

# THE ARAB IRISH JOURNAL

THE OFFICIAL  
PUBLICATION  
OF THE AICC

غرفة التجارة العربية الايرلندية  
Arab-Irish Chamber of Commerce



## Minister Simon Coveney TD Leads Trade Mission To Middle East



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# WELCOME

**W**elcome to the Winter 2013 issue of *The Arab Irish Journal*.

A sincere thanks to everyone who made this edition of the Journal possible. A special thank you to Minister Simon Coveney TD and The Department of Agriculture, Food and Marine, who kindly gave an input into the very successful Trade mission to the Middle East with Bord Bia and Enterprise Ireland. The purpose of this mission is to increase trade and enhance the commercial linkages between Irish and local businesses in the Middle East.

My thanks also to Ahmad Younis, CEO and Secretary-General of the AICC, and Joe Geoghegan, Chairperson of the AICC, without whose invaluable contribution to 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 and The Irish Business Network, Enterprise Ireland for their valued contribution; and Brian O'Cathain from Petroceltic, Joe Lynch Chairman of the Ireland Saudi Arabia Business Council, Ollie Brogan CEO of ESBI, GeoScience Ireland and MENA Mining.

We would also like to extend our thanks to Quinn Livestock International and Dr. Grainne Redmond for their contributions in our Food and Agri feature.

We would also like to thank Mostafa Salameh for letting the Journal take a look at his achievements and his endless charity work, and to Dennis McGettigan from McGettigans and The Bonnington Towers Hotel and their contribution regarding their recent announcement of sponsoring top Irish golfer Shane Lowery.

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 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 early in 2014 with our first issue of the year.

In the meantime, enjoy the read!

Dermot Hogan  
Editor

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in the master  
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# The Arab Irish Chamber Of Commerce



Mr. Ahmad R. Younis Secretary-General

As the year draws to a close, may I take this opportunity to welcome all our readers to the fourth and final issue for 2013 of The Arab Irish Journal.

We've been absolutely delighted with the positive response to the Journal and aim to build on this early success. With this in mind, we've put together what we believe to be our strongest issue to date.

There has, thankfully, been much to cheer on the trade front this year. Irish merchandise exports to the Arab markets reached €1.743 billion in the 12 months to end September 2013 – an increase of approximately two per cent. Food exports to the Gulf States, meanwhile, amounted to almost €200 million in 2012, and Bord Bia estimates that there is potential to double this figure by 2020.

We are, of course, hoping that such positive results continue and, with this in mind, the AICC recently travelled to the Gulf States

with Simon Coveney, Minister for Agriculture, Food and the Marine, along with a 60-strong delegation from Ireland, with the aim of building closer commercial links between Irish and local business, and developing relationships with key Government Ministries and agencies. For a full report on this important visitation, please see our feature 'Serving up Irish Quality' on page 20.

Following on from the success of Minister Coveney's visit, we are delighted to announce that An Taoiseach (Prime Minister) Enda Kenny will be visiting the Gulf States in January 2014. This, we hope, will prove to be a significant follow-on event, and will further build up on the progress made over the past 12 months.

Wishing you all a very prosperous 2014.  
Ahmad R. Younis,  
Secretary-General.



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

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# Ireland can help tackle unemployment in the Arab countries

Mr Joe Geoghegan Chairman of AICC

The Arab countries are facing major challenges as they strive to cope with high levels of unemployment and high popular expectations generally in the post-Arab Spring era.

Unemployment averages 11 per cent in the region and youth unemployment averages at least 22 per cent. In some states, one in four youths are unemployed, although this figure can reach as high as 30 per cent in others. This is happening at a time when the population growth rate is running at twice the world average.

“Those who have jobs work mostly in the informal sector with growth at about two per cent in 2013, which is not enough to meet the popular expectations in the region or to create enough jobs to absorb the annual new job seekers,” said Nemat Shafiq, Deputy Director of the IMF, at an IMF-organised forum during the IMF World Bank Annual Meetings 2013 in Washington DC, on the subject of job creation in the Middle East and North Africa (MENA).

The deliberations at the Forum led to a series of broad conclusions about how these challenges can be tackled and what needs to be done to put them into effect.

## Improve the business environment

“Unemployment is very high and job creation is very low in the region, but job creation will not happen just by government intervention,” the panellists noted. It needs the private sector to play its role and to be enabled to create jobs.

“The private sector needs to be able to operate in the business sector, and needs the large and dominant state sector in most of the Arab world to vacate the business space and allow the private sector to operate,” according to a report from the Forum.

“The state needs to enable the private sector by making ‘doing business’ easy. But, specifically, with regards to job creation, the state needs to enable SMEs to do business easily so that they can drive job creation.”

The panellists felt that there were many small changes that could be made, particularly in the legal environment. They felt that creating the right legal and business environment was the key role of government; while the private sector should be enabled and supported to grow and thereby create new jobs and promote economic growth.



## Vocational, training and educational outputs

On the vocational, training and educational outputs, the Forum concluded that they were not matching the needs of the business market, and, therefore, they required significant reform to be re-aligned to the new modern-day business needs. The private sector should have an input into this reform process.

“There needs to be a move away from ‘diplomability to employability,’ one panellist added. The clear need for a massive increase in vocational training and education in all areas of technical skills and expertise is a prerequisite to enable a rapid expansion in private sector employment.

The Forum also noted that there was also a need for a cultural change away from the mind-set of an entitlement to government jobs. It was felt that the government as an employer was having a major distorting effect on the labour market – it was raising expectations unrealistically or unsustainably, by setting high pay scales and certain business practices and cultures which cannot be met or permitted by the private sector, and especially by the SME sector.

## SMEs

It was revealed that 70 per cent of jobs in the private sector were created by SMEs and, therefore, there needed to be a concentration on this sector, rather than just focusing on big business – which was a tendency of previous regimes.

“MENA states need to allow SMEs to grow as statistics and studies show that only when SMEs start growing and are enabled to grow, can they start creating real jobs. They need help when growing to get past the ‘formality wall’ where, at a certain point, they hit a bureaucratic wall that stunts their growth”.

It was felt that ‘one-stop shops’ for SMEs should become as popular as those for FDI, and incubators.

## Access to finance

“But SMEs also need access to finance in order to grow, whilst banks need to be able to guarantee their investments, especially since by their nature SMEs are a risky sector to invest in. Therefore the state must set up a loans guarantee fund in order to encourage banks to lend to the risky SME sector,” according to the Forum.

The panellists also felt that there needs to be better linkage between SMEs and private business and banks in the MENA region.

## How Ireland can help

All of these challenges and proposed solutions discussed at the Forum will be familiar to Irish readers. We have met them all in our journey towards economic development over the past



AICC Chairman, Joe Geoghegan

50 years and we have developed innovative and effective solutions to tackle them.

Additionally, Irish agencies and organisations have shared their experiences and provided practical advice and assistance to many emerging economies around the world as they embarked on their economic development plans and projects.

Drawing on the knowledge and expertise of such organisations as the IDA, Enterprise Ireland, Bord Bia, Tourism Ireland, Shannon Development, Industrial Credit Corporation, the Agricultural Institute and many others, Irish consultants have helped in the development areas including industrial development, trade promotion, tourism development, economic planning, financial services, industrial zones, food production, etc. in over 100 countries around the globe.

These skills and knowledge can be made available to all of the Arab countries to assist in planning and implementing the changes required to unleash the great potential of the private sector to generate the economic growth needed to create the new job opportunities that are so badly needed.

Furthermore, the high quality technical educational capabilities in Ireland can be made available through a variety of programmes, including partnerships with institutions in the Arab countries, receiving more Arab students here in Ireland, visiting lecturers, franchised diploma and degree courses, etc.

In some Arab countries good progress has already been made in recent years in some of these areas but the scope greater for Arab-Irish collaboration in all of these fundamental aspects of economic importance is enormous.



# 3U Pathway: University Foundation Programme

In June 2012, Taoiseach Enda Kenny and Minister for Education and Skills Ruairí Quinn launched a major collaboration (Now at Implementation Stage) between three of the country's most prolific and reputable higher-education institutions: NUI Maynooth (NUIM), Dublin City University (DCU) and the Royal College of Surgeons, Ireland (RCSI).

Called 3U Partnership, the overall aim of this initiative is to combine research, new joint academic programmes, joint teaching initiatives and a major development in international education, while also retaining the individual identity and ethos of these individual institutions.

According to Professor Philip Nolan (NUIM), 3U Partnership will develop "our institutions together, in order to deliver for our region and our country, and enhance our global presence."

"3U Partnership [will] become a national and international model for co-operation in higher education," Professor Nolan adds.

Taoiseach Enda Kenny hopes that, "through collaboration, we can achieve scale that allows us to compete more effectively on the global stage."

One of the most significant aspects of 3U Partnership is 3U Pathway. This year-long foundation programme is geared towards increasing the number of international students who wish to study at third level in Ireland but who do not meet the academic and language requirements for

direct entry into the partner undergraduate programmes.

With 3U Pathway, students can improve both their English language skills and knowledge of academic subjects to the required level for their advanced studies, while also developing their social and inter-cultural skills, helping them to integrate into student life in Ireland.

Divided into three terms, students of 3U Pathway will be immersed in a wide-ranging curriculum, including courses in English language for academic needs, as well as modules in science, engineering, business and the humanities.

The reasons for taking part in 3U Pathway are multifarious. There is bespoke academic content offered, which will prepare students for success in their chosen undergraduate course. Furthermore, students who successfully complete 3U Pathway will have guaranteed progression into their chosen undergraduate course within the Partner Institution.

The target markets for the 3U Programmes include existing markets that have been developed by the three Universities, namely, China, India/Asia and the Middle East.

Entry requirement for 3U Pathway is IELTS 5.5 (with a minimum of 5.0 in all bands).

*Further information is available online at [3upartnership.ie](http://3upartnership.ie).*



# AIJ News

## Kentz awarded US\$190 million contract with Qatar Petroleum

November 2013 - Kentz Corporation Limited (LSE: KENZ), the holding company of the Kentz engineering and construction group, is pleased to announce the award by Qatar Petroleum (QP) for the engineering, procurement, installation and commissioning for wellhead industrial control systems, alongside corrosion protection, for approximately 775 wells across the Dukhan Oilfield, Qatar.

The contract, valued at US\$190 million, builds on Kentz's previous working relationship with QP and will be executed by the Engineering, Procurement and Construction (EPC) Business Unit, running for the duration of three years through to 2016. The peak workforce will consist of 800 staff and field personnel.

Kentz will provide a dedicated Supervisory Control and Data Acquisition (SCADA) network infrastructure to monitor wellheads from designated stations; providing centralised real time and historical wellhead data directly into QP's IT network. Kentz's scope of work also includes the prevention of external corrosion damage to the well casings in the Dukhan field by installing an impressed current cathodic protection system.

Tush Doshi, Chief Operating Officer, EPC Business Unit for Kentz, commented: "Kentz was awarded its first project with QP in 1997 and since then has continued to execute numerous EPC projects, engineering and enhancing QP's assets. We take great pride in this significant award. The past year has seen a huge progression in our engineering offering as we implement our 2013 & Beyond strategy and we are confident of continued strong bidding in EPC.

For further information see the Kentz website [www.kentz.com](http://www.kentz.com)



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## Ryanair Opens 9 New Dublin Routes From April 2014

**Ryanair to create 300 direct & 1,000 indirect jobs**

**Almeria, Bari, Basel, Bucharest, Chania, Comiso, Lisbon, Marrakesh & Prague & increased flights on 8 existing routes**

Ryanair, Ireland's favourite airline, today (14 Nov) announced it will open 9 new routes from Dublin (from April 2014) as well as increased frequencies on 8 existing routes, which will deliver an additional 700,000 passengers p.a. and support 700\* new on-site jobs at Dublin Airport. This new capacity is the final part of the 1 million passenger growth that Ryanair promised to deliver at the main Irish airports as a direct result of the Government's decision to scrap the €3 travel tax from April 2014.

**Ryanair's growth at Dublin from April 2014 will deliver:**

9 new routes to Almeria, Bari, Basel, Bucharest, Chania, Comiso, Lisbon, Marrakesh & Prague

- 85 Dublin routes in total
- More flights & improved schedules on the Birmingham, Bristol, Edinburgh, Glasgow (PIK), London (STN), Madrid, Manchester and Nice routes (from 300 to 400 flights per week)
- Over 700,000 new Ryanair passengers p.a. at Dublin (8.25m in total)
- 1,000,000 new customers which will create over 1,000\* jobs at Ireland's airports

Ryanair also announced that it will create over 300 new direct jobs in Ireland in 2014, for pilots, cabin crew, customer service specialists and software developers as the airline rolls out an extensive programme of customer service and website improvements. These 300 new Ryanair jobs will be in addition to the 1,000 indirect jobs that will be created at Dublin, Knock and Shannon airports to cater for the 1 million passenger growth which Ryanair will deliver from April 2014 following the scrapping of the travel tax.

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



## World Courier Announces Support And Adherence With Revised European Union Guidelines For The Distribution Of Medicinal Products

**Global specialty logistics provider reinforces commitment to safety and quality**

World Courier, an AmerisourceBergen (NYSE: ABC) company, announced in Oct 2013 that the company's operations are in full compliance with the recently issued Good Distribution Practice of Medicinal Products for Human Use (GDP) guideline document (2013/C 68/01) in the European Union (EU). The revised document replaces the previously-issued EU supply chain guidelines and includes more concrete directives to enforce responsibility, quality management, and process control in an effort to help improve product quality and safety.

"World Courier fully supports the new GDP direction and the positive impact the guidelines will have across the global supply chain industry," says Dr. Ruediger Lomb, Global Director of Quality and Technical Compliance for World Courier. "In fact, we proactively implemented our own changes over the past several years which now fall in line with the new EU guidance. Our initiative to meet the highest standards for our customers positions World Courier at the forefront of the industry, as one of the first to be in full compliance with the GDP."

On March 7, 2013, the updated GDP guidelines were published in the Official Journal of the European Union. The revised guidelines replaced the existing directives (94/C 63/03) put in place in 1994, and compliance became mandatory effective September 7, 2013.

The updated GDP guidelines explain that the expanded, more rigid requirements were put in place because of the importance of the distribution of medicinal products in supply chain management. The updated guidelines are now in effect to help ensure that appropriate tools are available to assist wholesale distributors and other participants in the supply chain, in conducting their activities and prevent falsified medicines from entering the legal supply chain. Further, compliance with the guidelines will support control of the distribution chain and maintain quality and integrity of medicinal products.







Mr. Pat Breen, Chairman of the Joint Committee of Foreign Affairs with H.E. Mr. Abdulaziz A. Aldriss, Ambassador



H.E. Mr. Abdulaziz A. Aldriss, Ambassador meeting guests



Mr. Jim Sheridan, Film Director with H.E. Mr. Abdulaziz A. Aldriss, Ambassador

# Saudi Embassy Celebrates National Day

Saudi Arabia's Ambassador to Ireland, H.E. Mr Abdulaziz A. Aldriss, hosted a reception marking the 83rd anniversary of the founding of the Kingdom by King Abdulaziz Al-Saud.

The event, which took place in the Four Seasons Hotel in Ballsbridge, Dublin 4 on 23 September, was attended by a number of senior Irish officials and ambassadors accredited to Ireland and other high-ranking officials.

Saudi National Day, which marks the anniversary of the founding of the modern Kingdom by King Abdulaziz Al-Saud in 1932, is observed annually on 23 September and is celebrated throughout the Kingdom and by Saudi Embassies and missions throughout the world.



Ms. Susan McAlinden, International Partnership Coordinator, Recruitment Manager Middle East, UCD International, University College, Dublin with Saudi Arabian students





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- 1978: Ireland joined the European Monetary System
- 1986: Ireland signed the Single European Act
- 1992: Exchange control regulations largely removed
- 1992: Ireland signed the Maastricht Treaty and committed to join the European Monetary Union (EMU)
- 1999: Introduction of the Euro and Common currency zone
- 1999: Ireland signed the Dublin Core Convention on the Status of Refugees
- 2002: Ireland signed the Dublin Core Convention on the Status of Refugees

# Boosting Irish-Saudi business links

Ahead of the third Joint Business Council (JBC) assembling in Riyadh in January next year, Dublin recently played host to a delegation of senior Saudi business leaders, significantly bolstering business and investment opportunities between Ireland and Saudi Arabia.

Set up by the Ireland Saudi Arabia Business Council (ISABC) and the Council of Saudi Chambers (CSC) last year, the second meeting of the Joint Business Council held in Dublin in September, was a major success.

