

# THE ARAB IRISH JOURNAL

THE OFFICIAL  
PUBLICATION  
OF THE AICC

غرفة التجارة العربية الايرلندية  
Arab-Irish Chamber of Commerce



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Ambassador  
to Ireland  
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## THE ARAB IRISH JOURNAL

CONNECTING THE CONNECTED IN IRELAND AND THE ARAB STATES

THE OFFICIAL PUBLICATION OF THE AICC



THE ARAB-IRISH JOURNAL

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## WELCOME

Welcome to the Autumn issue of the *The Arab Irish Journal*. A sincere thanks to everyone who made this issue possible. We are delighted to announce that Amanda Gavin has joined *The Arab Irish Journal* team and will be based in the Middle East; Amanda will be featuring and contributing with a number of articles from the Middle East. The partnership with Amanda will strengthen our editorial content from the region. A special thank you to His Excellency Dr. Niall Holohan who kindly gave us his time for an interesting and insightful interview looking back over the years in his role as Ambassador to Saudi Arabia; we would like to wish him a very happy retirement. We would also like to thank His Excellency Mr. Pat Hennessy Irish Ambassador to the UAE for his time and his commitment creating business opportunities for Irish companies in the UAE.

My thanks also to Joe Geoghegan, Chairperson of the AICC, and Ahmad Younis, CEO AICC without whose invaluable contribution this issue would not have been possible.

Sincere thanks also to all our advertisers for their continued support, and a special thank you to Sinead El-Sibai from Dubai Duty Free and their coverage of The Irish Derby; His Excellency Mr. Aldriss Saudi Arabia Ambassador to Ireland for his coverage of The Dublin Horse Show and to His Highness Dr. Sheikh Sultan bin Khalifa Al Nahyan is honoured and His Excellency Mr. Lootah for their part in the Curragh on Guineas Day.

We would also like to thank Mr. Joe Lynch, Chairman of Ireland Saudi Arabia Business Council, for his material promoting Irish and Saudi business links. We would also like to thank Abu Dhabi Chambers of Commerce, the Irish Society Abu Dhabi, AICC and The UAE Embassy for the recent trade visit promoting Abu Dhabi and Irish relations. His Excellency Mr. Homoud Jordanian Ambassador to Ireland and the UK for his reception in Dublin's Shelbourne Hotel, promoting Jordan as a location for Irish companies to enter MENA Markets.

As mentioned previously, we have been overwhelmed by the marvellous response to the Journal. Our intention is not to simply maintain the standard set so far, however, but to raise it. We always welcome comments and criticism and positively encourage these; without your feedback, we cannot improve.

With this mind, please do let us know how and where we might be able to improve content in the Journal; what type of content you would like to see added (or even removed); and what events might be covered in future editions.

We return again in Winter 2014.

In the meantime, enjoy the read!

Dermot Hogan  
Editor

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# The Arab Irish Chamber Of Commerce

Mr. Ahmad R. Younis, Secretary-General



With Ramadan over and the summer period having recently drawn to a close, I am delighted to tell you that a number of exhibitions, which should prove hugely beneficial to our members, will be taking place in many of the Arab countries over the coming months.

Events such as City Escape, which will be held in the UAE from 21-23 September, is one of the largest property exhibitions in the world and attracts a diverse multinational clientele. Elsewhere, Gitex, which takes place in Dubai from 12-16 October, has established itself as one of the world's most important IT fairs. These are just two of what promises to be an exciting, informative and influential series of events, all of which offer significant market opportunities in the regions with which we are involved.

Access from Ireland to Middle East has, in recent months, been facilitated by the introduction of a number of new flights to the region. Etihad Airlines and Emirates Airlines

now both offer twice daily flights, while Turkish Airlines have a number of connecting flights from Istanbul to the Arab world, making the logistics of travel and exports easier than ever.

Other good news comes from the International Monetary Fund, whose latest economic forecast (April 2014), indicates that Arab counties will see their imports from the rest of the world grow by an average of 7% over the next five years. This is a very significant statistic and is indicative of the growing importance of the region's thriving import market. The opportunities this could potentially afford Irish companies can, of course, not be over-estimated.

The message is clear: the potential for trade between Ireland and the Arab countries is stronger than ever. As, indeed, is the commitment of the Arab-Irish Chamber of Commerce to helping companies realise this potential.



# Promoting and supporting commercial links between Ireland and the Arab countries.

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# Sporting and cultural exchanges are good for business

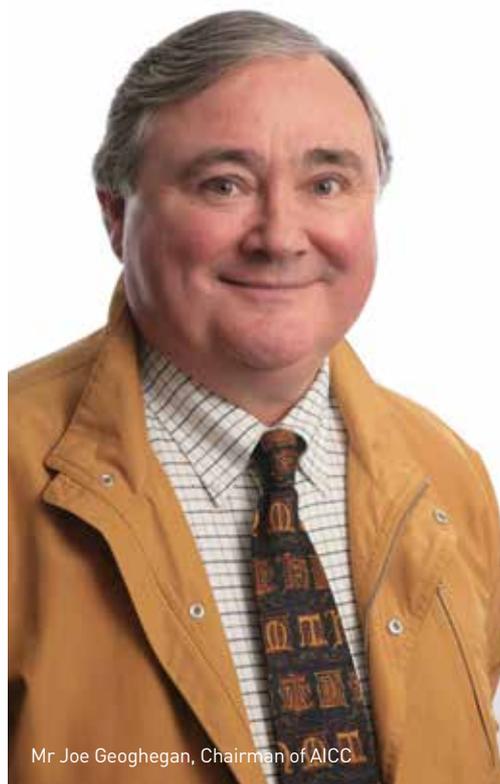
Mr Joe Geoghegan, Chairman of AICC

People ultimately do business with people they like and trust, and everyone likes someone who understands and appreciates them. As the late Maya Angelou succinctly put it: "People will forget what you said. People will forget what you did. But people will never forget how you made them feel."

The deeper and broader the relationship is, the more likely it is that a long-term sustainable business partnership will develop. This is where cultural and sporting activities can play a powerful role in communicating and appreciating each other's values, priorities, histories and perspectives on life.

These universal truisms are particularly relevant in the Arab world where family, community, hospitality and friendship are highly valued. So too are awareness of history, appreciation of cultural diversity and respect for traditions and values.

It is a common experience that Irish people and Arabs seem to understand each other and to 'connect' almost immediately when they meet. Whatever the reason for this, these connections can be further developed and deepened



Mr Joe Geoghegan, Chairman of AICC



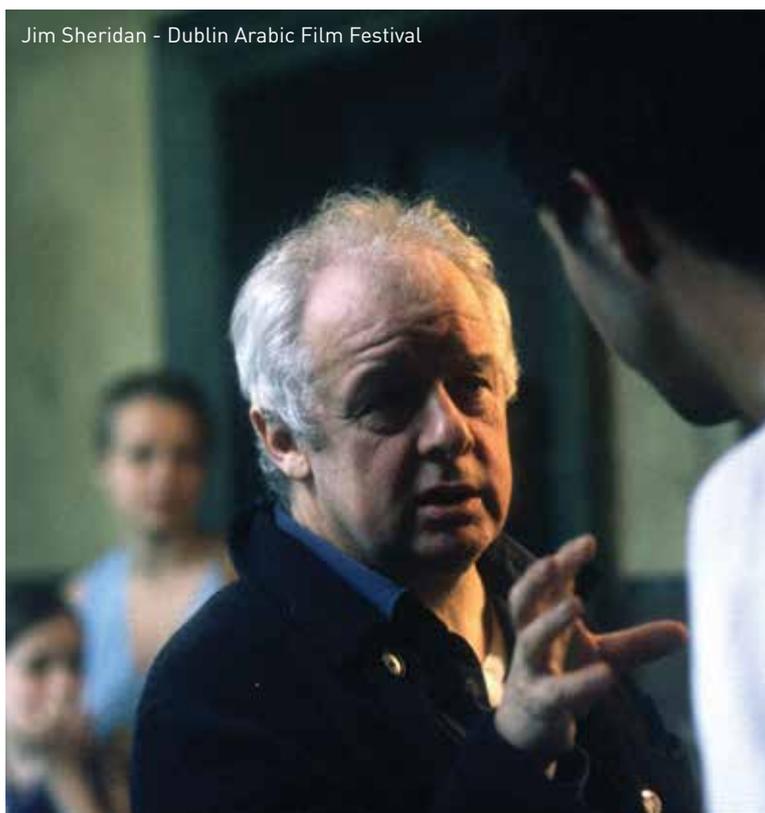
through shared activities outside of the normal commercial discussions and business exchanges. These additional aspects have been growing and developing consistently in recent years and they look set to continue on this positive trajectory in the years ahead.

Perhaps the most high-profile area has been the equestrian sector, with significant investment in stud farms in Ireland, sponsorship of top race meetings throughout the country and competition between top-class thoroughbreds with Arab and Irish owners.

Another fast-growing area has been that of tourism, particularly involving Irish travellers venturing beyond Europe to explore the rich history, culture, geography and delights of the diverse countries and cultures stretching from Morocco to Oman. The opening up of more direct and affordable flight connections has helped enormously in his regard, and is now also enticing tourists from the Arab countries to explore the 'Wild Atlantic Way'.

Tourists, in turn, experience the food, music, art and ways of life of the countries they visit, thereby deepening their knowledge and

Jim Sheridan - Dublin Arabic Film Festival





Double-Page Frontispiece, Qur'an, 1806 [AH 1221], Chester Beatty Library

appreciation of the societies they visit.

There are now many Arabic-style restaurants in Ireland and a growing appreciation of Arabic music and dance, with visiting bands and performers offering sell-out shows in growing numbers.

The Chester Beatty Library in Dublin Castle regularly offers guided tours in Arabic to showcase its excellent collection of ancient manuscripts and artefacts from the Arab world.

It is encouraging to see the Irish national soccer team playing against teams from the soccer-mad Arab countries from time to time, and also to see the GAA receiving Arab sponsorship, as well as establishing GAA clubs in the Gulf.

All of these activities have helped to expand and enrich the mutual understanding between the Arabs and the Irish and, subsequently, create a more holistic atmosphere in which business can be developed and sustained.

The first Dublin Arabic Film Festival in May 2014 year has added a significant new dimension

to all of this. Film is a powerful medium of communication and the selection of movies which were featured helped to convey a deeper understanding of local issues in a sensitive and memorable way. The award-winning Irish film producer Jim Sheridan is to be congratulated on the very committed way in which he brought his vision for this event to a such a successful reality. The event attracted some of the leading Arab film directors as well as the universally admired actor Omar Sharif.

The AICC was honoured to have had the opportunity to support and part sponsor this event, which also benefitted from significant support from Dubai Duty Free and the Jumeirah Group in the UAE.

This festival has the potential to be broadened out to include other branches of the arts, notably music, theatre, visual, dance and, of course, food! We hope that the festival director, Zhara Moufid, who did such a marvellous job this year, will have equal success with a bigger event in 2015.

GAA Museum Ethad Lounge Dublin Airport



GAA Museum Ethad Lounge Dublin Airport





Ambassador Holohan presents his letters of credence from the President of Ireland to HM King Abdullah bin Abdulaziz at the Royal Palace in Riyadh in November 2009 at a credentials ceremony held shortly after his arrival in the Kingdom.

# Wise Leadership

Dr Niall Holohan, who most recently spent five years as Ambassador of Ireland to Saudi Arabia – and simultaneously to Bahrain, Oman, Yemen and Iraq – before retiring this summer, tells Lynne Nolan about his time in a truly fascinating part of the world.

“I have just spent five very stimulating years as Ambassador to Saudi Arabia (and simultaneously to Bahrain, Oman, Yemen and Iraq) prior to my retirement this summer from the Department of Foreign Affairs and Trade,” enthuses Dr Niall Holohan.

Although Dr Holohan’s initial studies were in the natural sciences, he subsequently obtained a Masters in Peace Studies from the Irish School of Ecumenics, which prepared him well for the political and social intricacies of the Middle East, he says.

“In fact, the Middle East has played a major role in my diplomatic career. I spent five years in Iran in the 1980s following the Islamic Revolution there, when the Irish Embassy became a one-

stop (and one-man) shop for export promotion at a time of considerable growth in our trading relations with that country.”

Furthermore, Dr Holohan spent “four very active years” as the Irish Government’s representative to the Palestinian Authority in Ramallah.

“During that time I became intimately acquainted with the Palestinian people’s valiant struggle for independence and freedom from political and economic oppression. All of this experience helped me greatly in adapting to the vibrant commercial and fascinating cultural environment which I encountered when I arrived in Riyadh for the first time in 2009,” he comments.

Asked about the parallels between Ireland and



An Taoiseach Enda Kenny and Minister Richard Bruton and Julie Sinnamon CEO Enterprise Ireland meet Suleiman Al-Hamdan, the CEO of the largest Saudi private airline NasAir, at a reception held in the Irish Embassy during their visit to Riyadh in January of this year. Ambassador Holohan is on the far right.

THE MIDDLE EAST IS A TRULY FASCINATING PART OF THE WORLD AND WHAT HAPPENS THERE – BOTH NOW AND IN THE FUTURE – WILL HAVE A SIGNIFICANT POLITICAL AND ECONOMIC IMPACT ON THE WORLD WE ALL LIVE IN.

Saudi Arabia, Dr Holohan concedes that “despite the large discrepancies between our two countries in terms of their size, geography and religious traditions, I nevertheless believe that Ireland and Saudi Arabia have a great deal in common.

“The Saudis and the Irish have in many ways a very similar approach to life, particularly with regard to their shared sense of humour and enjoyment in simple pleasures. I found it very easy to make friends when I arrived in Riyadh and I am happy to say that I assimilated quite rapidly to the local culture, strange and all as that may have at first appeared.”

The family entity is also very important in Saudi Arabia and plays a dominant role in social life – “something we are very familiar with here in Ireland,” he says.

“The fact that so many Irish professionals and business people have done so well in Saudi Arabia and that so many Saudi third-level students have studied and graduated in Ireland is a strong indication of the human values and empathy, which our two peoples share,” Dr Holohan comments.

“This is further illustrated by the warm cooperation that exists between our Embassy in Riyadh and the members of the Saudi Embassy in

Dublin, in particular H.E. Ambassador Abdulaziz Aldriss who has helped greatly to bring our two countries more closely together.”

When Dr Holohan first arrived in Saudi Arabia, the Irish economy was going through the worst financial crisis it had experienced since the 1930s. “My primary objective, therefore, was to promote Irish exports in every way possible and to facilitate the work of those members of the Irish business community who were already located in the Kingdom.”

He recalls being able to do so with the cooperation of the “very active Enterprise Ireland offices” based in Riyadh and Dubai. “Happily, our export trade figures began to improve consistently

An Taoiseach Enda Kenny and Ambassador Holohan meet a Saudi businessman at a reception in Riyadh during the January trade mission.



THE SAUDIS AND THE IRISH  
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and increasing numbers of Irish companies started coming to Saudi Arabia and the Gulf region generally. Many were fortunate enough to find new commercial outlets there for their products to replace those lost in the recession-hit markets of Europe and North America.”

In addition, large numbers of young Irish professionals came to seek well-paid work in Saudi Arabia and several Irish construction companies took advantage of the Saudi building boom at a time when their industry at home had practically ground to a halt, he recalls.

The Embassy made every effort to ensure that these Irish companies and individuals would succeed and prosper in Saudi Arabia, Dr Holohan says.

“Among the developments which helped to achieve this were the signature of a Joint Taxation

Agreement in 2011 and the establishment of the Irish-Saudi Joint Business Council under the able leadership of Joseph Lynch, a retired Ambassador and former colleague of mine in the Department of Foreign Affairs,” Dr Holohan comments.

The locally-based Irish Business Network and the Riyadh Irish Society also did great work in bringing the Irish community together to share ideas and to promote commercial activities for the benefit of all, he adds.

“Even during the five years I spent in Saudi Arabia, I perceived a slow but highly significant trend towards increased modernisation and the social liberalisation of Saudi society. The wise leadership of King Abdullah, the Custodian of the Two Holy Mosques, has ensured that the Kingdom’s vast oil wealth is being used to a large extent to build an impressive new infrastructure, improve local living conditions and expand the employment opportunities for a rapidly increasing population.”

Reflecting on the highlights of his stay in Saudi Arabia, Dr Holohan is quick to respond that these were “undoubtedly, the regular visits by those Government Ministers who were responsible



An Taoiseach Enda Kenny meets the chairman of Kanoo Machinery (which imports forklift trucks from Ireland) during the January trade mission to Saudi Arabia. Enterprise Ireland CEO Julie Sinnamon and Ambassador Holohan are also included in the photo.

for the promotion of vital Irish interests in the Kingdom, especially trade, education and agriculture.”

This culminated in the highly successful visit by Enda Kenny TD, An Taoiseach, in January of this year. “The value of such visits in drawing attention to the high quality of Irish products and our native human expertise – as well as generating a positive image for Ireland generally – simply cannot be underestimated.”

“On a personal level, the great expanses of the desert landscape around Riyadh where I used to go hiking every Friday afternoon have left indelible memories.”

Dr Holohan also recalls with great pleasure a three-day trip to the ancient Nabataen site of Meda’in Saleh with its “fantastic rock sculptures as well as the natural beauty of the Wahba Crater, located some 700km east of Riyadh off the main road to Jeddah.”

Although Dr Holohan is now fully retired from the Irish public service, “I would hope that my personal connections with Saudi Arabia will remain intact on many levels.”

“The Middle East is a truly fascinating part of the world and what happens there – both now and in the future – will have a significant political and economic impact on the world we all live in.”

“I believe that I am still young enough to continue my contribution to the promotion of

THE WISE LEADERSHIP OF KING ABDULLAH, THE CUSTODIAN OF THE TWO HOLY MOSQUES, HAS ENSURED THAT THE KINGDOM’S VAST OIL WEALTH IS BEING USED TO A LARGE EXTENT TO BUILD AN IMPRESSIVE NEW INFRASTRUCTURE, IMPROVE LOCAL LIVING CONDITIONS AND EXPAND THE EMPLOYMENT OPPORTUNITIES FOR A RAPIDLY INCREASING POPULATION.

the strong links which already exist between our two countries. I look forward therefore to seizing whatever opportunities may arise in the coming years for constructive exchanges and collaboration with all my friends and colleagues who continue to live and work in the Gulf region.”



# Global Entrepreneurship Monitor (GEM) Report 2013

32,000 people in Ireland set up new businesses in 2013 85% expect to become employers

The Minister for Jobs, Enterprise and Innovation, Richard Bruton TD welcomes the publication of the Global Entrepreneurship Monitor (GEM) Report for Ireland for 2013. The report shows that 32,000 people started new businesses in Ireland in 2013, and that one in 11 of the adult population are engaged in some form of early stage entrepreneurial activity.

The GEM report is supported by Enterprise Ireland, Forfás and the Department of Jobs, Enterprise and Innovation. The authors of the report are Paula Fitzsimons of Fitzsimons Consulting, who is the National GEM Co-ordinator, and Dr Colm O’Gorman, Professor of Entrepreneurship, DCU Business School. Findings of the 2013 GEM research also show that the rate of early stage entrepreneurial activity is at its highest

since the onset of the economic crisis. The pipeline of future entrepreneurs also looks very strong as those indicating that they intend to start a business in the next three years increased significantly in 2013 and is now at its highest level since Ireland first became involved in GEM research in 2000.

Welcoming the report, Minister Bruton said: “As I have said before, we have great entrepreneurs in Ireland – we just don’t have enough of them. Start-up businesses account for around two thirds of new jobs created in Ireland. That is why we in Government, through the Action Plan for Jobs, have put in place measures to support more start-up activity – for example the establishment of the Local Enterprise Offices and the new county-based competition to find Ireland’s Best Young

Entrepreneur. "Today's GEM report is a very welcome addition to the available data in this area. It confirms what we have been seeing across the country in recent years – that people are becoming more open to considering starting a business as a career option. I am determined to ensure that we in Government continue implementing the changes necessary to support more start-ups – and ultimately to create the jobs we need"

"As a Government we stated a clear ambition for Ireland to be among the most entrepreneurial nations in the world and acknowledged as a world class environment in which to start and grow a business. The Action Plan for Jobs 2014 has a special focus on entrepreneurship. We have set down concrete measures with the objective of further improving the ecosystem to support greater levels of entrepreneurship and start-ups. I intend to further build on this in the National Strategy on Entrepreneurship, which I will publish in the autumn."

The 2013 Report also examines the gender aspect of entrepreneurial activity in Ireland. Minister Bruton welcomed the further narrowing of the gender gap. There are now 1.4 times as many men as women who are new business owners. "I am delighted to see that men and women in increasing numbers are becoming new business owners. The challenge is to ensure that their new businesses are sustainable and can compete with the best in the world both on home and export markets. That is the only basis on which they can grow and create much needed employment."

Commenting on the report Tom Hayes, Head of Micro Enterprise and Small Business at Enterprise Ireland, said: "The GEM report indicates that Irish early stage entrepreneurs have a stronger focus on international markets and exporting than their OECD and EU counterparts. This focus of entrepreneurs on developing innovative products and services for export is essential for growth and economic recovery."

Declan Hughes, Head of the Enterprise, Trade and Innovation Policy Division, Forfás, said: "It is encouraging to see positive trends in entrepreneurship and to see ambitious plans for job creation. There is a need to continue to improve the perceived attractiveness of entrepreneurship as a career option and to ensure that entrepreneurs can access necessary sources of finance."

The Global Entrepreneurship Monitor (GEM) provides an annual assessment of the entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries. GEM is the largest on-going study of entrepreneurial dynamics in the world. Initiated in 1999 as a partnership between London Business School and Babson College, the first study covered 10 countries. In 2013, 67 countries participated in the research. One of the unique features of GEM is the facility which it provides to compare countries with each other across a range of variables pertinent to entrepreneurship. This is made possible as the research is carried out in exactly the same way in each country and is coordinated by the Global Entrepreneurship Research Association (GERA) based in Babson College in the United States.

## The findings include:

- There was an increase in the rate of Total Early Stage Entrepreneurial Activity (TEA) in Ireland in 2013 – 9.2% up from 6.1% in 2012. Ireland is now ranked 2nd across the EU-15 and 9th among the EU-28 countries
- One in 11 of the adult population in Ireland are engaged in

some aspect of early stage entrepreneurial activity. The gender gap has narrowed and not because less men were early stage entrepreneurs (as was the case in 2012).

- In terms of new business owners, the gender ratio is 1.4:1
- In terms of total early stage entrepreneurs it is 1.9:1
- There had been a serious concern about the pipeline of entrepreneurs for the future. (This was reflected in the Report of the Entrepreneurship Forum). This was turned around in 2013 with 14.7% of the population indicating their intention to set up a new business in the next three years. This is higher than EU 15 average (11.5%) but somewhat behind EU-28 (15.9%).
- Early stage entrepreneurship is higher among immigrant groups (11%) than it is among the non-immigrant population (8.8%).
- The majority of early stage entrepreneurs expect to become employers (85%).
- The number of early stage entrepreneurs that have ambitious growth aspirations and expect to employ 10 or more after five years (22%), compares very favourably with international averages.
- 13% of early stage entrepreneurs have, or expect to have, 75% or more of their customers in overseas markets. This is the 4th highest rate for significant exporters across the OECD.
- Irish early stage entrepreneurs are relatively innovative with 27% of their products/services considered new to all customers compared to their international counterparts, 17% (OECD), 16% (EU-28) and 18% (EU-15).
- Four out of five adults in Ireland have a high regard for successful entrepreneurs (81%). The rate is second only to Finland (85%) across all EU and OECD countries in this respect.
- The level of perception of supportive media coverage about entrepreneurs in Ireland (60%) remains higher than the international averages across the OECD (51%), EU-28 (49%) and EU-15 (49%).
- The rate at which individuals are turning to entrepreneurship out of necessity continued a downward trend (19% from 28% in 2012). This rate is lower than the international averages across the OECD (21%) and EU-28 (24%) and broadly similar to the EU-15 (18%).
- The rate of owner managers of established business is now at its lowest rate since 2004 when it was 6.5%. The rate in 2013 (7.5%), however, remains higher than the average across the OECD (6.6%), the EU-28 (6.4%) and EU-15 (6.6%).
- The rate at which entrepreneurs were discontinuing their business increased slightly in 2013. This increased from 1.2% in 2012 to 1.9% in 2013. This rate is on par with the averages across the OECD (2.1%), EU-28 (2%) and EU-15 (1.7%).
- The majority of entrepreneurs that closed their business cited that the business was not profitable as their reason for doing so (59%). 10% claimed to have problems getting finance in order to keep the business going.
- Informal investors are a vital source of funding for new businesses in Ireland. There was little change in the number of adults reported having provided funds in the past three years (June 2010 to June 2013) to a business started by someone else (3.4%). The average amount invested by individuals in Ireland (€18,700) during this period was relatively low in comparison to the OECD average (€23,000).

An Taoiseach Enda Kenny, HE Ambassador Pat Hennessy and Julie Sinnamon CEO Enterprise Ireland with guests in the UAE



# Greening the UAE

After welcoming the largest ever Trade Mission to visit the region from Ireland in January, HE Patrick Hennessy, Ireland's Ambassador to the UAE, discusses the rising number of Irish companies doing business in the Emirates.

