



Antoine Georges addressing the Press conference.

Ireis 2014 attracts leading realty firms

ABU DHABI — Ali Majed Al Mansoori, Member of Abu Dhabi Executive Council and Chairman of Department of Economic Development (DED), inaugurated the sixth edition of International Real Estate and Investment Show (Ireis 2014) on November 20 at the Abu Dhabi National Exhibition Centre (Adnec). The event offers a host of associated events including an international conference, country-specific presentations, business networking meetings and investor exchanges.

To run till today, Ireis 2014 is set to provide a snapshot into property markets in the Middle East, Europe and the Asia Pacific region. In addition to highlighting investment opportunities and facilitating potential deals in key international markets, industry experts attending the event are updating visitors on the latest developments in the real estate market and the best time to purchase properties.

Featuring leading exhibitors from more than 20 countries, Ireis 2014 has attracted 10,000 visitors including major investors and high net worth individuals. The three-day event has gathered key investors, developers, financiers, property advisors, real estate consultants, architects as well as regional and international investment promotion authorities related to the real estate sector. It also seeks to leverage the strong expatriate presence in the UAE.

Earlier, addressing a Press conference, Antoine Georges, managing director, Dome Exhibitions Company, said: "In organising this event, we look forward to facilitating potential investment deals in the real estate sector. Amid the growing convergence of local and international real estate markets, we are confident Ireis 2014 will offer a brighter prospect for the realty sector. The UAE is home to a diverse mix of nationalities that make up 87 per cent of the UAE population. Given this demographic, we will leverage expatriate interest in property market by inviting leading companies to showcase a wide selection of properties at different price ranges."

On this occasion Humaid Matar Al Dhaheri acting group CEO of Adnec, said: "The International Real Estate and Investment Show is an important event that connects investors with the best real estate market opportunities. In close collaboration with the event organisers, we are committed to making this event a success, as the regional and global estate market continues to evolve."



Eurostar launched ready-to-eat popcorns in combo flavours.

Eurostar flavours popcorn

DUBAI — Eurostar Group, a leading business conglomerate in the Middle East, has launched ready-to-eat flavoured popcorn range under its brand Eurostar Collections in the GCC. Introducing innovative new flavours in popcorn, the group launched the range at the eighth edition of Sweets & Snacks Middle East that was held in Dubai recently. Sweets & Snacks Middle East is the only international trade show in the Mena region for the sweets, snacks and confectionery industry.

Offering tastes like never-before, the taste of California popcorns by Eurostar are available in three unique and typically-Californian flavours — milk & choco and butter & cheese for the UAE and KSA markets and also caramel flavour exclusively for KSA. The ready-to-eat popcorn is machine-sealed and packed to retain the freshness and crispiness.

Raju Jethwani, chairman of Eurostar Group, said: "The FMCG sector in the GCC offers great opportunity for growth and potential for diversity, given its exceptional mix of nationalities. Consumers in the region love American flavours and want instant solutions. Eurostar Collections looks at meeting this need and providing snack sized packs which are fresh and can be enjoyed any time."

VLCC takes Orange Pledge against obesity

DUBAI — Obesity, recognised by the World Health Organisation (WHO) as a global epidemic that is a leading cause of many chronic illnesses including heart diseases, diabetes and cancer, is growing at an alarming rate in the region. In a bid to fight this fatal condition, VLCC, a leading wellness brand in the Middle East and South Asia, has embarked on a world-wide campaign to help people lose the unwanted flab.

Taking the Orange Pledge against obesity, VLCC International is conducting a month-long campaign in November, which also marks the global Anti-Obesity Day on the 26th of the month. Driving the campaign from the UAE, VLCC is inviting people to take the Orange Pledge with them from around the world.



VLCC is conducting a month-long campaign against obesity.

"It is alarming to see how obesity and overweight are becoming an epidemic health issue today. The WHO statistics show that the prevalence of overweight and obesity in the UAE and other Middle East countries ranges from 74 per cent to 86 per cent in women and 69 per cent to 77 per cent in men. These

Pure Gold unveils inspirational designs for UAE National Day

Renowned designer Kurdi draws inspiration from UAE National Anthem

DUBAI — Award winning international jewellery retailer, Pure Gold Jewellers has launched UAE National Day commemorative jewellery designed by celebrated Arab designer Kholoud Osama Kurdi.

Inspired by UAE National Anthem 'Ishy Biladi' which means 'Long Live My Nation', the jewellery consists of a beautifully designed pendant and bracelet as a true expression of love for the UAE.

Both the pendant and the bracelet are set with diamonds and colour stones in the hues of the UAE flag.

According to Karim Merchant, CEO and MD, Pure Gold Jewellers: "UAE National Day is of great significance to all as it is a celebration of the indomitable spirit and achievements of the country; and Kholoud's designs based on 'Ishy Biladi' is a true celebration of the National Day sentiments. The tastefully designed pieces have an authentic Arabic vibe to it and effectively captures one's love for this great country."

Speaking about the designs,



Kurdi, whose exquisitely designed pieces are endorsed by celebrities and high profile personalities, said: "When Pure Gold Jewellers approached me to design a special jewellery line to mark the 43rd UAE National Day, I was very excited. As an Arab national who has worked and lived in the UAE and enjoyed the country's hospitality, I consider it an honour to use my skills to create a truly memorable piece of jewellery to mark the National Day. I immediately thought of UAE National Anthem 'Ishy Biladi' which expresses deep love for the nation, and decided to use it as the main theme for my design. I designed the bracelet in such a way that the inscription 'Ishy Biladi' is nestled on the pulse point of the wrist that connects to the heart, truly symbolic of everyone's love for the UAE, irrespective of their nationality. The

pendant too sits comfortably close to the beat of the heart."

