.

Dairygold Food Ingredients

Address: Clonmel Road, Mitchelstown, Co.Cork, Ireland

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Contact name and numbers:

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Margaret Shannon
Emirates Country Manager

Emirates

Emirates, a global connector of people and places, has received more than 500 international awards and accolades for excellence. Emirates flies to 140 destinations in 79 countries across six continents and is the world's largest airline in available seat kilometres. Operating over 210 wide-body Airbus and Boeing aircraft, including the industry leading aircraft A380, Emirates has orders for an additional 380 aircraft, worth more than USD \$164 billion.

For more information please visit www.emirates.com

Emirates

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Phone: Reservations 01 517 1600

Web: emirates.com/ie



Morgan Mangan
Managing Director

Fóla Private Partners

Fóla Private Partners works with investors who wish to make qualifying investments into Ireland and obtain residency rights under the Irish Immigrant Investor Programme.

The Immigrant Investor Programme is open to non-EEA nationals and their families who commit to an approved investment in Ireland. Approved participants in the Programme and their immediate family members will be granted rights of residence in Ireland which will allow them to enter the State on multi-entry visas and to remain here for a defined period but with the possibility of ongoing renewal. The Programme will facilitate participants, over time, in establishing a permanent relationship with Ireland.

Address

www.fola.ie

Maoiliosa O'Culacháin (Chairman)

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Morgan Mangan (Managing Director)

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Kieran Duggan

Glanbia

Glanbia Ingredients Ireland Limited (GIL) is Ireland's leading dairy ingredients company processing 1.6 billion litres of milk or 30% of Ireland's milk pool. GIL has opened a representative office in Dubai in 2011 bringing it closer to the end customers in the Middle East region.

Our focus for the region is building awareness of GIL business strengths and growing sales in the region for Cheddar Cheese, Rennet Casein, Milk Proteins, SMP and WMP. GIL is forecasting a 50% increase in its domestic Irish milk pool by 2020 and is investing €160million in dryer capacity to handle this milk increase. Globally Glanbia manufactures over 500,000 tonnes of cheese and almost 250,000 tonnes of dairy-based ingredients.

Glanbia Ingredients Ireland

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Philip Earle, CEO

Glenbeigh Records Management

For over a decade Glenbeigh Records Management (GRM) have been empowering organisations to be in complete control of all the information they store, actively manage and shred. Specialising in offsite document storage, indexing, scanning, online data backup, shredding, media storage and vault storage, GRM are the perfect choice for all your records management needs.

GRM are part of the Glenbeigh Group which was established in 1985. Glenbeigh Construction, a sister company of GRM which also has operations in UAE built our new highly secure, state-of-the-art records management facility in Dubai. This facility combined with our committed customer service team, ensures that our thousands of satisfied clients can gain access to their critical data as and when they need it. We know your business depends on it.

Glenbeigh Records Management,

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Logistics City,
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Website: www.grm.ie



D. HEYER FOODS (IRL) LTD.

D. Heyer Foods (Irl) Ltd. is an international meat and food trading company based in Dublin, Ireland.

Various companies within the group have been involved in trading activities for more than 50 years, with particular emphasis on beef, so we are well and truly long established.

Our particular speciality and principal activity is the supply of frozen and chilled beef from a number of south American producing countries such as Brazil, Paraguay, Uruguay and Argentina to a range of Middle East and Gulf markets, such as Saudi Arabia, Kuwait, Bahrain, Qatar and the United Arab Emirates as well as markets in the Indian Ocean, South Pacific etc....We handle all aspects of the transaction, from purchasing to sales, documentation and payments.

We look forward very much to receiving your enquiry.

D. HEYER FOODS (IRL) LTD.

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Eric Kavanagh,
Managing Director

Oil Field Solutions

OFS was founded in 2002 to provide rotating equipment specialists to the Oil & Gas, Power Generation and Energy industries. The OFS team of highly qualified professionals has many years' experience in these areas and possesses the expertise and ability to meet and exceed customers' needs. OFS is highly committed to the safety of our employees, reflected in our fully integrated QHSE system. OFS provides Rotating Equipment, Balance of Plant (BOP) and Process services worldwide in the following areas; Installation & Commissioning, Operations & Maintenance, Relocation & Project Management Services, Lifecycle Package Management Training & Competency Assessment Documentation Development

Oilfield Solutions Middle East DMCC

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Emirates
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Oilfield Solutions Ltd.