**Firstly, can you tell me about your own education and career background?**

I have been Ambassador to the UAE since September 2013. Prior to that I was Ambassador in Rome, where I was accredited to Italy and also to Libya and to the FAO/WFP. I had previously served as Director General of the Anglo-Irish Division at headquarters from 2005 to 2009, at a critical point in the Northern Ireland peace process, and before that as Ambassador in Tel Aviv and deputy Head of Mission in Washington.

I was educated at CBS Tullamore and at Trinity College, Dublin.

**What does your role as Ambassador involve; what are some of your key responsibilities and which countries do you cover?**

As Ambassador my job is to promote closer cooperation between Ireland and the UAE across the whole spectrum of relations, and of course to advance Irish interests in every way possible. I am greatly helped in this by a strong and well-

regarded Irish community. Since its establishment in 2009, the Embassy has particularly focused on strengthening and deepening the Irish presence in the economic and commercial areas.

There has been a marked increase in the number of Irish companies doing business in the Emirates over the past few years, with many more companies now having a physical presence in the region. Exports by these companies to the UAE increased last year by 47%. We are also seeing more investors looking to Ireland, including in the area of Islamic finance where Ireland is well placed to meet growing market needs. The services sector is also performing well – with an increasing number of Irish educational institutions attracting students from the region.

In driving this agenda, we work very closely with our colleagues in the Department of Foreign Affairs and Trade in Dublin and with the locally-based State agencies. We have a very strong team on the ground here with Enterprise Ireland, which has a presence in both Dubai and Abu Dhabi; and



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 Hennessy, Irish Ambassador to the UAE, Salah Tahlak, Senior Vice President-Corporate Communications, Jason Smith, The Irish Village Manager and David Cattanach, General Manager-The Irish Village Complex

Tourism Ireland whose regional headquarters is in Dubai, where they were joined earlier this year by the newly-opened Bord Bia office. I chair the local Market Team, which brings together the Embassy and agencies and helps ensure effective planning and review. This network is supplemented by close on-going informal co-operation. In addition to the UAE, within the region I am also accredited to Qatar and Kuwait.

#### **What have been some of the key visits and events aimed at building business relationships between Ireland and the UAE?**

A particularly significant event was obviously the Trade Mission led by the Taoiseach Enda Kenny which visited the UAE, Qatar and Saudi Arabia earlier this year. With some 90 companies this was the largest Trade Mission ever to visit the region from Ireland, and featured companies across a diverse range of sectors including aviation, financial services, ICT, construction, water management, healthcare and education.

In addition to his meetings with business leaders the Taoiseach, who was accompanied by the Minister for Jobs, Enterprise and Innovation, Richard Bruton, also had the opportunity to meet high-level political leaders, including HH Sheikh Mohammed bin Rashid al Maktoum, Prime Minister of the UAE and Ruler of Dubai, and HH Sheikh Mohammed bin Zayed al Nahyan,

Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. In Doha, the Taoiseach met with the Prime Minister of Qatar, HE Abdullah bin Nasser bin Khalifa al Thani.

This visit had been preceded by another Trade Mission, led by the Minister for Agriculture, Food and the Marine, Simon Coveney. This provided an opportunity to highlight the exciting range of food and beverages as well as agri-services on offer from Irish companies, and their growing presence in the region. With food quality and food security figuring prominently on the UAE agenda, this was a particularly timely visit. Moreover, with the Gulf region importing some 90% of what it consumes, while we export 90% of what we produce, there is an obvious basis for strengthening our relationship in this sector still further.

**FOR THE EMIRATI VISITOR, IRELAND OFFERS A WIDE VARIETY OF EXPERIENCES, RANGING FROM HISTORIC CITIES TO BEAUTIFUL SCENERY AND LANDSCAPES, INCLUDING THE WILD ATLANTIC WAY, WHICH HAS PROVEN SUCH A HIT THIS YEAR.**

“WE ARE BOTH YOUNG COUNTRIES WHICH HAVE GROWN RAPIDLY, BUT WHICH HAVE NEVER LOST SIGHT OF OUR TRADITIONS AND HERITAGE.”

Minister Simon Coveney with HE Ambassador Pat Hennessy during a recent Trade Mission



Indicating the two-way nature of the relationship, we were also delighted to welcome to Ireland last November HH Sheikh Abdullah bin Zayed al Nahyan, UAE Foreign Minister. We expect there will be further visits in the months ahead.

**What is your experience of the Irish business community in the region?**

I have been enormously impressed by the focus, vigour and professionalism of the Irish business community. In Dubai, Abu Dhabi and Doha there are excellent organisations which both bring together the local Irish business communities and serve as a valuable link to the host communities. There are also active Irish societies in all the countries I cover. Everywhere there is a commendable readiness on the part of those already established to help Irish businesses who may be entering the market for the first time; similarly those who have been here longest are very generous with their time and advice to those newly arrived from Ireland. Overall there is a great sense in the Irish business community of both positivity and solidarity.

**Any words of wisdom for Irish firms hoping to establish a presence in the UAE?**

Take advantage of the advice that is available from both public and private sector sources, and bear in mind the importance of building a personal connection with your potential clients and customers. This may take time but will be well worth the investment.

From a tourism perspective, what do you feel should be promoted most about Ireland as a destination, what are its draws for Emiratis?

For the Emirati visitor, Ireland offers a wide variety of experiences, ranging from historic cities to beautiful scenery and landscapes, including the Wild Atlantic Way which has proven such a hit this year.

Also with Emiratis and the Irish having so

much in common as friendly, family-centred societies, we always advise our visitors that making time to stop and chat is a key part of the holiday experience. We cooperate closely with Tourism Ireland in marketing Ireland as a destination, and initiatives such as the greening of the iconic Burj Al Arab for St Patrick’s Day gets a huge response. With business travel also very much on the increase we are well served in terms of air connections, with both Etihad and Emirates offering double daily services into Dublin.

**What do you enjoy most about living and working in the UAE?**

It is a real privilege to represent Ireland in the UAE at a time when the relationship is expanding and deepening. The UAE, building on what it has already achieved in a remarkably short time, has exciting plans for the future: I have no doubt that Irish companies and businesses will be part of that journey. In the meantime, there are wonderfully hospitable people to get to know, first-class amenities to enjoy and a desert landscape which I look forward to exploring.

**Do you recognise any parallels between Ireland and the UAE?**

We are both young countries which have grown rapidly, but which have never lost sight of our traditions and heritage. We are both open trading economies which are successful in attracting international investment, and are seen as platforms for doing business in the wider regions well beyond our respective borders. We both seek to play a constructive role in the international community, and are generally viewed as ‘punching above our weight’. We are both communities where family links and education are important – which is why, in addition to our first class academic institutions, I believe many Emirati families feel comfortable sending their sons and daughters to Ireland for higher education. I look forward to seeing our two countries come even closer over the next few years.

Minister Richard Bruton  
and HE Ambassador  
Pat Hennessy with UAE  
Officials





# Driving Digital

DM3 Institute has enabled businesses in the Middle East to respond to the explosive growth in digital marketing activity, recently establishing programmes for hoteliers, Program Director Richard MacLaren tells Lynne Nolan.



DM3 Institute's Program Director Richard MacLaren has an ambitious vision for its future.

"By focusing on the future skills requirements of the region, we hope to build out our presence initially across all of the Gulf States and eventually throughout the wider Middle East region."

MacLaren continues to position DM3 Institute (DM3I) as a regional leader in the delivery of social media and digital marketing programmes following on the success of the last two years.

"Our aim is to remain at the forefront of the digital marketing education sector thereby supporting the economic development of the region by providing the skills needed to meet the job needs of today's digital business world.

DM3I, the regional partner for the Digital Marketing Institute (DMI) in Ireland and DMI's first international partner, emerged as a first-class example of Arab Irish co-operation in the education sector when it set out in early 2012 with the primary purpose of delivering internationally recognised digital marketing training and certification programmes to the GCC and wider Middle East regions.

With offices in Dubai and Riyadh, DM3I currently employs 15 people directly and has a

panel of approximately 30 to 40 lecturers. Courses are delivered throughout the Gulf region, with the Riyadh office being solely responsible for serving the Saudi Arabian market, while the head office in Dubai runs classes in Dubai, Abu Dhabi, Bahrain and Kuwait.

When DM3I was established just over two years ago, digital marketing was a relatively new discipline in the region with most expertise and practitioners centred on Dubai, MacLaren recalls, however "since then the growth in digital marketing activity across the Gulf has been explosive."

Key technology-led changes, including the dramatic growth in smartphone penetration, have transformed the way brands and consumers engage with one another, he believes.

"When we entered the market we realised that the drive to digital was going to create a large ongoing demand for digital skills among marketing and business professionals. From the outset we set about recruiting leading practitioners in the region to join our lecture panel and sought out partnerships with key public agencies and major corporates as well as specialist recruitment firms."

Many organisations across the region were

initially slow to move to digital, he says. "Traditional marketing was easier for them to understand and measuring the impact of a digital campaign was alien to them."

"It took a long time to educate the market and for organisations to understand that digital is all about customer engagement, a two-way conversation, as opposed to the traditional approach of talking to your customers."

Expanding Internet usage is driving rising social network usage across the region particularly among younger and more tech-savvy users, who tend to go increasingly online via mobile devices to access social media platforms, MacLaren comments.

This has major impacts for all business sectors, but particularly the hospitality sector where travel consumers are leading the way in driving change, he says, and already, mobile and tablet hotel bookings are overtaking traditional web-based booking.

"Today's digital traveller makes decisions based on feedback on social media sites and not necessarily via traditional star ratings. As a result, we have developed a specialist programme: Digital Marketing for Hospitality, and that enables hoteliers to use cost effective and measurable social media and digital marketing strategies to grow business and take advantage of the huge growth in online spending and smartphone technologies."

The region is rapidly embracing this potential, he says, mentioning recent plans announced by the Abu Dhabi Tourism and Cultural Authority to integrate social media ratings in its official hotel classification system. "This is a world first."

Today, as the market leader in the region, "we have trained and certified students across numerous business sectors, including pharmaceuticals, education, regulatory, oil and gas, utilities, communications, telecoms, hospitality, retail, banking, airlines, advertising, press, health and public sector, to name just a few," he says.

"We have continued to build on this by delivering programmes in both English and Arabic and more recently, through the launch of our regular series of networking events in Dubai."

DM3I's core programme, the Professional Diploma in Digital Marketing, is delivered in a five-day workshop format either over the course of a full week, over five consecutive Saturdays or over two weeks in the evening. Upon completion of the workshops students have two months within which they have to prepare a practical digital marketing assignment, which is independently assessed for certification purposes.

For example, a student could prepare a digital marketing plan for the launch of a new product in his or her company. The feedback from the

Program Director  
Richard MacLaren



**THE ABU DHABI TOURISM AND CULTURAL AUTHORITY RECENTLY ANNOUNCED PLANS TO INTEGRATE SOCIAL MEDIA RATINGS IN ITS OFFICIAL HOTEL CLASSIFICATION SYSTEM, THIS IS A WORLD FIRST!**

independent assessment is highly valued by students, he says, as it is, in effect, external consultancy that can help the student with practical implementation.

All of the programmes are modular in structure and as a result delivery can be tailored to meet client and student needs. For example, the Digital Marketing for Hospitality programme contains six modules, which can be delivered as a complete package or on a module by module basis or as combinations of modules as appropriate to different staff roles and needs across different departments.



**MOBILE AND TABLET HOTEL BOOKINGS ARE OVERTAKING TRADITIONAL WEB-BASED BOOKING, AND TODAY'S DIGITAL TRAVELLER MAKES DECISIONS BASED ON FEEDBACK ON SOCIAL MEDIA SITES, AND NOT NECESSARILY VIA TRADITIONAL STAR RATINGS.**

When DM3 Institute first started out, encouraging businesses to make an investment in social media and digital marketing training could take time, MacLaren admits, as companies were thinking about digital but slow to make the jump.

Initially, the institute would encourage firms to send at least one employee on a course and to judge the impact for themselves after several weeks. In most cases, "the results spoke for themselves and we had companies coming back to us commenting on the improvements and looking to send more staff."

"Today we have countless testimonials from people telling us how much the programme has changed their lives or positively impacted their business," he enthuses. Word of mouth was also hugely important in the early stages, "coupled with a real and deep attention to customer needs. We obviously run our own online campaigns to promote courses and the recent addition of the networking events all adds to the mix.

"In the near future we will be launching a

diagnostic assessment tool so that individuals and companies can test their social media and digital marketing skills, which should greatly assist in encouraging businesses to make investments in this area," he reveals.

Recruiting course leaders for programmes was equally "a slow process" initially, he confides, however he says DM3I was "greatly assisted" during the process by the likes of Paul Kenny and his team at Cobone, as well as some of its long-term lecturers, including Martin Kubler and Alan Devereux, among many others.

According to MacLaren, the real key to identifying strong lecturers is finding people who want to impart knowledge, to help raise standards and are passionate about what they do. DM3I has been extremely fortunate with the quality of its lecturers to date, as well as their willingness to work around class schedules and travel to various locations across the Gulf to deliver courses on its behalf, he says.

"Our approach has always been to try and identify people who have a real passion for their area of expertise. It doesn't really matter too much if they have not lectured formally before. From our perspective, it is about passion, having lots of practical skills and being able to bring local and regional examples to bear."

Taking feedback from candidates at each class on lecturer performance is crucial so that the institute can identify any potential problems at an early stage. "By and large, our candidate feedback is hugely positive and I have no doubt that our lecturers would hold their own with any to be found elsewhere."

Asked how the institute stands apart from competitors in the region's digital marketing training sector, MacLaren explains that in the past, most training in the region was delivered by overseas digital marketers delivering one and two day courses of little practical relevance to the Gulf market.

Previously, there was nothing on offer in terms of a structured digital marketing programme that imparted practical skills and knowledge that combined examples of best practice digital marketing campaigns in the region, he says.

"The strength of our offering lies in the fact that we can take an internationally recognised programme and customize it to the needs and culture of the region and have it delivered by practising digital marketing professionals who live and work in the region."

As a result, DM3I's lecturers have been able to provide real life examples of what works, and equally as important, what doesn't, in terms of digital marketing activity in the region. "This is what sets us apart from other programmes and which has enabled us to become recognised as a leader in the space."

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# Women In Business

## Meet The Women Shattering The Glass Ceiling



Amanda Gavin

*The Arab Irish Journal* is happy to announce that Amanda Gavin has joined our publication as Gulf Editor. Amanda is the Founder of AMG Consulting, a marketing & public relations company operating in Ireland & Dubai. Amanda has extensive experience in developing and promoting companies and corporate identities with a particular interest in Irish brands. She will undoubtedly share amazing content here on Women in Business, Arab and Irish business interests across the Gulf and other interesting features.

This new feature with *The Arab Irish Journal* has given me a platform to showcase some very inspiring women who have excelled professionally in the UAE and across the Gulf region. They want to share their experiences with other women who maybe interested in moving to the Gulf for either a career change or to start up a new business venture. They dispel the myth that being a woman in business or a senior professional in the Gulf region is a difficult task. They speak about their own experiences of working in the Gulf and how they have achieved their success. With the 2020

World Exposition being held in Dubai, there has never been a more exciting time for enterprising women to start their own businesses or climb the ladder of success within corporate organisations.

In future issues, we will take you through some useful information on how to set up your own businesses in the Gulf. There are many excellent local government bodies available to offer support and guidance, such as the Dubai Chamber of Commerce. They also have a full section dedicated to women called the Dubai Business Women's Council ([www.dbwc.ae](http://www.dbwc.ae)). The Irish Business Network, Dubai offer a wealth of information regarding finance, SME, networking and business support ([www.irishbusinessnetwork.me](http://www.irishbusinessnetwork.me))

This new feature reflects the diversity, creativity and determination which motivate women in business to effect positive transformation, individually and collectively – making us all women of substance...

If you wish to contact me at *The Arab Irish Journal*, please email me at [amanda@amgconsulting.ie](mailto:amanda@amgconsulting.ie)

# Sinead El Sibai

## Dubai Duty Free

Amanda talks with Sinead El Sibai Vice President, Marketing of Dubai Duty Free.

### 1. What three things have contributed most to your success?

Hard work is a key factor for anyone to succeed. Enthusiasm for your job and people around you is also important. The third factor has to be luck and I was lucky to be in Dubai at the right time.

### 2. What leadership qualities do you most admire?

I admire a leader who is confident in their own position and who has the confidence to empower his or her own team so that they can learn through their own mistakes. I also admire someone who remains calm when all others are losing their heads. And, finally, someone who genuinely cares for the welfare of their employees...I think I have just described my own boss! (Colm McLoughlin, Executive Vice Chairman of Dubai Duty Free)

### 3. What advice would you give other women who are looking to embark on a career in Marketing?

A career in Marketing can be very rewarding but it is never be a 9 to 5 job, so be prepared to work hard and to put in the long hours in the evenings and weekends, especially when starting out. Be a team player and be prepared to offer your help to colleagues; you can learn a lot that way and you will gain notice and respect. Try to maintain a sense of humour – this is invaluable at all times and especially when the going gets tough!

### 4. How do you achieve balance in your life between work and downtime?

Luckily I have a very supportive husband who has always looked after the family when I have been working or travelling – that is a huge help and eases the guilt factor. It is important to also have some personal time doing something that helps you to relax and I usually take time out to go to the gym or walk, even when I am travelling, it makes me feel good.

### 5. Who or what inspires you most?

I had mentioned him earlier, but Colm McLoughlin is an inspiration for many people, including myself. He came out to Dubai in 1983 to help set up the airport retail operation and he has been the driving force of the business for

the past 30 years. Dubai Duty Free is currently the largest duty free business in the world with a turnover of US\$1.8 billion and yet Colm himself remains an understated individual who quietly does a lot of good for a good many people.

Similarly George Horan, who is now President of Dubai Duty Free, was one of the original team and he shares Colm's low key qualities while working hard to ensure the success of the operation. It just highlights to me that success does not have to change people, which I find inspiring.



Sinead El Sibai

### 6. What do you love about your job most?

I love the variety that my job brings. One week we can be up the walls with something like the Dubai Duty Free Tennis Championships, which we mostly organise in-house and which attracts the top players in the world. Another week we are in Ireland where we are the title sponsor of the Irish Derby and looking after our 400 guests at the racecourse. I have enjoyed seeing the results of our sponsorship and how we have grown our brand in line with these events which achieve massive global audiences. I also enjoy seeing our marketing team gain experience and grow their careers within Dubai Duty Free. We have an internal promotion policy which means that every member of staff, whether they start in the stores or on the shopfloor, has the chance to grow with the company and to really blossom, which I think is terrific.

### 7. You have met many influential people in your line of work, who stands out most and why?

I met Christina Noble many years ago when she was in Dubai for a fundraising event and her story is one that I have never forgotten. She is a remarkable woman who is still doing remarkable work for children in Vietnam and Mongolia and I am happy to say that the Dubai Duty Free Foundation is still supporting her projects.

# Lorraine Martensson Eireann Group



## 1. Background:

**Lorraine Martensson, Founder and Chief Executive Officer of Eireann Group.**

I was born in Dublin, and first moved to Dubai in 1991. My background is Marketing & International Business. I also lived and worked in Asia and Sweden and this has helped me build an immense understanding of working in diverse environments and the experience is invaluable.

## 2. Where did you get the idea to set up your own Business?

I always had a desire to set up my own company

and, in 2011, I founded Eireann Group. The inspiration came whilst attending one of The Irish Business Network Meetings, when several of the key business people in the Irish Community had just returned from Farmleigh House and were offering to support fellow Irish businessmen and women in the UAE.

I saw a business opportunity, due to the recession in Ireland; many Irish companies needed to export their products to enable them to sustain and develop their businesses and there were opportunities in the UAE to support them. Most small-to-medium sized businesses cannot afford the expatriate costs and do not have local knowledge or experience thus making it more difficult to do business in the Region.

Eireann Group acts as a catalyst for Irish companies willing to supply a thriving market like the United Arab Emirates. We support small-to-medium sized Irish Enterprises willing to export their products or do business in the Middle East. Eireann Group represents these companies in the Region. We offer a variety of specialized services including; Management Consultancy, Business Development Support, Retail Service Support, Route to Market Guidance and Promotional Services.

## 3. What inspires you?

Dubai inspires me! I am very lucky to live and work in Dubai. We can dream big and imagine that everything is possible if you truly believe in your concept and are willing to work very hard to achieve your dreams and goals.

## 4. What advice would you give to Irish women in Ireland that are considering setting up a business in the UAE?

Don't believe everything you read in the newspapers about the Middle East making it difficult for women to succeed in business; I never encountered any problems. The most important advice I can give is to be patient. It takes a long time to build a successful business in this region, as you need to establish trust with your local partners. It can also take time for decisions to be taken which entails lost of meetings, coffees and Inshallahs.... But it will be worth it in the end.

To find out more information please refer to [www.eireanngroup.com](http://www.eireanngroup.com)

# Georgina Kelly

## Creative Intelligence

### 1. You have been in the UAE for many years, what initially attracted you to the region?

We launched Creative Intelligence in the UK during a recession and if the company was going to grow, I knew we had to look at overseas markets. Our competitors had deeper pockets and had already established JVs with European counterparts so I thought it best to look at emerging markets. I spent time researching the UAE and wider Middle East region over a two-year period the old fashioned way, talking to people who were trading with this part of the world and spending time in business libraries as well as undertaking a number of business trips to visit the UAE, Kuwait, Oman, Qatar and Bahrain to meet with business owners in person. In 1999, instinct and research told me Dubai was the place that had the most energy and potential for what Creative Intelligence were offering and we relocated the business from London to Dubai in 2002 after successfully completing a number of projects.

### 2. You lead the SME's Business Sector for the Irish Business Network, what challenges and benefits have you encountered?

I offered to lead the SME sector sub group for the Irish Business Network because I believe the issues SME's face are very similar regardless of the business sector and if you employ 5 or 50 people. The challenge is finding answers that can be converted into positive action within the given parameters we business owners have to operate in the UAE and the benefits are learning from each other positive solutions and networking with 'can do' people.

### 3. Tell us about your business and industry.

Our typical clients fall into two distinct types:

1. National & International Brand Owners from Manufacturing and Service Industries. We are approached for advice when an existing brand or franchise is under-performing against plans or expectations. This usually occurs when the market is evolving and the brand has remained static and become disconnected - either through changes in customer lifestyles / new needs, changes in the competitive environment, developments in product innovation, new market entrant or pricing / shelf pressures from retailer own brand substitution.
2. Entrepreneurial businesses looking to launch new products or services
3. Where they realise they need to create a brand from a clean sheet of paper – new name, identity,

brand proposition / story and user touch-points.

Our experience and knowledge of markets, lifestyle trends and consumer motivations are invaluable to both sets of clients with our strategic consulting, creative and practical application skills we are able to bring objectivity and new insights to help them resolve the branding issues they are facing.

The Branding industry is comprised of various types of providers: Advertising Agencies, PR and Media Agencies, International Brand Consultants and local Design Services. Each has its own strengths and weaknesses, so selecting the right brand adviser for your particular needs is important... like any other industry sector, there are some charlatans out there waiting to take advantage of the naïve or unsuspecting!

### 4. If you were to give one solid piece of advice to a new business set up, what would it be?

Do your Market Research first. Prepare a business plan and answer the following: is there a market for my business, where is my audience is and who are they, what is the competition, what's my break-even figure. Decide from the beginning whether this is to be a life style business or am I creating something that will leave a legacy. Finally, what is my exit strategy?

### 5. What changes have you seen in the UAE during the time you have lived here and how has it been of benefit to the SME sector?

The first change is the hours of business. In the 90s, I used to have to arrange meetings between 8.00am and 12.30 and 4.30 to 8.30pm. It wasn't unheard of for a businessman to have three meetings going on at the same time in the same room in Arabic and English but I certainly learned a lot and made new friends. Now with the internet and technology, the business day is more structured. One thing that hasn't changed is the Emirati people, who are extremely hospitable people They are traders at heart and if you have a good product or service that is attractive to them, they will listen to your story but it had better be good or at least entertaining if you want to be invited back for a Sulimaniye. (That's a special tea to you and me).



# Diala Abuissa Dubai Bridal Showroom.



### 1. What one thing have you learned as a business owner that has served you well over the years?

I learnt that keeping my operational expenses as low as possible is vital to an SME's survival and eventually growth. As a start-up, sales are extremely volatile, so it is important to make sure that you are able to cover your costs at the end of each month. As I slowly grew, I implemented strategies for keeping my overheads low i.e. Hiring interns, products on consignment, bartering services.

### 2. What's the best advice you can give to other prospective female entrepreneurs?

Make sure you do enough research so as to ensure that there is a big enough market for your product or service. You may think there is a market due to your friends and family being supportive and telling you it's a great idea. This is not enough! Several meetings with industry players will uncover a wealth of information. That information will most definitely help you to reduce the large risk in starting a business and at times even rewrite your strategic business plan. You will be surprised to find out how eager people are to speak with you and share their experiences. All you have to do is just ask.