"I consider it an honour to use my skills to create a truly memorable piece of jewellery to mark the National Day"

Kholoud Osama Kurdi

The 'Ishy Biladi' pendant is available for Dh3,499, and the bracelet for Dh2,999 from all Pure Gold Jewellers outlets in the UAE.

Merchant added: "This UAE National Day is very special for us as our company completes 25 years of operations this year. As a brand that was formed in the UAE, we are conscious of the values we emulate wherever we establish presence and are deeply committed to the welfare of this country."



In all, 77 students of GEMS Modern Academy received SAP certification for completing their ERP introduction course.

Modern pioneers unique alliance programme with SAP

DUBAI — GEMS Modern Academy in Dubai has become the first school in the Mena region to partner with SAP, a company that is responsible for supporting the world's largest multinational corporations like Unilever, Coca-Cola, British Petroleum, Nasa, etc.

The SAP University Alliance Programme is the German company's first engagement with a school in Mena. GEMS Modern Academy, which always endeavours to be an educational institution that pioneers innovative projects to ensure an interesting and meaningful experience for its students, is privileged to be the first school in the region to offer this programme, which covers enterprise resource planning (ERP) as well as online learning.

After completing each module, participants are awarded SAP participation certificates which will help them to experience exciting technologies that are shaping businesses today and will also help them to get credits for their university admissions.

This unique programme is designed for Grade 11 and 12 students to sharpen their professional skills and to make them future corporate leaders as well as responsible global citizens.

SAP (Systems, Applications and Products in Data Processing) is a multinational software corporation that makes enterprise software to manage business operations and customer relations. Its software is used worldwide by multinational companies such as Pepsi, Emirates etc.

On November 6, Modern organised a SAP awareness programme and its first SAP graduation day, which was attended by Wissam Kadi, manager in-charge of SAP University Alliances in the GCC and Mena, and SAP delegates Zia Ul Haq and Mikolaj Zielinski. All the speakers encouraged the students to dream big and motivated them to pursue their ambitions through optimism, hard work, and disciplined execution.

In all, 77 students received SAP certification from the delegates for completing their ERP introduction course with detailed training in a sales and distribution module.

Italian trade office hosts congress

DUBAI — In collaboration with the IT Institute of CNR, the National Research Council of Italy, the Italian Industry and Commerce Office in the UAE has organised the congress entitled "Trustable Internet as the engine for the dissemination of culture and industrial innovation", on November 16, at Thuraya Hall, Dubai Internet City.

The workshop was held with the support of Unioncamere, the association of the Chambers of commerce of Italy, and under the auspices of the Consulate General of Italy in Dubai.

It involved the participation of speakers from the IT Institute of CNR: Adriana Lazzaroni, Laura Abba, Stefano Trumpy and Fabio Martinelli, from the ICAR Institute of CNR: Giuseppe Manco, and from the Zayed University of Abu Dhabi, Zakaria Maamar. Ghada Al



Participants of the workshop held in Dubai.

Khalsan, business development manager at Dubai Internet City, Giovanni Favilli, Consul General of Italy in Dubai, and Piero Ricotti, vice-president and Scientific Consultant of the IICUAE, held the introduction speeches and acted as representatives of the two countries, Italy and the UAE.

Indeed, the aims of the workshop were to promote the activities of CNR and Italian researchers in the IT sector, and to boost the scientific and cultural relations between Italy and the UAE, due to the participation, among the public, of UAE entrepreneurs, experts and researchers working in the field of IT.

World Scholar's Cup and Sharaf DG join hands

DUBAI — World Scholar's Cup, the ultimate global platform for students to debate and learn, has joined hands with Sharaf DG, the No.1 electronics destination in the UAE.

"Innovation and collaboration are at the heart of our program, and those are values Sharaf DG shares and champions," Daniel Berdichevsky, the founder of the World Scholar's Cup, said, speaking at the recent "Dubai 0" Round of the World Scholar's Cup at Dubai International Academy, which brought together over 200 students from across the UAE. "We're absolutely honoured to welcome Sharaf DG to our community."

Nilesh Khalkho, CEO of Sharaf DG, said: "Sharaf DG is proud to sponsor the World Scholar's Cup and to contribute to its enrichment programs across the UAE and at the global round for the next two years. We believe confident students will build a confident society."

Hiba Mahmood, associate director of the World Scholar's Cup, sees tremendous opportunities for synergy between the two organisations. "With the help of Sharaf DG," she said, "we'll be looking to build whole new elements of innovation and technology into the student experience."

Khalkho added: "Sharaf DG will support the World Scholar's Cup as much as possible."

Air Astana expands in Mideast

DUBAI — Air Astana, Kazakhstan's award winning flag carrier, has bolstered its presence in the Middle East with the recent inauguration of direct daily flights to Almaty International Airport from Dubai International Airport.

The route is served by Airbus A320 aircraft in a two class layout — 16 business class and 132 economy seats with lead in economy class return fares starting at Dh1,745/£297 including all taxes. Almaty is complemented by Air Astana's four times weekly services from the capital Astana to Abu Dhabi which have been operating since 2010. Daily schedule: Departs ALA: 07:40, arrives DXB: 10:25; departs DXB: 11:25, arrives ALA: 17:40.

Peter Foster, president and CEO of Air Astana, was in to Dubai recently to formally mark the commencement of the route and high-



Peter Foster.

lighted: "This is the right time to recommence our services to Almaty. Importantly, with our new Visa Waiver Programme in place now for UAE travellers, we anticipate that Almaty will become an increasingly popular destination."