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Eddie Walsh CEO

Imtech Suir Engineering Ltd.

Imtech Suir Engineering Ltd. is one of Ireland's leading providers of Electrical, Mechanical and Instrumentation services. Suir Engineering was established in 1984 and remained in private ownership until October 2007 when it became part of the Imtech Group (Imtech NV). Rebranded as Imtech Suir Engineering in January 2012, our core competence centres on Electrical, Instrumentation and Mechanical Installations across a wide variety of sectors.

These sectors include:

- Pharmaceutical, Biopharmaceuticals & Medical Devices
- Power Generation, Power Distribution, Renewable Energy
- Industrial, Food and Beverage, Health Care
- Data & IT, Oil & Gas

In all aspects of our responsibilities, we work closely with our employees, clients, suppliers and subcontractors. We strive for continuous improvement and to balance short term and long term interests as well as integrate economic, environmental and social considerations into our strategic decision making.

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Contacts: Edward Walsh, CEO – +353 (0) 86 2522030 2.

Patrick O'Boyle, Managing Director – +353 (0) 86 812 0877 3.

Richard Hogan, International Director - +353 (0) 87 912 7406



Richard Cullen

The Jelly Bean Factory®

Established in 1998 by father and son team - Peter and Richard Cullen of Dublin, Ireland – “The Jelly Bean Factory®” is Europe's leading producer of gourmet jelly beans. Each gourmet bean is free from artificial colours and flavours and are Gluten Free, Nut Free, Gelatine Free, GMO Free, Kosher certified and Halal compliant, as well as being suitable for vegetarians and coeliacs. The company produces around 12 million gourmet Jelly Beans daily in 36 different flavours ranging from Passion Fruit to Pina Colada, Liquorice to Cinnamon in various innovative pack formats. Over 97% of all production is exported to over 50 countries worldwide and The Jelly Bean Factory® is the fastest growing brand of gourmet jelly beans in leading confectionery markets such as the UK.

The Jelly Bean Factory®

Address: Aran Candy Ltd., The Jelly Bean Factory®, IDA Business & Technology Park, Snugborough Road, Blanchardstown, Dublin 15, Ireland.

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Gareth Jenkinson

Jenkinson Logistics

Jenkinson Logistics is a leading Irish freight forwarder specialising in the transport by air of fresh Irish food products to the Arab countries and beyond.

We carry:

- Live, Fresh and Frozen Seafood
- Dairy Produce
- Beef
- Fresh Fruit and Vegetables
- Poultry

More than just a freight forwarder we offer added value services and assist in marketing strategy, packing and quarantine requirements as well as putting exporters in touch with local importers and buyers.

Founded in Dublin in 1975 we have a long history of assisting Irish exporters by air, sea and road. We offer innovative, cost-effective solutions driven by professional personnel.

Offices in Dublin, Cork, Shannon and Belfast.

Jenkinson Logistics
36 Airways Industrial Estate, Dublin 17
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www.jenkinson.ie

Contact Names and Numbers

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Jim Egan 086-2271669
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Maria McGovern

Kildare Village

Kildare Village, one of the Chic Outlet Shopping® Villages in Europe, is located less than an hour from Dublin and offers Ireland's leading luxury outlet shopping experience. With over 60 boutiques providing fashion and luxuries for the home, Kildare Village offers authentic previous seasons' collections with a unique selection of Irish and international brands and savings of up to 60% on the recommended retail price, seven days a week and all year round.

Anya Hindmarch, Brooks Brothers, Cath Kidston, Clarks, Church's, Coach, DNKY, Furla, Hobbs, Hugo Boss, Jack Wills, Juicy Couture, Karen Millen, Pandora, Samsonite, Superdry and Wolford are just a few of the international brands present, as well as Ireland's leading international designer, Louise Kennedy. A selection of services at Kildare Village includes a Tourist Information Centre; tax free shopping and a complimentary shuttle service to the nearby Irish National Stud & Gardens and the charming heritage town of Kildare. With a range of restaurants and cafés, the Village has become a destination for visitors seeking a superior shopping experience and an enjoyable day out.