With delegates having the opportunity to connect with 42 Irish companies at Enterprise Ireland, a number of partnerships and agreements with Irish companies are currently at an advanced stage, enthuses Joseph Lynch, Chairman of the Ireland Saudi Arabia Business Council.

A private sector body overseeing foreign business and the work of the 27 chambers of commerce in Saudi Arabia, the CSC also established the Saudi Ireland Business Council in Riyadh, of which the Saudi businessmen in attendance are members.

Dr. Amin M. Al Shanqiti, co-chairman of ISABC, chairman of the Board and CEO at Planning and Development Co. Ltd. (PLADCO) headed the Saudi delegation, with delegates including Dr. Mansoor S. Al Khonizan, Vice Chairman, ISABC, President of BinSaleh Law-Firm and Chairman of the Board, Manas Gulf Group; and Dr. Abdullah I. Almojel, Executive Member, ISABC and President

& Managing Director of Global Dimension for Education and Training.

The 19 Saudi delegates kicked off the first day of their three-day visit to Ireland's capital on 10 September with a plenary session of the JBC at Dublin Castle, also attended by 35 Irish delegates.

The delegates later embarked on an impressive line-up of events, which included being addressed by Ireland's Minister for Jobs, Enterprise and Innovation, Richard Bruton TD.

First-rate presentations permeated the itinerary on the first day, with a raft of high profile speakers including Ali Alomeir from the Saudi Industrial Property Authority MODON, Bord Bia's Breiffni Kennedy, Rehab chief executive Angela Kerins, and representatives from the Department of Justice and Equality.

After lunch, the delegates visited Trinity College Dublin, where they were received by the Provost, Dr Patrick Prendergast, and enjoyed a viewing of the renowned Book of Kells.

Representing a wide range of business interests, with a chief focus on business investment opportunities in Ireland, the visit represented many delegates' first time in Ireland, with one





Dr. Amin Al Shanqiti Co-Chair ISABC, Taoiseach (Irish Prime Minister) Enda Kenny T.D. and Mr. Joe Lynch Chairman ISABC

member remarking it had been the best such mission he had ever attended, in terms of the number of partnerships formed and agreements made, Lynch recalls.

Enterprise Ireland hosted the delegation at its headquarters on the second day of the trip, with some 75 business-to-business meetings taking place with 42 Irish companies, followed by a lunch hosted by Kevin Sherry, Enterprise Ireland's Manager International Sales and Partnering.

In the afternoon, delegates had the great honour of visiting Taoiseach Enda Kenny TD at Government Buildings, before moving onto the Digital Hub, a cluster of digital content and technology enterprises located on a state-of-the-art campus in the heart of Dublin City.

A visit to international dairy food company Glanbia's headquarters in Kilkenny was the main event on the third day, at which delegates toured its operations. Ireland's green fields dotted with grazing cattle, complete with rain, was a novel and enjoyable sight for the Saudi delegates on the coach journey. In the afternoon, the delegates attended a presentation and briefing session with the Irish-run company Acuman Facilities Management.

According to Lynch, "both sides considered the visit a very successful one where solid contacts were made, which in turn have led to a number of discussions on partnerships and agreements."



Mr. Ali Kahtani representative from the Royal Embassy of Saudi Arabia with Joe Geoghegan and Ahmad Younis CEO and Secretary-General, AICC





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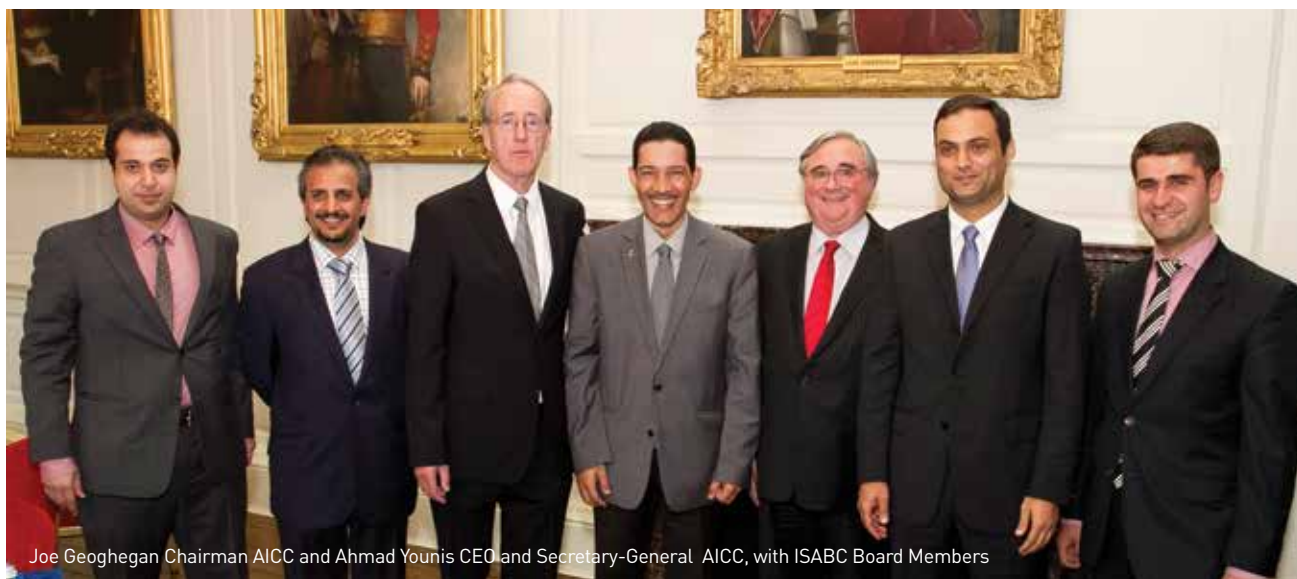
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Joe Geoghegan Chairman AICC and Ahmad Younis CEO and Secretary-General AICC, with ISABC Board Members

“For instance, at this moment, representatives of an Irish company are in Riyadh to hold separate discussions with at least four of the visiting Saudi businessmen with a view to reaching agreements.”

The agreement of the Saudi side to hold the next JBC in Riyadh in January provides the opportunity not just to develop the momentum that already exists, but also for new Irish companies to participate, according to Lynch, who mentions how this will be the third Ireland-Saudi JBC in nine months, reflecting more than anything the level of interest on both sides, he adds.

“The Saudi side have suggested that they may be able to make available over 100 Saudi enterprises for meetings with participating Irish companies, and this may be taken as an indication of the interest of the Council of Saudi Chambers in developing mutual business and investment links,” he explains.

At the plenary session of the first JBC in Riyadh, which took place from 15 to 18 April, 2013, both sides agreed to set up four groups to focus on work in key areas of cooperation and to prepare for the next JBC: engineering and construction, ICT, education and services.

This has proved a useful means of making an Irish company focused on a particular sector known to relevant Saudi companies who are attached to the CSC, with the addition of being recommended by the Business Council, he says.

The board of the Ireland Saudi Arabia Business Council is very upbeat about the next JBC and prospects for the immediate future, with firm ambitions to “develop the advantages that membership of the Business Council gives to Irish companies to make high level contact with Saudi businesses.”

“The Saudi delegation displayed great interest in the agriculture and food area, and in SMEs. They often remarked that Ireland was so little known in Saudi Arabia,” Lynch remarks.



Taoiseach Enda Kenny TD with Mr. Ali A. Aldosari of King Saud University



ISABC Delegation meeting in Dublin

Looking to the future, Lynch comments that “we wish to continue to develop our series of JBC meetings with the Council of Saudi Chambers over the next three years, in order 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 would also like to develop membership of the Business Council for this reason,” he adds.

*Any company interested in joining or participating in the Joint Business Council in Riyadh in January 2014 may contact the Treasurer/ Administrator, Ms Sharon Whyte, at: [info@isabc.org](mailto:info@isabc.org)*



# Emirates News

## EMIRATES – DOUBLE DAILY FOR ONE DAY ONLY

### Surge in bookings for Christmas necessitates launch of extra flight

Emirates announced the launch of an additional flight between Dublin and Dubai on 21 December, in response to a recent surge in bookings for the Christmas period.

The extra flight means that Emirates will have the capacity to connect 720 customers with Dubai and more than 130 onward destinations on the Saturday before Christmas, when the majority of people will be heading away for the holidays or returning to Ireland for the festive season.

The second flight on the December 21 will depart Dublin - Dubai at 14.00hrs with the inbound flight arriving in Dublin earlier that day at 12.20hrs. Timings have been scheduled to facilitate onward connections from Dubai to countries including Australia, New Zealand, South Africa, India, Thailand and the Philippines. Emirates flies Dublin – Dubai daily, departing the capital at 12.55hrs.

Margaret Shannon, Country Manager for Emirates in Ireland said, "Our customers love flying with Emirates because of our modern aircraft, friendly and professional cabin crew, award-winning cuisine and the ease with which seven hours can pass when you have an inflight entertainment offering like Emirates ice, which offers up to 1,600 channels of entertainment.

"Ireland remains one of Emirates most successful launches and having doubled our capacity on the route in 2012, with the introduction of the larger Boeing 777 aircraft, demand this Christmas has lead to an additional flight to cater for what can only be described as the Christmas rush. It's wonderful to have the flexibility to meet market demand and ensure we connect as many customers as possible for Christmas."

Economy Class return fares from Dublin to Dubai start from €501, inclusive of all taxes or customers can choose to fly Business Class return from €2,030. Thousands of visitors are expected to head to family and friends in Australia this Christmas and Economy Class return fares from Dublin to Brisbane start from €948.

Following a partnership agreement with Qantas that was announced earlier this year, Emirates now offers connections to almost 60 cities across Australia and New Zealand.

The Emirates' difference includes: First Class customers can enjoy a very generous baggage allowance of 50kg; 40kg in Business Class and a healthy 30 kg in Economy Class. The airline's Chauffeur-drive service is available to both First and Business Class passengers and all of Emirates' customers can enjoy inflight telephones, SMS and email and children's activity packs. Highly trained cabin crew from across the globe, including Irish nationals, are on hand to serve gourmet chef prepared meals.

Customers from Ireland can enjoy onward connections from Dubai to selected destinations onboard the renowned A380 aircraft, which for Business and First Class passengers boasts access to the highest bar in the world.

The A380 bar is a great place to meet fellow passengers, socialise, stretch your legs and have a festive drink when heading to destinations including Melbourne, Brisbane, Sydney, Hong Kong and Singapore. That's the Emirates difference.

**For further information visit [www.emirates.ie](http://www.emirates.ie)**



## Emirates announces largest-ever aircraft order

**50 Boeing 777X aircraft valued at US\$ 76 billion, with additional 50 purchase rights.**

**50 additional Airbus A380 aircraft valued at US\$ 23 billion.**

Emirates airline has again rewritten all records in civil aviation with an order for 150 Boeing 777X, comprising 35 Boeing 777-8Xs and 115 Boeing 777-9Xs, plus 50 purchase rights; and an additional 50 Airbus A380 aircraft.

Together, the Boeing and Airbus orders, excluding purchase rights, are worth an estimated US\$ 99 billion at list prices. This is the largest ever aircraft order in civil aviation and also Emirates' largest order announced at any event to date.

The agreement was signed on 18 November 2013 at the Dubai Air Show by His Highness (H.H.) Sheikh Ahmed Bin Saeed Al-Maktoum, Chairman and Chief Executive, Emirates Airline and Group, with Jim McNerney, Boeing Chairman, President and CEO, and Fabrice Brégier, Airbus' President and CEO. The signing was witnessed by H.H. Sheikh Mohammed bin Rashid Al-Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

Emirates' Boeing 777X order is the single largest aircraft order by value in the history of U.S. commercial aviation, and the additional A380 order cements Emirates, already the largest operator of this aircraft type, as the principal customer for the A380 worldwide.

These latest orders bring Emirates' total firm order book to 385 aircraft (excluding options or purchase rights), comprising 214 Boeing 777s, 101 Airbus A380s, and 70 A350s, at a total estimated value of US\$ 166 billion.

"Air transport is a key enabler of world trade, and we see that demand for aviation services will continue to grow globally. What we're announcing is a continuation of our commitment and vision to connect the world through our efficient hub in the Middle East. Emirates' aircraft orders today, with deliveries of the 777X scheduled to start in 2020, will take us to 2025 and beyond – replacing aircraft due for retirement and

providing the foundation for future growth,” said HH Sheikh Ahmed bin Saeed Al-Maktoum, Chairman and Chief Executive of Emirates Airline and Group.

“We are honoured by Emirates’ commitment to the newly launched 777X and the significant long term boost this provides to U.S. exports and jobs,” said Boeing Chairman, President and CEO Jim McNerney. “Emirates has been an integral part of the 777 success story for many years and today operates the largest fleet of 777s anywhere in the world. We look forward to further strengthening our partnership with Emirates and continuing to support Dubai’s expansion into a global aviation hub.”

“By strategically placing the A380 at the centre of its business, Emirates is maximizing its leading position with each day of operations. Emirates has understood from the start the A380’s advantages in terms of efficiency, economics and passenger comfort. It has been a true crowd-puller and contributor to the rapid development of Emirates and its Dubai hub,” said Fabrice Brégier, Airbus CEO and President. “We value our partnership with Emirates airline and are pleased to see this getting stronger each day with their A380s flying.”



Left to Right: His Highness Sheikh Hamdan bin Mohammed Al Maktoum, Crown Prince of Dubai; Fabrice Brégier, Airbus President and CEO; Tom Enders, Chief Executive EADS; Sheikh Mohammed bin Rashid Al Maktoum UAE Vice President, Prime Minister and Ruler of Dubai and His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline and Group.

### Emirates’ Boeing 777X

“This announcement includes the purchase of 300 GE9X engines from General Electric, to power the 150 Boeing 777X aircraft ordered. Taking into account the U.S. Government jobs multiplier (every \$1 billion in US aerospace exports supports 5,747 American jobs), today’s historic order will protect and support over 436,000 jobs in U.S. aerospace manufacturing – not only at Boeing and GE facilities, but with hundreds of other suppliers,” said Sheikh Ahmed.

Emirates’ 777-8X and 777-9X will be a combination of two and three-class configurations, with the 777-8X potentially seating 342 passengers in 3 classes, and the 777-9X seating over 440 passengers in 2 classes.

“Emirates today operates more than one in every 10 Boeing 777 aircraft built. It is the workhorse of our fleet. What the 777X does is offer us a flying range comparable with the 200LRs and 300ERs, but with more passenger capacity at potentially up to 18% more fuel efficiency,” said Tim Clark, President Emirates Airline.

Emirates’ unwavering commitment to the Boeing 777 dates back to 1996. Today, Emirates is already the largest operator of the 777 with 131 in operation, and the only airline to fly all variants in the 777 family. At the 2011 Dubai Air Show, Emirates ordered 50 Boeing 777-300ERs with options for 20 more at a total value of US\$ 26 billion (AED 95.4 billion). It was then a record breaking aircraft order – the single largest by any airline with Boeing in dollar value.

### Emirates’ Airbus A380s

Emirates currently operates the world’s largest fleet of A380s with 39 in service.

Its order for 50 additional A380 aircraft today brings Emirates’ total A380, order book to 101 aircraft, worth US\$ 45 billion. A combination of two and three-class cabin configuration, the first 25 of these latest A380 aircraft orders are scheduled to be delivered before the first quarter of 2018.

“The A380 continues to be the flagship of our fleet, and after five years in operation it remains highly popular with our passengers,” said Tim Clark, President Emirates Airline. “It is still one of the most efficient aircraft to operate today in terms of fuel burn and emissions per passenger, and it gives us the flexibility in some cases to meet passenger demand in slot-constrained markets. This latest order will help us meet both fleet expansion and fleet replacement needs.”

Emirates has been associated with Europe’s largest passenger aircraft since April 2000, when it became the first airline to announce plans to purchase the super jumbo. As the largest customer for the A380, Emirates is therefore the largest supporter of European aerospace manufacturing jobs tied to the A380 programme which is spread across Airbus’ manufacturing centres in France, Germany, England and Spain.

### About Emirates airline

Emirates operates a modern and efficient fleet of 208 all wide-bodied aircraft, connecting people and opportunities across its global network of 137 destinations in 77 countries. Based in Dubai, Emirates is one of the world’s largest airlines by international air traffic, and one of the most recognised airline brands in the world through its support of premier sports and cultural events. With the 200 firm aircraft orders announced today, Emirates now has an order book for 385 aircraft (excluding options and purchase rights) comprising: 101 Airbus A380s, 70 Airbus A350s, 150 Boeing 777Xs, 61 777-300 ERs and three Boeing freighters, worth more than US\$ 166 billion.