### 3. What or who has been your greatest influence in business and why?

My husband has been and still is my greatest influence. Since I decided to launch The Bridal Showroom in Dubai, he has been my backbone, my mentor, supporting me and allowing me to grow and become who I am today.

### 4. What would you say is your greatest professional accomplishment to date?

In less than three years in the business, I managed to build a name in the bridal industry in the UAE, which I am very proud of. The Bridal Showroom has become one of the leading bridal boutiques in the UAE, and is now frequently visited by clients from across the Middle East.

### 5. Being as successful as you have been in the UAE has it inspired you to do business outside of the Gulf?

The Gulf for me is home. I grew up in Qatar and I know the Gulf market very well. In addition to that, there are so many events coming up such as The World cup in Qatar in 2022 and Dubai Expo in 2020. So I believe that I am in the right place at the right time for now. Of course if great opportunity arises outside of the Gulf, I will definitely consider it. I will leave the readers with the last piece of advice and that is to always listen to any offer or opportunity which lands on their desk; it costs us nothing to listen.

### 6. Have you found being a women in business challenging in the UAE?

Not at all! On the contrary, The UAE is a very supportive country for female entrepreneurs and I have yet to feel that men are treated more favorably in any way.

# Islamic Real-Estate Investment Trust



John Havel

Havel Accounting are delighted to announce the launch of Ireland's first Shariah compliant Real Estate Investment Trust (REIT) with an Authorised Ordinary Share Capital of €500 million.

Prospective investors are invited to purchase ordinary share capital for the nominal price of €1 per share with a minimum investment of €1,000.

It is envisaged that the "Irish Islamic Real Estate Investment Trust Limited" (IIREIT) will obtain a listing on the main Irish stock exchange within a period of three years and its shares can then be bought and sold in the same way as any other share.

The IIREIT will consist of competently constructed and well diversified real estate asset portfolios that will be professionally and proactively asset managed by property and specialist financial professionals. It will be subject to the rigorous governance of the Irish stock exchange's listing rules and the REIT legislation which prohibits over-gearing and over exposure to higher risk property development.

While the structure of the IIREIT and conventional REITs are similar, there are two important areas of difference relating to Shariah Law. The IIREIT is only permitted to invest in income producing Shariah compliant real-estate and only use Shariah compliant financing facilities for the purpose of leveraging.

The IIREIT conforms to all conditions as set out in Section 705 of the Taxes Consolidation Act 1997 on Real Estate Investment Trusts. Specifically:

- 75% of its aggregate income is from its property rental business.

- 75% of the market value of the assets will belong to the property rental business.
- 85% of its exempt rental income will be distributed annually.

The income and capital gains of the IIREIT are exempt from tax in respect of its property business. Irish resident shareholders will be liable to income tax on income distributions from the IIREIT plus PRSI and USC. Irish resident corporate investors will be liable to 25% corporate tax on such distributions. Irish resident investors will be liable to capital gains tax at a rate of 33% on a disposal of shares in the IIREIT. Non-resident investors will not be liable to Irish capital gains tax however they may be liable to such taxes in their home jurisdictions. In relation to dividends, it is provided that the IIREIT will apply dividend withholding tax (DWT) at the rate of 20% from income distributions to non-residents. Under certain tax treaties, some non-residents may be entitled to recover some of this DWT from Ireland or otherwise should be able to claim a credit for DWT against taxes in their home jurisdictions.

*Applications from prospective investors should be addressed to John Havel, Havel Accounting, Unit D1, Centrepoint, Rosemount Business Park, Ballycoolin, Dublin 15.*

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Joseph Lynch and Amin Al-Shanqiti

# Connecting Innovation

Ireland's business links with Saudi Arabia are stronger than ever, with the recent Joint Ireland Saudi Business Council in Dublin proving a great success among delegates, as Joseph Lynch, Chairman of the Ireland Saudi Arabia Business Council, explains.

Dublin welcomed a strong Saudi delegation for the fourth Joint Ireland Saudi Business Council from June 24 - 26 this year, many of whom were exploring opportunities in Ireland for the first time.

About half of the delegation at the fourth Joint Ireland Saudi Business Council in Dublin this year

were known to Irish companies, having visited the city in September 2013; however the rest were starting to look at opportunities in Ireland, with new interests and a new dynamic, comments Joseph Lynch, Chairman of the Ireland Saudi Arabia Business Council (ISABC).

"What the Saudi side had said was that they



Joe Geoghegan Chairman AICC with HE Saudi Arabia Ambassador Aldriss

wanted to meet new Irish companies, and there were plenty of those participating,” he recalls.

The Joint Business Council (JBC) meets twice annually in Dublin and Riyadh, providing direct and continuing contact for Irish companies with Saudi business leaders. The resources of the Saudi partner, the Council of Saudi Chambers (CSC) are available to members in seeking to start or develop their business in the Kingdom of Saudi Arabia (KSA). The expertise of other Irish members of the Council is also available to members.

The first meeting of the Board of the ISABC took place in January 2011 at the Embassy of Saudi Arabia in Dublin, and the almost monthly meetings take place in the offices of Arthur Cox at Earlsfort Terrace in the capital.

“As an Irish diplomat, I had helped establish our first Embassy in the Kingdom in Jeddah in 1976 and have since maintained my interest in the country and in Irish business interests there.”

Dr Amin M. Al-Shanqiti, Co-Chairman of the Saudi Ireland Joint Business Council was the leader of the Saudi delegation.

During the Plenary meeting held at Dublin Castle on the first day of the recent visit, following an address by Mr. Joe Costello, TD, Minister of State for Trade and Development at the Department of Foreign Affairs and Trade,



Joseph Lynch, Amin M. Al-Shanqiti, Joe Geoghegan and Abdullah I. Al-Mojel



Lunch Dublin Castle June



**FOLLOWING HIS VISIT TO RIYADH, ENDA KENNY TD, AN TAOISEACH, WAS KIND ENOUGH TO SAY THAT THE BUSINESS COUNCIL WAS GOING FROM STRENGTH TO STRENGTH AND WE WISH TO CONTINUE IN THIS WAY.**

significant progress was made on three main subjects: a work experience programme with Irish companies for Saudi graduates in Ireland; cooperation between the Irish and Saudi Small and Medium Enterprises (SME) sectors; and investment in Ireland, Lynch explains.

The 'Gulfbridge' work experience proposal discussion was led by Dr John McMackin, Director of Executive & International Education at DCU Business School and Dr Abdullah Al-Mojel, Managing Director of Global Dimension for Education and Training (GDET). Aramex country manager Frank Kilbride and Abdullah Al Rasheed, President of Al Rasheed Group, were the co-chairs of the SME sub-group.

Both Ireland and Saudi Arabia will benefit from such projects, he says, adding that there was a positive response to the financial presentation by Dermot O'Leary, Chief Economist of Goodbody, Ireland's longest established stockbroking firm, and Don Harrington, its Director of Corporate Finance. Delegates went on a site visit later the same day to NovaUCD, which offers a range of comprehensive support programmes and a peer-support system that has nurtured an enthusiastic

and dynamic community of highly talented entrepreneurs.

On the second day, delegates were welcomed to Enterprise Ireland by CEO Julie Sinnamon, before attending a morning of business-to-business meetings at EastPoint Business Park, with more than 40 participating Irish companies. A visit to the Chester Beatty Library, which included a tour of its Islamic Art collection was of special interest to the visitors, who have since expressed an interest in holding an exhibition featuring some of the content in Riyadh, Lynch mentions. In addition, H.E. Mr Abdulaziz Abdulrahman Aldriss, Ambassador of the Kingdom of Saudi Arabia, hosted a reception for participants, with over 100 attendees.

Delegates enjoyed a bus trip to The National Stud in Kildare, the beating heart of Ireland's thoroughbred industry, on the third day of their visit, remarking on the lack of awareness of horse-breeding in Ireland within the Kingdom and inviting John Osborne, CEO of the Irish National Stud, to visit with the Irish delegation for the next meeting of the Joint Business Council in Saudi in January 2015.

Lynch comments that "it might be thought that with four Joint Business Councils held within 14 months the Business Council is thriving. While this may be so, it is not the number of JBC meetings that matters so much as the contacts and productive discussions and partnerships between companies made at and between these meetings."

Joint Business Council Meeting



Frank Kilbride (Aramex), Joshph Lynch (ISABC Chairman) and Peter Jackson (Enterprise Ireland)

A small number of new partnerships have been established, or are on the way to being established, since the Joint Business Council met in June and there have been productive meetings between new companies as well as maturing discussions, he says. Six new companies have joined the Ireland Saudi Arabia Business Council over the past three months.

The Saudi side have stated that the visit was a great success and both sides look forward to the next Joint Business Council in six months in Saudi Arabia.

Discussing the partnership his company has formed since June, Philip Lynch, CEO of PixelSoup, says that “as a direct result of working with the ISABC, we at PixelSoup, an eLearning company from Dublin have accelerated our sales cycle into the Ministry of Education in the Kingdom of Saudi Arabia.

“The value of the Council was demonstrated most recently when the ISABC played a critical





Munirah Alghamdi, Khalid A. Othman and Osama Z. Jamjoom



Joe Geoghegan, Chairman AICC in discussion with ISABC Delegates



Rebekah Lyons (CME), Pat Hogan (Global Risks) and John McMakin (DCU)



Khalid A. Othman, Andrew Collins and Godfrey Fletcher (Vu2Vu)

role in the sourcing and acquisition of a relevant and key Business Partner for our needs. Suffice to say, were it not for the Council and its efforts, we would be circa 12 months behind in our sales cycle."

Looking at the ISABC's achievements and success stories to date, Lynch says that the Council has played a key role in bringing some Irish and Saudi companies and groups together for mutual benefit and the creation of jobs.

"From an Irish company perspective, a member company can avail of the huge resources of our partner, the Council of Saudi Chambers, in its search for suitable business partners in the Kingdom. ISABC members with knowledge of Saudi Arabia also help Irish companies approaching the Saudi market with on the ground information about how to do business there, which is vital."

The Council of Saudi Chambers has been very encouraging and helpful to the Business Council in developing business opportunities and is a very active partner in the Joint Council, he believes. "The regular JBCs and the continuing contact between these have worked well in the creating of partnerships and developing already existing business links."

In his view Ireland's business links with Saudi Arabia continue to strengthen. Enda Kenny TD, An Taoiseach, visited Riyadh in January of this year as the head of an 80-strong trade mission organised by Enterprise Ireland. The Taoiseach addressed a meeting of the Joint Business Council at the CSC headquarters in Riyadh, which coincided with his visit.

"The Business Council was delighted with the success of the Enterprise Ireland trade mission, which was organised on the Saudi side by the CSC, and at the increased profile in the Saudi business world which the Taoiseach's address afforded the Council," he comments.

Asked about future plans, Lynch says, "we wish to continue to develop our series of JBC meetings with the Council of Saudi Chambers over the next two years, to enable Irish companies to have improved, high-level access to the Saudi business world, and to increase investment opportunities for Saudi companies in Ireland."

"We hope to launch the work experience programme for Saudi students next year and to develop SME cooperation in a structured way. Following his visit to Riyadh, Enda Kenny TD, An Taoiseach, was kind enough to say that the Business Council was going from strength to strength and we wish to continue in this way."

Joseph Lynch and the Board of ISABC want to see more Irish companies joining the Business Council. Application forms can be obtained from the treasurer Siobhan Maher at [smaher@sepam.com](mailto:smaher@sepam.com).

WE HOPE TO LAUNCH  
THE WORK EXPERIENCE  
PROGRAMME FOR SAUDI  
STUDENTS NEXT YEAR  
AND TO DEVELOP SME  
COOPERATION IN A  
STRUCTURED WAY.



# Invest in Jordan



HE Ambassador Mr. Mazen Homoud recently hosted a Business lunch with the AICC in Dublin's Shelbourne Hotel to promote Jordan to Irish companies wanting to access the Middle East markets.

Jordan has an open economy with strong linkages to the Arab world, the U.S. and Europe, making it excellent location to invest or as a base for access to the Middle East markets. Jordan's economy is holding relatively well and is still managing to achieve growth and has the ability to maintain its fixed exchange rate.

Here are 10 examples of why all companies should give Jordan consideration when making a decision to have a presence in the Middle East/ North Africa:

## 1. Unique and Strategic Location

- Situated at the convergence of Europe, Asia and Africa.
- Transportation hub of the Middle East.
- Access to the Red Sea through the Port of Aqaba, and other ports via neighboring countries.

## 2. Stable Political Environment

- Dedicated and stable leadership in the Hashemite monarchy, supported by a democratically elected Parliament.
- Guaranteed freedom of belief, speech, press, association and private property.
- Firm commitment to private enterprise system.

## 3. Free Market Oriented Economy

- Economic policies based on outward-oriented, private sector-led approach.

- Ongoing privatization of major state-owned enterprises.
- Significant advances in structural and legal reform.

## 4. A Package of Incentives and Exemptions to Encourage Investment

- Projects are exempted from income and social services taxes by 25%, 50%, or 75% for a ten year period, depending on the location of the project.
- Imported fixed assets are 100% exempted from customs duties and taxes.
- Imported spare parts for fixed assets can be exempted from fees and taxes.
- Additional exemption from customs duties and income tax is granted for the expansion, modernisation, or development of existing projects.
- Hotels and hospitals may purchase furniture and supplies without customs duties once every seven years for renewal purposes.

## 5. Access to Major International Markets

- Duty and quota free access to the US market through the Qualifying Industrial Zones (QIZ).
- Duty free access to EU markets.
- Access to more than 10 Arab countries through the AFTA.
- Bilateral agreements and favorable protocols with over 20 countries.
- Member of the Multilateral Investment Guarantee Agency (MIGA).

Mr. Ahmad Younis CEO The Arab Irish Chamber of Commerce, Jordanian Ambassador to The UK and Ireland HE Ambassador Homoud and Mr Joe Geoghegan Honorary Consul of Jordan and Chairman of The Arab Irish Chamber of Commerce.



## 6. Free Zones and Industrial Estates

- The Free Zone Corporation manages two fully operational industrial parks in Aqaba and Zarqa, and two more under construction in Amman at the Sahab Industrial Estate and the Queen Alia International Airport.
- Five private free zones in Jordan employ over 2,500 people in industries such as parks in Amman, Irbid and Al-Karak.
- Newly opened private industrial parks, including Al Tajamouat, Ad-Dulay1 and Gateway.

## 7. Qualified and Competitive Human Resources

- Abundant workforce.
- Young and highly educated population.
- 87% of the population is literate.
- 17% of Jordanians receive higher education.
- Highly competitive wage rates.

## 8. World Class Infrastructure and Communications

- State telephone company operates on a commercial basis, and is expected to privatise 40% of company in the near future.
- Choice of privately-owned Internet service providers.
- Direct Royal Jordanian flights to 47 major cities in Europe, the Middle East, the Far East, North Africa and North America. Served by 26 international airlines.
- Modern highway network
- Major trucking lines ensuring the movement of raw materials to and from the port of Aqaba as well as into and from ports of neighbouring countries.
- Jordan's port of Aqaba acts as a strategically located gateway to Jordan, the developing Red Sea region, and the Middle East as a whole.

## 9. Attractive Investment Climate

- Income and social services tax exemptions for up to 10 years.
- Total customs exemptions on imported fixed assets.
- Ease of licensing and registration procedures.
- Revenues on exports are exempted from income taxes.
- Export industries are not subject to customs duties on imported raw material.
- Free repatriation of capital, profits and salaries.

## 10. High Quality of Life

- Amenities of modern life are readily available and affordable.
- High quality public and private education provided in Arabic, English and French.
- Health services in Jordan are of international standards at reasonable rates.
- Developed network in community, active local and international business associations and cultural centers.
- Traditional festivals, cultural entertainment events, and a wealth of archeological sites.
- Excellent clubs and restaurants.

Jordan's strategic investment focus is on key business sectors, with innovation at their heart. These sectors for future success are built on four cornerstones: a strong business environment; a world-class skills base; modern infrastructure meeting the needs of businesses; and an economy embracing the opportunities arising from transition to renewable energy.

*For further on investing or relocating to Jordan please contact:*

*The Embassy of the Hashemite Kingdom of Jordan*

*Tel: +44 207 937 3685*

*Email: London@fm.gov.jo*

*Or The Arab Irish Chamber of Commerce for further information.*

# Statement by Minister Donohoe at EU-League of Arab States meeting

Minister Paschal Donohoe, TD, made the following statement at the European Union - League of Arab States Ministerial Meeting in Athens on 11 June 2014.

Mr. Chairman, Excellencies, Ireland warmly welcomes the holding of this third Ministerial meeting between the European Union and the League of Arab States and commends Deputy Prime Minister Venizelos and the Greek Government for their very effective hosting of the event.

The Arab League represents a vital strategic partner for the EU in a region to which Europe has always attached the utmost importance, not just politically but economically, culturally and in all spheres.

The draft Declaration which we will adopt later today demonstrates the breadth of practical cooperation which now takes place between the EU and the Arab League. Ireland strongly supports this intensification of practical co-operation, particularly in areas such as crisis response, the empowerment of women, electoral observation, legal cooperation, and the promotion of human rights and civil society. Ireland is particularly pleased to have helped facilitate the inaugural informal dialogue of the EU and League of Arab States' legal advisors, which took place in the Irish Mission to the EU in Brussels last week.

Ireland also supports efforts to institute a more regular strategic dialogue between Europe and the Arab world as this can only assist in addressing the many common challenges we face. Biennial meetings at ministerial level also appears to be the appropriate interval for high-level political exchanges such as this.

Not least among the challenges we collectively face is the continuing horror and tragedy of Syria. It is becoming increasingly hard not to lose hope and despair, in the face of the relentless death and devastation which we witness daily.

Ireland commends the Arab League for the strong leadership role it has consistently played in the efforts to promote a political resolution to this appalling crisis. Our meeting today must reaffirm the need for all violence and bloodshed to end and for all sides to commit to a political resolution rather than taking actions which only prolong the conflict.

Ireland commends Lakhdar Brahimi for all his dedicated efforts as Joint Special Representative. We believe that the

principles underlying the Geneva communiqué still remain relevant and offer a template for promoting a genuine political transition within Syria. Actions in conflict with those principles, such as the spectacle of the presidential elections we observed last week, run counter to efforts to end the violence and achieve peace.

It is clear that the political resolution we urgently seek will only come through intensified co-operation between all relevant international and regional players. We continue to look to the UN Security Council to take a decisive lead in this regard, including in addressing the appalling humanitarian situation and in increasing pressure on all parties, but particularly the Syrian regime, to remove the unacceptable impediments to delivery of urgent humanitarian supplies. Resolution 2139 has clearly identified the urgent actions necessary to end such obscenities as besieged communities being starved into submission and we look forward to further measures now being taken by the Security Council to ensure compliance with this Resolution.

We also owe it to the all too many victims of the Syrian conflict and their families to ensure accountability through referral of the situation to the International Criminal Court. It is a matter of great regret that the Security Council last month was unable to endorse such a referral through the exercise of the veto by two Council members.

More efforts are needed to assist and lessen the huge burden which the humanitarian crisis in Syria is imposing on neighbouring countries. Ireland has already contributed some €12 million in humanitarian assistance since the start of 2014 and is actively considering what further assistance it can provide to those countries which have so generously provided refuge to those fleeing the conflict.



Paschal Donohoe TD



Ireland continues to attach the highest priority to the search for peace in the Middle East and the resolution of the Arab-Israeli conflict. We commend the US Administration and Secretary of State Kerry for all their efforts in recent months to promote substantive negotiations between the two sides. It remains clear that that outcome which we all seek, namely a two-State solution, on the basis of the 1967 borders and which addresses all the core issues of the conflict, can only be achieved through negotiations.

Accordingly, promoting a conducive atmosphere in which direct talks can resume and lead to substantive negotiations on all the core issues must remain the priority. Both sides should desist from all actions which undermine confidence and impede the search for peace. In particular, we urge Israel to stop expansion of settlements in the West Bank and East Jerusalem which can only impede the realisation of a viable Palestinian State.

Ireland has welcomed the establishment of the new Palestinian Unity Government headed by Prime Minister Hamdallah as an important step in the effort to end divisions and promote reconciliation among Palestinians. Ireland has always believed that greater unity among Palestinians must be an essential element of overall efforts to promote a just and peaceful resolution of the Arab-Israeli conflict. We attach

importance to President Abbas' assurances that the new Government will remain committed to the principle of the two-State solution based on the 1967 borders, to the recognition of Israel's legitimate right to exist, to non-violence, and to the respect of previous agreements.

It remains very much in all our collective interests, as Europeans and Arabs, to continue working assiduously for peace on the basis of the Arab Peace Initiative and realisation of the two-State solution. No outcome could be more hugely and positively transformative for the region and our joint neighbourhood.

Our meeting today should also reaffirm the importance of offering all support to those countries within the Middle East region undergoing political and economic transition. In particular, we commend the Government and people of Tunisia on the adoption of their new constitution earlier this year, following an intensive process of internal dialogue, cooperation and compromise. It has demonstrated the urgency of inclusivity and reconciliation for any country undergoing transition and can hopefully serve as a model for the wider region and particularly in Libya which has experienced such a regrettable relapse into violence in recent weeks.

Thank you, shukran.



# Changes to the tax regime for the Oil and Gas industry

Former Minister for Energy Pat Rabbitte in June unveiled changes to the tax regime for the oil and gas industry, based upon recommendations contained within a consultants' report that was handed to Government in recent days.

The Department of Energy, Communications and Natural Resources is currently assessing the report, drawn up by international energy consultants Wood MacKenzie. The report will be discussed at Cabinet, prior to an expected announcement on updated terms for oil and gas exploration on June 18th, at the Our Ocean Wealth conference in Dublin Castle.

The Department confirmed it has received the Wood MacKenzie proposals but declined to comment further upon them.

There are fears in some parts of the industry that the report may recommend a toughening of the tax regime for oil and gas exploration, where the tax on profits currently ranges from 25 per cent to 40 per cent.

"From what I've heard about what's contained within the report, the industry won't like it," said one source. Another source said many within the industry are braced for an increase in profit resource rent tax (PRRT). PRRT was introduced by former Green Party energy minister Eamon Ryan in 2007 as a top-up to the normal corporation tax on

exploration profits of 25 per cent. PRRT can only be levied on the most profitable fields, and ranges from an extra 5 per cent up to 15 per cent, giving a total possible tax rate of 40 per cent.

Many within the industry expect an increase in the PRRT rate for new licences, although it is unclear if any increase could be backdated to cover existing licences. The Government is expected this summer to launch a new licensing round under the updated tax regime.

Senior members of the Irish oil and gas industry gathered in Dublin yesterday for the opening session of the Ireland Oil and Gas Summit in the Conrad Hotel. The gathering was addressed by Ciarán Ó hÓbáin, principal officer of the Government's Petroleum Affairs Division, who will also address the Our Ocean Wealth conference later in the month on the issue of licensing terms.

Tony O'Reilly Jr, the chief executive of Providence resources, also addressed yesterday's conference. Mr O'Reilly told the conference that Ireland needs to attract more international exploration companies to shoulder the cost of drilling off the Irish coast.

He warned that concerns about a possible vote for independence by Scotland could lead to reduced levels of investment in the North Sea, and consequently lower production and higher prices.



AFP PHOTO

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# AIJ News

## Blooming Success

**Ireland's No.1 florist launch in Dubai with their aim firmly set on taking over the UAE market.**

Flowers.ae have launched into the UAE market and have already gained massive success. The Irish company was founded by two of Ireland's most prestigious florists and businessmen David Ferguson and Martin O Gara. The two established entrepreneurs saw a major gap in the market to launch a floristry business which would cover all areas of the flower market. They are focusing on areas such as the corporate, weddings, retail, online and gifting services.

Martin says "There are many flower companies across the UAE however they tend to stay in just one market. They either specialised in the wedding and events area or they are a retail outlet with some online presents. Flowers.ae are the full package, the aim of our business is to establish the company as a market leader in the UAE. We are growing all

aspects of our business from corporate sales, wedding business, online sales and gifting services. We are currently looking to secure a commercial premise which will give Flowers.ae a welcomed retail presents in Dubai.

Both Martin and David have countless years of experience in the floristry business. Martin started business in the floristry industry back in 1972. In 1980 he opened his first company called Justyne Flowers and grew it into the market leader in Ireland for retail and online flower delivery. He was awarded the prestigious honor of winning 'Irish Florist Of The Year' on more than one occasion and was the first and only florist to be awarded 'British Interflora Florist Of The Year'. Martin then went on to become a Director of the British Interflora unit. With these accretions he then turned his expertise to the Chinese market and assisted in reclaiming the Interflora brand in China and re-launching it officially back into the Chinese market successfully. His company was responsible for the training and development of the first retail florists in China at that time. In 2012 Martin took a strategic move and partnered with FCDM a Digital Marketing Agency based in Ireland. Together they founded Flowers.ie which again has grown to be the market leader in the flower industry in Ireland. It was this brand which gave them the idea to move into the market in the Middle East and establish the company Flowers.ae.