Kildare Village

Contact: Maria McGovern, Director – Ireland, Kildare Village

Email: kildarevillage@kildarevillage.com

Telephone: 045 520 501

Website: www.KildareVillage.com



Chris Dodd

Beverly Hills Formula / Purity Laboratories

Beverly Hills Formula, the only Irish oral care and teeth whitening brand owned by Purity Laboratories, have been servicing the toothpaste and oral care industry successfully for over 20 years. The aim for the brand is to make that premium class smile available for everyone, which is being achieved through trading internationally, with products currently being available in Western and Eastern Europe, Middle East, Russia and Asia Pacific. All products within our Natural White and Perfect White ranges are low abrasion and high stain removal, focused on being safe and affordable at-home teeth whitening and complete oral hygiene solutions. Beverly Hills Formula is committed to using only the finest ingredients to produce high quality products that really work.

Purity Laboratories Head Office, Ireland

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Contact:

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Managing Director

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Murat Balandi
Country Manager Ireland

Turkish Airlines

Established in 1933 with a fleet of only five airplanes, Star Alliance member, Turkish Airlines is today a four star airline with a fleet of 230 aircraft (passenger and cargo) and most countries flying airline with 245 cities around the world. Comprising of 43 domestic and 202 international destinations. One of the fastest growing airline companies, we have received several "Passengers Choice Awards" from the consumer ranking group Skytrax. Based on 2013 results Turkish Airlines has been chosen the "Best Airline in Europe" for the third year running. Turkish Airlines main networks can be found in Europe, Russia, Central Asia, Far East Asia, the Middle East, Africa, North and South America. We currently have 10 weekly scheduled flights from Dublin to Istanbul departing Terminal 1 in Dublin International Airport with this increasing to 12 weekly flights from the 1st of April 2014.

Turkish Airlines Inc.

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Harry Johnston

Sepam

Sepam is an Irish Engineering, Procurement, Management & Construction Company established in 1976 and today operating in USA, Europe, Middle East, Asia, Africa, Australia and Former Soviet Union. The Company provides services to End Clients, Project Management and Construction companies, Engineering Procurement and Construction companies and Major Plant and Equipment Vendors and Suppliers.

With a flexible, experienced and capable multinational workforce, the company is committed to delivering projects Safety and to Highest Quality Standards. It provides leading edge technical solutions enabling it to continue achieving its excellent track record of meeting client's requirements. Sepam guarantee owner commitment, participation and accountability in everything it does.

Sepam Ireland

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Combilift

Combilift manufactures a wide range of customised solutions for the safe, space saving and highly productive handling and storage of long and bulky loads, palletised goods and containers. Combilift's portfolio encompasses 4-way trucks 2.5 - 25t capacities, multi-directional sideloaders and straddle carriers for handling containers and oversized loads up to 80t. The Aisle-Master range handles pallets in very narrow 2m wide aisles at heights up to 15m to achieve maximum storage density. The hallmarks of Combilift's products are indoor and outdoor versatility, the ability to replace other types of forklifts for more streamlined and cost effective handling and reliable long life operation. A substantial percentage of turnover is reinvested in R&D, enabling continual product development keeping Combilift at the forefront of its sector. Established in 1998, Combilift has sold over 20,000 units in 75 countries and has been successfully selling into Saudi, UAE and Qatar over the last 7 years.

Combilift,

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Ollie Brogan

ESB International

ESB International is a leading engineering consultancy firm to the global utility sector. ESB International has over 750 staff providing a full range of engineering, operations and maintenance solutions and strategic consultancy services. As a utility owned engineering consultancy, ESB International can offer unique and practical insight into the commercial and operational challenges facing the sector. It invests in, builds, owns, operates and maintains power stations and networks nationally and internationally, as well as trades electricity in competitive European energy markets. Headquartered in Ireland with offices in Ankara and Johannesburg, it has active operations in over 20 countries and has completed projects in 117 countries for numerous clients.

ESB International

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Instant Upright

Instant UpRight is the world's leading provider of aluminium access tower systems. Its product range includes aluminium mobile towers, walkways, work platforms and special access solutions. Instant UpRight provides quick, effective and economical solutions to customer's access requirements, wherever possible utilising standard components from its extensive product range. Instant UpRight aluminium scaffold systems are lightweight, high strength tower systems. Designed for fast easy assembly without tools, they are a versatile, low maintenance solution to virtually any access requirement.

Contact: Joe Oxley, District Manager

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Mel Ferguson

Sheehan & Company

Sheehan & Company is a city centre law firm founded in 1934 as a General Law Practice with an emphasis on commerce and property. The firm has always been proud of its reputation for integrity, confidentiality and professionalism which continues to consistently deliver the best results for its clients. Sheehan & Company has evolved into a premier boutique commercial office retaining 10 solicitors and additional support staff. The firm has recognised and specialist expertise in the areas of Commercial and Residential Property, Banking, Notarial Services, Commercial Litigation and Insolvency. We provide a full service to our Private Client Base, and one of our partners is a Notary Public and can provide a full notarial service for clients.