## *Unique. Connected. Innovative.*

Ingredients and flavours are central to the taste, texture, appearance and functionality of foods and beverages.

Kerry's unique approach to customised innovation and product development is driven by our:

- Global market and consumer insights
- Unmatched ingredient, flavour and processing technologies
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Ahmad Younis, Secretary-General AICC, HE Ambassador Holohan, Simon Coveney TD, Minister for Agriculture, Food and Marine, Khalid Al Judee CEO of Abdulaziz Abdulhadi Aljudee & Sons Holdings and Joe Geoghegan Chairman AICC

# Serving up Irish Quality

As Bord Bia gears up to open an office in Dubai in January 2014 and the Irish food and drink industry expects to double exports to the region by 2020, *The Arab-Irish Journal* tracked Minister for Agriculture, Marine and Food, Simon Coveney's recent trade mission to Qatar, Saudi Arabia and the UAE.

Minister for Agriculture, Marine and Food, Simon Coveney, recently led a week-long trade mission to Qatar, Saudi Arabia and the UAE, boosting awareness of Irish suppliers and brands among major players in the region.

Minister Coveney travelled with accompanying agencies and companies, participating in positive discussion and making serious progress in the areas of equine, food security, and dairy and beef exports.

A delegation of 60 people representing over 30 Irish food companies travelled to the Middle East, where Irish food and drink exports were valued at €275 million in 2012, with Qatar, Saudi Arabia, the UAE, Oman, Kuwait and Bahrain

accounting for 70% or €192 million.

"In 2012, Ireland's exports to the Gulf States were dominated by dairy and dairy ingredients (€168.3m), followed by prepared foods (€14.3m) and beverages (€8.3m). At a time when the Irish dairy industry plans for export growth post-2015, this timely Trade Mission affords an invaluable opportunity to raise awareness of the range and unique qualities of Irish food and what we can offer to customers in the Middle East," said Michael Carey, Chairman, Bord Bia.

Kicking off the first day of his trip, Minister Coveney hosted an Irish Qatari Business Breakfast in Doha, before meeting with the influential Qatari Minister for the

# Ireland, on its way to becoming a world leader in sustainability

Ireland is a country supremely well suited  
to sustainability. Our climate is temperate;  
our lush, green countryside is perfect for farming;  
our seas are teeming with fish.  
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benefited from these natural resources,  
and carefully passed them on.

Now Ireland has a Sustainability Charter to help  
Irish food and drink suppliers plan their  
individual journeys towards sustainability.

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these Irish suppliers, you'll know it's produced  
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Working  
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***Bord Bia***  
Irish Food Board







Minister for Agriculture, Food and Marine Simon Coveney T.D addressing Saudi guests.

Environment, His Excellency Ahamad Bin Amer Bin Mohammed Al Hemaiddi.

The two Ministers had a wide-ranging discussion on the question of food security and Ireland's potential as a supplier of high quality food products, addressing a number of specific health certification issues, which will help to

accelerate Irish beef and sheep meat exports to the region.

The Minister also met with Hassad Food Company, an operating arm of the Qatari Investment Authority with a focus on sustainable sourcing of food and in investment in food companies.





# Think Suits

## Think

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Minister Coveney with Prince Faisal Bin Abdullah Bin Mohammed Al-Saud Minister for Education.

The day had a strong focus on the thoroughbred horse industry, with Ireland being the largest supplier of thoroughbred foals in Europe, producing 40% of EU output. The horse racing industry provides almost 17,000 jobs and contributes more than €1 billion to Ireland's rural economy.

Accompanied by executives from Horse Racing Ireland and Irish Thoroughbred Marketing, Minister Coveney met with Mr Al Naomi and representatives of the Qatar Investment and Project Holdings Company (Qipco), which has strong links to the Al Thani family, to acknowledge their contribution to the Irish horse industry and discuss the potential to enhance the already strong linkages between Ireland and Qatar in this area.

Meeting with the Chairman of Agthia, a key player in Abu Dhabi's food security strategy and 51% owned by the Abu Dhabi Government, Rashed Mubarak Al Hajeri, Minister Coveney imparted his plans for the development of Ireland's agri-food sector.

"Agthia is one of the major players in the food sector in the Gulf Region, with an active role in relation to food security. I was delighted to have the opportunity today to present Ireland's Food Harvest Plan for the development of its agri-food sector, and to outline the tremendous potential for mutually beneficial commercial arrangements between Irish companies and major purchasers of raw materials and food products in Abu Dhabi," he enthused.

Recognising the opportunities for commercialisation of Irish expertise in areas such as food safety, product development, and food technology, Minister Coveney used the opportunity to profile the Irish agri-food sector with the influential, international player.

A major purchaser of raw materials and manufacturer of dairy and other products, Agthia has significant interests in agri and consumer businesses, manufacturing and marketing. The company boasts a diverse product range, from flour and animal feed to mineral water, fruit juices and yoghurts.

Minister Coveney also visited retail chain Lulu Group, one of the largest retailers in the Middle East, as well as one of the fastest growing globally. The company already stocks high quality Irish food products and the visit assisted

**"THE OPENING OF THIS OFFICE [KERRY GROUP IN DUBAI] IS AN IMPORTANT DEVELOPMENT FOR THE GROUP AS IT WILL SERVE THE MIDDLE EAST, NORTH AFRICA AND TURKEY REGION AS A CUSTOMER-FOCUSED DEVELOPMENT AND APPLICATION CENTRE"**



# Glenmar Shellfish

Specialists In Langoustine (*Nephrops Norvegicus*), Razor Clam (*Ensis Siliqua*), Scallop (*Pecten Maximus*), Monkfish (*Lophius Piscatorius*), Squid (*Loligo Vulgaris*):

Glenmar Shellfish has been serving the export fishing industry for over 30 years now and there has been an ambitious move in recent years to maximise the quality of its raw material, investing in new product ranges and expanding into new segments of the market.

**The company's business is divided into 3 export sectors:**

1. Frozen At Sea: Glenmar is proud to have 6 vessels landing Premium Frozen at Sea Prawns, Monkfish and Squid. The result has been outstanding, with a premium product, frozen and graded on board within 20 minutes of catch, putting a whole new meaning to live frozen products.
2. Live and Fresh: Glenmar's newly launched factory for Live Shellfish and Premium Seafood by Airfreight, is based 5 minutes from Dublin International Airport. Directly from the seabed to a global network of customers in a flash service, preserving all the freshness and the best of quality, it is now shipping twice weekly to Europe and daily into Asia.
3. Land Frozen: The company also processes frozen prawns in a HACCP approved, modern facility in Kilmore Quay. Fresh prawns are packed and graded at the company's head office facility in West Cork.

The prawns are then dispatched to Kilmore Quay for immediate processing. Glenmar Shellfish also produces peeled, dried and glazed scampi meat without chemical added

phosphates ideally suitable for gourmet onward processing.

**Product Range/Brands:** Premium Sea Frozen Dublin Bay

**Shellfish Brands/Private Label Split:** At customer request.

**Brands Sold in Domestic Market:** Glenmar Shellfish, Blue Star

**Brands Sold in Export Market:** Glenmar Shellfish, Viking, Blue Star

**New Product Launches:** A range of live shellfish products from its new factory located next to Dublin airport. The range includes Live Razor Clams, Live Scallops, Live Oysters, Prime Fish, Premium Sea Frozen Prawns.

Key markets being served from this facility include China, Hong Kong, Taiwan, South Korea, Singapore, Italy, France, Spain, South Africa.

**Awards And Accreditations Received:**

Runners up in Entrepreneur of the Year

Runners up in Seafood Exporter of the Year awards

HACCP and all Sanitary Accreditations available

**CONTACT DETAILS:**

Glenmar Shellfish Ltd, Unit 29, Millenium Business Park  
Dublin 11/ Main Street, Union Hall, Co. Cork

Phone: (00353) 1 864 9945, Fax : (00353) 1 8649985

Mobile : 00353 87 1952970 Web: [www.glenmarshellfish.com](http://www.glenmarshellfish.com)





Minister Coveney presenting a gift to the Green Box Taste of Ireland team.

**"I KNOW THAT THE UNRELENTING FOCUS ON QUALITY FROM IRISH PRODUCERS, AND THE WARMTH OF THE RELATIONSHIP BETWEEN IRELAND AND GULF COUNTRIES IS A SOUND BASIS FOR BUILDING SOUND AND LASTING BUSINESS RELATIONSHIPS"**

Irish suppliers in increasing their profiles with the company.

The Minister also facilitated a meeting between 10 Irish companies in this sector and UAE market experts, who provided advice on routes to market and identified potential contacts in the region.

The following day in Dubai, Minister for Agriculture, Food and the Marine, Minister Coveney opened Kerry Group's new Regional Development & Food Application Centre.

"I am delighted to be here to mark the opening of this Centre for Kerry Group as one of Ireland's leading agri-food companies. The opening of this office is an important development for the Group as it will serve the Middle East, North

Africa and Turkey region as a customer-focused development and application centre," he commented.

"It is also an important element in the development of Kerry's new Global Technology & Innovation Centre, which is under construction in Naas, Co Kildare, for which it will provide support services."

Representing Kerry's first investment in the MENA region, Dubai was selected as the location for the office due to its ideal geographic location and strong trade linkages, and it will support Irish exports of dairy ingredients, snack ingredients and nutritional systems, with Ireland's image and Origin Green programme assisting in that development.

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“Developing new routes to market, and especially emerging markets, is a vital part of our strategy under Food Harvest 2020, and today’s announcement reflects that approach.”

Bord Bia announced plans to open an office in Dubai in January 2014, a significant move as the organisation plans to intensify marketing and promotional activity to support continued growth.

The new office, which will provide “a practical solution for Irish companies seeking to enter the market by providing access to market knowledge, insight and research” is likely to be located alongside other Irish development agencies based in the market, will focus on Saudi Arabia, the UAE and the Gulf States in addition to monitoring potential opportunities in Iran, Iraq and Jordan.

Speaking in Abu Dhabi during the trade mission, Bord Bia Chief Executive Aidan Cotter said: “Over the past three years, our resources and extensive market research in the Middle East has pointed to significant growth and new business opportunities for Irish food and drink exporters.”

“Our strategy for the market is focused on delivering on the potential to increase dairy and dairy ingredient exports to the Gulf region; on broadening market access for the Irish beef and sheep meat industry and in securing premium positioning for Irish food through high-end retail and foodservice customers.”

Accompanied by Brian Kavanagh, Chief Executive of Horse Racing Ireland, Minister Coveney made a presentation to Dubai Duty Free on behalf of the Curragh Racecourse and Horse Racing Ireland in recognition of their on-going sponsorship of the Irish Derby.

“Dubai Duty Free is a world-leading company with a strong Irish connection. Their sponsorship of the Dubai Duty Free Irish Derby since 2008 is greatly appreciated and has helped the Irish Derby to maintain its position as one of the world’s great races,” Minister Coveney commented.

He concluded his visit to the region with a speech to the Dubai Irish Business Network, and an audience of potential buyers and business partners at Bord Bia’s Taste of Ireland Green Box



Competition in Dubai.

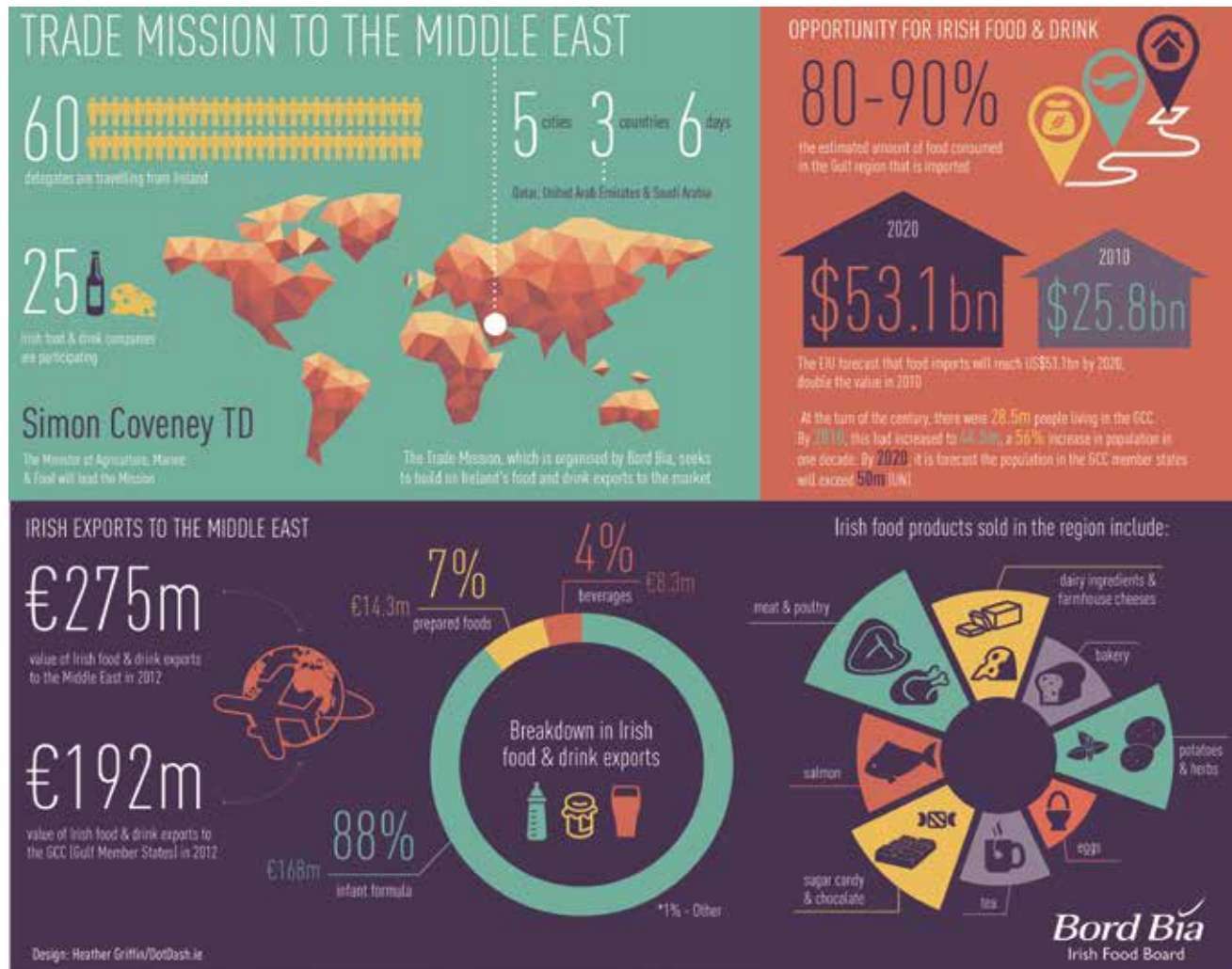
Designed to highlight the quality of Irish food products in a market in which demand for food will be growing dramatically over the next decade, the competition was adjudicated by Derry Clarke, the owner of Dublin’s L’Ecrivain restaurant.

Speaking at the event, Minister Coveney enthused that “the range of Irish foods available and the variety of producers ranging from renowned international companies to smaller specialised producers is a winning mix both for the Irish economy and for prospective buyers and co-investors in this part of the world.”

“The Gulf region is rich with potential for producers of quality food. I know that the unrelenting focus on quality from Irish producers, and the warmth of the relationship between Ireland and Gulf countries is a sound basis for building sound and lasting business relationships.”

The mission also included a major investment announcement from Irish Dairy Board





Cooperative Limited (IDB) on its €20 million investment in Saudi Arabia. The investment includes the acquisition of a 75% interest in Al Wazeen Trading LLC (Al Wazeen) and the development of a new state-of-the-art cheese manufacturing plant at the Al Wazeen facility in Riyadh.

The investment will further strengthen IDB's position in the Saudi Arabian market, the fifth largest dairy importer in the world, as well as providing a central hub to access the important dairy growth markets in the MENA region.

Developing new routes to market, in particular the emerging markets, is a crucial component of the strategy under Food Harvest 2020 and today's announcement represents just that, Minister Coveney said.

"The IDB's investment in Saudi Arabia opens up considerable market opportunities for the additional milk we are expecting post-2015."

The new facility will use dairy ingredients to produce a range of fresh white cheeses that appeal to local market tastes. The cheeses will be made using a pioneering technology developed by the IDB and Teagasc.

The technology allows innovative milk protein ingredients to be recombined for fresh white

cheese production. Fresh white cheese is hugely popular in the Middle East. The facility will also include an Innovation Hub for the continued research and development of 'white cheese' technologies.