Co-Founder of Flowers.ae David Ferguson has equally as much experience in the flower industry. He is also currently the CEO of Ferguson Flowers in Belfast Northern Ireland which was established in 1939 as a family business. David went on to grow Ferguson Flowers to be the largest retail floristry business in Northern Ireland. He was appointed to the 'Florist Advisory Council' by the Interflora British unit. David says "Floristry has always been a passion to me; it has been in my family for many generations. When Martin and I seen the opportunity to collaborate our experience and expertise to replicate our business model in the UAE it was a challenge I could not refuse. Although the UAE market is strong, there were many new guidelines and laws which we needed to adhere to before we launched Flowers.ae. Doing business in the UAE is different to what we are used to in Ireland however they have excellent information outlets and services which have assisted us along the way".

During their time in Dubai, David and Martin have built relationships with business networks such as "The Irish Business Network". This outlet has allowed them to market their brand to the corporate sector and most importantly the hotel industry in Dubai. This business network and others like it have given Flowers.ae a platform to showcase their services. It has afforded them the opportunity to interact with other companies who have successfully grown a business in the UAE. The Chairman of the IBN Bernard Creed says "We are delighted to welcome new Irish businesses into the IBN. We want to help them to grow their business through both communication and connection with our entire IBN base.

Flowers.ae have built what they call a 'Layered Approach' to their business model, Martin says "We offer our customers a wide and varied service. We have placed immense efforts in catering to all demographics across our market. We feel this is one of the factors that has contributed to our success in Ireland and now the Middle East. Other online services we offer range from balloon delivery, bespoke chocolate delivery and gifting. We understand our customer and being in this region has allowed us to explore a whole new market and customer base which we are thoroughly enjoying. We love what we do and we hope it shows in our work and service".

For this issue Flowers.ae have offered the readers of *The Arab Irish Journal* a very special 20% discount offer. If you wish to order flowers online at [www.flowers.ae](http://www.flowers.ae), insert the code AIJoffer.

**To contact flowers.ae login to [www.flowers.ae](http://www.flowers.ae) or email [martin.ogara@flowers.ae](mailto:martin.ogara@flowers.ae) or [david.ferguson@flowers.ae](mailto:david.ferguson@flowers.ae)**



## A Limerick company could have found \$10 billion worth of oil in Tunisia

**Circle Oil's share price jumped almost 25% on the news.**

Limerick-based Circle Oil has published results from exploratory drilling in Tunisia that indicate the company is sitting on top of around 100 million barrels of oil.

At yesterday's Brent Crude price of \$102 per barrel, this would value the discovery at around \$10.2 billion (€7.7 billion).

A spokesman for the company said that the market value of the find would be diluted by the cost of getting the oil out of the ground, although added that it was too early to say how much extraction costs would be, or how long it would take.

While the results are only preliminary at this stage, news of the find was enough to send the company's stock up by nearly 25%. It is currently trading at a near six-week high of 21.75p a share.

In a note published this morning, Investec said that the Tunisian result "is a significant step forward for Circle".

The analyst said that the results are "potentially transformational", and predicted that the company's value could climb as high as 80p per share on the news if management estimates of the results are correct.

### Drilling hitches

The exploratory well, named El Meiouini-1, in the Mahdia Permit, off the coast of Tunisia, was conducted in water depths of 240 metres, around 120 kilometres off the coast of the eastern port of Sousse.

The find was in the Mahdia Permit area, seen here to the south of Sicily.

The company drilled to a total depth of 1,200 metres, but hit a hitch when trying to expand its dig.

In a release, Circle said that it ran into trouble when trying to extract oil from the well due to "mud losses".

Chief executive Professor Chris Green said: "We are extremely pleased to add this potential large discovery to our portfolio in Tunisia. It is unfortunate that the hole conditions became untenable so quickly and we were unable to conduct a full log appraisal effort forward on the Mahdia Permit."

The company also managed to secure a six-month extension to work in the area until January 2015.

Latest filings with the company's office show that Circle Oil made an profit of \$28.2 million (€21.4 million) in 2012, a 41% increase on the previous year.



## Etihad Cargo Launches Skystables Equine Product

Etihad Cargo, the freight division of United Arab Emirates (UAE) carrier Etihad Airways, has unveiled a new Equine service called SkyStables, targeted at customers around the world wishing to transport horses and other similar species by air.

Supervised by expert managers, SkyStables offers owners, breeders and equestrian organisations bespoke global transport arrangements on Etihad Cargo's fleet of 10 Airbus and Boeing wide-body freighters.

The service, bookable from today, is being rolled-out across Etihad Cargo's scheduled network of 44 freighter destinations with personalised charter services to other cities also available.

Horses travel in dedicated stalls equipped with anti-slip floors, which are then loaded in temperature controlled sections of the aircraft.

Throughout the flight, the animals can be attended to by their grooms, ensuring arrival at their destination fit and healthy.

Kevin Knight, Etihad Airways Chief Strategy and Planning Officer, said: "Our new global SkyStables product is a tangible example of innovation being at the very forefront of how we continue to develop our business by adding more services for new and existing customers.

"SkyStables goes beyond simply meeting the safety, security and reliability needs of equine owners, offering a more comprehensive air transport solution which is overseen by dedicated and fully trained Etihad Cargo equine managers.

"The animals are well looked after prior to, during and after the flight, and combined with a dedicated handling team and facilities at our Abu Dhabi hub, we also have approved export and import processes in place with local UAE customs and police, in addition to a full veterinary service at Abu Dhabi International Airport."

Customers wishing to book the new SkyStables service can contact [skystables@etihad.ae](mailto:skystables@etihad.ae) or telephone: +971 2 511 48 34.

### About Etihad Cargo

Etihad Cargo offers a combination of bellyhold capacity and maindeck freighter services to 108 destinations internationally, operated by a fleet of 10 freighters including four Airbus A330-200F, three Boeing B777F, and three Boeing 747F.



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# AIJ News

## Minister Costello leads Enterprise Ireland Trade Mission to Qatar and Oman

### Irish companies target export opportunities across range of sectors

Minister for Trade and Development, Joe Costello, TD, on Saturday 31 May 2014 led 22 Irish companies in a major drive to boost international linkages and increase Irish exports to Qatar and Oman.

Minister Costello said: 'This trade mission, organised by Enterprise Ireland in close cooperation with the Department of Foreign Affairs and Trade and the Embassies of Ireland accredited to Qatar and Oman, is an important opportunity to explore new commercial prospects and build on the already strong links that Ireland and Irish companies have in this region. Strong exporting Irish companies are critical to maintaining the economic growth we are witnessing across the country.'

Enterprise Ireland trade missions are an essential part of sustaining this export growth, helping open up market access for Irish goods and building the business networks that are so critical to international business.

Growth in trade and investment resulting from these missions supports jobs in Ireland and is an essential part of the Government Trade, Tourism and Investment Strategy and the Action Plan for Jobs.

The three-day trade mission to Qatar and Oman was focused on key sectors in these markets where Irish companies have particularly strong capabilities – higher education, telecommunications, life sciences, construction and engineering, and water/waste water. This is the first Enterprise Ireland trade mission to Oman.

Minister Costello will had a series of high-level business engagements supporting the Irish companies' drive in these markets. He will also had a number of political engagements where bilateral and other issues of relevance, including human rights, were raised, as well as meetings with representatives of the Irish business community.

In line with Enterprise Ireland's strategy, the trade mission provided a key foundation on which to strengthen economic, political and cultural links with Qatar and Oman. This mission, which follows a major trade mission led by an Taoiseach to the Gulf region in January 2014, will facilitate practical relationship building for Enterprise Ireland client companies with their current and prospective counterparts in the region, as well as raising the profile of Ireland at the highest levels of Government in the two countries.

It is a strong platform to promote Ireland and its companies as strategic partners across multiple sectors and will demonstrate how Enterprise Ireland can act as a conduit to those world class goods and services.

Tom Kelly, Divisional Manager with Enterprise Ireland, who is accompanied Minister Costello on the trade mission, added:

"Enterprise Ireland trade missions, 18 of which are being undertaken this year, are all about helping our client companies grow their exports sales, sustaining and creating new jobs throughout Ireland.

"Markets such as Qatar and Oman are particular targets, where we can build on our existing strengths and at the same time lay the ground work for further new export opportunities. We have increased the number of Ministerial-led trade missions over the past two years and the intensive series of meetings and events that are part of every trade mission continue to play a critical role in supporting Irish companies grow their international business."



Minister for Trade and Development, Joe Costello, TD

## Iraq could Take Lead in FDI

Growth in foreign direct investment (FDI) to Egypt, Iran, Iraq, Lebanon and Jordan should overtake the "expansion of flows" to the Gulf Cooperation Council (GCC) by 2019, according to a new report from London's Centre for Economics and Business Research (CEBR) and the ICAEW.

The report focuses on the GCC member countries (United Arab Emirates, Bahrain, Saudi Arabia, Oman, Qatar and Kuwait), plus Egypt, Iran, Iraq, Jordan and Lebanon (abbreviated to GCC+5).

It emphasised that Iraq, Iran and Egypt, despite being among the most volatile economies in the region, are attractive due to the sheer number of potential consumers they represent.

For the vast majority of countries in the Middle East, commodities make up more than half of their total goods exports by value, say the authors. The sum is as high as 99.2% in Iraq, where many other export industries have been disrupted by conflict and ongoing violence.

In Iraq, economic growth is forecast to accelerate to 6.5 per cent this year, moving up to 8.6 per cent by 2016, despite increasing violence. Since the toppling of Saddam Hussein in 2003, western and Asian oil majors have vied for a slice of lucrative energy contracts.

**The full report ICAEW Economic Insight: Middle East Quarterly briefing Q2 2014 is available at <http://www.icaew.com>**

## April, 2014 - Minister Quinn visits Saudi Arabia at the invitation of His Excellency, Minister Al-Ankary.

The Former Minister for Education and Skills, Ruairí Quinn T.D. today delivered the keynote address to the 5th International Exhibition and Conference on Higher Education (IECHE) in Riyadh, Saudi Arabia.

Minister Quinn visited the "Education in Ireland" stand at the conference. Education in Ireland is the body responsible for promoting and developing Ireland as a destination for international students in higher education.

Over the past four years, Saudi Arabia has become one of Ireland's most important partners in international education. Both countries signed a memorandum of understanding on education and scientific co-operation in Dublin in 2011.

Ireland now hosts more than 1,700 Saudi students – a dramatic increase on the 200 students who were studying here in 2009. The students are studying in higher education institutions and pre-higher education English language training. The vast majority are funded under the King Abdullah Scholarship Programme (KASP), injecting €100m into the Irish economy each year.

As part of the official visit to Saudi Arabia, Minister Quinn, TD also met with the Minister for Higher Education, H.E. Dr. Khalid Mohammend Al-Ankary.

Minister Quinn highlighted the quality of Ireland's education system, and explored further opportunities with Minister Al-Ankary for increasing cooperation on education matters.

The trip will mark several developments between Irish and Saudi Arabian third-level institutes.

Speaking at the IECHE in Riyadh today, Minister Quinn said, "We are delighted that increasing numbers of Saudi students are availing of the opportunities in the Irish education system."

"It is also a great pleasure to make my first visit to the Kingdom and to reciprocate the visit which Minister Al-Ankary made to Ireland in 2011."

The objectives of the IECHE are to provide Saudi students and universities with the opportunity to interact with international higher education Institutions and to establish academic agreements between local and international institutions.

"The Irish Government takes the responsibility of educating young people from around the world very seriously, and we will be introducing new policies to further strengthen the quality of provision and support which is given to international students," Minister Quinn concluded.

The Conference also aims to encourage the development of the local higher education sector through interaction and communication with international institutions and to provide both international and local universities with a gateway through which they can meet to share and discuss their expertise and insights on the field of higher education.



## Taggart advising group's bid for Mount Carmel hospital

**Irish and Middle East consortium says it will create 300 jobs**

Paschal Taggart said the bid for Mount Carmel maternity hospital was well-funded but he was unable to disclose for confidentiality reasons the exact make-up of the consortium.



An Irish and Middle East group bidding to keep Dublin's Mount Carmel maternity hospital as a medical facility has said it will create 300 new jobs if it is successful.

Paschal Taggart, the well-known businessman, has also emerged as an adviser to the consortium, which is led by Dr Ahmed Ramzi Salman, an Iraqi-born cosmetic surgeon.

His RAS group already owns the Park West Clinic in Dublin as well as clinics in Limerick and Kilkenny. About €20 million will be invested in Mount Carmel if the Irish- Gulf bidders are successful.

"It would be sad to see the hospital turn into a development. It has such a long history," Dr Salman told The Irish Times. "We don't need more houses in that area. If the hospital is sold off to developers, then it will be gone forever."

Dr Salman, who trained in America and in University College Dublin as a surgeon, said: "We plan to create 300 jobs over three years, which will support at least another 600 jobs."

"We have big plans medically," he added. "We would like to build a health village there."

This would include a fertility centre, an ophthalmology centre, day surgery centre and a dentistry unit.

"We are always looking at opportunities," Dr Salman, said when asked if his group was interested in acquiring other healthcare businesses.

Mr Taggart confirmed that he was advising the group.

"There are plenty of sites for apartments for Dublin. It would be nice to keep Mount Carmel as a hospital but it depends on the price."

### Confidentiality

Mr Taggart said the bid for Mount Carmel was well-funded but he was unable to disclose for confidentiality reasons the exact make-up of the consortium.

Mr Taggart is also a director of the Sports Surgery Clinic in Santry, north Dublin, non-executive chairman of Datalex, the listed travel software company, and a partner in Cooney Taggart financial consultants in Dublin.

## Saudi's Buy Stockyard Building in Dublin's Docklands

The Saudi Arabian Cultural Bureau has bought a distinctive new building developed by Harry Crosbie at Sherriff Street in Dublin 1, for a knockdown price of €3.6 million.

Designed by Scott Tallon Walker, The Stockyard has an overall floor area of 2,601 sq m (28,000sq ft) over six storeys and a basement car park with 30 spaces accessed from a car lift. David Bennett of DTZ handled the sale on behalf of receivers Grant Thornton while James Galvin of Galvin Property & Finance acted for the Saudis.

# North African News

## UAE Firm “in Negotiations” on Business Park

Dubai Investments PJSC [DI] has announced that Dubai Investments International – its wholly-owned subsidiary targeting overseas expansion – is currently tapping into business opportunities in Africa and Asia.

As a first step in scaling up its overseas operations, DI International is targeting investments, joint ventures and strategic partnerships across Africa and Asia, and also eyeing commercial projects in some Middle Eastern countries.

The company is also in advanced stages of negotiations with prospective business partners in Libya and Erbil in Kurdistan, Iraq to build an industrial, commercial and residential business park similar to Dubai Investments Park [DIP] and replicating the business model in the respective countries.

DI International is also working closely with relevant government authorities to attract investments as also international companies to set up industrial units within these business parks.

Mr. Khalid Bin Kalban, Managing Director and CEO of Dubai Investments PJSC, said:

“The setting up of Dubai Investments International was the first step in our strategy to expand our global footprint in key markets. Our plans are in place and we are in advanced negotiations with leading strategic players on investment opportunities across diversified sectors in the existing and new geographical locations across the globe to consolidate our position as an important international player. We are now in the process of setting up agencies and representative offices across strategic markets.”

He added: “We are also in advanced negotiations to replicate the successful business model of DIP and have already received invitations from different countries. We will use our expertise, business plans, and networking tools to build similar facilities in other locations too.”

DI’s exports have surged over 129% per cent over the last five years, and the DI International’s aggressive growth plans will further leverage its global footprint in a big way. Guided by a global vision, the company is targeting investments in existing and new businesses in international markets, with particular focus on Gulf, Middle East and Africa.

DI International was launched in 2013, as part of DI strategy to catapult its international operations and reinforcing itself as a global conglomerate. The entity is mandated to build an international portfolio of diverse business assets across a wide spectrum of industries by leveraging on DI proven expertise, knowledge and business models to promote economic growth

## Deloitte to Support PPP Programme

The Libyan Local Investment & Development Fund (LLIDF) has announced the appointment of Deloitte as its advisor to deliver national infrastructure projects through Libya’s PPP programme. Deloitte was selected following a competitive process with independent international evaluation.



Through active investment in and promotion of PPP opportunities, LLIDF is working to generate long-term financial returns and tangible socio-economic benefits by developing Libya’s infrastructure.

The agreement, signed by Mr. Bader Ben-Othman (CEO of LLIDF) and Mr. Ian Simpson (pictured) (Partner with Deloitte), marks an important milestone for Libya’s PPP agenda.

Mr. Bader Ben-Othman noted: “We are delighted to work with Deloitte on this important initiative. Throughout the evaluation and selection process, Deloitte’s capabilities and credentials became evident to all involved. As such, I am confident in Deloitte’s ability to assist us and we look forward to working with them to bring this project to fruition.”

Mr. Ian Simpson added: “Our Infrastructure & Capital Projects team has worked on some of the world’s largest and most complex projects. Deloitte is pleased to be working alongside LLIDF and we look forward to leveraging our global expertise to establish Libya as a centre of PPP excellence and partner of choice for private investors.”

Following a review of the PPP strategy, the focus will shift to growing LLIDF’s institutional capacity and designing the PPP delivery organisation. A number of sector studies will soon be undertaken to explore opportunities to attract global private investment. This will be followed by the implementation of PPP pilot projects aimed at stimulating economic development.

## Libya becomes a Member of the EBRD

Libya has become a member of the European Bank for Reconstruction and Development (EBRD), with a view to becoming an EBRD recipient country, which would enable Libya to benefit from the Bank’s investment programmes.

The EBRD Board of Governors approved Libya’s membership on 15 May during the Bank’s Annual Meeting in Poland.

Any decision to grant recipient country status to Libya will be taken separately following a thorough assessment by the Bank of the political, economic and operational environment in the country.

In 2013, Libya’s authorities sought EBRD membership, saying that the Bank’s support would play an important role in helping the country implement programmes of economic reform and would contribute to its economic growth.

The request followed the decision by the Bank’s shareholders to extend the EBRD’s remit to the southern and eastern Mediterranean (SEMED) following a wave of political change that began in the region in 2011.

Since 2012, the Bank has invested in four SEMED countries – Egypt, Morocco, Jordan and Tunisia. To date, the EBRD has invested €871 million in 34 projects across various sectors in the SEMED region.



# Turkish Airlines, the best in Europe in last four years.

Turkish Airlines has been chosen “Best Airline in Europe”, “Best Airline in Southern Europe” and awarded “Best Business Class Onboard Catering”, “Best Business Class Lounge Dining” in 2014 Skytrax World Airline Awards.

As a world recognised brand associated with air travel excellence in 21st century by providing unique products to the world airline and airport industry through professional Audit and Service Benchmarking programmes of airlines, airline alliances, airports and related air transport product and service suppliers across the globe, Skytrax had become the world leader in ranking aviation offers. With no outside sponsorship, advertising or influence, it is the most respected global airline passenger study in the industry.

This year’s awards were based on the results of over 18 million passenger surveys, with more than 105 nationalities participating, covering 245 airlines. Turkish Airlines scored a resounding success at the 2014 Skytrax World Airline Awards, with air travellers voting the airline as the “Best Airline in Europe”, the fourth year running.

By adding ‘Flying Chef’ service for Business Class passengers on its all long-haul and some of short-haul international flights, Turkish Airlines has been also named as the winner in the category, “Best Business Class Catering” and was also awarded in the category, “Best Business Class Lounge Dining” for its seamless catering service that has been offered in its newest addition to the guest comfort; its expanded and refurbished lounge at Ataturk Airport, “Turkish Airlines Lounge Istanbul”. TURKISH DO&CO, a group that has repeatedly won awards for providing Turkish Airlines’ passengers with the best meals in the sky and also in the lounges is an important factor in this success, being a partner of Turkish Airlines.

The results of the 2014 World Airline Awards were announced July 2014 in Hampshire,



Farnborough Airshow. “Best Airline in Europe”, “Best Airline in Southern Europe”, “Best Business Class Catering” and “Best Business Class Lounge Dining” awards were presented to Turkish Airlines’ CEO, Temel Kotil Ph.D. by CEO of Skytrax, Edward Plaisted. The survey operated over a 10-month period, and more than 105 nationalities from over 160 countries around the world participated in the survey.

The awards mark a continued period of success for the airline which has seen passenger numbers rise by 16.8% so far in 2014 compared to the same period last year. This follows the airline being ranked as a 4-star airline in 2007 and joining Star Alliance in 2008. While keeping its 4-star airline title again in 2008, Turkish Airlines was named “Best Airline in Southern Europe”.

Maintaining the same momentum in 2010, Turkish Airlines continued to be the “Best Airline in Southern Europe” and “Best Catering in Economy Class” with the inflight service provided by Turkish DO & CO. The airline also took 3rd place of the best airline companies in Europe.

In 2011, Turkish Airlines was chosen as the winner of the three categories by Skytrax; “Best Airline in Europe”, “Best Premium Economy Seats” for its Comfort Class seats and “Best Airline in Southern Europe” at the 2011 World Airline Awards.

Turkish Airlines scored the same success at the 2012 Skytrax World Airline Awards, with its passengers voting the airline as the «Best Airline in Europe» the second year running. It was also named by Skytrax as the winner in 3 categories, “Best Airline in Southern Europe” and “Best Premium Economy Class Airline Seat” for its Comfort Class seats.

And in 2013, Turkish Airlines was chosen as the winner of the 3 categories by Skytrax; “Best Airline in Europe” for the third consecutive time, “Best Airline in Southern Europe” the fifth year running and was also named as the winner in the category, “Best Business Class Catering”.

Turkish Airlines continues to consolidate its position as one of the world’s leading airlines by significant investments made in recent years, the awards received, impressive growth figures, large-scale aircraft orders, continuously expanding route network and innovative approaches that constantly improved by its huge family consisting of 40,000 employees. They all demonstrate its continued popularity amongst airline passengers.



WIDEN YOUR WORLD



# The story of Mount Falcon Estate

## From The West Bank of Palestine to the West Bank of The River Moy!

Ireland was finally accepted to join the United Nations in 1955 and to start the relationship the Irish Government was asked for five representatives with either Garda or Army backgrounds to join as Field Services Officers.

Amongst the five selected were Jim Connolly and John Maloney both from the West of Ireland. Their first posting was to Jerusalem and during the next two years, by some coincidence, the two best friends married two sisters from Dublin and both families found themselves as neighbours in the West Bank town of Beit Hanina.

There they remained for many years with all the children born and reared in Sheik Jarrah and schooled locally. Living amongst the Palestinians and being made feel so at home the two families grew to love not only the West Bank but the Gaza strip where everyone learned to swim and fish. John Maloneys wife Marie, once her children were grown up, soon returned to work with the American Near East Refugee Agency with offices located in PA buildings in East Jerusalem. Having now dedicated the rest

of her working life to assist and improve the living standards of the Palestinian people.

After 40 years of service the two best friends and their wives and families moved back to the region they had left all those years ago: The West of Ireland.

In order to be close to their parents in their retirement, the Maloney boys and two long-term family friends purchased Mount Falcon Estate in April 2002. Following a lengthy planning application process and a massive development, Mount Falcon Estate reopened in July 2006 as a resort type Estate located on.... The West Bank of the River Moy....Coincidence again?

Mount Falcon Estate in Ballina County Mayo is fast becoming the leading resort in West of Ireland for either a relaxing break in luxurious surroundings or the ideal location for an activity packed holiday for all the family.

The Estate consists of 100 acres of mature forest which surround a Victorian Gothic Manor House constructed in 1876, which was the ancestral home of the Knox family. The Knox



family came to Ireland in the 1600's as part of Cromwell's occupation army. For services rendered to the British Crown, vast swathes of land were granted to the Knox family and in a journal dated 1790 it states :

" You couldn't throw a stone in Mayo for the want of hitting a Knox!"

Designed by the famous architect James Franklin Fuller (who designed Kylemore Abbey, parts of Ashford Castle and Farmleigh House in The Phoenix Park) Mount Falcon has his traditional church architect stamp on it with a spire over two of Irelands first recorded "Thinking Rooms"!

Every original architectural aspect of this solid Manor House has been restored and developed with precision and the perfectionist approach of its General Manager, Alan Maloney.

Now boasting 32 stunning bedrooms and a selection of over 30 self-catering luxury lodges, Mount Falcon offers a home from home environment in a safe and secluded location. Offering a 2 AA Rosette award-winning restaurant, The Kitchen Restaurant; with menus lovingly prepared by Head Chef Philippe Farineau. Due to the proximity to Ballyhaunis; Philippe is delighted to offer guests Halhal dining given advance notice.

As Mount Falcon Estate is located in Ireland only designated Wilderness and on The Wild Atlantic Way, they offer fly fishing for wild atlantic salmon , brown trout, sea trout and pike angling, archery, clay pigeon shooting and during season; woodcock and snipe shoots.

This year Mount Falcon has introduced a Falconry with a selection of Birds of Prey and operated by two professional Falconers who conduct Hawk Walks through the mature forest or hunting trips with Peregrine Falcons and Vizsla Hungarian Pointers.