Contact:

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Tel: 01 6616922

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sheehan & company solicitors

FEXCO

FEXCO is one of the world's leading financial services transactions companies, offering an extensive range of services to international banking, retail and corporate customers. Since its foundation in 1981, FEXCO has been a pioneer in global payments, foreign exchange, transaction processing, tourism related financial services, managed services and business process outsourcing (BPO). Through commitment to innovation, product delivery and customer service, the company has built an extensive and enduring network of international partners and customers. FEXCO introduced the world's first DCC service in 1996 and continues to lead the market, providing solutions to over 70,000 merchants with 35 multi-currency enabled acquiring banks. From its base in Ireland, it has grown to become a fully global company with over 1,800 employees spread across Europe, the Middle East, the Americas and Asia Pacific. FEXCO Merchant Services also offers multi-currency pricing, global treasury solutions, gift and pre-paid spending solutions and consumer tax solutions.

FEXCO Merchant Services

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Beyond Grace's Rainbow by Carmel Harrington -review

This exploration of a woman's race against time to find her biological parents achieves a profound and poignant vision of love, friendship, family and making every second count.

Hailed as a cross between Maeve Binchy and Marian Keyes, Carmel Harrington prepared *Beyond Grace's Rainbow*, her first novel, as a self-published eBook in the hope it would be picked up by a publisher.

The strategy paid off. Harrington has since clinched a three-book deal with Harper Collins UK, with *Beyond Grace's Rainbow* now available in both paperback and as an eBook. "I am currently working on my edits for my second book, which will be published in June 2014."

A contemporary romance certain to appeal to fans of Irish fiction, set in both vibrant Dublin and the beautiful countryside of Wexford, *Beyond Grace's Rainbow* won several international awards including Kindle Book of the Year, Best Romantic Book, and Most Inspirational Book, in 2013 alone.

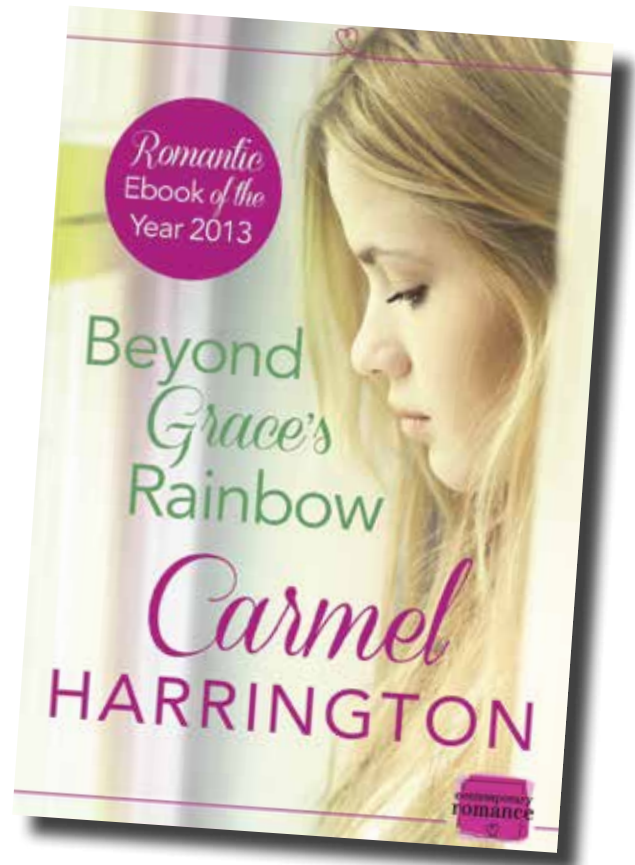
Wexford-born Harrington, who lives in a small rural village on the coast with her husband Roger and two small children, Amelia and Nate, always dreamed of becoming a published author.

"It was only when I became a full-time mother that I allowed my creative side to come to the fore and actively worked towards this goal."

The book delves into the story of a young woman who gave up her baby daughter for adoption 30 years ago, keeping the father's identity a secret from all who knew her.

This baby girl, Grace Devlin, is now a mother herself and needs her biological family's help. She has cancer and a bone marrow transplant from a family member could save her life. "So a race against time, with the stakes being the highest possible, Grace begins a brave search for her parents with the help of her friends," Harrington explains.