Saudi Arabia already imports more than 400,000 tonnes of dairy produce per year. Domestic milk self-sufficiency is relatively low and milk production is under stress due to the lack of water for crop growing as animal feed. Despite this, consumption of cheese and other dairy products is growing steadily throughout the region, offering an excellent platform for future growth for IDB.

"A very good day for the Irish food sector and more of the same, please," commented the ICMSA President John Comer on hearing the news.

In February 2014, Bord Bia will participate at Gulfood, the world's biggest annual food and hospitality show in Dubai, which will attract more than 77,000 visitors from across the globe.

The Ireland stand, which is set to feature dairy, meat and consumer food companies, will be a significant and timely representation of the Irish industry following Minister Coveney's successful trade mission.



# Keshk Cafe, a gem on Mespil Road.

Keshk Cafe Restaurant is certainly the best restaurant in Dublin serving Lebanese, Halal and Middle Eastern food. The name 'Keshk' comes from the chef-proprietor's surname, 'Mustapha Keshk'.

Keshk is remarkable in a number of ways but let's take wine first. You bring your own wine or beer and they don't even charge you for the service of opening it, pouring it into the rather attractive wine glasses provided, washing them up afterwards and recycling the bottle.

Keshk is a gem. Most of the menu is as simple as it gets, good raw materials cooked in a way that goes back centuries, a reminder that you can eat very well indeed without spending a fortune.

Keshk's Menu is mainly focused on Mediterranean cuisine, with evident inspirations from several cultures such as Egyptian, Greek and Turkish.

Eggplant, lettuce, squash, tomatoes, onions, mushrooms, okra, cucumbers and a variety of greens are served fresh, baked, roasted, sautéed, grilled, and puréed makes every dish sunny, juicy, colorful but most important healthy.

The main courses focus on delicately charcoal-grilled meats and fish. Guests can choose from a variety of different cuts of

fresh lamb, beef and chicken. However, we also have plenty of options for vegetarians.

On a quiet day it feels almost like your own living room; fantastic simple décor with the rat pack on the stereo. When busy, it's a cool crowd, lots of chat and buzzing atmosphere. The amazing thing about this restaurant is simply the value and the wonderfully friendly staff.

*Keshk, 71 Mespil Rd, Dublin 2 (01) 667 3002 [www.keshk.ie](http://www.keshk.ie)*







After its first shipment of almost 3000 young bulls to Libya in February, livestock exporters Quinn International Livestock has reopened the Libyan market to Irish farmers after 18 years, with plans to expand its supply of top quality, healthy animals to the Middle East and North Africa next year.

Since it was established 15 years ago, Westmeath-based livestock exporters Quinn International Livestock has developed a close working relationship with Irish farmers.

This unique relationship has ensured that the company, established by brothers Kevin and Damien Quinn, is ideally positioned to source and deliver top quality and healthy animals to an agreed specification, having worked hard to communicate market demands back to its suppliers.

Kevin Quinn, co-founder of Quinn International Livestock, is keen to promote Ireland's world-class reputation in the export of food and drink. This year revenue generated from the sector is set to reach record levels, with total exports projected to surpass 10 billion.

The strong growth in exports has been delivered as stakeholders work to ensure premium markets are supplied with a top quality product that is produced to world class standards in relation to sustainability, welfare and herd health along with food safety.

The production system is primarily centred on a grass-based system operated within a family farm structure. The one million cow suckler herd is spread across 64,000 farmers with a similar sized

dairy herd operated by 18,000 farmers, Quinn explains.

The expertise within Quinn International has allowed the company to develop a proven track record in sourcing and shipping live cattle and sheep throughout Europe, and more recently to countries such as Tunisia and Libya.

"Quinn International, supported by the Department of Agriculture and our network of farmer suppliers, reopened the Libyan market earlier this year. The market had been closed to Irish cattle for over 18 years."

Securing health certificate agreements to ship cattle to Tunisia and Libya last year "allowed the market to open up" and "to date we have shipped six vessels carrying 11,254 cattle and 21,433 sheep. These animals were transported on vessels passed to the highest welfare standards in the world," Quinn enthuses.

The departure of the Express 1 from Waterford port, the first vessel to depart Irish shores loaded with cattle for the Libyan market since 1995, was successful with a very smooth loading process and the stock settled well in their new environment.

"In the customer's own words: 'It was as if they were coming directly from the fields in Ireland when they arrived.'"

With such a focus on exports and food safety, Ireland has developed world class technology in relation to tagging and traceability, Quinn says.

"When combined with the specialist expertise within our Department of Agriculture, this technology allows us to easily load vessels within the space of 24 hours. Prior to loading, animals are assembled through our purpose-built export yard ideally positioned in the midlands of Ireland."

As Libya becomes more secure in its economy, the population's consumption of meat is on the rise, Quinn comments.

"I believe the potential is enormous in that market because it's a growing economy. I think there's huge potential in all areas of business, but they need to import their meat."

In researching the potential within North African markets over the past three years, Quinn benefited from knowledge of the Libyan market among contacts who had supplied the country going back as far as 20 years ago.

Quinn was alerted to the fact that Libya had started trading out of Spain last year, however the company had yet to secure its health certificate to supply Libya.

"I was aware that one particular company was buying in Spain. When our prices in Ireland were more attractive than the Spanish price, they decided to buy from here," he says.

The genetics of Irish cattle is the main draw for customers, he believes, as "Irish cattle are known for being genetically better than a lot of other cattle that are available around the world. They have a higher meat yield, are hardier and healthier, able to withstand the journey, and perform well in any feed lots that we would send them to around the world. Plus, we have an abundant supply."

Overall, there are a total of 130,000 farmers in Ireland. Almost 90% of the beef and 80% of dairy products produced on these farms are exported. This huge export surplus places Ireland in a unique position in relation to providing global customers with a secure supply base.

Despite being ranked within the top ten dairy exporters in the world, Ireland remains focused on achieving ambitious growth targets.

Over the next seven years, output from the national dairy herd is forecast to grow by 50%, a move which would increase dairy cow numbers by 30% or an additional 300-350,000 head.

Ireland is also leading the way on the potential of sexed semen with field trials having been completed this year. An ambitious rollout of this world class sexing technology along with the growth in the national dairy herd will significantly boost the volume of dairy bred beef bulls coming on stream in the years ahead.

Ireland's one million suckler cows undoubtedly forms the backbone of the country's beef sector. The industry is largely located along the western



seaboard, where the average herd size is just 10 cows.

The herd structure means farmers have an intense focus on breeding quality calves from top quality bulls available through A.I. stations. The sector is extremely focused on quality breeding and herd health.

This focus has been supported by national Government through its Suckler Cow Welfare Scheme, which promotes best practice in these areas. Unlike many European countries, progeny from the suckler herd are crossbred which has been proven to deliver added benefits in relation to liveweight and herd health.

From birth through to when calves are weaned at nine months old, the vast bulk of liveweight gain is delivered from a sustainable grass based production system. These animals have been shown to deliver exceptional liveweight gains when moved onto intensive finishing systems given their genetic composition and previous feeding regime, Quinn explains.

With the necessary health certifications in place for Egypt and Lebanon, Quinn International is ready to supply both countries with top quality healthy animals in 2014, he reveals.

"Quinn International is committed to understanding the needs of our customers and delivering animals that deliver."

Expansion in the Middle East is "absolutely" in the pipeline, and "while the necessary infrastructure is in place to supply animals suitable for the Saudi Arabian market, we await the necessary health certificates before business can be developed".

Repeat business based on the experience of Irish products has been a competitive advantage. "When an importer buys Irish cattle for the first time, once they've brought them through to finish and experienced the product, they'll come back for more."

The Libyan market had been closed to Irish cattle for over 18 years; to date we have shipped six vessels carrying 11,254 cattle and 21,433 sheep.

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# When is Irish food not Irish?



Dr. Grainne Redmond

Do you know the difference between 'Irish smoked salmon' and 'Smoked Irish salmon'? Do you know which of these products is Irish: Lyons Tea or Robert Roberts? If the answer to either of these questions is no, then you are not alone. When living away abroad, many Irish people love to buy Irish food to remind them of home. However, the products they buy may not be Irish at all.

Research last year from Bord Bia (the Irish Food Board) indicated that 85% of Irish shoppers are either loyal or conditionally loyal towards Irish brands, and the majority recognise that buying Irish is essential to economic recovery. However, more recent research has shown that consumers are confused over what brands are manufactured in Ireland and what are imported.

## Love Irish Food

In 2009 a group of Irish food producers came together to set up a new organisation, Love Irish Food, which aims to help shoppers make informed choices about buying Irish manufactured food and drinks. Their overall aim is to safeguard the future of food and drink manufacturing in Ireland. Their message is simple: buying more Irish made products helps Irish businesses survive and protects Irish jobs.

A recent study carried out on Love Irish food's behalf found a surprisingly large number of people thought well-known brands were

produced in Ireland when, in fact, many are not only manufactured abroad, but are not even Irish-owned. Many of these are bought by consumers who erroneously believe they are buying Irish-made products.

A number of statistics arising from the survey are particularly revealing:

- 80% of those surveyed believed that Siúcra sugar was Irish, when in fact it is only Irish in name. It is actually German-owned and produced.
- 77% believe that the traditional staple of many Irish homes - Lyons Tea - is produced in Ireland, when in fact it is owned by the Unilever group and manufactured entirely in Britain.
- 71% believe that the imported HB brand is produced in Ireland.

On the flip-side, other products not commonly believed to be Irish are just that. For example, Robert Roberts' tea and coffee has been produced entirely in Ireland for well over a century. Other products produced in their entirety in Ireland include Goodfella's Pizza, YR Sauce and Cadbury's Dairy Milk to name but a few.

## EU Legislation

Although some foods, such as beef, honey, olive oil, fruit and vegetables and fish, are required to

give the place of origin under product specific labelling legislation, this is not true for all products.

Under the current labelling rules (Directive 2000/13/EC on the labelling, presentation and advertising of foodstuffs) an indication of the place of origin or provenance of the foodstuff is required only where its absence might mislead the consumer as to the true origin of the foodstuff.

For example, a consumer might be misled through pictorial representations, such as a flag or a map of the country that is not the country where the food is produced; or by the name of the food or brand name, e.g. 'American beef burgers' made in Ireland. In these sorts of circumstances, the origin must be given.

Where confusion often arises is where statements like 'Product of Ireland', 'Produced in Ireland', 'Packed in Ireland', 'Made in Ireland' are used as these may be taken by the consumer to mean that the food is Irish when, in fact, it might mean that the food was imported into Ireland and the finished product then produced or packed in Ireland.

In addition, on many pre-packed foods of animal origin, such as cheese, yoghurt, milk, chicken breasts, you might see an Irish identification mark (i.e. the oval mark on these types of foods containing the approval number of the establishment and the letters IE and EC) but the food may not be Irish and may have simply been packed or sliced in an Irish establishment. The identification mark is for traceability and is not an indication of origin, though it confuses many consumers.

Conversely, you might see a product called 'Irish cheddar' which has a UK identification mark. Often cheese made in Ireland is sent to the UK to be sliced or packed and so can be called Irish as the cheese is Irish.

Smoked salmon is another frequent source of confusion. You can have 'Irish smoked salmon', which is salmon smoked in Ireland but not necessarily Irish salmon; or Smoked Irish salmon' which is Irish salmon – a subtle but important difference if you want to buy Irish salmon.

## Origin Ireland Q Mark

The Bord Bia Quality Assurance Scheme is a programme whereby a food is produced to a set of standards and the producer/processor is inspected to ensure that production is in accordance with those standards. Where you see Bord Bia Q Mark on a product it means that the product has been produced in accordance with the required Quality Assurance standards and, secondly, that the flag and the 'Origin Ireland' on the mark verify that the product was produced, in its entirety, in Ireland.



Research has shown that consumers are confused over what brands are manufactured in Ireland and what are imported

Only food produced on approved Irish farms and processed in approved Irish factories can carry the Origin Ireland Q Mark. Bord Bia operates Quality Assurance Schemes for the following: Bacon, Beef, Chicken, Duck, Eggs, Fruit, Lamb, Pork, Turkey and Vegetables.

All the Bord Bia Quality Assurance schemes are accredited to IS EN ISO 9001:2008 with the National Standards Authority of Ireland and to the European Standard EN45011 – this means that they are recognised internationally, which is very important for exports. Currently over 40,000 farmers and over 150 food processors and packers are members of the Bord Bia Quality Assurance Schemes.

Love Irish Food also has its own logo for brands that are made in the Republic of Ireland using local ingredients where they are available.

It is well known that small changes towards buying Irish would make an enormous impact on the Irish economy. More needs to be done to tackle confusion over which brands are produced in Ireland and which are imported. Once the Irish diaspora is made aware of this they can then rest assured in the knowledge that the products they buy are truly a taste from home.

## Reference

Love Irish Food  
([loveirishfood.ie](http://loveirishfood.ie))  
Food Safety Authority  
Ireland ([fsai.ie](http://fsai.ie))  
Bord Bia-Irish Food  
Board ([bordbia.ie](http://bordbia.ie))

## Author's disclaimer

Every effort has been made to ensure that the information given in this article is correct at the time of publication. The author assumes no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of information contained in this article.





# Petroceltic success

As one of Ireland's biggest investors in the Arab world, oil and gas exploration and production company Petroceltic recently expanded its presence in Egypt, Algeria and Iraq, as Lynne Nolan discovers

Headquartered in Dublin, with offices in Edinburgh, London, Algiers, Varna, Cairo, Constanta and Rome, Petroceltic's shares are listed on the Alternative Investment Market (AIM) of the London Stock Exchange and on the Enterprise Securities Market (ESM) of the Irish Stock Exchange.

With its market capitalisation standing at just under US \$500 million, it's almost hard to believe this is the same company that had just four employees when Brian O'Cathain joined Petroceltic as Chief Executive in 2007.

A geologist and petroleum engineer with more than 25 years' experience in senior technical and commercial roles in upstream oil and gas exploration and production companies, O'Cathain, who started his career with Shell in 1984, previously held the positions of Managing Director of Tullow Oil's international business and Chief Executive of Afren.

"I started off in the North Sea, worked in New Zealand and Holland, and ended up as a petroleum engineer and team leader with Shell, drilling on the rigs for three years. Shell was a great place to start. I left Shell in 1990 and joined Enterprise Oil, a UK company. I started off in the exploration department and then I went into business development, buying and

selling companies, and deal-making," he recalls.

As Tullow Oil was expanding in Africa, O'Cathain's work brought him to Sub-Saharan African, Algeria and Egypt. After that He was involved in setting up a company called Afren, listed on the London Stock Exchange and mainly focused on Nigeria.

Petroceltic's first venture into North Africa was in 2003 when it applied for a license in Tunisia.

"We were awarded a license to drill and explore in Tunisia. On the back of that, we were able to go to Algeria. We made our first application in Tunisia in 2003, and we applied in Algeria in 2004. We've been building up ever since."

When O'Cathain joined Petroceltic in April 2007, the company was present in just three countries: Tunisia, Algeria and Italy.

The company's big break came two years later, when Petroceltic made a giant discovery in the Ain Tsila gas field in Algeria's Illizi basin.

"That's a world-class asset [discovery at the Ain Tsila field, Algeria]. That's more than two trillion cubic feet, twice as big as Corrib and Corrib is the biggest thing to be found in Ireland





in the last 30 years. The field itself that we've discovered is bigger than London inside the M25."

"Up to that point, we were an exploration company and suddenly we'd made a major discovery; a discovery that required a lot of capital to develop and explore so we had to go out and raise a lot more money."

"We've now drilled nine wells on that field. We've got a plan of development approved by the Government and we're looking at spending in excess of US \$2 billion to get that into production, so for a small Irish company that's quite a big deal," O'Cathain enthuses.

The main focus is on Algeria: "We have a big project and we're focused on bringing that into production. That's due to come on-stream at the end of 2017 and at that point we'll be producing a lot of oil and gas in Algeria and that production goes on for 14 or 15 years so it's a huge undertaking for the company."

Petroceltic recently secured three more exploration licenses in Egypt, where it has two blocks in the Nile Delta and currently produces about 20,000 barrels of oil a day, while in Kurdistan the company is currently drilling an exploration well, which has "a very big target. It could be a 500-million-barrel type target."

"Last year we acquired a company called Melrose Resources, which had producing assets in Egypt. We also went into the Kurdistan Region of Iraq in 2011. Now we're in three different Arab countries."