The North West of Ireland has some of the most breathtaking scenery on the Island and nestled amongst the dunes visitors can discover three of the most affordable championship links courses in Ireland : Enniscrone, Carne – Belmullet and Rosses Point. Combined with 9 Parkland courses Mount Falcon is the hub for golfing in the North West.



The Maloney family and their partners would like to extend and " Ahlan Wa Sahlan " to anyone thinking of holidaying in the West of Ireland .....You can Bank on Mount Falcon Estate!

*Mount Falcon Estate*  
*Foxford Road*  
*Ballina*  
*County Mayo*  
*Tel : 00 353 (0) 96 74472*  
*Email : info@mountfalcon.com*  
*www.mountfalcon.com*





Whether you decide to sit inside the traditional wooden pub or out on the terrace overlooking the garden and lake, let the music entertain you while sampling authentic meals served with a warm and friendly Irish smile – what better way of experiencing Ireland in Dubai!



# The only real Irish experience in the heart of Dubai



**The Irish Village  
Celebrating 18 years of success!**

Since its opening in October 1996, The Irish Village has always been looked upon as a small piece of Ireland in the heart of Dubai. Its authenticity comes from the settings as well as the Irish materials and craftsmanship used in its construction, all of which have been imported from the Emerald Isle.

To bring another touch of authenticity to the place, a life-size bronze sculpture of three traditional Irish musicians was installed in the center of The Village terrace. The sculpture, entitled “The Session” was commissioned in Ireland and created by Irish artist Austin McQuinn then shipped to Dubai where it was proudly unveiled by the then Irish Prime Minister, An Taoiseach Bertie Ahern, T.D. Over the years, The Irish Village outdoor area was extended to offer a spacious terrace overlooking the lake and lush gardens where patrons can enjoy the green settings on a family day out. 2013 has seen yet another upgrade to the Irish Village. Two new seating areas have been created and a new bar overlooking the lake adds to the unique feel of the Village. We were honored when this extension was opened by Ireland’s Taoiseach, Enda Kenny T.D.

The food at the Irish Village has been awarded “Best Pub Food” by Dubai residents in different media polls over the years including the 2013 *What’s On Awards*.

The Irish Village, voted as “Best Concert Venue” has hosted various gigs and concerts on a regular basis showcasing both international and local artists including Ali Campbell, Sir Bob Geldof, Paolo Nutini, Beverly Knight and Clannad. Recently Texas performed a sold out concert and was awarded Concert of the Year from *Time Out*.

Over the years The Irish Village has become known as “Dubai’s best kept secret”, and it is no surprise to see it regularly featured in many tourist guides as one of the “Best Attractions in the Emirate” and “One of the world’s great meeting places” by *Newsweek Magazine*. Please visit [www.theirishvillage.com](http://www.theirishvillage.com) for more details.



**WHAT'S ON BEST PUB FOOD** 2002, 2003, 2004, 2005, 2009 & 2012  
**TIME OUT DUBAI NIGHTLIFE AWARDS - BEST LIVE MUSIC CONCERT 2011**  
**TIME OUT NIGHTLIFE AWARDS - BEST MUSIC VENUE** 2010 & 2011  
**WHAT'S ON 2012 - FAVOURITE BAR**  
**TIME OUT 2012 - BEST PUB**





# The Irish Business Network Jobs Portal

## Placing A Green Stamp On Employment In The UAE



Chairman of the IBN  
Bernard Creed

The Irish Business Network is an excellent organisation based in Dubai, UAE. Earlier this year An Taoiseach Enda Kenny, along with the IBN Board Members, launched the new IBN Jobs portal at the Jumeirah Creekside Hotel Deira. This portal assists Irish people who are currently living in Dubai or interested in relocating an opportunity to find employment in the UAE.

The Chairman of the IBN Bernard Creed says “We wanted to build a reliable employment platform for Irish people living in Dubai. We had identified from our network meetings that there was a need for this service from both employers looking for quality staff and also from employees looking for secure employment. We encourage

companies from all industries to contact the IBN if they are interested in using our new service.”

The IBN Jobs Portal is extremely user friendly; it allows employers to post any current positions they have available within their organisations free of charge. The portal has attracted some main employers in the region such as The Jumeirah Group, Kelly’s Steel and The Irish Village.

For anyone looking to relocate to Dubai and who is currently seeking employment, register your current CV to the IBN Jobs Portal.

*If you wish to become a member of the Irish Business Network or require further information, log on to [www.Irishbusinessnetwork.me](http://www.Irishbusinessnetwork.me)*

# Seventh Dubai Duty Free Irish Derby a triumphant success

The seventh Dubai Duty Free Irish Derby, which was staged at the Curragh Racecourse, Co. Kildare, Ireland, was a triumphant success. The world's leading airport retailer sponsored six of the eight races on the card, including the flagship race, The Dubai Duty Free Irish Derby, which was won by the Aidan O'Brien trained, 'Australia'. The horse, which is owned by Derrick Smith, Mrs. John Magnier, Michael Tabor and T Ah King, ran a steady race with jockey Joseph O'Brien at the reins.

Dubai Duty Free Executive Vice Chairman, Colm McLoughlin, H.E. Khalid Lootah, UAE Ambassador to Ireland and H.E. Patrick Hennessy, Irish Ambassador to the UAE, presented the winning connections with the perpetual derby trophy in



front of a packed grandstand, along with other Dubai Duty Free officials – namely George Horan, President, Sinead El Sibai, Vice President-Marketing and Sean Staunton, Vice President-Operations. The Curragh reported that 23,946 were in attendance, with numbers up from 2013.

Dubai Duty Free hosted over 400 guests in the VIP private pavilion, situated just beside the winning post. The day commenced with a welcome reception followed by a sumptuous lunch and full hospitality and entertainment, including two jazz bands, a string quartet and a magician.

Commenting on the Derby Day, Colm McLoughlin said, "This is our seventh year sponsoring the Irish Derby. Every year it



gets bigger and better. We are looking forward to next year to the 150th running of the race. The sponsorship of the Irish Derby is very important for us and is in line with our global strategy of high profile sports sponsorships.”

Famous faces in the Dubai Duty Free Irish Derby Pavilion included, former Taoiseach Bertie Ahern, RTÉ presenter Gay Byrne, film-maker, Jim Sheridan, *Mrs. Brown's Boys* actor Rory Cowan, rugby pundit Tom McGurk, retired champion jockey, Lester Piggott, TV3's Alan Hughes and boxer Bernard Dunne.

Catriona Hanley from Raheen in Co. Limerick won the title of the Dubai Duty Free Most Stylish Lady. Catriona, who is a nurse working in the Oncology Department in the Mater Hospital in



Sinead El Sibai and Colm McLoughlin Dubai Duty Free with Film Director Jim Sheridan



From Left to right Ahmad R. Younis Secretary General AICC, H.E Pat Hennessy Ambassador of Ireland in the UAE, Colm McLoughlin Executive Chairman of Dubai Duty Free, H.E Khalid Lootah UAE Ambassador to Ireland



Colm McLoughlin Executive Vice Chairman Dubai Duty Free with Breda McLoughlin



Sinead El Sibai Vice President Marketing Dubai Duty Free and Jihad El Sibai

Dublin, was wearing a beautiful dress by Bastyan, jacket from Mary Katrantzou and headpiece from Irish Milliner Mark T. Burke. Catriona was chosen as the overall winner by a judging panel led by Breda McLoughlin, wife of Colm McLoughlin, TV personality Millie Mackintosh, IMAGE Magazine's Editor in Chief, Melanie Morris, and Head of Personal Shopping at Brown Thomas, Stacey O'Donnell.

Catriona won the top prize of a luxury holiday to Dubai courtesy of Dubai Duty Free for two people with flights and accommodation in the 5-star Jumeirah Creekside Hotel and DDF shopping vouchers worth €1,000. The prize also included a two-night stay in The Marker Hotel and €1,000 to spend in Brown Thomas. Luxury Jeweller, Boodles also presented her with a stunning piece of jewellery. The total prize fund was worth a staggering €20,000.

The full festival included several ancillary events which ran on and off the track including the Dubai Duty Free Irish Derby Golf Classic which was held on Thursday the 26th of June at the Palmer Ryder Cup course at The K Club and the Dubai Duty Free Irish Derby Ball, also held at The K Club on Friday 27th of June which was in aid of The Jack & Jill Children's Foundation. The charity ball raised €120,000 which included a donation of €20,000 from Dubai Duty Free.

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George Horan President Dubai Duty Free with Pauline Horan

# Irish Turf Club honour H.H Dr Sheikh Sultan Bin Khalifa Al Nahyan at The Curragh.

His Highness Dr. Sheikh Sultan bin Khalifa Al Nahyan is honoured at the Curragh on Guinness Day.

His Highness Dr. Sheikh Sultan bin Khalifa Al Nahyan was at the Curragh Racecourse on day 2 of the Guineas Spring Racing Festival, on Sunday the 25th of May where he was presented with honorary membership of the Irish Turf Club. HH Sheikh Sultan is the eldest son of the Ruler of Abu Dhabi, His Highness Sheikh Khalifa Bin Zayed Al Nahyan, who is President of the United Arab Emirates and Supreme Commander of the UAE Armed Forces. Sheikh Sultan is Chairman of the Emirates Equestrian Federation, which is based in Abu Dhabi – the Federation which sponsors the Etihad Airways Irish 1000 Guineas and also runs a race in the HH The President of the UAE Cup series for pure bred Arabian horses (only race of its kind in Ireland).

Evan Arkwright, Commercial Manager of The Curragh Racecourse, said, "Irish people are intrinsically linked with the Emiratis through our mutual love of horses. We have long been associated with excellence in breeding and training and this is reflected in our premier racing."



H.H Dr Sheikh Sultan Bin Khalifa Al Nahyan



HH Dr. Sheikh Sultan bin Khalifa Al Nahyan with HE Ambassador Lootah and Guests at the Curragh



HH Dr. Sheikh Sultan bin Khalifa Al Nahyan with HE Ambassador Lootah presenting to the winners on race day.



# Saudi Ambassador to Ireland delivers the Nations' Cup award



HE Ambassador Aldriss with The Nation Cup winners USA at the Dublin Horse Show

The Dublin Horse Show, which is one of Ireland's largest annual events, took place at the RDS in early August this year where it welcomed tens of thousands of people from all over the globe. As one of the top international equestrian events in the world, various nations competed for the coveted Furusiyya Nations' Cup 2014.

In the presence of the President of Ireland, Michael D Higgins, the Ambassador of Saudi Arabia in Ireland, Abdulaziz Aldriss handed over the Nations' Cup to the USA, the winning team on the day. The American show jumping team emerged victorious, having seen off strong competition from Ireland, Britain, Germany, France, Sweden, the Netherlands and the Ukraine, while only recording just four faults over the two rounds.

His Excellency, President Michael D. Higgins expressed his thanks and appreciation to the

Kingdom of Saudi Arabia for supporting this popular and thriving sport. He further acknowledged the support of the Kingdom's leadership which it lends to such competitions and the role it plays internationally – one which is reflected by the lofty position occupied by the Kingdom in the sport at international level. The Saudi Ambassador also conveyed to the President similar greetings and best wishes on behalf of King Abdullah bin Abdulaziz Al Saud.

In a statement made to the Saudi Press Agency, following the semi-final stages of the tournament, Mr. Aldriss mentioned, "The sponsorship of the Kingdom, through the Saudi Equestrian Fund (Al-Furusiyya) for an international tournament of this stature reflects a firm and continuing desire by our government towards building cultural bridges and promoting positive interaction. It also emphasises the commonalities, which exist



between our countries. Furthermore, the generous support by King Abdullah for such competitions endorses the excellent progress of equestrian sport and its presence on a global level, not only through the involvement of Saudi chivalry but also from the participation of purebred Arabian horses in international competitions.”

The Ambassador also praised the efforts made by His Highness Prince Faisal bin Abdullah bin Mohammed, Chairman of the Board of Trustees of the Equestrian Fund, in supporting and promoting the equestrian sport on a global level. In addition, he highlighted how such events have made a positive impact towards strengthen the bilateral relations between the two countries, which are witnessing considerable development at all levels. Equestrianism forms an integral part of Saudi culture and therefore such a contribution to the field is a testament of its rich heritage.

The Director General of the tournament, John Roche, expressed his thanks and appreciation to the Kingdom and His Highness Prince Faisal bin Abdullah bin Mohammed, Chairman of the Board of Trustees of the Equestrian Fund, on the success of sponsoring this special event. The competition attracted a large Irish attendance with more than 100,000 spectators from around the world. The event also received widespread international media coverage.



President Higgins with HE Ambassador Aldriss and presentation party.



# AIJ News

## SPRAOI – The right software for the Arabic Classroom

Spraoui School is a unique suite of deep learning educational software applications designed specifically for children who learn from right-to-left in the Arabic classroom.

Our products are interactive educational experiences directly geared for an Arabic audience – not simply 'localized' versions of western products.

All Spraoui School products have proven pedagogy, and are based on deep-learning methodology. The first product in the range, Symmetry School: Learning Geometry, is a multi-award-winning eLearning software that has been completely designed to be naturally intuitive for the right-to-left learner.

We are currently running a short form pilot program in the Middle East, and if you would like to nominate your school to take part, please visit [www.spraouischool.com](http://www.spraouischool.com) or email us on [hello@spraouischool.com](mailto:hello@spraouischool.com) for more information.



## Petroceltic

Oil and gas exploration company Petroceltic said it would resume drilling in Iraqi Kurdistan together with partner Hess in early October.

Operations were suspended at one of its wells in Iraqi Kurdistan due to security risks in the region.

The energy company also lifted its full-year production guidance to between 21 and 23 million barrels of oil equivalent per day (mboepd), from 20 to 22 mboepd previously expected, after its first-half output exceeded forecasts.

Despite the higher output, Petroceltic slipped further into the red over the first half of the year.

It reported a net loss of \$57.4m compared with a loss of \$16m at the same time last year, due to exploration writeoffs of \$64.3m in Kurdistan, Romania and Egypt.

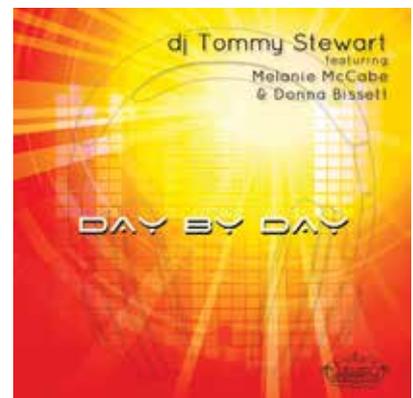
The company's chief executive Brian O'Cathain said that while Petroceltic's exploration wells during this period did not generate commercial discoveries, it has high hopes for its continuing exploration drilling programme in Kurdistan.

"We successfully raised \$100m via a share placing with new and existing shareholders, providing financial flexibility. We are progressing plans to step up to the official list of the London and Irish stock exchanges by the end of the year," Mr O'Cathain added.



## DJ to the stars Tommy Stewart launched his new single DAY BY DAY which features vocals from XFACTOR's Melanie McCabe.

Lillie's Bordello resident DJ of 20 years Tommy Stewart who has DJ'd from Dublin to Dubai, teamed up with popular X-factor finalist Melanie McCabe and up and coming vocalist Donna Bissett to produce a totally original pop/dance track (Day by day). The track features live instruments played by some of Ireland's best musicians and the track was recorded in Silverwood studios Co. Wicklow.



Commenting on *Day by Day* Tommy who has previously had three No1s in the dance charts, said "I'm very excited and happy about both the vocals and the general good feeling that Day by day produces". Previous hits from Stewart have reached as high as no 12 in the national charts.

One of the UK's top music remix producers Liam Keegan, who has remixed popular tracks for top artists such as Pink, Beyonce, Britney Spears, and many more has created the remix version of *Day by Day* which also features on this single. His previous Remix of *Blurred Lines* got Keegan more plays on BBC radio 1 than the original.

<http://itunes.apple.com/album/id917408576> link to iTunes

## Qatar Airways receives 1st A380

Five Star carrier Qatar Airways held a large press briefing along with Airbus at the Airbus Factory in Hamburg, Germany, in September as the airline took delivery of its highly anticipated first A380.

With 10 Airbus A380-800s on order, Qatar Airways is preparing to take delivery of four of them before the end of 2014.

Speaking at the press conference Group Chief Executive, His Excellency Mr. Akbar Al Baker said: "This has been a moment more than a decade in the making and we are so delighted to unveil a new passenger experience for our travellers.

"The A380 that we are introducing is not just any A380; we have completely designed every element, giving it a signature touch that has never been seen before on-board.

"Additionally, the newly opened Hamad International Airport, the airline's hub in Doha, has been specifically created with the A380 in mind, with five contact gates dedicated only for this aircraft, making the experience smooth and effortless for passengers.

"At Qatar Airways we pay careful consideration to all elements of the passenger experience and are regularly introducing innovations that make a travel experience what it should be – enjoyable and something to look forward to."

The airline will first introduce A380 services on one of its frequencies on the Doha – London route from October, followed by Paris Charles De Gaulle shortly thereafter

In the last quarter of 2014, it is expected that the airline will start receiving its first A350 XWB aircraft as the world's launch customer.



Two of Qatar Airways' Airbus A380-800s at the Hamburg Delivery Centre.



Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, and Fabrice Brégier, Airbus President and Chief Executive Officer, onboard the airline's first Airbus A380 at the handover ceremony in Hamburg.



Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, and Fabrice Brégier, Airbus President and Chief Executive Officer, at the handover ceremony for the airline's first Airbus A380 in Hamburg.





# McGettigan's – Proud history, bright future

With pubs in Dublin, Dubai, Abu Dhabi, Letterkenny and Limerick, McGettigan's will open its latest addition McGettigan's FJR at the Tennis and Country Club in the UAE emirate of Fujairah in October this year.

Since Jim McGettigan opened the first McGettigan's Pub on Queen Street in Dublin in the 1960s, the business has expanded into Dubai and Abu Dhabi in the UAE, as well as Donegal and Limerick in Ireland.

The first McGettigan's Irish Pub in Dubai opened in 2010 at Jumeirah Lakes Towers and 18 months later more McGettigan's Irish Pubs opened at Dubai World Trade Centre and Dubai International Airport.

Offering unique décor, delicious Irish food and drink and the best Irish and international entertainment and sporting events positioned McGettigan's Irish Pubs for success in the United Arab Emirates. Within the first 18 months of opening, McGettigan's in Jumeirah Lakes Towers has hosted major live sporting events and featured concerts and gigs from the likes of Jason Byrne, The Coronas, Paddy Casey, Damian Dempsey, Mundy and Paul Brady, as well as also staging a Christmas sellout performance from multi-platinum-selling UK boy band East 17.

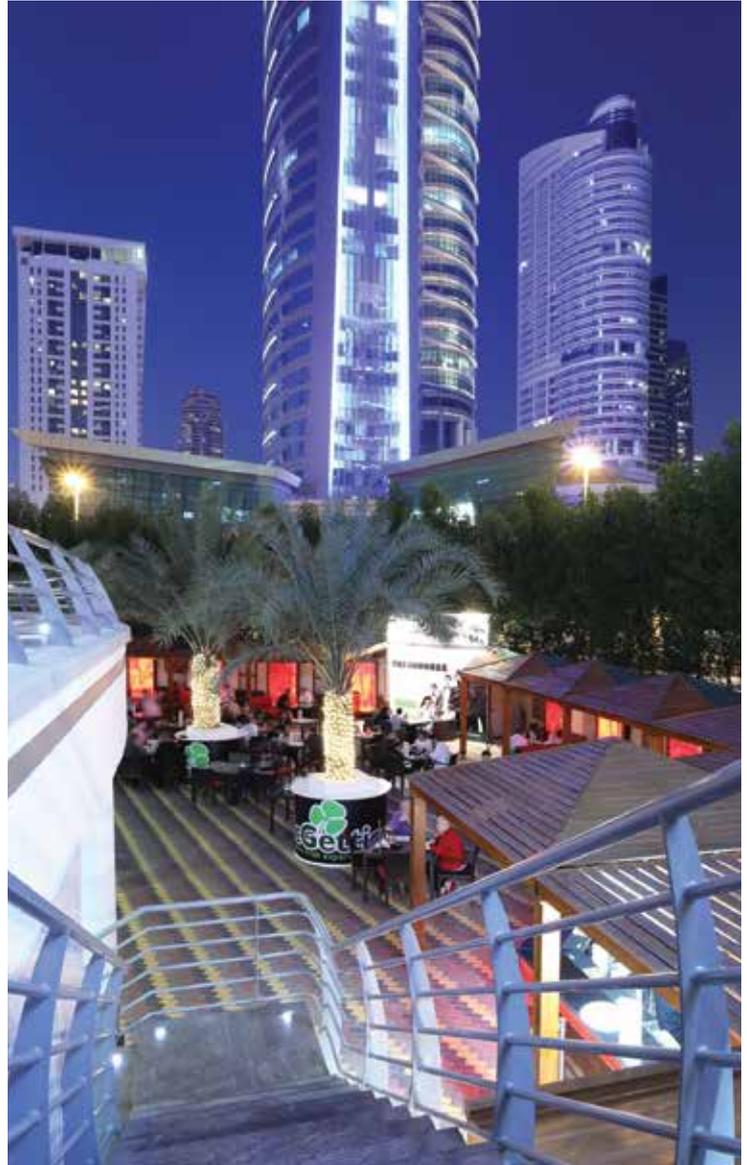
Dennis McGettigan, CEO of the Bonnington and McGettigan

group, says "it's all about excellent food, beverages, service, entertainment and sport, mixed in with interactive feedback with our customers through social media."

McGettigan's proudly wears the tagline 'The Modern Irish Experience', reflecting the modern Irish food, culture, sports and music it offers. The brand is steeped in Irish family history and is using this history and experience to bring a real flavour of Ireland to a global market.

In November 2013, McGettigan's moved back home to the place where it all started for the founder of the business, Jim McGettigan, with the award-winning pub opening at The Clanree Hotel in Letterkenny, Donegal.

Jim and Dennis McGettigan see the move as an extremely exciting development for the brand. Dennis McGettigan comments that "over the past four years, we feel we have represented Ireland fantastically in Dubai and throughout the UAE; we have promoted Irish music, culture and cuisine to the global expat community. Moving back home and investing in



the area where it all started for my father is an extremely proud development for us as a family.”

McGettigan's is now expanding globally as a brand and earlier this year opened its doors for the first time in Abu Dhabi. McGettigan's at the Al Raha Beach Hotel in Abu Dhabi has become an instant hit with local expats, with the launch night on 8 May 2014 welcoming more than 900 guests.

Dennis McGettigan recognised demand for the pub in Abu Dhabi, having spoken to guests in the Dubai pubs who told him that they happily make the journey from Abu Dhabi to Dubai by taxi, simply to have a perfectly-poured pint of the black stuff! That taxi journey from Abu Dhabi to Dubai can take up to an hour, which gives an idea of the demand to sample the McGettigan's experience.

In June this year, McGettigan's opened a new outlet in Limerick, Ireland, at the Limerick City Hotel on Lower Mallow Street in the heart of the city centre, with the launch night featuring a performance by Paddy Casey.

With six McGettigan's outlets currently in operation in the UAE and Ireland, the seventh will open at the start of October this year at the Tennis and Country Club in the UAE emirate of Fujairah.

When it swings opens its door to the public, McGettigan's FJR promises to bring an exciting and lively new venue to Fujairah. The emirate's residents and visitors can look forward to numerous daily promotions and events at the pub, extensive sports coverage, great food, a warm welcome and a high standard of service which they have come to expect from McGettigan's.

McGettigan's can be found in the UAE at the five-star Bonnington Hotel in Jumeirah Lakes Towers, the Dubai World Trade Centre, Dubai International Airport (Terminal 1) and the Al Raha Beach Hotel, Abu Dhabi. The McGettigan's pub group employs more than 250 employees in total and with further expansion planned for 2014 and 2015, this figure is set to increase massively.

[www.mcgettigans.com](http://www.mcgettigans.com)



# Chartered Institute of Management Accountants

## Study Islamic finance with the Chartered Institute of Management Accountants

Due to Ireland's increasing importance as a western hub for Islamic finance, the Chartered Institute of Management Accountants (CIMA) offers a Diploma in Islamic Finance and Advanced Diploma in Islamic Finance.

The CIMA Diploma in Islamic Finance (CDIF) is now in its fourth year and has seen over 150 students successfully participate in the programme. The CDIF is the first global qualification of its kind to be created by a professional chartered accountancy institute. It is particularly suitable for executives working in, interacting with or providing professional services to the financial services industry in Ireland. This applies in particular to accountants, bankers, corporate treasurers, fund managers, policy makers, public servants, regulators and solicitors.

CIMA's Islamic finance qualifications have won an award to recognise their world-leading status in the industry and were unanimously chosen as 'Best Islamic finance education provider 2013' by the Global Islamic Finance Awards (GIFA) committee.