Having her writing likened to one of her influences Maeve Binchy was a wonderful privilege for Harrington, who also counts



Nicholas Sparks, Dean Koontz, Suzanne Collins, JK Rowling and Jane Austen among her favourite authors.

"I've always wanted to write, but somehow or other life took me on a very different journey and I worked for many years as a Sales and Marketing Manager for an American multinational. So, while I dabbled with short stories, I never seemed to find the time to devote myself to writing," Harrington says.

"However, every time I walked into a bookshop, or opened the page to a new novel, I would feel a 'pull' and know that I had to try it for myself one day. Thankfully, I gave into that 'pull' and it is one of the best decisions I have ever made. I feel completely fulfilled both personally and professionally and every day is a new adventure."

Described by critics as having an emotive and charming voice in her books, Grace's story has touched many readers, and she says that although she deals with both serious issues such as adoption, cancer, alcoholism and abuse in the book, "I have worked hard not to be maudlin and there is humour weaved throughout the narrative."

"Readers identify with the characters in the book, because I have worked hard to write about very real people, who have to deal with the curve balls that life throws at them every day," she says.

Harrington is "extremely proud" that several readers have contacted her to say that they found her book so inspirational they signed up as bone marrow donors. "That is more than any author can ask for - to connect with a reader in such a powerful way."

For more on Carmel Harrington, visit CarmelHarrington.com, follow @happymrsh on Twitter or check out the Facebook page at www.facebook.com/happymrsh

Lynne Nolan



DATES FOR YOUR DIARY 2014

MENA Countries Events

Event Date	Event Name	Venue
10th Mar - 11th Mar	2nd Kingdom Hunan Asset Management Summit	Dubai
19th Mar - 28th Mar	World Trade Week, Sharjah	Jeddah
24th Mar - 26th Mar	World Exchange Congress 2014	The St.Regis, Doha
25th Mar - 27th Mar	DIMDEX 2014	Qatar National Convention Center
7th Apr - 9th Apr	9th Annual Middle East Retail Banking Forum	Dubai
8th Apr - 9th Apr	4Th Govt. Corporate And Media Conference	Dubai
8th Apr - 9th Apr	Gov Tech Middle East 2014	Abu Dhabi National Exhibition Center
22nd Apr - 24th Apr	Gulf LED Exhibition	Abu Dhabi National Exhibition Center
29th Apr - 30th Apr	The Digital Education Show Middle East	Abu Dhabi National Exhibition Center
5th May - 6th May	5Th Annual Middle East Rail Opportunities	Riyadh, Saudi Arabia
6th May - 7th May	4Th Annual Global Petrochemicals Technology Conf.	Grand Hyatt Doha, Qatar
13th May - 14th May	Cards And Payments Middle East 2014	Dubai International Convention & Expo Center
13th May - 14th May	Ecommerce Show Middle East 2014	Dubai International Convention & Expo Center
13th May - 14th May	Retail Show Middle East	Dubai International Convention & Expo Center
13th May - 14th May	The Mobile Show 2014	Dubai International Convention & Expo Center
18th May - 21st May	Oil And Gas Pipelines In The Middle East 2014	Abu Dhabi National Exhibition Center
19th May - 22nd May	INDEX KSA 2014	Jeddah Center For Forum And Events
3 Mar - 5 Mar 2014	OFFSHORE Arabia 2014	Dubai

Ireland Events

Event Date	Event Name	Venue
9th Mar - 10th Mar	Irish Beauty Show	RDS, hall 8c
12th Mar - 13th Mar	The Energy Show 2014	RDS, hall 1
15th Mar - 17th Mar	Mind, Body & Spirit	RDS, hall 4
19th Mar - 25th Mar	Silk Road Film Festival (Asian, Arabian & Middle East) Dublin City, Dublin	
22nd Mar - 23rd Mar	The Working Abroad Expo	RDS, hall 3
28th Apr - 30th Apr	Ireland International Conf. On Education	Bewleys Hotel, Ballsbridge
15th May	European Insurance Forum 2014	Four Seasons, Ballsbridge
21st May - 22nd May	Irish Recycling & Waste Management (IRWM)	Simmons Court Complex, Dublin
3rd June - 5th June	Tm Forum Management World	Convention Centre, Dublin
12th June - 15th June	Taste of Dublin	Dublin City

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