Melrose boasts a history in Egypt going back to the 1990's. "They had acquired another company, in turn, that was investing in Egypt since the 1990s, so our Egyptian joint venture is probably older than Petroceltic. Some of our Egyptian staff have been with the company for more than 20 years."

"Most of our investment over the years has been spent in the Arab world; we've spent in excess of US \$300 million in Algeria, probably more than that in Egypt; so we've made big investments. We're probably one of Ireland's biggest investors in the Arab world."

With the three new exploration licenses in Egypt, Petroceltic plans to invest more money into and expand in Egypt, O'Cathain reveals.

"We're continuing to invest in Egypt, while in Algeria we're investing hand over fist at the moment, doing our



Brian O'Cathain  
CEO Petroceltic

**"THE FIELD THAT  
WE'VE DISCOVERED  
IN ALGERIA IS  
BIGGER THAN  
LONDON INSIDE  
THE M25."**

development project, but there's a new exploration licensing round coming up in Algeria later this year. We're planning to look at that as well. It's a great place to invest," he says.

Does the company plan to expand further? "Absolutely," O'Cathain

responds, without hesitation.

North Africa is a hugely significant market for Petroceltic, accounting for "probably half our revenue and most of our spend this year (2013)."

Commenting on the main draws of North Africa for the company, O'Cathain describes it as an attractive place to grow, with a lot of oil and gas which Petroceltic can access, and plenty of scope for doing more business there.

In line with its strategy, Petroceltic seeks to develop its operations in North Africa, as well as in the Mediterranean Basin and Black Sea.

The company has built a strong operations team which covers this area and which provides exploration skills in geology, geophysics, petrophysics, reservoir engineering, petroleum engineering, well design, drilling operations and project management.

The company, which recently entered offshore Greece, is present in Romania and Bulgaria, as well as developing its business in Italy.

"We've just started a big well in Kurdistan, we've another

# EXPLORATION DEVELOPMENT PRODUCTION GROWTH

Petroceltic International plc is a publicly quoted oil and gas exploration and production company which currently employs 160 full time industry professionals across multiple disciplines and geographies. Petroceltic is an equal opportunities employer.

The Company is headquartered in Dublin with offices in Edinburgh, London, Algiers, Varna, Cairo and Rome. Petroceltic's shares are listed on the Alternative Investment Market (AIM) of the London Stock Exchange and the Enterprise Securities Market (ESM) of the Irish Stock Exchange.

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**petroceltic**



one coming up in Romania and we're about to award the front end engineering and design contract for our project in Algeria, so we're really beefing up the Algeria team," he says.

The company has already expanded from "a small number of people to about 30 or 40 people" in Algeria, with that figure set to increase again.

It's a very exciting team for the company, O'Cathain says. "We're expanding across the portfolio and there should be an exploration licensing round in Algeria later this year, which we hope to participate in as well, so that will be something for the future."

The challenges of doing business in the Middle East and African markets are unique in every place, he says.

"In Egypt now, the Government has a problem because it is subsidising gas prices and it doesn't have enough gas to supply it to the market, so it's having to buy gas externally at a market price and then sell it at a subsidised price, which means that Egypt is nearly running out of money and they're very short of dollars," he explains.

"Although the Government has goodwill and wants to pay us, sometimes they're not able to pay us as much as they owe us, so we're currently owed about US \$110 million by the Egyptian Government, and although they are trying to reschedule their debt, this is quite a lot of money for a small company like us."

In Algeria, however, the issue is the length of time involved in waiting for decisions to be made.

"With the best will in the world, everybody wants to make the project go forward but sometimes for local, social reasons it just takes longer to get agreement than you'd expect and that can have an impact on the project," comments O'Cathain.

One of the more unusual facts about Petroceltic's operations in Egypt is that the company does not have any expats, hiring only Egyptian staff.

"We're probably the only international company there that operates like that. That gets us a lot of kudos and respect from EGPC, the state-owned company. We try to employ local people as much as we can in the markets we go into," O'Cathain comments.

"It gives us an edge in Egypt. In Algeria, we would be one



of the smallest operators," he says, with Petroceltic operating alongside bigger players there including Hess, Shell, BHP, ConocoPhillips and Anadarko.

"We're a small company, but I think because we're small the host country governments don't see us as being arrogant and we actually get along fine with our counter-parties in Algeria, because we're not a threat. We try to work very constructively and very openly, and to be honest and transparent, as relationships are hugely important, not only in Ireland but also in North Africa," he says.

North Africa offers a lot of opportunity for Irish companies, he believes, stating his willingness to facilitate or help people to access Algeria.

"It's great that Ireland is represented in Egypt with an Embassy, but we're not represented in Algeria and one thing I would like to see is us having a consulate or an embassy in Algeria," he says. "Algeria is a huge market for Ireland, not just in oil and gas but it is also one of the largest markets for milk products from An Bord Bainne."

O'Cathain, who employs many Francophones, believes there should be a greater willingness among people in Ireland to learn other languages.

"If you look at where Irish businesses go overseas and where we have embassies, it tends to be in English-speaking countries. We ought to be looking at where the business is, not just where we speak the language."





# ESB International Wins €1.4 million Contract with Oman's Electricity Holding Company

ESB International Wins €1.4 million Contract with Oman's Electricity Holding Company

ESB International, the global engineering consultancy owned by ESB, announced that after a competitive international tender process it has won a new €1.4 million contract to supply services to Oman's Electricity Holding Company SAOC (EHC).

Under the contract, ESB International will support the development and implementation of a blueprint customer service framework to be rolled out across five locally licensed, distribution and supply companies in Oman. This will

involve a detailed review of all existing customer functions, systems and related personnel profiles, and the development of a comprehensive 'Blueprint Design' manual for implementation in all five companies.

Commenting on the win, Ollie Brogan, Managing Director at ESB International, said: "This contract represents a significant milestone for ESB International as it gives us a very strong platform from which to further develop our business in Oman, which is one of our



INTERNATIONAL

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strategic growth markets. It will also help us to achieve our goal of doubling the volume of our international business within five years."

He added: "ESB International has a unique advantage over other engineering consultancies because we not only have practical experience of the energy sector we also see things from a utility perspective, which improves the service that we can deliver to clients such as EHC."

Oman and the Gulf Cooperation Council region are very important markets for ESB International. Since 1975 ESB International has been working continuously in Saudi Arabia, Oman, QATAR, Kuwait, Bahrain and UAE. We have been operating in Oman for over 25 years. An early, major international contract win for ESB International was to provide engineering consultancy for a high voltage electricity transmission project in the Kingdom of Bahrain.

ESB International recently announced two major achievements for its international business. The company has won its first contract in Turkey and has also completed a major stage in the Energy Project it is managing in Tanzania, with the official switching in of a new 132kV submarine interconnector from Tanzania to Zanzibar Island. Both events highlight the growth and strength of ESB International's business and capabilities globally.

Details of the contract win in Turkey were announced at an event in Istanbul which was attended by the Tánaiste and Minister for Foreign Affairs and Trade, Eamon Gilmore T.D. The €30 million, six-year contract is being undertaken in partnership with investment company UNIT and will see ESB International operate and maintain the YeniElektrik Power Station, located South West of Istanbul. ESB International will also provide technical and engineering support to the plant.

The Turkish power plant is capable of generating up to 3% of electricity consumption in Turkey and the expansion of the electricity infrastructure in Tanzania will transform people's lives and offer new generations a bright future as it did in Ireland in the 1950's. We reached a major milestone today with the official switching in of the new 132kV interconnector from Tanzania to Zanzibar Island, which will more than double the transmission capacity currently available.



Ollie Brogan, Managing  
Director at ESB International

"THIS CONTRACT REPRESENTS A SIGNIFICANT MILESTONE FOR ESB INTERNATIONAL AS IT GIVES US A VERY STRONG PLATFORM FROM WHICH TO FURTHER DEVELOP OUR BUSINESS IN OMAN."

*ESB International operates in Europe, Africa, Middle East and Asia. The company established its first office in Turkey in 2012 and will open another office in Johannesburg later this year. Employing over 800 personnel who provide a full range of engineering, operations and maintenance solutions and strategic consultancy services, ESB International has active operations in over 20 countries and has completed projects in 117 countries.*



# International



# AIJ News

## Chester Beatty Library

**Costumes Parisiens, fashion plates from 1912-1914**

**One Hundred Year-Old Fashion Plates go on display at Chester Beatty Library, Dublin Castle – 11 October 2013 – 30 March 2014**

**Admission free**

One hundred years after the publication of the fashion magazine *Journal des Dames et des Modes*, (1912-1914), over one hundred of the *Journal's* exquisite illustrations known as *Costumes Parisiens*, go on display at the Chester Beatty Library, Dublin Castle.

The exhibition presents a vivid snapshot of culture and fashion in early 20th-century France. It also provides an exceptional opportunity for historians, artists and fashion designers to explore a glamorous period in fashion history and design, just before the outbreak of World War 1.

Leading Irish fashion designer Louise Kennedy, who opened the exhibition, has acknowledged the importance of the Chester Beatty fashion plates collection as inspiration for her own designs.

"I have always adored fashion illustration and there is no better period than early 20th Century. Such a rich and opulent time and the drawings continue to influence fashion today. The Chester Beatty collection is a visual feast of dazzling images."

A selection of contemporary costumes on loan from the Ulster Museum, Belfast, complement the display and add another exciting dimension to the exhibition, giving us a sense of the fine detailing and the luxurious fabrics used in the creation of fine unique design pieces of this period.

Director of the Chester Beatty Library, Fionnuala Croke, says:

"This exhibition is further testament to the diversity of the Library's Collection – ranging from 2nd-century Biblical manuscripts to high society fashion illustrations. Our founder gave us a gift of limitless importance and beauty. In addition to the permanent exhibitions representing cultures and religions across the world, temporary exhibitions such as this one give the public a glimpse into the treasure-trove that is the CBL collection."

The exhibition runs until 30 March 2014 before travelling to the Ulster Museum, Belfast, where it will open in June 2014.

A series of tours, lectures, public films and workshops will be held to complement the exhibition, please visit our website ([www.cbl.ie](http://www.cbl.ie)) or see our What's On guide for more details.

We are grateful to the Department of Arts, Heritage and the Gaeltacht as well as RTÉ Supporting the Arts for supporting this exhibition and to the National Museums Northern Ireland for their generous loan of contemporary costumes.



## Irish Qatari Business Council

On the 27th October 2013, the Irish Qatari Business Council in co-operation with The Irish Embassy, Abu Dhabi and Bord Bia were pleased to welcome HE Mr. Pat Hennessy and Minister Simon Coveney, Minister for Agriculture, Food and Marine to Qatar as part of an Irish trade mission to the Gulf Co-operation Council countries.

Mr. Conor Tubridy, IQBC Chairperson introduced Ambassador Hennessy to a large number of attendees. Ambassador Hennessy was formally Ambassador to Italy and replaces Ambassador Ciaran Madden, who provided valuable encouragement and support to the IQBC during his tenure in the Middle East.

Attendees were then addressed by Minister Coveney, who was on a trade mission to the Middle East together with thirty six delegates from the equine, food and agri sectors. Minister Coveney outlined that Ireland, as an export based economy, could forge a mutually beneficial relationship with Qatar, who imports a vast majority of its food products. Ireland produces high quality meat and dairy products and dairy value added derivatives (infant formula, health supplements etc). The Minister also indicated that Ireland has the ability to establish greater equine links with Qatar by building upon recent developments in this field, namely the recent Qatari purchase of two Irish studs farms.

Notably, the Minister also indicated that a visit by the Taoiseach to Qatar could be expected in January 2014.

In conclusion, Minister Coveney expressed his gratitude to the large number of IQBC members in attendance and he said the Irish expatriate community in Doha should be proud of their involvement in the exciting ongoing developments in Qatar.

# IBN News



IBN committee with Minister Simon Coveney TD

## Minister Simon Coveney, TD, addresses the IBN Members

**First IBN meeting of the season gets off to tremendous start**

The first Irish Business Network (IBN) breakfast meeting since the AGM earlier in October got off to a great start, with guest speaker Minister Simon Coveney TD, giving the key note address in front of some 120 guests at the Jumeirah Emirates Towers Alta Badia restaurant.

Ireland's Minister for Agriculture, Food and Marine, Mr. Coveney TD was in the UAE last month with one of the largest Irish trade delegations to have visited the region. Mr. Coveney, TD, along with the Irish Ambassador for the UAE, Mr. Patrick Hennessy headed up the 45-strong delegation representing business interests from Ireland's food, marine, equine and agricultural sectors. The group visited Qatar, Saudi Arabia and the UAE on their five day tour, and attended several high level meetings with senior ministers in all countries.

Ahead of the Minister's keynote address to the IBN members this morning, the new IBN Chair, Mr. Bernard Creed introduced a number of business speakers who outlined their business plans in the UAE in a short elevator pitch. The elevator pitch speakers included Colette Shannon, Commercial Manager from Spinneys, Rebecca Gernon Managing Partner of Serendipity By Design, and Declan Brady, Managing Director of Glenbeigh Records Management LLC, who also sponsored the morning's event.



Mr Simon Coveney TD, Minister for Agriculture, Food and Marine speaks at the Irish Business Network (IBN) breakfast meeting held on 29 October at the Jumeirah Emirates Towers





IBN Meeting in progress at Emirates Towers

Following the elevator pitches, Gerald Lawless, President and Group CEO of Jumeirah Group, provided a fascinating overview of the development of Dubai in the past 30 years, particularly in terms of tourism and travel.

Ambassador Hennessy then introduced the Minister who gave an impassioned speech about the positive growth signs in the Irish economy, particularly in the field of agriculture and food. He cited several examples where the food industry is playing a key role in Ireland economic recovery and outlined the enormous potential for the food, agricultural and marine industries. Minister Coveney also drew parallels between the UAE and Irish economies, identifying the similarities in both countries' aspirations to establish a real foothold in the global economies.

This is the Minister's first visit to the region and he expressed his admiration for the progressive attitudes to business that he encountered here.

He commented: "I am delighted to be in a position to visit the UAE to see first-hand the strong possibilities in terms of trade cooperation between our two countries, particularly in relation to the Agri food, Agri services sector and equine sector. The Irish government attached huge importance to its relationship with the UAE and GCC."

The Minister ended his speech by recognising the efforts made by the Irish business community in the UAE, commenting: "Equally the Irish Government values you, the Irish Diaspora and the work that you do abroad to promote Ireland and the image and reputation of Irish people as hard working, innovative, smart good business people."

The IBN was established in March 2011 with the primary aim of providing a network and educational platform for Irish business professionals in the UAE and beyond.

The current IBN committee comprises of:

Bernard Creed – Chair  
Sinead El Sibai – Vice Chair  
Conor Lawlor – Treasurer  
Lorraine Martensson – Secretary  
Gerald Lawless – Committee Officer  
Patrick Mulligan – Committee Officer  
Michael Nugent – Committee Officer



# IBN News

## The IBN in Dubai Continues to go from Strength to Strength

### New committee pledge to continue initiatives

The third AGM for the Irish Business Network took place on 7 October at the Jumeirah Creekside Hotel and drew an enthusiastic crowd close to 140, including the newly appointed Irish Ambassador to the UAE, Patrick Hennessy, and the Dubai Chamber of Commerce representative Mr. Mahdi Al Mazim, Director of Member Relations.

Brian King, who had been Chairman of the IBN since its inception, decided to step down after three years, providing Bernard Creed with the opportunity to stand for the position, which he won on the night.

Established in March 2011, the IBN is committed to growing business links between the UAE and Ireland and to providing members with opportunities to share and gain business experiences. The IBN also helps foster networking opportunities for its members where appropriate.

Commenting on the objectives of the group over the past three years, Bernard Creed noted: "The IBN has come a long way since the initial group formed and I really want to thank Brian King, along with all of the former committee members for driving through on so many great initiatives.

"We are now ready to move to the next level as a business group and to raise our profile among the business community in the UAE. As the new Chairman I look forward to working with the new committee and our members on ensuring that the IBN continues to be relevant. There is significant growth in the number of Irish people coming to the UAE and we need to ensure that the IBN is one of the first ports of call for people looking at living and working in the UAE."

In the past year alone the IBN has introduced a number of initiatives aimed at providing their membership with active opportunities to engage, and to learn from the expertise of others.

One such initiative which will be launched later this year is the Jobs Portal on the IBN website ([www.irishbusinessnetworkdubai.com](http://www.irishbusinessnetworkdubai.com)). The IBN committee went out to the market to receive bids for the Jobs Portal tender which was successfully won by Dubai-based Paul McCabe of Mac Design.