The Islamic finance industry is growing at an exponential rate and the sector's global worth is estimated to be approximately €1.6trn, with an annual growth rate of 15% to 20%. This growth has continued throughout the global economic crisis – albeit at a slower pace - largely because of its vigorous screening processes and stringent corporate governance practices in dealing with excess liquidity in many oil producing countries. While the principles of Islamic finance originate in the early days of Islam many current stakeholders such as regulators, standard setting bodies, shareholders, practitioners and much of the general Muslim population are playing catch-up with its current form. Much of the activity taking place in Islamic finance is focussed in the Gulf and South East Asia, but with the underlying principles appealing to almost anyone an international focus becomes more important.

### Studying the CDIF with CIMA

The Diploma is offered as a blended tuition programme in Dublin, and covered over a five-month period, one half-day

face to face revision seminar per month. The programme costs €990 and includes an initial kick-start session, online and hard copy study materials, revision seminars in Dublin with input by leading Shari'ah academics, one accounting tutorial seminar and two sittings of each module (if required).

The CDIF is comprised of four certificates. Upon completion of all four certificates students are awarded the CIMA Diploma in Islamic Finance; Islamic Commercial Law, Islamic Banking and Takaful, Islamic Capital Markets and Instruments, Accounting for Islamic Financial Institutions.

Contact CIMA Ireland office on Harcourt Road, Dublin 2.  
Or contact the CIMA Ireland office at:  
T. +353 (0)1 643 0400 or E. [cima.ireland@cimaglobal.com](mailto:cima.ireland@cimaglobal.com)

### What students have said about the CDIF:

'I have developed a strong foundation in all aspects of Islamic finance which will allow me to further my career in this direction. This course is a must for those pursuing a career in Islamic finance and I highly recommend it.'  
Fiachra Farrell, Treasury Specialist

Find out more at [www.cimaglobal.com/cdif](http://www.cimaglobal.com/cdif)



Chartered Institute of  
Management Accountants

# AIJ News

## Focus on Enterprise Ireland's International Markets Week as export opportunities grow

**Record exports continue to grow -2013 saw the best performance in over a decade in export growth by Enterprise Ireland client companies**

Minister for Jobs, Enterprise and Innovation, Richard Bruton TD (Monday 22nd September 2014) opened International Markets Week in Dublin. International Markets Week is Enterprise Ireland's single largest client event involving over 600 Irish companies, all focused on breaking into international export markets. It is a significant part of Enterprise Ireland's strategy to drive Irish exports to support business growth and create new jobs in Ireland.

International Markets Week is a practical initiative which gives Irish companies the opportunity to discuss and explore their international growth strategies with Enterprise Ireland's team of overseas market specialists. Almost 2000 meetings are planned over the four days with the objective of helping Irish companies break into new export markets, or expand their sales in existing markets. The range of client companies participating covers all sectors and includes companies with extensive overseas operations as well as small enterprises exporting for the first time.

Opening the event Minister Bruton said: "At the heart of our plans for jobs and growth is supporting a powerful engine of Irish exporting business. Enterprise Ireland does excellent work in providing supports to ambitious, innovative Irish companies seeking to sell goods and services abroad, and in the past two years the companies they support have grown their jobs by over 8,000. International Markets Week is an important part of their strategy. It provides a great opportunity for Irish companies operating all around the world to meet experts and advisers who can assist them in growing their exports. Over the course of almost 2000 meetings this week, real progress will be made in enabling Irish businesses to expand their sales overseas and create more jobs in Ireland."

Irish companies achieved a record €17.1 billion in export sales, representing an 8% increase on 2012 and created 18,033 new jobs in 2013. This confirms a net increase of 5,442 in the number of people employed which is the largest net increase in a decade and underscores the impact of strong export growth in new and existing markets across the globe, on new job creation here in Ireland. These strong results confirm the major impact that Enterprise Ireland client companies have across the wider economy.

To coincide with International Markets Week, Enterprise Ireland conducted a survey of participating clients. The survey results show that almost 90% believe they will increase their exports in 2014, 84% say they will increase their employment in 2014, and 93% are optimistic on the prospects for the world's economic trading environment.

Kevin Sherry, Enterprise Ireland's Head of International Sales and Partnering said: "Companies taking part in International Markets Week achieved record export sales in 2013 and we are confident that they will secure significant further export growth this year – sustaining and creating jobs in Ireland. The recent opening of three new Enterprise Ireland offices in Austin, Texas; Istanbul, Turkey; and Abu Dhabi, in the UAE is already assisting to increase the scale of Irish exports, supporting companies as they seek to win more export sales."

By the end of 2013, companies supported by Enterprise Ireland were employing and sustaining well over 300,000 jobs (direct and indirect) in Ireland.

These companies are contributing hugely to the performance of the Irish economy. Driving continuous innovation and export growth leading to job creation right across the country will continue to be the major focus for Enterprise Ireland over the coming years. As an agency, we are completely committed to working with our client companies to realise their ambitions.

## Foreign investors more than double on ADX since MSCI upgrade

DUBAI: The number of foreign institutional investors (FIIs) on the Abu Dhabi Securities Exchange has more than doubled in 2014 post the up gradation of the UAE index into an emerging market by the MSCI, the chief executive of the exchange said on Monday.

Foreign institutional investors have grown to 790 in 2014 from 381 in 2013, Rashed A. Al Blooshi, chief executive officer of the Abu Dhabi Securities Exchange said:

"Due to the upgrade, we have more liquidity and that has pushed the prices up."

The exchange also witnessed a "huge increase" in total number of investors in 2014 on the ADX. Total investors in 2014 rested at 14,700.

The exchange had to upgrade in terms of legal and technical requirement as required by the MSCI, and the exchange has seen positive results due to the reclassification.

In mid-May, Global markets index provider MSCI reclassified the MSCI UAE and MSCI Qatar Indexes from Frontier Markets to Emerging Markets, coinciding with the May 2014

The nine UAE companies added to the emerging markets index were Abu Dhabi Commercial Bank, Aldar Properties, Arabtec, DP World, Dubai Financial Market, Dubai Islamic Bank, Emaar Properties, First Gulf Bank and National Bank of Abu Dhabi.

## Damac Properties signs mortgage facilities deal with ADCB

**Facility from ADCB allows buyers to enjoy convenient payment plans.**

Damac Properties said on Thursday it has signed a mortgage facilities deal with Abu Dhabi Commercial Bank (ADCB), for clients looking to buy properties in the 42 million sq ft golf community Akoya.

The mortgage facility from ADCB allows buyers to enjoy convenient payment plans of up to 25 years tenure and with attractive rates fixed for the first five years, subject to 50 per cent upfront down-payment.

Dubai's house prices continued to grow this year, with the latest report by Colliers International suggesting values were up 20 per cent year-on-year in the second quarter of 2014.

# An Xclusive Xperience with Xclusive Yachts

Xclusive Cruise is an award-winning Dinner Cruise Company in Dubai. It provides once-in-a-life-time experience to guests to encounter the shorelines of new Dubai while you grab a bite from our 5-star buffet. Especially Dinner cruise is a perfect way to spend quality time with family and friends while dining and cruising along the coastline.

Our houseboats are elegantly designed with luxurious interiors and exteriors to provide matchless style and comfort to our guests. Our luxury cruise sails through the most known landmarks of Dubai like the Palm Jumeirah and Burj Al Arab.

## The Journey On-board

Soothe your senses with lapping sounds of the waves and enjoy Dubai's tropical balmy breeze as our elaborately structured glass boat gently glides through the clear, blue sea water. Whether you spend just an hour or an entire evening with us, you'll always find our charter boat services to be exceptional and five-starred! We make sure that your cruising adventure remains eventful and memorable.

Dinner under the open sky and around city lights is not just an imaginary feeling – it is true and that too on the beautiful sea. Dinners can never have been so delicious and the ambient just so perfect that if it is a family dinner, corporate gathering or a romantic date, it all looks the best with amazing sight-view and delicious dishes.

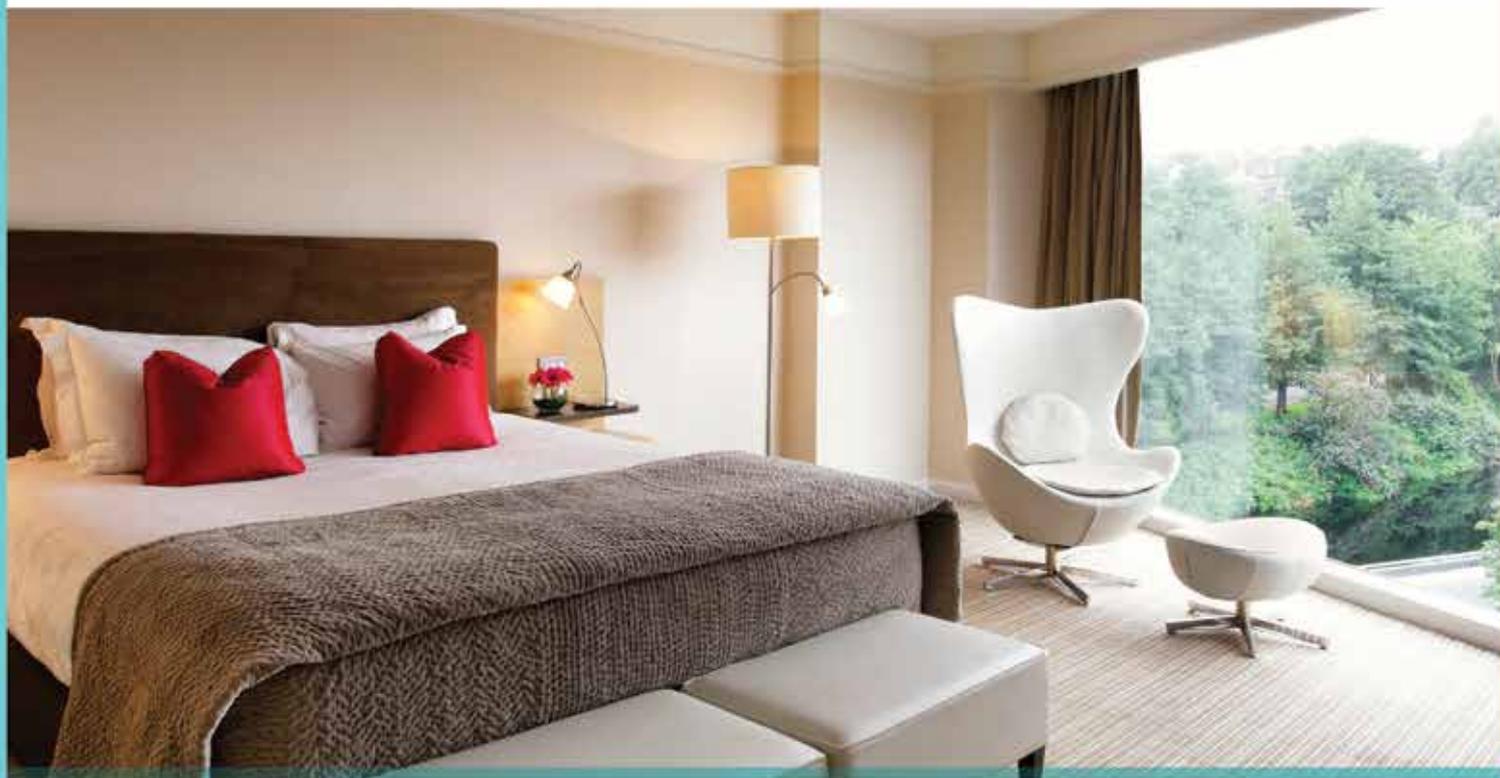
For those who want to have a sightseeing experience not far away from land and want to enjoy the vista of Dubai skyline floating across the Marina, we have Marina Sight Seeing Cruise. Approximately one hour of cruising on the elegant Dubai Marina, observing the vibrant brilliances light up one after the other.

- Dinning on an open to sky cruise includes:
- Two hours of cruising through the heart of Dubai Marina
- Captain & crew service on the dhow Cruise Dubai
- Double decker modern cruise with lower deck air conditioned and upper deck open
- 5\* international open buffet dinner
- Welcome drinks on board on the cruise
- Unlimited soft drinks, water, tea, coffee, etc.



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CORK



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email [riverlee@doylecollection.com](mailto:riverlee@doylecollection.com)

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# PJ O'Reilly's

## Authentic Irish Pub in Abu Dhabi

A lively pub with famous Irish magic and hospitality! Resident band, DJs and special guests performances make this little corner of the Emerald Isle a treat for everyone. The perfect pour and a yummy Irish food menu, there really is no better place for that genuine Irish playtime. Showing all sports fixtures, from footy to rugby and everything in between, PJ's is a one stop Irish fun-house. Whether you want to sit inside the traditional Irish surrounding with a cold brew or outside the wooden terrace, PJ's serves up a truly unique Abu Dhabi experience.

Come up to PJ's for an imperial pint, play a few games of pool, meet old friends and make new ones! Everyone is welcome at PJ's!

**Contact Number:** +971 2 695 0530 or toll free 800 101 101

**Email:** [restaurants.lrmad@lemeridien.com](mailto:restaurants.lrmad@lemeridien.com)

**Opening Hours:** Saturday to Wednesday from 12:00 to 02:00 hours / Thursday and Friday from 12:00 to 03:00 hours

**Entertainer:** Sweet Chili Jam from 20:30 hours every Sunday to Fridays / DJ Scott B from Monday to Fridays

**Location:** Located at Le Royal Méridien Abu Dhabi, Khalifa Street, Abu Dhabi, UAE

**Facebook:** [facebook.com/pjoreillysabudhabi](https://www.facebook.com/pjoreillysabudhabi)

**Twitter:** [twitter.com/pjsabudhabi](https://twitter.com/pjsabudhabi)

**Foursquare:** [foursquare.com/pjsabudhabi](https://www.foursquare.com/pjsabudhabi)

**Website:** [www.pjspubabudhabi.com](http://www.pjspubabudhabi.com)

## WEEKLY HAPPENINGS

WEDNESDAYS THE PADDYMAN

TIME 20:00 hours

PRICE Free entry all night over 21s

ENTERTAINER The Paddyman, Sweet Chilli Jam, DJ Scott B

DETAILS: There is really no better place to spend your Wednesday Evenings! Join us at PJ O'Reilly's for a night of live comedy and music by The Paddyman, blending a mix of live music (guitar and singing) with strong beats and quick witted comedy, it is an act for those who want real Irish entertainment. Supported by our resident band Sweet Chilli Jam.

## And Ladies night

Three free drinks for ladies from 21:00 hours to 23:00 hours

For more information call +971 2 695 0530 / toll free 800 101 101 or email [restaurants.lrmad@lemeridien.com](mailto:restaurants.lrmad@lemeridien.com)

## Happy hours:

Enjoy happy hour daily from 12noon to 7pm, selected beverages for AED 21

For more information call +971 2 695 0530 / toll free 800 101 101 or email [restaurants.lrmad@lemeridien.com](mailto:restaurants.lrmad@lemeridien.com)

# PJ O'Reilly's

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STILL THE MOST AUTHENTIC,  
STILL THE MOST WONDERFUL,  
IRISH OASIS IN THE CAPITAL!

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GOOD EATS & GREAT BEATS | EVERY DAY IS YOUR LUCKY DAY AT PJ'S

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Open Saturday to Wednesday from 12.00 pm to 2.00 am | Thursday and Friday from 12.00 pm to 3.00 am

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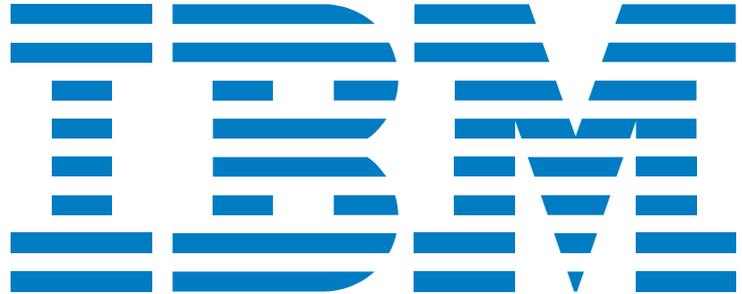


# AIJ News

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## IBM opens European Digital Sales Centre to transform Digital client engagement

DUBLIN, Ireland September 12, 2014 - IBM (NYSE: IBM) and IDA Ireland today announced the opening of a state of the art European Digital Sales Centre at the IBM Technology Campus, Dublin. The €20 million investment enables a new digital based system of engagement and transforms the way in which IBM engages with clients and business partners. Clients will now experience increased personalisation, innovation and efficient collaboration through digital and social platforms.



The Centre is IBM's largest multi language client engagement centre worldwide. It brings together a specialist IT salesforce working in 19 languages and is a focal point for clients in 21 countries across Europe.

IBM's latest investments in Cloud, Big Data Analytics, Mobile and Social technologies are fundamentally changing how we live, work and interact. Alongside this, the rise of digital technology has reset clients' expectations and is requiring enterprises to rethink the end-to-end client experience.

The state-of-the-art Centre anticipates the transformational shift in buying patterns as C-Suite clients increasingly look to engage with IT specialists online through screen sharing, video conferencing, live text chat and social media platforms.

Speaking about the launch, Bruno Di Leo, Senior Vice President IBM Sales & Distribution said, "The digital revolution is changing the way buying decisions are made and commerce is transacted. What individuals are experiencing as consumers is changing what they expect from IBM as an enterprise client. They want us to know them and understand their preferences, and get value from our expertise in new ways and on their own terms...In other words, digital is central – not secondary.

At the Centre, IBM Digital Sales representatives are creating an integrated client experience, to engage with customers at every touch point from online or via a mobile app. Team members will use social media and mobile technology along with IBM's commercially available analytics software to better identify client needs and engage in a more targeted and personalised conversation, rather than a primarily transactional experience.

For example, clients will be able to engage with representatives via an online webinar on IBM's SoftLayer cloud solution and use their mobile device to continue the conversation in a text chat or a webcam discussion. All whilst the representative is using IBM business analytics in a real-time evaluation of information from all relevant sources and expertise to support the creation of the client's cloud solution.

With these enhanced digital engagements, social business tools and processes within the Centre, representatives will also be able to collaborate more easily with their peers and IBM industry specialists to achieve more positive results, innovation and increased client satisfaction and experience, which will lead to the creation of higher value solutions.

The Digital Sales Centre is co-located with the IBM Research and Software Development labs at IBM's Technology Campus in Mulhuddart, allowing sales representatives to benefit from the wealth of expertise and specialist knowledge available locally.

[www.ibm.com](http://www.ibm.com)

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## Stryker plans to construct new Innovation Centre in Cork

**Cork - September 23, 2014 - The Instruments Division of Stryker Corporation announced plans today to construct a new 44,000 square foot surgical Innovation Centre in Cork, Ireland.**

The Innovation Centre, which will fuel future growth for Stryker, will focus on the research and development of products, technologies and solutions to reduce surgical procedure time and healthcare costs while improving surgical precision and clinical outcomes in the areas of bone cutting, soft tissue dissection and adjacent areas across a broad spectrum of surgical specialities and procedures.

The centre will combine all Ireland-based research and new product development activities and support functions within one purpose-built facility. It will feature state-of-the-art R&D facilities for product design and process development and a customer experience laboratory that will allow engineers and surgeons to test and evaluate new ideas, technology and product designs in a simulated operating room and surgical environment.

The construction of the facility will commence in Q4 2014 and is due for completion in Q4 2015.

Stryker Instruments President, Jim Heath, said: "We are excited about this important investment in our R&D efforts and the continued support of the IDA as we work to provide new technology to our customers. This state-of-the-art facility will drive innovation by giving us the ability to design, develop and test new products in conditions that mimic real life."

[www.stryker.com](http://www.stryker.com)

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## Ribbon cutting at NuVasive Ireland's new offices in Waterford city

Waterford, Friday, September 19th 2014 – The official ribbon cutting at medical device company NuVasive Ireland's new offices took place today in Waterford City.

Earlier this year the company announced that it was setting up in Waterford with the creation of up to 30 highly skilled roles over the next two to three years in the areas of customer service, supply chain, accounting and IT. The investment is supported by the Department of Jobs, Enterprise and Innovation through IDA Ireland.

The ribbon-cutting ceremony was performed at the company's offices at Wallace House, Maritana Gate in Waterford city by Chairman and Chief Executive Officer Alex Lukianov and Minister of State Paudie Coffey TD.

Speaking at the opening, the company's Chairman and CEO Alex Lukianov, who travelled from the US with other senior company officials said: "It's great to be here for the opening of our new offices. We are thrilled to be located in Waterford. It gives us access to the strong local talent to support our international operations. The support we've had in Ireland has been fantastic and I'd like to extend my thanks to everyone including those present here today. We are excited to grow our presence in the area and to improve our international business."

### About NuVasive

NuVasive is an innovative global medical device company that is changing spine surgery with minimally disruptive surgical products and procedurally integrated solutions for the spine. The Company is the third-largest player in the \$8.7 billion global spine market.

NuVasive offers a comprehensive spine portfolio of more than 90 unique products developed to improve spine surgery and patient outcomes. The Company's principal procedural solution is its Maximum Access Surgery, or MAS®, platform for lateral spine fusion. MAS provides safe, reproducible, and clinically proven outcomes, and is a highly differentiated solution with fully integrated neuromonitoring, customizable exposure, and a broad offering of application-specific implants and fixation devices designed to address a variety of pathologies.

To learn more, visit [www.nuvasive.com](http://www.nuvasive.com).

## Dubai Urged To Build More Affordable Houses For Expats

**The government needs to introduce incentives - similar to those initiated in the hospitality sector - to boost the number of affordable homes in Dubai, an expert says.**

The Dubai government should provide more incentives to local developers to persuade them to build affordable houses for expatriates in the emirate, an expert said.

"What I think would really make an impact is to introduce mandatory measures for developers to build affordable housing," Maysa Sabah Shocair, GCC managing director of Affordable Housing Institute, a global non-profit consultancy, told Gulf Business on the sidelines of Cityscape Global.

"They (the government) introduced something this year for the development of affordable hotels and if they can do something similar for affordable housing then it might be impactful," she said referring to the recent decree that Dubai introduced for the development of mid-range hotels.

She added that the government is already striving to make housing affordable for residents through the rent cap and RERA's rental index but more can be done to increase the availability of cheaper homes for lower-income expats.

Affordable housing will ensure that people are not forced to pay more than 30 per cent of their income for rents, including utilities and transportation costs, Shocair said.

However, the exact amount of lower-income housing in the market is also hard to determine due to the lack of data that is available.

"The question about housing for expats is complicated since housing has been subsidised for some of them by their employers while the rates for the rest of the residential units are left to the marketplace to be determined."

The majority of property in Dubai's market caters to an upmarket crowd with just a handful of areas being considered affordable," Shocair said.

One of the factors that hinders the development of affordable housing is the availability of land.

"To build affordable homes, we need land that is affordable and available. In many countries, the government provides land under the market rate to developers to build affordable houses."

She said that similar steps in Dubai will help the housing market balance out.

Mary Sophia Gulfnews.

## Cork teenagers representing Kinsale Community School win \$50,000 1st prize at Google science fair

**Three 16-year olds win 1st place for their project on how natural bacteria can combat world hunger**

Three 16-year Irish students from Kinsale Community School, Co. Cork have beaten contenders from all over the world to be declared winners of the Grand Prize at the annual Google Science Fair in California.

Ciara Judge, Émer Hickey and Sophie Healy-Thow, students from Kinsale Community School, submitted a project on how natural bacteria can combat world hunger after becoming interested in addressing the global food crisis after learning about the Horn of Africa famine in 2011. When a gardening project failed, they discovered a naturally bacteria in soil called Diazotroph. The students determined that the bacteria could be used to accelerate the germination process of certain crops, like barley and oats, by 50 per cent, potentially helping fulfill the demand for food worldwide

The three teenagers, also won the 15-16 age category, and will receive a 10-day trip to the Galapagos Islands provided by National Geographic, a \$50,000 scholarship fund from Google, a personalised LEGO prize provided by LEGO Education and the to participate in astronaut training at the Virgin Galactic Spaceport in the Mojave desert.

Google's Science Fair attracted thousands of submissions this year from more than 90 countries, and 18 finalists representing nine countries were chosen to spend time at Google's headquarters in Mountain View, California.

# Large Trade Delegation from Abu Dhabi visits Ireland

Headed by His Excellency Khalfan Saeed Jumaa Al Kaabi, First Vice Chairman of Abu Dhabi Chamber of Commerce and Industry, and joined by representatives from Abu Dhabi business community visited Ireland last April.

The visit was arranged to explore possibilities for new business with Ireland and to honour a commitment made to the Taoiseach, Enda Kenny, in January 2014 when he led a large Irish trade mission to Abu Dhabi.

During their three working days in Ireland, the group met the Taoiseach, Enda Kenny, the Minister for Education & Skills, Ruari Quinn, the Minister for Enterprise, Jobs and Innovation, Richard Bruton, and the Minister for Agriculture, Marine and Food, Simon Coveney. They also received briefings from Enterprise Ireland, the IDA, the Irish Food Board and Tourism Ireland. Their programme also included a busy schedule of business to business meetings with potential exporters to the region, arranged by Enterprise Ireland.