"The Jobs Portal will be a great opportunity for our members to upload their CVs and search for job opportunities. I believe that this will be equally beneficial to UAE based companies looking to recruit skilled Irish employees in the region and I know from speaking to a number of company decision makers that they would be happy to post jobs on the IBN site. It is a very exciting development," said Bernard Creed.

This year, in addition to its regular monthly IBN Business Breakfasts, the committee also introduced a half-day seminar entitled "Supporting the Next Generation of Irish Business Leaders". Free to IBN members, the seminar took place on September 7th in the Media One hotel and was designed to inform and support new and future business leaders. A total of 60 members attended the seminar which included an address by Ambassador Pat Hennessy, as well as a keynote speech by Colm McLoughlin, the Executive Vice Chairman of Dubai Duty Free.



Brian King, outgoing IBN chairman

### On behalf of the IBN members, the incoming IBN committee has pledged to continue to introduce new initiatives and consists of the following:

**Chair:** Bernard Creed

**Vice-Chair:** Sinead El Sibai

**Treasurer:** Conor Lawler

**Secretary:** Lorraine Martensson

**Committee:** Gerald Lawless, Patrick Mulligan, Michael Nugent

### Our thanks to the outgoing committee of 2012/2103 and to Aideen Hopkins who has been the IBN Administration Manager and who has stepped down for her post:

**Chair:** Brian King

**Vice Chair:** Sinead El Sibai

**Treasurer:** Bernard Creed

**Secretary:** Erin O' Neill

**Committee:** John Merrigan, John Hanafin and Michael Nugent



# AIJ News

## Dubai Duty Free's Colm McLoughlin Honored at the American Celtic Ball in New York

At the 25th Annual American Celtic Ball, held in the Pierre Hotel, New York on 9 October, Colm McLoughlin, the Executive Vice Chairman of Dubai Duty Free, was presented with the Sir Michael Smurfit Business Achievement Award.

Organised by the Irish Chamber of Commerce USA (ICCUSA), the awards evening attracted over 200 guests for the glittering black tie event which recognised the business and humanitarian achievements made by Irish nationals living both in Ireland and overseas.

Colm McLoughlin, who was accompanied by his wife Breeda, was recognised for his dynamic leadership at the helm of Dubai Duty Free for the past 30 years during which the business grew from an annual turnover of US\$20 million to an expected US\$1.8 billion this year. McLoughlin, a former General Manager at Shannon Duty Free, was one of the original team of ten assigned by AerRianta to set up the airport retail operation at the request of the Dubai Aviation Authority back in 1983.

On accepting the Sir Michael Smurfit Business Achievement award on the night, Mr. McLoughlin thanked both the ICCUSA and Sir Michael Smurfit, who is a leading Irish businessman.

"I have looked at the former recipients of this award and am deeply honored to join such an illustrious line up," said McLoughlin "I am very proud of all that has been achieved by Dubai Duty Free for the past 30 years and I thank our Chairman, H.H. Sheikh Ahmed bin Saeed Al Maktoum and our team of staff for their support.

"I am also proud to be Irish and from an early age, my parents, in particular my father, encouraged us to take an active interest in community life. Later in our lives, when we moved away, we were encouraged to promote all things Irish.

"As a result, when I came to Dubai I joined the Dubai Irish Society (DIS) and was Chairman of DIS for some time. Today, I am actively involved with the Irish Business Network, the Dubai Irish Golf Society and was President of the Dubai Celts for a number of years.

"Of course The Irish Village, which is one of the most popular bars and restaurants in Dubai, is owned by Dubai Duty Free and we employ over 20 Irish staff and it is a unique venue for entertainment.

"Breeda and myself have been happy to support Irish groups and business in Dubai and to provide support for young Irish people coming to Dubai and looking for work opportunities.

"I am very proud and privileged to accept this award on behalf of our staff and in honour of my parents as well as in memory of Breeda's mother who passed away recently".

Former recipients of the Sir Michael Smurfit Business Award include notable Irish business leaders such as Denis O' Brien, Dermot Desmond, Donald Patrick Brennan and last year's winner, Louise Phelan. Previous Celtic Ball honorees in the field of the Arts include TV host Gabriel Byrne, singer Chris de Burgh, film director Jim Sheridan and actor Liam Neeson. At the Celtic Ball in 2012, former President of Ireland, Mary McAleese and her husband Martin, were the recipients of the International Ellis Island Medals of Honor.

Dubai Duty Free opened for business on 20 December 1983 and in the past 30 years has grown to become one of the top duty free operations in the world. Employing 6,000 staff and operating some 26,000 square metres of retail space at Dubai International Airport, the operation marks its 30th anniversary this year. The Dubai Duty Free Leisure Division, which comes under the remit of Mr. McLoughlin, includes The Irish Village, Century Village, the Dubai Duty Free Tennis Stadium and the five star Jumeirah Creekside Hotel, which opened in July 2012 and features 292 rooms over nine floors.





## IDB announce €20 million investment in the Kingdom of Saudi Arabia

The Irish Dairy Board Cooperative Limited (IDB) has announced a €20 million investment in Saudi Arabia. The investment includes the acquisition of a 75% interest in Al Wazeen Trading LLC (Al Wazeen) and the development of a new state-of-the-art cheese manufacturing plant at the Al Wazeen facility in Riyadh. The investment will further strengthen IDB's position in the Saudi Arabian market, the fifth largest dairy importer in the world, as well as providing a central hub to access the important dairy growth markets in the MENA region.

The announcement was made by Kevin Lane, CEO, IDB during the Irish Trade Mission to Saudi Arabia, led by the Minister for Agriculture, Food and the Marine, Mr Simon Coveney, TD.

Welcoming the announcement at the Ceremony in Riyadh to launch the IDB and Al Wazeen development, Minister Coveney said: "Developing new routes to market, in particular the emerging markets, is a crucial component of our strategy under Food Harvest 2020 and today's announcement represents just that. The IDB's investment in Saudi Arabia opens up considerable market opportunities for the additional milk we are expecting post – 2015. I'd like to congratulate the IDB and Teagasc on the success of their collaborative partnership that clearly demonstrates how business and science can work together to achieve commercial success."

The new facility will use dairy ingredients to produce a range of fresh white cheeses that appeal to local market tastes. The cheeses will be made using a pioneering technology developed by the IDB and Teagasc. The technology allows innovative milk protein ingredients to be recombined for fresh white cheese production. Fresh white cheese is hugely popular in the Middle East. The facility will also include an Innovation Hub for the continued research and development of 'white cheese' technologies.

The facility will initially supply dairy products to the Saudi Arabian market. It is anticipated that IDB will use Saudi Arabia as a manufacturing hub for the MENA region, supplying the Islamic Halal market segment. Saudi Arabia already imports more than 400,000 tonnes of dairy produce per year. Domestic milk self sufficiency is relatively low and milk production is under stress due to the lack of water for crop growing as animal feed. Despite this, consumption of cheese and other dairy products is growing steadily throughout the region, offering an excellent platform for future growth for IDB.

This investment is a key part in IDB's strategy to grow routes to market and added value for Irish dairy produce in the run - up to the abolition of milk quotas in 2015.

Commenting on the announcement Kevin Lane, CEO, IDB said: "Today's announcement represents a major route to market and value for Irish dairy in the post quota environment. This investment is strategically very important as it allows us to expand our business throughout the MENA region. With innovation and new product development being critical to growth, our partnership with Teagasc is an excellent example of how with innovative technologies we can create new ways of producing and selling dairy products for a global audience."

Professor Paul Ross, Head of the Teagasc Food Research Programme said: "Teagasc is delighted to be collaborating with the Irish Dairy Board in applying the technologies developed in the food research centre in Moorepark, to develop fresh cheese types suitable for markets in the Middle East. The ambition of the collaboration is to continue to develop a pipeline of new innovative products to meet specific consumers and customer needs in key global farmers for the Irish Dairy Board. This will contribute to the returns farmers receive for the milk they produce."

## Minister Coveney Opens Kerry Group's Dubai Office

Minister for Agriculture, Food and the Marine, Simon Coveney TD, opened Kerry Group's new Regional Development & Food Application Centre in Dubai, as part of the trade mission he is leading to the Gulf States.

Minister Coveney commented "I am delighted to be here to mark the opening of this Centre for Kerry Group as one of Ireland's leading agri-food companies. The opening of this office is an important development for the Group as it will serve the Middle East, North Africa and Turkey region as a customer focused development and application centre. It is also an important element in the development of Kerry's new Global Technology & Innovation Centre which is under construction in Naas, County Kildare for which it will provide support services."

This investment represents Kerry's first investment in the MENAT (Middle East and North Africa territories) region, and Dubai was chosen due to its ideal geographic location and strong trade linkages. Kerry Group's investment in Dubai will open up market opportunities for the increased food production planned over the next decade. It will support Irish exports of dairy ingredients, snack ingredients and nutritional systems and Ireland's image and Origin Green programme will assist in that development.

The Minister also commented that "this opening is yet another excellent example of the growing international footprint of Ireland's agri-food sector and the vital role which it continues to play in our national economic recovery. Developing new routes to market, and especially emerging markets, is a vital part of our strategy under Food Harvest 2020, and today's announcement reflects that approach."





# Onwards & Upwards

## Interview, mountaineer Mostafa Salameh.

Since swapping the hotel industry for the great outdoors just nine years ago, Jordanian mountaineer Mostafa Salameh, 43, has scaled the seven summits of the world and been knighted. In an exclusive interview with *The Arab Irish Journal*, he talks about his ambitions, inspirations training regime and how he spends his time away from the peaks.

**How did you become interested in mountaineering?**

I had a dream late one night in 2004: I saw myself on the top of Everest calling the Call of Prayer (the Azan) and praying. At the time I was working in Edinburgh as Food & Beverage Manager at the Sheraton Hotel.

**Was it always something you wanted to try, or did your curiosity come out of the blue?**

Completely out of the blue!

**What was your first climb?**

It was in April 2004 in Nepal. I tried to climb Mera [in the Himalayas], which is 6,500 metres, but didn't make it; I had to go back just 200 metres from the top – the hardest thing I have done in my life.

**Are you a full-time mountaineer?**

No. I finished my seven summits in November last year around the time I had just set up my adventure company in Jordan. I am also an outdoor education consultant - I work for schools in Jordan and Ireland – and a motivational speaker.

**Congratulations on your Knighthood. When did you receive this honour?**

His Majesty King Abdullah II is my big supporter. He was the first to encourage, support and believe in me. He called me on Everest to congratulate me. I spoke to him from the summit to congratulate him on Jordan Independence Day as I stood on the top on JID on 25 May.

I was knighted with the Independence



"I WANT TO TELL MY STORY, SO I HAVE TO BE TRUE TO MYSELF AND KNOW WHEN TO STOP AND COME BACK"

Medal - a great honour. His Royal Highness Ali Ibn Al Hussein and HRH Princess Haya Bint Al Hussein, the King's brother and sister respectively, have been great supporters, too.

**How does it feel being the first Jordanian to climb Mount Everest?**

It's a great honour and now I am trying to encourage the Arab youth to inspire and motivate them to be adventurous.

**Having already scaled the seven highest peaks in the world, what is your next goal?**

I finished the seven summits, the highest point in each continent last November [2012] to become the first Jordanian. Now I am aiming to ski the South and North Pole, to be first Arab and Jordanian to climb seven summits and three poles. I will be skiing the North Pole in April 2014.

**How do you secure sponsorship for your climbs?**

Jordanian and Arab companies, such as Aramex, HSBC JORDAN, Dip Fund, Landmark Amman hotel and Travel Shiekh, have been very generous to me. His Majesty, too, has also always a great support. I'm still looking for other sponsors, though, in order to be able to finish my journey.

**When you're not climbing or preparing for your next climb, how do you spend your time?**

I do lots of motivational talks and organise guide trip to the Himalayas, Antarctica and Africa. I've also started an initiative, From The Lowest To The Highest Point For Cancer.







Mostafa with His Majesty King Abdullah II

Earlier this year, I selected 22 Jordanian celebrities and guided them to Everest Base camp, which helped to fundraise \$620,000 dollar for the King Hussein Cancer Center (KHCC). I've already confirmed another 24 people, including Her Royal Highness Princess Dina Mired and HRH Prince Mired, for a forthcoming trip that will involve me guiding them to Kilimanjaro to fundraise \$1 million for the expansion of KHCC. I will do this for the next seven years in order to cover the seven continents.

I already have a team of 10 people to guide a tour to Antarctica in January 2015; and will be taking five Arab women to Everest in 2015, which will see them become the first Jordanian women to climb Everest and will aid with women's empowerment in the Arab world.

**What training is involved before a climb?**

The best training is to actually be on the mountains. I've been lucky here in Ireland with great mountains and parks where I run, cycle and swim. I've also trained in Scotland and in Wadi Rum in Jordan

**Do you climb solo, or do you go in a group?**

I climb with group, but I went to climb Everest in 2008 in my own, taking just a Sherpa with me. When I train on the mountain, I go on my own.

**Is fear ever an issue for you?**

Not fear, no. I believe in my destiny and follow it with my heart. I have to be careful and that's why I came back from Everest twice – in 2005 and in 2007 – before completing it on my third attempt.

I want to tell my story, so I have to be true to myself and know when to stop and come back.

**What is the longest you have ever been on an expedition?**

Everest in 2008 - 72 days.

**What do you most miss when you're away on a climb?**

My boys – Zaidan, who is nearly 7; Ayman, 3.5; and Yacob, 8 months – and my dear wife. I also miss food very much and also the luxury of being able to visit the toilet and close the door!

**What has been your favourite climb to date?**

Mount Denali, the highest point in North America – my first of the seven summits, which I climbed on 12 June 2004. It was the third mountain I climbed successfully and from there onwards, everyone started taking me seriously.

**How do you keep your ambition so strong?**

My belief in myself. Through my achievements, I seek to promote a positive image of the Middle East, and to inspire the next generation of Arab youth to believe in their ability to achieve their 'impossible' dreams.

**Who are your inspirations?**

Al Razi [the Muslim philosopher], Ibn Battuta [the Moroccan explorer], Al Kindi [the Iraqi Muslim Arab philosopher, mathematician, physician and musician], Al Rumi [the 13th-century Persian poet, jurist and theologian] and the Late King Hussein.

**As a great ambassador for the sport, is there one thing that you would like people to know about mountaineering?**

Allow me to quote the great mountaineer, Ed Viesturs: "Going to the top is optional. Getting down is mandatory."

**Do you think your feats will encourage a new generation of budding Jordanian mountaineers?**

I think they will - I can see it now in Jordan and in the Arab world, lots of people are so interested in outdoor adventure and mountaineering.

**Will you ever hang up your mountaineering boots?**

Never!

**What's next for you?**

The North Pole in April 2014 and the South Pole in January 2015. After that, I am sure there will be many other mountains to climb!



"I BELIEVE IN MY DESTINY  
AND FOLLOW IT  
WITH MY HEART"



# AIJ News

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## Merrion vaults

### Peace of mind for your clients

Providing peace of mind for many is the aim of Seamus Fahy and David Walsh of Merrion Vaults, the only Irish-owned and operated safe deposit box facility in Ireland. Based in Georgian Dublin, the four-storey building houses a number of other businesses, adding to the anonymity and security aspect.

Designed by the security consultants for Lloyds of London, who also underwrite the entire holding, it is a state of the art vault comparable to the best in any city worldwide.

Independently-managed safe deposit boxes for individuals are a well-established service around the world but one that is new to Ireland. Traditionally banks have provided boxes in various branches but are now ceasing or have ceased to provide them. Irish people have traditionally left important documents like property leases with their banks – often as security for loans – while keeping valuables like jewellery and cash at home.

Seamus Fahy said that he always used safety deposit boxes as a jeweller in London for a number of years before returning to Dublin to set up Voltaire Diamonds – a diamonds by appointment specialist.

"In London I rented safety deposit boxes – near the diamond district in Hatton Garden. Most of the people I worked with took this service for granted," he recalls. "In fact there are safe deposit boxes available all over London."

However, when Seamus asked his bank in Dublin for a safe deposit box he was told no such facility could be provided as the banks were exiting this market.

"That was three years ago. I realised that there must be many others in the same predicament – all seeking an affordable, secure place to leave valuables like diamonds, gold etc," Seamus said.

Seamus explains: "When we first looked at various properties, it became increasingly clear we would have to build the vault from scratch to ensure its integrity. It had to be a graded vault. As a consequence, we are the only graded safe deposit box vault in Ireland. Today, even the old safe deposit boxes in the banks are not secure enough, that is if this service was still available."

Merrion Vaults is increasingly used by business owners to secure their cash takings, back-up discs and important documents.

"But the boxes are being used, not only by businesses like mine with valuable stock, but ordinary people who want to ensure the deeds to their house are safe, their wills are secure, to protect family heirlooms or who feel unsure about the future of the banks."

Collectors of items like rare stamps or coins have also found the service invaluable he says, "And it is surprisingly affordable. Prices start for a box 3" high by 5" wide by 2ft deep at €300 a year including a generous level of complimentary insurance cover. For 80 cent a day you get peace of mind knowing that your hard earned assets and your family are safe and secure from burglars."

Other security details include a secure private car park which ensures absolute discretion.

**Merrion Vaults, 16-20 South Cumberland Street, Dublin 2,**

**Tel: +353 1 2547900, Email: [info@merrionvaults.ie](mailto:info@merrionvaults.ie), Web: [www.merrionvaults.ie](http://www.merrionvaults.ie)**

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## New Bord Bia office to support the doubling of exports to Middle East

Bord Bia announced its plans to open an office in Dubai to support the Irish food and drink industry's efforts to double exports to the Middle East by 2020. While Bord Bia has worked with local resources for a number of years, and more recently placed three of its Marketing Fellows in the region, this marks a significant move as the organisation plans to intensify marketing and promotional activity to support continued growth. The announcement was made on the second day of the on-going Trade Mission to the Middle East, being led by the Minister of Agriculture, Food and the Marine Simon Coveney TD. Some 60 Irish delegates are participating, representing in excess of 30 Irish food, drink and agri-service companies.

In 2012, Irish food and drink exports to the Middle East were valued at €275 million, with the Gulf States (Qatar, Saudi Arabia, UAE, Oman, Kuwait & Bahrain) accounting for 70% or €192 million. Bord Bia estimates Irish food and drink exports to the Middle East could double to exceed €500 million this decade. The new office, which is likely to be located alongside other Irish development agencies based in the market, will focus on Saudi Arabia, United Arab Emirates and the Gulf States in addition to monitoring potential opportunities in Iran, Iraq and Jordan.

Speaking in Abu Dhabi today, Bord Bia Chief Executive Aidan Cotter said "Over the past three years, our resources and extensive market research in the Middle East has pointed to significant growth and new business opportunities for Irish food and drink exporters. Our strategy for the market is focused on delivering on the potential to increase dairy and dairy ingredient exports to the Gulf region; on broadening market access for the Irish beef and sheepmeat industry and in securing premium positioning for Irish food through high-end retail and foodservice customers. This new office will provide a practical solution for Irish companies seeking to enter the market by providing access to market knowledge, insight and research."

The office will be opened in January 2014.

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## Rugby World Cup for Ireland?

The Irish Government and Northern Ireland Executive are to consider proposals for an all-Ireland bid to host the 2023 Rugby World Cup. IRFU Chief Executive Philip Browne says Ireland has 'great potential' to host such a tournament.

The Minister for Transport, Tourism and Sport, Leo Varadkar TD, used the inaugural IRB World Rugby Conference and Exhibition in Dublin to outline his desire to bring the Rugby World Cup to this island.

Speaking during the opening day of the event, Minister Varadkar said: "It's great for Ireland and for Irish rugby that the International Rugby Board has chosen Dublin for this conference on major rugby events.

"The timing couldn't be better as the Government will, shortly, consider formal proposals for an all-Ireland bid for the 2023 Rugby World Cup. This would have huge benefits for Ireland's profile, not least in terms of rugby, but also for tourism, business, the overall economy and national morale.

"Research commissioned by the Department of Transport, Tourism and Sport was positive about the feasibility of an all-Irish bid. Obviously it's still early days, but thanks to the goodwill of the GAA we would have almost all the required stadiums, as well as the Aviva (Stadium) and the provincial rugby stadiums.

"Hosting the Rugby World Cup is probably the biggest international event that a country of our size could achieve. It would be done on an all-island basis. I think people at home and in the diaspora would rally behind the bid if we get the preparation done, and if we can secure the tournament."

IRFU Chief Executive Philip Browne, who has been working on the potential bid since 2011 alongside the two Governments, says there is no reason why Ireland cannot follow in the footsteps of 2011 Rugby World Cup hosts New Zealand and stage a successful tournament on these shores.

"This sort of bid couldn't happen without committed support from the Governments both north and south. We've had discussions with Leo Varadkar and we've had discussions with Arlene Foster in the Northern Ireland Government and in principle I think they're all very supportive," Browne told Today FM's 'Last Word' programme.

"Yes, it's a big bid and it's a big undertaking. But if it can be done in a country like New Zealand which is a similar size in terms of population, there's no reason on earth why it can't be done here."

Browne explained that the 2023 Rugby World Cup bidding process will commence in 2016 and 'decisions will be taken by the IRB in 2017'. Ireland are likely to face competition from France, South Africa and Italy, who have all expressed an interest in bidding for the tournament.

Minister Varadkar said that hosting the Rugby World Cup could boost the economy by as much as €800 million, while both he and Browne praised the GAA for their 'crucial' support of the potential bid.

The IRFU Chief Executive added that given its 82,300-capacity, Croke Park would be used to host the tournament's semi-finals and final.

"This has to be a commercial bid and a significant portion of the revenues for a Rugby World Cup are generated in the semi-finals and final and require a large capacity stadium."

Asked about some of the grounds that could be used during the rest of the tournament, Browne told journalists at the IRB event: "There is perfect infrastructure in place. We have Croke Park - one of the biggest stadiums in Europe - we have the Aviva Stadium, we have a redeveloped Casement Park coming on stream in Belfast.

"We have a redeveloped Páirc Uí Chaoimh in Cork which will be coming on stream, so we will have about about five stadia coming on stream each with capacity in excess of 40,000."



## Dairygold Investment Welcomed By Minister Coveney

### Processing capacity essential to achieving 50% growth target in food harvest 2020

The Minister for Agriculture, Food and the Marine, Simon Coveney T.D. welcomed the €33 million investment planned by Dairygold and supported by the Government to expand milk processing facilities in Mitchelstown, Co. Cork. "The commitment of the leading dairy co-operatives to investing in the sector is fundamental to realising the 50% growth target in Food Harvest 2020. The Irish dairy sector has the capacity to achieve long-term sustainable growth and added value, drawing on a tradition of family farming and world class research."

Dairygold is Ireland's largest farmer-owned business and the country's second largest dairy processor, processing 950 million litres or 20% of Ireland's milk pool to produce a range of cheese and dairy ingredients for export to more than 50 countries.

Following the abolition of EU milk quotas in April 2015, Dairygold's 3,000 milk supplying Members have forecast to increase annual milk production by more than 50% by 2020. This equates to an increase of 500 million litres per annum and requires an expansion in Dairygold's peak processing capacity.

The investment will establish a new six tonne/hour multi-purpose milk drying facility and a variety of infrastructure and plant enhancements at its Castlefarm site in Mitchelstown, Co. Cork. It will increase Dairygold's overall peak processing capacity and represents the conclusion of phase one of the Society's Processing Capacity Plan to 2020.

# Further Progress by Geoscience Ireland In Providing Expertise in the Arab World

In our last issue, *The Arab Irish Journal* featured Geoscience Ireland, an integrated natural resources organisation, supported by the Geological Survey of Ireland (GSI) and Enterprise Ireland, bringing expertise in water, minerals and infrastructure to global clients. International experience has been built through working on projects in over 50 countries around the world. Membership comprises 19 companies which between them employ over 1,100 persons with a turnover of €155 million.

Over recent months, Geoscience Ireland members have undertaken several new projects in the Gulf region and have expanded their workforce.

## Membership

The main groupings of member companies are given below. It should be noted that many of the members offer more than one service e.g. SLR are both environmental and mineral resources specialists.

## Water Resources and Infrastructure

- Byrne Looby Partners – is an Engineering Services and Project Management Consultancy in the Water, Infrastructure and Marine sectors with offices in the U.K., Saudi Arabia, Doha and the UAE.
- J. B. Barry and Partners offers a wide range of engineering services in the Civil, Environmental, Structural and Transportation sectors, both in Ireland and internationally. J. B. Barry and Partners has completed water services projects in Eastern Europe, the Balkans, Armenia and Georgia; road projects in Uganda and Mozambique and is currently the lead engineer on a major (\$1 billion) water supply project in Lesotho.
- Nicholas O'Dwyer has a well-developed practice in Ireland and Internationally, providing services in the fields of Water, Environmental, Highway Engineering and in infrastructural development in many countries in Africa, Saudi Arabia, the Caribbean and Asia.
- Tobin is a multi-disciplinary practice specialising in water and environmental services, waste management and infrastructure. Tobin has offices in Ireland, Poland and the UK.



## Environment

- Awn Consulting is an environmental practice specialising in hydrogeology, acoustics and air quality, with projects in Turkey, U.K., the Gulf region, Ukraine and Kazakhstan.
- SLR undertakes global management of minerals, energy and waste, with 25-year track record in sustainable development of resources and institutional strengthening. It has offices across Europe, Africa, Australasia and Americas. registered with World Bank, UN and EU.
- Sorhill Advocates Pty Ltd is a network of European and Australian environmental and planning specialists providing peer review of EIS, client representation, regulatory liaison and investor guidance for the mining, water services and energy sectors. With offices in Dublin and Brisbane, Sorhill works for international investment agencies, state and local government and private industry.
- The Verde Environmental Group provides environmental consultancy and contracting services to industrial, commercial, public and residential sectors. It offers environmental consulting specialising in environmental implications of land and property transactions together with EIA; remediation services for control and clean up of land contaminated by oil, chemicals or flooding; and drilling services for monitoring and site investigations. Verde is actively developing business in Africa at present via UNEP and other agencies.

## Mineral Resources

- APEX is a geophysical survey company with projects in the Middle East, Eastern Europe, East Africa and Jamaica.
- BRG is an integrated supplier of geological services from reconnaissance mapping, geophysical surveying, design and implementation of mineral exploration programmes for base and precious metals, including major drilling campaigns. BRG is currently managing a +\$15million annual exploration programme for XSTRATA at the Pallas Green zinc-lead project in Ireland.
- AGECE provides Due Diligence, Geohazard Mapping, Ground Investigation Design, Construction Supervision, Risk Management and Expert Witness/Forensic Assessment. Projects include the onshore geotechnical engineering of the Corrib Gas Project in NW Ireland. In 2011, AGECE opened an office in Perth, Western Australia followed in 2012 by another in Brisbane, Queensland and now undertakes projects in mining, infrastructure and natural gas sectors.
- Surveying, Drilling, Geotechnical Services.
- Coastway and its affiliated company Subsurface Laser Scanning provide geospatial engineering surveying services across a range of industries, including mining, quarrying, water/wastewater and energy sectors. They are at the forefront of laser scanning technology and Unmanned Aerial Vehicle Surveying and have completed projects across the UK, Saudi Arabia, Norway, Poland and Africa.
- F.L.I. Group is a specialist design and contracting company providing containment in the mining and landfill sectors. F.L.I. has undertaken projects in Ireland, the UK, France, Canada, New Caledonia, Reunion Islands, and the Gobi Desert. Mining projects include tailings facilities, leach pads, process ponds, and secondary containment while engineered landfill projects include cell construction, restoration, gas recovery and slope construction. F.L.I. also provides specialist contracting, project management and Q&A Safety services.
- IGSL a leading specialist for over 30 years in geotechnical site investigation, testing and design, has been involved in major infrastructure projects in Ireland, the UK, France, Bulgaria, Jamaica, Lesotho and Zambia. It also provides specialist services in relation to pyrite and gypsum in underfloor materials together with aggregates testing and evaluation.
- Irish Drilling is a provider of mineral exploration drilling services in Ireland the UK and France since the 1960's and has a well established onshore and offshore geotechnical investigation and testing division.
- Meehan Drilling is a water drilling company providing domestic commercial and agricultural water wells and has expanded into energy drilling projects in recent years in the UK (oil and gas and geothermal); it is also involved in directional drilling and leachate abstraction.
- Priority Drilling and its subsidiaries Priority Geotechnical and Hydrographic Surveys Ireland have been at the forefront of the Irish mineral exploration and mining industry for over 50 years; they also provide onshore and offshore geotechnical site investigation services together with bathymetric surveys in Ireland, UK, Jordan, Abu Dhabi, Bermuda and Gambia.



- QME is a hard rock tunneling contractor specialising in contract mining services ranging from development, scaling, rock bolting, spraying and services for the mining and quarrying industries in Ireland and the UK. Based near the world class zinc-lead operations of Tara Mines in Ireland, QME also refurbishes mining equipment for reuse in North America and Europe.

## MENA Mining Show in Dubai and Ireland Trade Mission to the GCC.

The 5<sup>th</sup> Middle East & North Africa (MENA) Mining Show took place in Dubai on 28-29 October. Some 400 delegates (including GI Director Sean Finlay) were registered and over 50 trade stands were present. The focus was on exploration, mining and quarrying in the Gulf and North Africa. The MENA Region is a significant producer of phosphates, potash, gypsum and chromite, accounting for 10% or more of world production of these commodities. The region has potential for copper, zinc and gold and exploration is advancing rapidly for these targets. Turkey, Ethiopia, Sudan, Egypt and Mauritania all produce gold and are attracting further investment.

A Trade Mission led by Ireland's Minister for Agriculture Simon Coveney was in the Gulf Region during MENA Mining. Dubai Chamber of Commerce hosted a Seminar on Ireland's Agribusiness, Tourism, ITC and Financial Services at which GI also attended. The Arab Irish Chamber of Commerce was represented by its Chairman, Joe Geoghegan, and its Secretary General, Ahmad Younis.





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# Real Estate still going strong in the Middle East

## Qatar

As it prepares to host the 2022 Football World Cup, Qatar still has several large scale infrastructure and real estate projects under development which are set to offer long lasting benefits to the local real estate market. Msheireb is one of the Gulf States' most ambitious real estate projects that will restore 750,000 square meters of downtown Doha, with residential/retail areas and hotels, built in a style reminiscent of traditional Qatari architecture.

Qatar is also the new rising star for the development of new shopping centres in the MENA Region. Currently under construction is Mall of Qatar, which is set to be the largest retail centre in the Gulf state when completed in 2015. The Mall of Qatar will house more than 400 outlets across a floor space of 400,000sqm and will also include its own integrated Metro Station and parking for more than 7,000 vehicles.

## Egypt

Given the current political and economic circumstances in Egypt, activity in the Cairo real estate market during the second quarter of 2013 has been relatively limited as stakeholders delay decisions waiting for greater clarity, Jones Lang LaSalle report.

However, according to the firm, some investors and developers recognise that now is the right time to commence or continue with long-term projects aimed at capturing the

potential growth and value in the market once more stable political decisions return.

Egyptian Hyde Park Development, Amer Group and Emirates Heights are some of Cairo's and the North Coast's latest developments.

## Kuwait

Kuwait's turbulent recent history has brought an interesting dynamic to the Gulf States' real estate market. According to Ian Gladwin, Chief Executive of Cluttons Middle East, after the fall of Saddam there was a real boom in development; money was retrenched back into the Kuwait property market and the retail and office tower development sector in particular have experienced large scale growth. At the moment, the residential property market also continues to increase in value due to limited supply and a growing young population that is pursuing the housing market. Kuwait's United Real Estate Company (URC) is offering office space, luxury apartments as well as retail outlets in a large single project KIPCO Towers in Kuwait city.

Other URC developments include Abdall Mall in downtown Amman/Jordan, the Aswar Residences in New Cairo/Egypt, the Junoot waterfront development in the Indian Ocean as well as Raouche View at 1090, a prestigious residential building in Beirut/Lebanon.





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# AIJ News

## Edge Trade and Investment have the following upcoming events regarding business intelligence in the Middle East.

Organising an event in London for architects on 20/1/2014 to showcase the use of composites in construction programme should be finalised next week - email [robert@edgetradeinvest.co.uk](mailto:robert@edgetradeinvest.co.uk) if you would like to come. We're working with BFG International, who recently installed a 35000 sq metre roof in King Abdullah Railway Station in Saudi Arabia - currently the largest composite roof in the world

Speaking on Bahraini opportunities at a UKTI event in Gloucestershire alongside UKTI experts in airport and rail development in the Gulf. Please register at <https://middleeast4dec.eventbrite.co.uk> if you would like to come

Planning to visit Saudi Arabia during first or second week of February 2014, planning to visit Jeddah Biopark, Knowledge Economic City, Riyadh, Jubail 2 - can we do anything for you there?