The Arab Irish Chamber of Commerce and the Embassy of the United Arab Emirates co-hosted a lunch for the delegation at the UAE embassy which was also attended by directors and clients of the Chamber, the ambassadors of Morocco and Palestine, the Irish ambassador to the UAE, Mr. Patrick Hennessy, and the President of the Irish Business Council in Abu Dhabi, Mrs. Noeleen Saeed.

The members of the delegation were impressed by what they learned during their visit and also with the quality and professionalism of the companies which they met. Discussions about potential deals have already started in several cases as a direct result of these initial meetings.

Details about the members of the delegation and their areas of business are provided in the list which can be accessed below.

Each of these listed companies will welcome contact from any Irish business that can offer a product or service which may be of interest to their specific areas of business in Abu Dhabi and the UAE generally.

The main objective was to identify and explore mutual business and investment opportunities between the two countries. The visit was a great opportunity to showcase the Emirates of Abu Dhabi as a land for business opportunities in the Middle East.

In addition, the mission was to discuss and explore technical knowledge and perceive contemporary business and investment trends in both Ireland and Abu Dhabi.



### ASCORP Holdings PSC

**Name:** H.E. Khalfan Saeed Jumaa Al Kaabi  
**Title:** ADCCI 1st Vice Chairman  
**Company Designation:** Chairman of ASCORP Holdings

### Al Sayegh Brothers Group

**Name:** H.E. Abdul Jabbar Abdul Mohsin Al Sayegh  
**Title:** ADCCI Board Member  
**Company Designation:** Chairman & CEO of Al Sayegh Brothers Group

### AL Afhad Holding LLC

**Name:** H.E. Nasser Sultan Almaamari  
**Title:** ADCCI Board Member  
**Company Designation:** Executive President

### GASCO

**Name:** H.E. Huda Abdl Rahman Al Matrooshi  
**Title:** ADCCI Board Member  
**Company Designation:** Vice President General Services Division

### Abu Dhabi Investment Authority (ADIA)

**Name:** H.E. Khaleefa Ali Mohamed Al Qamzi  
**Title:** ADCCI Board Member  
**Company Designation:** Director, Evaluation and Follow Up Division

### Horizon Energy

**Name:** H.E. Rashed Saif Jaber Al Suwaidi  
**Title:** ADCCI Board Member  
**Company Designation:** Chairman of Horizon Energy



### Aldar Properties PJSC

**Name:** H.E. Abubaker Seddiq Al Khoori  
**Title:** ADCCI Board Member  
**Company Designation:** Chairman of Aldar Properties

### Al Noor Hospitals Group

**Name:** H.E. Dr. Kassem Alom  
**Title:** ADCCI Board Member  
**Company Designation:** CEO of Al Noor Hospitals

### Lulu Group International

**Name:** H.E. Yusuff Ali Musaliam  
**Title:** ADCCI Board Member  
**Company Designation:** Chairman of Lulu Group/Medline Hospitals

### Al Hossn Engineering Consultants

**Name:** Abdulla Khalifa Abdulla Al Kaabi  
**Title:** Chairman & Managing Director  
Emirates University



### SHAHEEN Engineering Consultancy

**Name:** Eng. Zaal Mohamed Zaal Al Hameeri

**Title:** Managing Director/Partner

### Abu Dhabi Commercial Bank (ADCB)

**Name:** Mona Ahmad Mohammad Al Rashdi

**Title:** Unit Manager, SME & Real Estate

**Company Designation:** Unit Manager, SME & Real Estate

### Al Rahma Medical Natural Treatment Center

**Name:** Ahmad Abdullah Al Dhaheri

**Title:** Owner

**Company Designation:** Owner



### Global Max General Trading

**Name:** Zaher Saif Al Reyami

**Title:** Owner

**Company Designation:** Owner

### Wireless DATA Middle East

**Name:** Jasem Mohamed Sallem Alalawi

**Title:** General Manager

**Company Designation:** General Manager

**Name:** Ms. Huda Ali Al Maisari

**Title:** Business Development Manager

**Company Designation:** Business Development Manager

### ITQAN

**Name:** Feras Fadel Al Jabi

**Title:** General Manager

**Company Designation:** General Manager



### Grand Medical Company

**Name:** Eng. Hala Medhat

**Title:** General Manager/Partner

**Company Designation:** General Manger/Partner

### Al Sayegh Brothers / Alsa Lifestyle & Apparel

**Name:** Ehab Nimer Albakri

**Title:** Chief Operations Officer

**Company Designation:** COO

### Al Fahim Group

**Name:** Mohamed Abdulla Al Faheem

**Title:** General Manager Products & Services

**Company Designation:** General Manager Products & Services



### Al Neyadi Travel & Tourism

**Name:** Ahmed Al Neyadi

**Title:** Owner

**Company Designation:** Owner

**Company Brief:** Travel & Tourism Operator

### Ardent Advisory & Accounting

**Name:** Sharad Bhandari

**Title:** Managing Partner

**Company Designation:** Managing Partner

### Quality for Life

**Name:** Ms. Monah Juma Al Jenaibi

**Title:** Chief Executive Officer

**Company Designation:** CEO

### Alsa Eng & Consulting Co.

**Name:** Sivaprasad Vijaybhaskar

**Title:** Project Manager

**Company Designation:** Project Manager

### Socoin International

**Name:** Motassem Al Midfa

**Title:** Chairman

**Company Designation:** Chairman

### ALHOSN University

**Name:** Professor Munther Talal Momany

**Title:** Vice Chancellor and CEO

**Company Designation:** Vice Chancellor and CEO

### NMC Healthcare and UAE Exchange

**Name:** Dr. B. R. Shetty

**Title:** Founder & CEO of New Medical Center Healthcare, Managing Director & CEO of UAE Exchange

**Company Designation:** Founder & CEO of New Medical Center Healthcare Managing Director & CEO of UAE Exchange

**Name:** Binay Raghuram Shetty

**Title:** Chief Operating Officer NMC Health Care

**Company Designation:** Chief Operating Officer

### Solimar Properties

**Name:** Shafic A. Sayegh

**Title:** Managing Director

**Company Designation:** Managing Director

### Royal Express Travel & Tourism

**Name:** Ms. Madhheya Saeed Hadeef Hofan Almansoori

**Title:** Managing Director

**Company Designation:** Managing Director

### Genesis Integration

**Name:** Tony Abou Jawad

**Title:** Director

**Company Designation:** Director

### Dhabi Holdings

**Name:** Walid Omar Shamma

**Title:** Associate

**Company Designation:** Associate

### NCC Group of Companies

**Name:** Hani Ibrahim Abdulnoor

**Title:** Managing Partner

**Company Designation:** Managing Partner

### Al Sayegh Brothers Trading

**Name:** Firoze Kapadia

**Title:** Group Chief Financial Officer

**Company Designation:** Group Chief Financial Officer



### Shams Abu Dhabi Travel

**Name:** Aris Abdul Azeez

**Title:** General Manager

**Company Designation:** General Manager

### Control Contracting & Trading Company

**Name:** Saleh Muqattash

**Title:** Chief Executive Officer

**Company Designation:** Chief Executive Officer

### Control Contracting & Trading Company

**Name:** Saleh Muqattash

**Title:** Chief Executive Officer

**Company Designation:** Chief Executive Officer

### Flanagan Arabia

**Name:** Bob Flanagan

**Title:** Managing Partner

**Company Designation:** Managing Partner

### Byrne Looby

**Name:** Ronan Duffy

**Title:** Business Development Manager

### JP Morgan Chase Bank

**Name:** Declan Hegarty

**Title:** Managing Director Corporate Bank

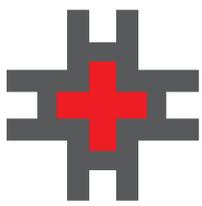
**Company Designation:** Managing Director Corporate Bank

### Bin Salem Trading-Garamond International

**Name:** Sara Morales

**Title:** General Manager

**Company Designation:** General Manager



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# LCE International sign MOU for Tunisia Economic City

At the project launch at an international sponsored conference in Tunisian capital Tunis

LCE international, office for architecture and design signs MOU for projects within the Tunisia Economic City Vision. The TEC project was officially announced on the 8-9 of September at Hotel the Palace in Tunis.

LCE international Chairman, Walid el Turki and CEO, Mark Keville were in attendance along with TEC partners, Partners Investment LLC Dubai. As guests of Dr. Riadh Khalifa Toukabri, president and founder of TEC project, Mark Keville presented LCE international past, present and future work and announced that his office have begun design work on an iconic tower for the TEC vision. The signing of the MOU by Mark Keville concluded a successful two days of presentations by key sponsoring companies. A significant presence from Saudi Arabia was led by Royal Prince Fahad Bin Miqrin Bin Abdul Aziz Al Saud, as well as international investors from UK, Australia and other countries added to the credibility of the project. Mostapha Bin Jaafar, President of the Constituent Assembly of Tunisia, gave a speech welcoming the delegations and supporting the initiative.

Tunisia Economic City, is a mega economic development and urban project of 90 square kilometres with an 18-kilometre beachfront modern sustainable and eco-friendly metropolis. It will be the home of 500,000 inhabitants and will provide 250,000 jobs when completed within 15 years. The concept is to build, in phases, a global and integrated modern city in Enfedha, with a strong base linked to Culture, Tourism, Education and Commerce. The project aims to be an international Centre and hub connecting East and West, North and South for Trade, cultural and educational exchange.

Mark Keville said, "LCE international are very honoured and excited at the prospect of our involvement in the TEC project. TEC aims to contribute to the development of Tunisia economic matrix given its radiance as a gateway of the Mediterranean and as an international trade exchange. We aim to bring these ideas through into the architecture we will be proposing."



## LCE international

design management consultancy

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# Powdered infant formula- an Irish success story



Dr. Grainne Redmond

According to Bord Bia, Irish export values for dairy product and ingredients exceeded €3 billion for the first time in 2013, an increase of 15% from 2012. This was mainly due to strong global dairy prices combined with increased Irish availability as the year progressed. Tight global supplies and a spike in Chinese demand led to international dairy prices reaching record levels in April (Bord Bia, 2013).

One of the strongest performing product categories is powdered infant formula. Irish infant milk Formula manufacture is the fastest growing sector in world dairy markets and approximately 15% of global supply is produced in Ireland. It contributes €620m to the value of Irish dairy exports, ahead of cheese (€600m) and butter (€542m) and utilises fresh milk and dairy ingredients such as skim milk powder, demineralised whey, lactose, whey protein (Teagasc 2013).

Over the last two decades, Ireland has become one of the world's leading producers of infant

nutritional products with the presence in Ireland of leading infant nutrition companies (Danone, Abbott and Pfizer) (Food and Drink Industry Ireland, 2014). Production of powdered infant formula in Ireland is set to increase to 20% in coming years. This means 'one in five babies in the world who are fed infant milk will use an Irish product'.

In 2013, exports to the Gulf Cooperation Council (GCC) countries were dominated by infant formula exports at €124 million. Dairy and dairy ingredients, including infant formula, currently account for the largest share of exports to the region. As the Irish dairy industry plans for growth following the end of dairy quotas in 2015 the Middle East is setting out to become an increasingly important market, particularly for milk powders and dairy ingredients.

## What is infant formula?

Infant Formula is a breast-milk substitute formulated industrially in accordance with

WHO standards, to satisfy the normal nutritional requirements of infants. The composition of infant formula is designed to contain the nutrients known to be important for growth and development of an infant. The most commonly used infant formulae contain purified cow's milk whey and casein as a protein source, a blend of vegetable oils as a fat source, lactose as a carbohydrate source, a vitamin-mineral mix, and other ingredients, depending on the manufacturer.

## 2008 Scandal

China is still recovering from the 2008 Chinese infant formula scandal where melanine (a chemical used in plastic manufacture) was added to milk to give the appearance of a higher protein content. The scandal resulted in six infants dying from kidney stones and other kidney damage, and an estimated 54,000 babies being hospitalised. The issue raised concerns about food safety and political corruption in China, and damaged the reputation of China's food exports, with at least 11 countries stopping all imports of Chinese dairy products.

The World Health Organization referred to the incident as one of the largest food safety events it had had to deal with in recent years, and that the crisis of confidence among Chinese consumers would be hard to overcome. Since the scandal, Chinese parents have shied away from homegrown brands in favour of foreign brands. At the moment, foreign infant formula brands now account for half the market, up from about 30 per cent before the scandal.

## Why Ireland?

Ireland's temperate climate and grass growing ability, combined with a dairying tradition give Ireland a comparative advantage in the production of milk within the EU. Irish dairy farming is generally operated on a seasonal grass based system, in that cows calve in the spring and eat as much grass as possible in their 300 day lactation. Weather permitting, Irish dairy cows are generally grazed on grass pastures from March to October when the grass is in plentiful supply.

Another reason the industry has proved so successful in Ireland is the commitment from the key stakeholders involved to continually improve and innovate. The Irish government is committed to investing in scientific research and Ireland is now a Centre of Excellence in powdered infant formula expertise. Researchers at University College Dublin, Teagasc, and Food for Health Ireland are world leaders when it comes to research on powdered infant formula. State of the art research at these centres has led to improvements in product safety (e.g.



microbiology and risk assessment), new product development (e.g. anti-infective properties) and production.

The Irish dairy industry is renowned for being an early adopter of new technologies at producer level. The key manufacturers of powdered infant formula in Ireland and keen to embrace these new technologies and work closely with and support the Research Centres mentioned above.

Ireland is also considered to have one of the best food traceability systems in the world which helps underpin Ireland's global reputation for food excellence.

All the factors outlined above contribute to the global success story that is the Irish powdered infant formula industry.

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- Irish Food Magazine, Issue 1, 2014

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# DDF News

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## Colm McLoughlin Honoured for his “Outstanding Contribution to Business” at the CEO Middle East Awards 2014



Colm McLoughlin, Executive Vice Chairman of Dubai Duty Free, was presented with an award for “Outstanding Contribution to Business” at the fifth edition of the CEO Middle East Awards on 10th September at Jumeirah Emirates Tower.

Hosted by CEO Middle East magazine, an ITP Group publication, CEO Middle East Awards honor CEOs from across industry sectors, recognizing their business excellence and overall business success and acknowledging the vital contribution they make to the vibrancy of business in the region.

Upon receiving the award, McLoughlin extended his thanks to CEO Middle East magazine and the judges, commenting: “I am delighted to receive this award which is the result of the support that I receive from our 6,000 employees at Dubai Duty Free, who do a great job in running our operation. I am also indebted to the support that I receive from my own boss, HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free.”

This “Outstanding Contribution to Business” award recognizes the achievements and leadership skills that Colm McLoughlin has demonstrated during his distinguished career with Dubai Duty Free, which spans 31 years. The operation, which is the single largest airport retailer in the world in terms of turnover, is expected to achieve sales of US\$1.9 billion in 2014.

During his term at the helm of Dubai Duty Free, McLoughlin has received several personal awards including the “Sir Michael Smurfit Business Achievement Award” which was presented at the 25th Annual American Celtic Ball hosted by the Irish Chamber of Commerce USA (ICCUA) in New York last October. Also in 2013, he was presented with the “CEO of the Year” award at the 3rd Asian Leadership Conference and the “Lifetime Achievement - Editor’s Choice Award” at the inaugural Conde Nast Traveller ME Awards.



# Government of Ireland International Scholars Honoured

Taoiseach and Minister Quinn honour the contribution of the Student Ambassadors to Education in Ireland

Taoiseach Enda Kenny T.D. (Friday 11 April 2014) Attended the Education in Ireland International Student Ambassador Awards Ceremony taking place at Farmleigh. This event honours the Student Ambassadors for their contribution in supporting the work of Enterprise Ireland in attracting international students to study in this country. The Minister for Education and Skills Ruairí Quinn T.D. was also present and presented the Student Ambassadors with Certificates of Recognition. Also honoured at this ceremony were the HEA Government of Ireland Scholars, on behalf of the Department of Education and Skills.

The Student Ambassador programme, managed by Education in Ireland, is aimed at attracting top students from priority markets to study in Ireland and is part of a Government led International Scholarship Scheme. This programme is only in its third year and has already more than doubled its size. This year the programme included almost 50 international students from ten countries including USA, India, Canada, China, Brazil, Oman, Pakistan, Palestine, Malaysia and Saudi Arabia

representing 23 higher education institutions across Ireland. This programme is another key part of Ireland's promotional efforts to raise awareness of Ireland as a centre of international education.

Speaking at the event An Taoiseach Mr. Enda Kenny T.D. said: "I would like to commend the success of the Student Ambassador Programme and the valuable work of promoting Ireland to international students, the importance of which has been recognised by the Government's Action Plan for Jobs. I would also like to take this opportunity to thank the university and college presidents who are here today but, most of all, to thank the outstanding group of young people from around the world who are playing a crucial role in developing cultural and diplomatic links with other countries and building Ireland's reputation as an education destination".

Presenting the Student Ambassadors with Certificates, Minister Quinn, said:

'I want to thank the Education in Ireland Student



Ambassadors for their great effort in promoting Ireland through social media. Education in Ireland’s online presence is significant and growing at an exceptional pace. In January 2012 we had 42,000 interactions with the Education in Ireland brand, as of April 2014 this has increased to over 1 million and we know that your activity on social media has had a lot to do with this’.

Marina Donohoe, Head of Education at Enterprise Ireland which manages the International Student Ambassador programme added: ‘Education in Ireland, the umbrella brand for promoting Irish higher education institutions in international markets, is actively targeting students from around the world and encouraging them to study in Ireland. The power of social media cannot be underestimated as we seek to interact with international students’.

John Hennessy, Chair of the HEA said: ‘The Government of Ireland Scholarship programme is not only about enabling high calibre students to study and engage in research in this country. Crucially it is about working with the leaders of the future in key regions of the world at a very important stage in their career development – young people who will be to the fore in industry, academia and government in their homelands in the not too distant future’.

## ENTERPRISE IRELAND ESTIMATES THAT THE INTERNATIONAL STUDENT SECTOR IS WORTH OVER €1 BILLION A YEAR TO THE IRISH ECONOMY.

The Student Ambassador programme, managed by Enterprise Ireland, is another key part of Ireland’s promotional efforts to raise awareness of Ireland as a centre for international education. The Student Ambassadors use social media to provide blogs, videos, tweets, podcasts and articles to their international peers, prospective students and families about student life in Ireland. The students represent a range of countries including the United States, China, India, Canada and Kuwait.

The Government of Ireland International Scholarship Programme was proposed in the Programme for Government as a way to develop “cultural and diplomatic links with emerging markets” and to promote Ireland as a destination for international students. The scholarship programme is managed by the Higher Education Authority on behalf of the Department of Education and Skills.



# Sky's the limit

Emirates' recent launch of its second daily flight between Dublin and Dubai will connect up to 22,000 customers every month, Enda Corneille, the airline's new Country Manager for Ireland, tells *Lynne Nolan*.

**Having held a number of senior positions within Aer Lingus and airline management training, how do you feel your career background and experiences will benefit your new role at Emirates as Manager for Ireland?**

The levels of responsibility and the positions I held at Aer Lingus initially as country manager for outstations including The Netherlands and Switzerland and subsequently as Commercial Director have equipped me to deal with the challenges I expect to face in my new role. I have experienced markets, which were growing and declining, where significant seat capacity was added and where competition was intense. I really believe my experience in overcoming these challenges provides me with the requisite skills and techniques that I will need now In order to

drive Emirates forward at this important time.

Thankfully, the current market changes being experienced by Emirates in Ireland are really positive as the airline recently launched a second daily flight between Dublin and Dubai, facilitating up to 22,000 connections, each month, which is indicative of the growth of Emirates and success of the Dublin route.

I've been in the airline industry for over 25 years; it's in my DNA and I think that will be hugely beneficial as if you've a passion for something, it really does show.

**What attracted you to the role of Manager for Ireland; what are your key responsibilities?**

Emirates is an airline that would be on the radar of every professional in the airline industry as



it exudes quality of service and product and its reputation across the globe is second to none. It's a terrific opportunity to work for an international brand that is so well recognised by customers and respected by peers and with such a strong presence, it's a brand of which one can be very proud.

My responsibilities include ensuring that the Emirates operation in Ireland is a success and that locally, we mirror the standards of excellence that are achieved worldwide. It is incumbent on me to fill the two aircraft leaving Dublin for Dubai and beyond every day and that includes cargo loads of up to 350 tonnes, each week.

Customer experience is key and as Country Manager, I will be ensuring that all of our customers have a seamless and enjoyable experience from booking through to boarding along with all of the additional services we provide such as Chauffeur-Drive.

I am incredibly fortunate to have inherited a great team in Dublin and together we will be working to deliver on our commercial objectives and that includes working in close partnership with our colleagues in the travel trade, who have been hugely supportive of Emirates since it launched in Ireland in 2012.

**How do you intend to work with the Irish travel trade in building Emirates' success in Ireland?**

Since day one, Emirates has recognised the role the travel trade has played in supporting our business and they have been amazing advocates



and supporters of the brand for which the airline is extremely grateful. But it's a two-way street and Emirates offers the greatest number of travel destinations to our partners including Dubai, Australia, Hong Kong, India and South Africa and with our product, they know they can deliver a world-class service to their own customers, every time.

I see great opportunities for us to drive extra business together, filling seats from Dublin and delivering for customers. To achieve this, great relationships are essential and I am looking forward to building on the many great connections I already have in the industry and to making lots of new ones.



**The second daily flight between Dublin and Dubai was launched on September 1st, can you comment on the success of that route to date?**

Ireland has proven to be one of Emirates' most successful route launches, but it does not enter into new markets lightly. The Dublin route launch was carefully planned and represented a major investment in Ireland.

The launch of the second daily flight means that we will now connect up to 22,000 customers between Dublin and Dubai every month, carrying up to 1,550 tonnes of cargo out of Dublin using our SkyCargo division. These figures are quite staggering and are good news for the Irish economy with Emirates continuing to support Ireland's export business whilst stimulating inbound tourism.

Emirates has achieved a lot in its short history in the Irish market and whilst much of our success is attributable to the consistency of our service and product, our travel partners in the travel trade are also central to the airline's success.

**The Irish market has proven to be one of Emirates' most successful route launches, do you intend to add further flights between Dublin and the UAE/ Middle East?**

Having just doubled our capacity on the Dublin route from September 1st, there are no immediate plans to add further flights from Ireland. Dubai is Emirates home and hub and we are really happy with how the route is performing at present;





Emirates is the only airline connecting people between Dublin and Dubai direct. Emirates is a progressive and dynamic company so we never say never, but given the population of Ireland, I think that it is already really well serviced with 14 weekly flights direct to Dubai from Dublin.

**What are the current challenges Emirates faces in promoting Ireland as a destination in the UAE?**

As such, Emirates is not challenged in promoting Ireland as a destination to the UAE as it has an incredible tourism offering and outstanding leisure credentials. Unfortunately, one thing that we cannot control is the weather and Ireland is a million miles away from the UAE in terms of its climate although interestingly, our cool climate is often the one thing that visitors from the UAE welcome.

Ireland and the UAE share a lot more in common than you would think. Irish businesses have made a significant contribution to the economic development of the UAE and are involved in some of the country's most impressive success stories.

We are both export nations and we have each experienced the ravages of the global financial crisis and ensuing economic downturn – but we are equally resilient. Both Ireland and the UAE have a rich equestrian history and there is a growing number of visitors from the UAE visiting Ireland for leisure, business trips and indeed, to attend colleges here.

In terms of challenges, Ireland is still quite a new market for the airline, so we need to encourage our

customers to consider Ireland as a viable destination – we've already provided easy, direct access, so the rest should happen organically.

It's important to remember that Emirates' focus is not just about flying passengers from A to B. It's also about stimulating demand from across our network in support of the regions from where we operate, such as Dublin. Each time Emirates has launched a route, we have provided a boost to trade, investment and tourism.

**What are your other future plans in this new and exciting chapter for the airline?**

On a macro level, Emirates expects to fly 70 million passengers around the world in 2020 and plans are already progressing to ensure that the right infrastructures are in place to make this happen. Ireland will have a significant role to play in achieving this goal and the team and I will be firmly focused on filling seats out of Dublin connecting customers to Dubai and beyond.

At a local level, I will be focused on building on the already excellent reputation that Emirates has in Ireland, working closely with our travel trade partners but also engaging with our corporate customers who travel with us regularly.

I'VE BEEN IN THE AIRLINE INDUSTRY FOR OVER 25 YEARS; IT'S IN MY DNA AND I THINK THAT WILL BE HUGELY BENEFICIAL AS IF YOU'VE A PASSION FOR SOMETHING, IT REALLY DOES SHOW.





# Arabia

## A vast vista of Opportunity for Ireland



Imagine a region of the world where, even in its most troubled area, the rate of economic growth exceeds that of the Euro zone. An area whose combined population exceeds a third of a billion. An area where, according to International Monetary Fund forecasts, demand for imported goods from countries like Ireland

will grow by 50 per cent?

Actually, you don't have to imagine it. It exists. Stretching some 3,000 miles from Morocco in the west to Iraq in the east and 2,000 miles from Syria in the north to Somalia in the south, the Arab world boasts 367 million inhabitants (and rising) and some of the most exciting markets for Irish exporters in the world.

How exciting? Last year Ireland exported €3,681 million worth of goods to the Arab world. But that is just the start of a potential relationship. International services exports to the region are rising, as are the strong relationships between the region and providers of Irish educational services. More exciting still is the potential for growth.

As the Euro zone strives to increase its growth rate the Arab world, despite media reports of tension and conflict, is set to grow at rates that Europe and North American economies can only dream of. Better still is what is in store for vigilant exporters.

The Arab world will, according to IMF forecasts, grow its imports from the rest of the world at a rate averaging 7 per cent per annum over the next five years. If Irish exporters even keep pace with this, exports to the region have the potential to top €5 billion by 2020.

## Economic and Trade growth forecasts 2014 - 2019

		2014	2015	2016	2017	2018	2019
Middle East and North Africa	GDP	3.2	4.5	4.7	4.4	4.5	4.4
Middle East and North Africa	Imports	6.9	7.6	7.7	7.5	7.8	8.0

## The Marco Polo factor

But the Arab region is more than just an export destination. As it did a thousand years ago – when the centre of the world’s economic activity lay well to the east of Europe – the region is becoming a vital hub for trade and commerce between east and west.

Little wonder that earlier this year Dubai surpassed Heathrow as the world’s busiest airport. Former Aer Lingus CEO and current CEO of IAG (the holding company for Heathrow airport) has predicted that Dubai will maintain this position into the future. Who are we to disagree?

## Ireland - The world economy’s comeback kid

The Irish have done it twice before and now they are doing it again. In 1957 Ireland was on it’s knees due to decade of protectionism and anaemic growth. So desperate was Ireland’s predicament that some questioned the viability of the state.

A decade later Ireland was growing and poised to enter the EU. In 1987 Ireland found itself confronted with an existential economic crisis finding itself highly indebted and in recession despite a prospering Europe on its doorstep.

By 1997, however, Ireland was feted by the Economist magazine as “Europe’s shining light”. In the ensuing decade another set of mistakes – this time relating to the property market – were made and by 2007 was on the cusp of disaster.

Seven years have passed since the first beginnings of Ireland’s latest crisis and once more Ireland is recovering and hard lessons have been learned with a complete overhaul of financial regulation and fiscal governance to make sure the mistakes of the past do not reoccur.

A cursory glance at the latest set of economic figures show that Ireland’s recovery – hard earned after years of consolidation – now appears to be finally bedding down.

- According to the latest National Accounts, GDP rose by 2.7 per cent in the first three months of 2014 and stood 4.1 per cent higher than the same period in 2013
- After the ESRI and Central Bank, Davy stockbrokers have become the latest institution to revise upwards their forecast for economic growth this year. The consensus amongst forecasters is that Ireland’s economy will in GDP terms grow by close to or over 3 per cent this year
- Unemployment continues to fall significantly with the latest rate at 11.5 per cent, significantly down from a recession peak of 15.1 per cent. There is much further to go and budgetary policy will be an important factor in stimulating the domestic demand needed for further job creation. But the record of the government in creating tens of thousands of jobs in the past twelve months is exemplary.
- The budgetary position has improved due to several factors. Firstly Ireland’s debt to GDP ratio has been revised down from 120 per cent to 116 per cent due to revisions to National Accounts. Secondly the tax take in the year to August 2014 is €971 million ahead of target. Taken together with a lower debt GDP ratio and rising growth forecasts this greatly reduces pressure on the government to pursue further tax increases and may give scope for tax cuts
- Finally while not a desirable driver of economic growth, the strong property market recovery is welcome in that it reduces

negative equity and builds financial confidence amongst households in a way that will help consumer demand. The latest data on house price growth suggest that somewhere between the unsustainable heights of the boom and the recent lows, house prices are set to find a stable medium over the coming few years. This presents a good outlook for household sentiment and also an interesting investment opportunity and not just in the residential property sector: According to HWBC commercial rental activity is set to rise in Dublin by 30 per cent in the coming year.

## Domestic Demand The last piece of the jigsaw

Budget 2014 saw a €500 million package of well designed tax cuts aimed at the corporate sector. This has succeeded in boosting the SME sector and in particular entrepreneurship (according to the 2014 Global Enterprise Monitor report some 30,000 new businesses started in the last year).

However there is little doubt that the retail sector could be performing much more strongly. Or that while it rose to unsustainable heights during the boom, the current low levels of activity and employment in the construction sector is equally undesirable.

Where Budget 2014 focused on the supply side, Budget 2015 is an opportunity for government to now focus on the supply side of the economy by targeted reductions in the burden of taxation designed to stimulate demand and confidence. The economy is certainly set to recover. But it is always wise at the start of a recovery for a government to lend a helping hand. As the Arab saying goes “When you go out to look for water, bring some water with you”



# ‘A Life Worth Living’

## The Autobiography of Michael Smurfit by Michael O’Driscoll

This autobiography by Michael Smurfit is an excellent read right from the start.

Far more than just a common-or-garden autobiography, though, the symbiotic relationship between the Jefferson Smurfit Group and Mr. Smurfit ensures that this new title also doubles as a business book, one that follows its subject and his company right from its foundation up to the present day.

For those readers familiar with business terminology, it is clear from the outset that Michael Smurfit was a ‘hedgehog’ rather than a ‘fox’. His absolute focus on winning on the field of play came at some personal cost to him and his family.

Smurfit, to his credit, tells it as it was, right from the beginning: his earliest memories, his forebearers and their input into getting his father up and running in his tailor business and, subsequently, acquiring James Magee and Sons in Dublin in 1938, two years after his own birth.

No doubt Smurfit’s father, with his drive, innovation and work ethic was, proved to be his guru in in his early years as he set out on his own to take on and conquer the world. Indeed, Smurfit was most definitely his mother and father’s protégé, exemplifying their moral and ethic codes throughout his own life, both personal and business.

Disciplined people, disciplined thoughts and, of course, disciplined actions resonate throughout this autobiography. The reality of life, with all its ups and downs, winning and losing, is apparent; the focus remaining regardless.

Ireland’s first true global company, built on solid foundations and laid by John Jefferson Smurfit and later reinforced by his son, Michael Smurfit, results in a wholly memorably autobiography – one that deserves iconic status.

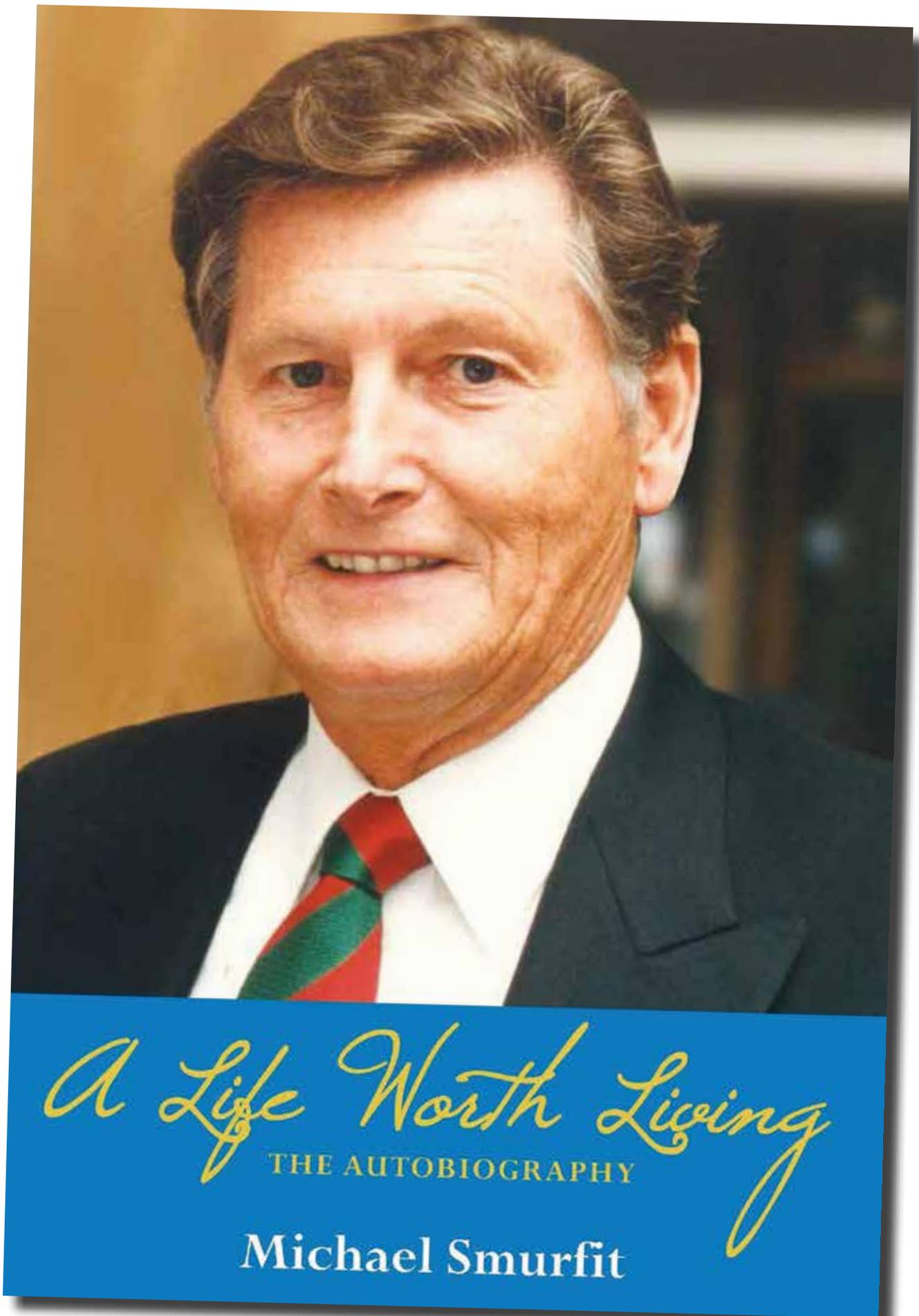
A Life Worth Living gives some insight into the person that is Michael Smurfit, a natural born leader with an incredible focus and determination, an element of fearlessness combined with and intrinsic knowledge of his business from the factory floor up. His nose for a deal was built upon his own ‘hands-on experience’ of all aspects of his and his team’s business.

Really this autobiography is a page-turner, without ever going into the micro-details of various aspects of Smurfit’s life and business dealings. The lineage of this business acumen can be seen in the actions of his grandmother and her facing the “brutal facts” of her life situation, carried on by his father and brought onto the world stage successfully by Michael Smurfit.

All the material assimilated for this autobiography and unused must make fascinating study and reading, but is unlikely to be in the public domain in the near future.

A very public figure for most of his adult life, you get sense here of a very private, protective individual in his personal life.

In short, A Life Worth Living is a must read. Go out and buy it today - you might learn from the life and experiences of a real and true captain of industry.



# Irish diplomatic representation in Arab countries

## Irish diplomatic representation in Arab countries

Country accredited	Embassy location	Contact
Algeria	Berne, Switzerland	Tel: +41 31 352 442
Djibouti, Iraq, Somalia	Paris, France	Tel: +33 1 47 27 49 22
Mauritania	Paris, France	Tel: +33 1 4504 8854
Egypt, Syria, Jordan, Lebanon, Sudan	Cairo, Egypt	Tel: +202 27358264
Libya	Rome, Italy	Tel: +39 06 6979 121
Morocco	Lisbon, Portugal	Tel: +351 21 330 8200
UAE, Qatar	Abu Dhabi, UAE	Tel: +971(0)24958200
Saudi Arabia, Oman, Bahrain, Kuwait	Riyadh, Saudi Arabia	Tel: +966 1 488 2300
Tunisia	Madrid, Spain	Tel: +34 91 436 4093
Yemen	New York, USA	Tel: +1 212 421 6934

## Consulates in Arab Countries

Country	Consulate	Contact
Bahrain	Jonathan Stark	+973 1 772 8146
Egypt	Hisham Helmy	+203 2 263 8236
Jordan	Ramsey George Khoury	+962 6 533 3616
Morocco	Benanni Abdelhak	+212 52 2272 2721
Oman	Dr Mohammed Hassan Haider Darwish	+968 24 701282
Sudan	Ronald Eliaho Shaoul	+ 249 1 5511 7886
Syria	Naji-Pierre Chaoui	+963 11 334 2144
Tunisia	Moncef Mzabi	+216 9830 7364

## Consuls in Ireland

Country	Consul	Contact
Tunisia: Honorary Consul of Tunisia	Louis Maguire	arabirish@aicc.ie
Jordan: Honorary Consul of the Hashemite Kingdom of Jordan	Joe Geoghegan	geoghegan.joe@gmail.com www.jordanconsul.ie
Oman: Honorary Consul of Oman	Dettia O'Reilly	info@ccps.ie

## Arab Chambers of Commerce

Country	Consulate	Contact
Algeria	Chambre Algérienne de Commerce et d'Industrie (CACI)	<a href="http://www.caci.com.dz">www.caci.com.dz</a>
Bahrain	Bahrain Chamber of Commerce and Industry	<a href="http://www.bahrainchamber.org.bh">www.bahrainchamber.org.bh</a>
Djibouti	Chambre Internationale de Commerce et d'Industrie (Djibouti)	Email: <a href="mailto:sic@intnet.dj">sic[at]intnet.dj</a>
Jordan	Jordan Chamber of Commerce	<a href="http://www.jocc.org.jo">www.jocc.org.jo</a>
Jordan	Amman Chamber of Industry	<a href="http://www.aci.org.jo">www.aci.org.jo</a>
Kuwait	Kuwait Chamber of Commerce and Industry	<a href="http://www.kcci.org.kw">www.kcci.org.kw</a>
Lebanon	Federation of Chambers of Commerce, Industry and Agriculture in Lebanon	<a href="http://www.ccib.org.lb">www.ccib.org.lb</a>
Arab countries	Secretariat General of the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries	<a href="http://www.gucciaac.org.lb">www.gucciaac.org.lb</a>
Iraq	Federation of Iraqi Chambers of Commerce	<a href="http://www.ficciraq.org">www.ficciraq.org</a>
Libya	Federation of Chamber of Commerce, Industry & Agriculture	Tel: +218 21 334 2916
Mauritania	Chambre de Commerce, d'Industrie et d'Agriculture de Mauritanie	<a href="http://www.chambredecommerce.mr">www.chambredecommerce.mr</a>
Morocco	Fédération des Chambers Marocaines de Commerce, d'Industrie et de Services	<a href="http://www.fcmcis.ma">www.fcmcis.ma</a>
Oman	Oman Chamber of Commerce and Industry	<a href="http://www.chamberoman.com">www.chamberoman.com</a>
Qatar	Qatar Chamber of Commerce and Industry	<a href="http://www.qatarchamber.com/">www.qatarchamber.com/</a>
Saudi Arabia	Council of Saudi Chambers	<a href="http://www.csc.org.sa">www.csc.org.sa</a>
Saudi Arabia GCC	Federation of GCC Chambers	<a href="http://www.fgcc.org">www.fgcc.org</a>
Saudi Arabia	Jeddah Chamber of Commerce	<a href="http://www.jcci.org.sa/jcci/en/">www.jcci.org.sa/jcci/en/</a>
Somalia	Somali Chamber of Commerce, Industry and Agriculture	Tel: +252 1 80726 or 81866
Sudan	Sudanese Businessmen and Employers Federation	<a href="http://www.sudabiz.org">www.sudabiz.org</a>
Syria	Federation of the Syrian Chambers of Commerce	<a href="http://www.fedcommsyr.org">www.fedcommsyr.org</a>
Syria	Damascus Chamber of Industry	<a href="http://www.dci-syria.org">www.dci-syria.org</a>
Tunisia	Tunisian Union for Commerce, Industry and Handicrafts	<a href="http://www.utica.org.tn">www.utica.org.tn</a>
UAE	Federation of United Arab Emirates Chambers of Commerce & Industry	<a href="http://www.fcciuae.ae/en/">www.fcciuae.ae/en/</a>
UAE	Abu Dhabi Chamber of Commerce	<a href="http://www.abudhabichamber.ae">www.abudhabichamber.ae</a>
UAE	Ajman Chamber of Commerce	<a href="http://www.ajmanchamber.ae">www.ajmanchamber.ae</a>
UAE	Dubai Chamber of Commerce	<a href="http://www.dubaichamber.com">www.dubaichamber.com</a>
UAE	Fujairah Chamber of Commerce	<a href="http://www.fujcci.ae">www.fujcci.ae</a>
UAE	Ras al-Khaimah Chamber of Commerce	<a href="http://www.rakchamber.ae">www.rakchamber.ae</a>
UAE	Sharjah Chamber of Commerce	<a href="http://www.sharjah.gov.ae/EN">www.sharjah.gov.ae/EN</a>
UAE	Umm al-Quwain Chamber of Commerce	<a href="http://www.uaqcci.com">www.uaqcci.com</a>
Yemen	Federation of Yemeni Chambers of Commerce and Industry	E-mail: <a href="mailto:fuccidi@y.net.ye">fuccidi@y.net.ye</a>

## Arab embassies accredited to Ireland

Country	Embassy	Contact
Egypt	Embassy of the Arab Republic of Egypt	12 Clyde Road, Ballsbridge, Dublin 4 +353 (0)1 660 6718.
Morocco	Embassy of the Kingdom of Morocco	39 Raglan Road, Ballsbridge, Dublin 4 +353 (0)1 660 9449.
Saudi Arabia	Royal Embassy of Saudi Arabia	6 & 7 Fitzwilliam Square East, Dublin 2 +353 (0)1 676 0704,
UAE	Embassy of the United Arab Emirates	45-47 Pembroke Road, Dublin 4 +353 (0) 1 669 8588.
Algeria	Embassy of Algeria, London	+ 44 (0) 207 2217800 www.algerianembassy.org.uk
Bahrain	Kingdom Of Bahrain Embassy, London	+ 44 (0) 207 2019170 www.bahrainembassy.org
Iraq	Embassy of the Republic of Iraq, London	+44 (0) 207 5940180 www.iraqembassy.org.uk
Jordan	Embassy of Jordan, London	+44 (0) 207 9373685 www.jordanembassyuk.org
Kuwait	The State Of Kuwait Embassy, London	+44 (0) 207 5903400 www.kuwaitculturaluk.com
Libya	Libyan Embassy, London	+44 (0) 207 2018280 www.libyanembassy.org
Oman	Embassy of the Sultanate of Oman, London	+44 (0) 207 2250001 www.omanembassy.org.uk
Qatar	Qatar Embassy, London	+44 (0) 207 493 2200 www.qatareembassy.net
Sudan	Sudan Embassy, London	+44(0) 207 8938080 www.sudanembassy.co.uk
Syria	Syrian Embassy, London	+44(0) 207 2459012 www.syrianembassy.co.uk
Yemen	Yemen Embassy, London	+1 212 421 6394 www.yemenembassy.org.uk

## Enterprise Ireland Offices in the Middle East

Country	Markets covered	Contact
UAE Enterprise Ireland Middle East/ North Africa (MENA) Office	Saudi Arabia, UAE, Qatar, Oman, Kuwait, Bahrain, Libya, Egypt, Jordan, Lebanon, Syria, Iraq, Iran, Afghanistan, Bangladesh, Sudan, Pakistan, Yemen, Palestine and Kurdistan.	4th Floor, Office 4b, Monarch Office Tower No 1, Sheikh Zayed Road PO Box 115425, Dubai +971-4-329-8384 Contact: Sean Davis Email: Sean.Davis@enterprise-ireland.com www.enterprise-ireland.com
Saudi Arabia	Saudi Arabia, Bahrain c/o Embassy of Ireland	Diplomatic Area PO Box 94349, Riyadh 11693 Tel: +966 1 488 1383 Contact: Ikram Ur Rehman Email: ikram.urrehman@enterprise-Ireland.com www.enterprise-ireland.com

## Irish Ministries and State agencies

### Irish Ministries and State agencies

Chambers Ireland	<a href="http://www.chambers.ie">www.chambers.ie</a>
Department of Education and Skills	<a href="http://www.education.ie">www.education.ie</a>
Department of Jobs, Enterprise and Innovation	<a href="http://www.djei.ie">www.djei.ie</a>
Department of Foreign Affairs and Trade	<a href="http://www.dfa.ie">www.dfa.ie</a>
Dept of Communications, Energy and Natural Resources	<a href="http://www.dcenr.gov.ie">www.dcenr.gov.ie</a>
Dept of Transport, Tourism & Sport	<a href="http://www.transport.ie">www.transport.ie</a>
Dept of Agriculture Fisheries & Food	<a href="http://www.agriculture.gov.ie">www.agriculture.gov.ie</a>
Dept of Health	<a href="http://www.dohc.ie">www.dohc.ie</a>
Enterprise Ireland	<a href="http://www.enterprise-ireland.com">www.enterprise-ireland.com</a>
Government of Ireland website	<a href="http://www.gov.ie">www.gov.ie</a>
IDA Ireland	<a href="http://www.idaireland.com">www.idaireland.com</a>
Irish Business & Employers, Confederation	<a href="http://www.ibec.ie">www.ibec.ie</a>
Irish Exporters Association	<a href="http://www.irishexporters.ie">www.irishexporters.ie</a>
Irish Food Board	<a href="http://www.bordbia.ie">www.bordbia.ie</a>
Radiological Protection Institute	<a href="http://www.rpii.ie">www.rpii.ie</a>
Irish Medicines Board	<a href="http://www.imb.ie">www.imb.ie</a>
Companies Registration Office	<a href="http://www.cro.ie">www.cro.ie</a>
eTenders	<a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>
IFSC	<a href="http://www.ifsc.ie">www.ifsc.ie</a>
NAMA	<a href="http://www.nama.ie">www.nama.ie</a>
National Tourism Development Authority (Fáilte Ireland)	<a href="http://www.failteireland.ie">www.failteireland.ie</a>
Irish Naturalisation & Immigration Service	<a href="http://www.inis.gov.ie">www.inis.gov.ie</a>

## Bord Bia-Irish Food Board (Dubai)

4th Floor

Office 4b, Monarch Tower

Tower No. 1

Sheikh Zayed Road,

Dubai, United Arab Emirates

PO Box: 115425

غرفة التجارة العربية الايرلندية  
Arab-Irish Chamber of Commerce



# DATES FOR YOUR DIARY 2014

## Events

Event Date	Event Name	Venue
03 Oct -05 Oct 2014	Big Boys Toys-Exhibition for Men	Dubai, United Arab Emirates
05 Oct -07 Oct 2014	Furniture and Interiors Fair	Dublin, Ireland
12 Oct -14 Oct 2014	POWER-GEN Middle East-Global Power Generation, Transmission and Distribution and Water Exhibition and Conference for the Middle East	Abu Dhabi, United Arab Emirates
12 Oct -16 Oct 2014	GITEX TECHNOLOGY WEEK-Gulf Information Technology Exhibition	Dubai, United Arab Emirates
14 Oct -18 Oct 2014	W&J-MidEast Watch and Jewellery Fair	Sharjah, United Arab Emirates
20 Oct- 22 Oct 2014	Milipol Qatar-International Exhibition of Internal State Security	Doha, Qatar
20 Oct -23 Oct 2014	ALGEST-International Subcontracting Exhibition	Oran, Algeria
21 Oct -23 Oct 2014	HORECA JORDAN-International Food, Beverage and Hospitality Exhibition	Amman, Jordan
22 Oct -23 Oct 2014	Resource Ireland-Irish Water, Recycling & Waste and Sustainable Business Show	Dublin, Ireland
22 Oct -25 Oct 2014	INFDEX-International Furniture and Design Exhibition	Doha, Qatar
24 Oct- 27 Oct 2014	Ideal Home Show	Dublin, Ireland
28 Oct -29 Oct 2014	SUME EXPO-Sustainable Utilities Middle East Expo	Dubai, United Arab Emirates
28 Oct-30 Oct 2014	Najah-Education, Training and Careers Event	Abu Dhabi, United Arab Emirates
28 Oct -31 Oct 2014	Downtown Design-Exhibition	Dubai, United Arab Emirates
29 Oct -31 Oct 2014	Career Expo	Manama, Bahrain
29 Oct -31 Oct 2014	Al Fares Dubai-International Equine Trade Exhibition	Dubai, United Arab Emirates
30 Oct -02 Nov 2014	The Knitting and Stitching Show	Dublin, Ireland
30 Oct -08 Nov 2014	SILA-International Book Fair	Algiers, Algeria
02 Nov -04 Nov 2014	OSH Expo Arabia-Occupational Safety & Health Expo Arabia	Riyadh, Saudi Arabia
02 Nov -04 Nov 2014	IFSEC ARABIA-The International Event for Industrial and Commercial Security, Fire and Civil Defence	Riyadh, Saudi Arabia
03 Nov -05 Nov 2014	Light Middle East-The Middle East's Premiere Conference and Exhibition for Lighting Design and Technology	Dubai, United Arab Emirates
04 Nov -06 Nov 2014	DUBAI HELISHOW-International Civil & Military Helicopter Technology and Operations Exhibition	Dubai, United Arab Emirates
09 Nov -11 Nov 2014	The Speciality Food Festival-Trade Fair	Dubai, United Arab Emirates

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