Attending Middle East Intellectual Property Event at Arab British Chamber in London on 12th December  
[www.abcc.org.uk/Events](http://www.abcc.org.uk/Events)

**Contact Robert Edge for further information: +44 (0) 7534 286116 – [robert@edgetradinvest.co.uk](mailto:robert@edgetradinvest.co.uk)**



Robert Edge CEO  
Edge Trade and Investment

## ISTANBUL

Istanbul: A world centre of great value in the past as well as in the present, Istanbul embraces Asia on the one hand and Europe on the other. Istanbul, with its historical peninsula, numerous scenic and historical beauties is a magnificently unique city that has been capital to many civilizations capital to many civilizations from past to present and still continues to be home to residents from all over the world. This rooted city, with a history dating back to 300 thousand years before, constitutes a mosaic of many civilizations and cultures combined.

One may come across legacies and monuments of thousands of years behind any door or around any corner in Istanbul. Whether you take a round tour in Istanbul or visit any of the 39 districts nearby, you will catch hold of various historical and natural wonders any minute.

You may begin your Istanbul tour at the Grand Bazaar that will enchant you with its bright and pleasant environment while a sense of peace and security will wrap you tightly in Hagia Sophia. A tour of the pearl of the Bosphorus, Ortaköy, will let you enjoy the delightful views along the deep blue coast.

With the Black Sea in the north, the Marmara Sea in the south and the Istanbul Strait running in all its glory through the middle of the city, you will experience great moments in Istanbul and witness the unique combination of the Mediterranean and Black Sea climates. You may encounter a hot and humid weather in the summer and a cold and snowy weather in the winter.

Watching the flying seagulls at Eminönü by the time the rising sun illuminates the city, you will notice the docked boats rocking gently as if to greet you. What's more, you won't be able to resist the fresh scent of the city when the first ray of lights illuminate the shimmering fishes swimming around the fishing twines.

The setting sun illuminates the city like a painting every evening. The candle-like silhouettes of the mosques rise above the historical peninsula to greet the city while the sun and the moon salute each other as the day turns into night. Right at that moment you will feel like a sultan in the cradle of civilizations.

Bridging two continents, this unique city, where one can encounter people from different countries and witness diverse cultures merging in harmony, will awaken completely different feelings in you.

There is a lot to experience and share in Istanbul. Are you ready to explore this magic city?

**[www.visitistanbul.org](http://www.visitistanbul.org) – [www.turkishairlines.com](http://www.turkishairlines.com) – [www.goturkey.com](http://www.goturkey.com)**



## TURKISH AIRLINES



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# When in Rome....

Jeremy Williams OBE, the Managing Director of Handshaikh Ltd – a company that delivers cross-cultural seminars to those hoping to conduct business with the Arabs – was in Dublin recently as the guest of the Arab-Irish Chamber of Commerce, advising budding and established entrepreneurs on how best to engage with potential partners in the Gulf Region. These seminars deal with practical issues such as: how best to address or write to an Arab business leader; what a presentation to Gulf Arabs should include; what the dress code is, particularly for women; and how to negotiate. Williams took time out of his schedule to reveal to *The Arab Irish Journal* some of the things that you should bear in mind.

“There are 22 Arab countries – all different – and Arabs are not all the same, even between city and city. But they do business more easily with those who show an understanding of their country, culture and religion.

Arabs like to know you personally; they prefer that you are willing and equipped to support the product or service well into the future – and that your price is good. With that in mind, you should try to commit to the region for the long-term. It isn’t uncommon for several years to pass before the fruits of your labour are seen.

Select people to engage with – Arabs who are patient, strong and resilient. It is paramount that you invest the time, as well as funding, of course. If possible, become a resident, a family person. Or visit very frequently; say at least five times a year. Become the face of your organisation and show your Arab clients that you are solid, reliable, patient and there to stay. And, for major projects, that you want to work together with your Arab clients as equal partners, and that you seek to provide employment opportunities for local Arabs.

In terms of uprooting, amenities such as hospitals and schools are often world class. Arab women are much more visible these days and are openly running businesses up front; Western women are active throughout the Gulf and are increasingly accepted well. The entry of unaccompanied women into Saudi Arabia needs additional consideration, and entry is easier for such women if they are part of a group or Mission organised by an Irish or other commercial or government organisation.

There’s a perception that all Arabs are the same. But, just like Europeans or Americans, they are different, particularly in terms of wealth and power. There are younger Arab and older Arab business people. The younger ones have a great sense of modernity and are very knowledgeable about Western culture, since many have attended Western schools and universities. These younger Arabs usually adhere to schedules, unlike the older generations who often operate by their own clock and might cancel or rearrange meetings at the very last minute or just not appear at all – so be prepared for this.

Most Arabs are very observant: they will notice how you are dressed. You should dress well and modestly for a business meeting. Arabs tend to be a little formal but pleasantly so and often have a great sense of humour. Be genuine – the proverbial BS won’t be well received.

Be sure that you have the Power of Signature to conclude deals.

Constant referral to the office at home will only undermine you. Arab clients want to know that they are dealing with authorised business people and not mere representatives.

You will need local representation by law if based outside a Free Trade Zone. And it’s always wise anyway to have a good relationship with someone who is part of, and knows, the local business scene, such as a member of one of the local families.

There are two levels of representation. The first is an expert in your field who may be an expatriate i.e. not a local Arab. They will be your go-to person who will offer helpful, practical support. The second is someone more powerful and influential, someone who has plenty of sway and access. They will share their contacts and offer marketing and strategic advice.

Arabs live in centralist societies; delegation isn’t common and there’s constant referral to the top, so you need a local representative who is well connected. All these services must be open and invoiced, or you – personally – risk jail under Irish corruption laws.

When choosing representation, start with Enterprise Ireland or the Irish embassy in the Arab country and the Arab-Irish Chamber of Commerce in Dublin. Meet with the Irish community already resident within the Arab country since these expatriates will usually offer blunt advice in terms of the Sponsor or Agent you are considering. Get advice and recommendations. And take your time – you want the right people in your corner i.e. those who are committed to your business and who have good contacts. Do your homework since the severing of commercial relationships can be very difficult.

Above any of this, bear in mind: if your product or service isn’t selling in your own country or the rest of the world, then it isn’t going to sell in the Arab world either. The usual laws of business apply everywhere, including Arabia. If you intend to enter this market, you must ensure that what you are selling is actually wanted or is expertly marketed and of top quality.”

*Handshaikh Ltd’s book, ‘Don’t They Know It’s Friday?’ is now in its second edition and its 18th print. For more information, visit [handshaikh.com](http://handshaikh.com)*







Isabel Nolan

Works by Callum Innes and Isabel Nolan were exhibited by the Kerlin Gallery at Abu Dhabi Art 2013 exhibition in the UAE Pavilion in Al Saadiyat, Abu Dhabi on 20 - 23 November 2013.

**Callum Innes** is an internationally acclaimed abstract artist whose meditative paintings describe a liminal state between presence and absence, one that is always advancing and receding between rich dense black and extreme luminosity. Central to his distinctive artistic process is a dual activity of painting and 'unpainting'. Innes begins by applying densely mixed dark pigment onto a prepared canvas before then brushing the wet surface with turpentine: strategically stripping away sections of the painted space before it has entirely settled and solidified.

In 2008-9 Innes' acclaimed exhibition 'From Memory', travelled to Modern Art Oxford and the Museum of Contemporary Art, Sydney.

Recent solo shows include Callum Innes: Recent Work at the National Galleries of Scotland, Edinburgh, 2010; Callum Innes at the Whitworth Art Gallery in Manchester, England, 2013; Materials and Process, at the Neues Museum in Nürnberg, 2013 and Guerlain Donation at the Centre George Pompidou in Paris, France, 2013. His work is represented in numerous collections, both private and public including Solomon R. Guggenheim Museum, New York; the Centre George Pompidou, France; The Irish Museum of Modern Art; The Tate London; The San Francisco Museum of Modern Art; The National Gallery of Australia, Canberra; the Museum of Modern Art, Ft. Worth, Texas; and the Albright-Knox Art Gallery.

**Isabel Nolan's** multi faceted approach to understanding 'everything' - from our inner lives to the natural world has gained her growing international attention. Her newest sculpture is a hand-tufted wool rug. Measuring 7 by 1.9 metres, 'Under a bounded sky and a solitary sun: an illuminated rug arranged to accommodate a medieval mind', is installed to run both down the wall and across the floor, creating a mini-environment. Inspired by the passionately decorated abstractions in ancient illuminated manuscripts this work represents a new way of working in a practice that deploys several different media that can take wildly unpredictable forms.

Recent solo shows include the Musée d'art moderne de Saint Etienne, France, 2012; the Return Gallery, Goethe Institute, Dublin, 2012; the Model, Sligo, 2011 and Artspace, New Zealand in 2008. Nolan represented Ireland at the 2005 Venice Biennale in a group exhibition, 'Ireland at Venice 2005' and recently showed in 'The Black Moon', curated by Sinziana Ravini in Palais de Tokyo, Paris. In 2014 Nolan will have a solo show at The Irish Museum of Modern Art, Dublin.



Callum Innes



Callum Innes



Isabel Nolan



Isabel Nolan

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# IDA News

## Aditi Technologies

Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD announced in Bangalore, India, that Aditi Technologies, a 'Cloud First' Technology Services company, is to establish its European Services and Business Development Centre in Dublin with the creation of 40 local jobs.

The announcement takes place as part of the Minister's trade and investment mission to India and the investment is supported by the Department of Jobs, Enterprise and Innovation, through International Development Agency (IDA) Ireland.



Speaking following a meeting with the company at Aditi Technologies headquarters in Bangalore Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD said: "This announcement that Aditi Technologies, a dynamic and innovative company operating in a high-growth area, is to establish its European Services and Business Development Centre with the creation of 40 new jobs in Ireland is very welcome news. For companies in the ICT sector and for the Irish economy the Cloud offers great opportunities. That is why as part of the Government's Action Plan for Jobs we have specifically targeted this sector and I am determined that we accelerate the progress we have made in this area to help create the jobs we need".

A global workforce is bringing about disruption in the way organizations operate. Cloud, Social Media and Mobile are redefining one's interaction with the systems at home and work. Aditi Technologies is at the heart of this change and has been engaged in transforming businesses to benefit disproportionately from these emerging mega trends.

Kaushik Banerjee, VP Europe, Aditi Technologies said: "Ireland offers an encouraging investment climate with investor and business friendly policies so it became an obvious choice for us when looking at our expansion in Europe. There is also a wealth of local technology talent which we are looking forward making part of Aditi."

The Europe business of Aditi has been growing more than 50% year on year, and from a standing start in 2007, is now 30% of the business, with customers in retail, travel, and online betting and gaming.

The Irish operation will focus on aiding the complex cross platform deployments to Cloud, with gradual recruitment of consulting and engineering staff, as the business grows its services in Europe.

Commenting on the announcement, Barry O'Leary, CEO of IDA Ireland said: "Aditi Technologies, is a leading software product and application development services provider, is an excellent addition to Ireland's thriving technology sector. IDA Ireland looks forward to working closely with Aditi Technologies in the future."

### About Aditi Technologies

Aditi Technologies is a 'Cloud First' Technology Services company. Aditi has helped over 150 companies run and transform their business with cloud platforms like Windows Azure, Salesforce.com, and Amazon Web Services. We specialise in cloud workloads across SaaS enablement, E-commerce, Enterprise Social, Data Services and Burst. For our work, we have been recognised as one of the Top 3 Microsoft Cloud Partner for three years in a row and voted as a Top 10 IT Workplace by the Great Place to Work Institute. **For additional information, please visit [www.aditi.com](http://www.aditi.com)**

## Synowledge

Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD announced that Synowledge, an Indian company specialising in the provision of drug safety and regulatory affairs services for the pharmaceutical, biotechnology and medical device sectors, is to establish an international headquarters in Dublin with the creation of 35 new high – quality jobs.

The announcement was made as part of the Minister's trade and investment mission to India and the investment is supported by the Department of Jobs, Enterprise and Innovation, through IDA Ireland.

Activities carried out at the new international headquarters will include business development for non-US markets, near shore servicing and IP management. The Irish operation will carry out sales and marketing for the entire Synowledge product portfolio and will provide near shore delivery of the company's pharmacovigilance, regulatory and IT services to Europe.

Speaking following a meeting with the company at Synowledge headquarters in Bangalore, Minister Bruton TD said: "The life sciences industry is a key part of this government's strategy for jobs and growth, and through our Action Plan for Jobs we have put in place a range of measures to support jobs growth in the sector. This announcement by Synowledge that it is to establish its international headquarters in Dublin with the creation of 35 new high quality jobs is further endorsement of our ongoing efforts to attract new and innovative companies to invest and grow their business in Ireland. Through continued implementation of our plan, I am determined to ensure that we can see more announcements like this."

Welcoming the announcement Sankesh Abbhi, President and CEO of Synowledge said: "Having grown exponentially since we began operations in 2009, we were proud to be recognised recently as one of the fastest growing private companies in the US. Our growth is based on our focus on excellence, our people and our clients. We are able to manage such dynamic change because of our agility and ability to locate strategically to best serve our clients. Ireland was a logical choice for our International base to seamlessly connect with our US HQ and our delivery centers in Europe, India and Japan. Being in the drug safety, IT and regulatory affairs fields, Ireland's profile as a hub for the global life science sector and its cosmopolitan talent pool, were also key factors in our decision. We are confident that Ireland will add value to our clients and further fuel our growth trajectory."



## Cook Medical

Cook Medical has officially opened its new state-of-the-art research and development (R&D) Innovation Centre at its plant in Limerick, Ireland.

The Innovation Centre together with the expansion of cleanrooms, packaging, storage and other facilities, represents an investment of €10million by Cook Medical with the support of the Department of Jobs, Enterprise and Innovation through IDA Ireland. This commitment to R&D and a growing product pipeline has increased staff by 100 over the past two years and augurs well for additional employment in the future.

Richard Bruton TD, Minister for Jobs, Enterprise and Innovation, attending the opening said: "Life sciences is a key sector targeted in our Action Plan for Jobs, and we have put in place a range of changes to support growth in this sector, such as the establishment of a Health Innovation Hub. Today's (14 November) announcement that Cook Medical is establishing a state-of-the-art innovation centre in Limerick with an investment of €10million is a very welcome vote of confidence in the sector. I wish them every success and hope that, with the right supports from Government, we can see further growth in the future."



### Significance of the Innovation Centre

Cook Medical's Limerick site currently develops peripheral vascular, gastroenterology and urology devices for global distribution. The Innovation Centre is a dedicated space enabling the company to collaborate closely with physicians. Equipped with the latest technology to recreate and simulate clinical conditions, it will enable improved device testing and better product design outcomes.

Dr Jan-Werner Poley, Head of Endoscopy at the Erasmus Medical Centre, Rotterdam, comments: "Having been involved in the development of several Cook Medical endoscopy devices, I feel confident that I have the tools I really need. Cook's Research and Development team helps me turn my ideas into reality. I am pleased that the brand new Innovation Centre will allow more physicians to cooperate with Cook in this way."

"Cook Medical is one of the longest established companies in the medical devices industry," says Barry O'Leary, Chief Executive, IDA Ireland. "Their products are sold in 135 countries across the world. Cook is a large employer in the Limerick region – they make a huge contribution to the local economy. Cook's decision to continue to invest in Ireland is a clear endorsement of the country's pro-business environment and of the quality of the staff available in Limerick. Cook's investment will ensure that Ireland remains at the forefront of research and development in new technologies and products in the medical device sector."

### Irish Medtech Industry

At present, Europe's regulatory system enables innovative solutions to be brought to market in a timely fashion, benefiting patients everywhere. Thanks in part to this innovation-friendly environment, Ireland has developed a medtech cluster now made up of over 250 companies, of which Cook Medical is a major player.

Bill Doherty, EMEA Vice President of Cook Medical explains: "I am excited that Cook Medical in Limerick now has its own Innovation Centre dedicated to collaborating with physicians. We are looking forward to welcoming doctors and surgeons from across Europe and further afield as we work towards creating much needed innovative devices for patients throughout the world."

## Deutsche Bank

The Minister for Jobs, Enterprise and Innovation, Richard Bruton TD, and IDA Ireland welcomed the announcement by Deutsche Bank that the company is to create 700 jobs in Dublin in the coming years.

Deutsche Bank plans to significantly grow its operations in Dublin by taking 100,000 square feet of office space at Eastpoint Business Park. The bank aims to create a Regional Hub and Centre of Excellence in Dublin.



The project is supported by the Department of Jobs, Enterprise and Innovation through IDA Ireland.

Hiring will begin in 2014. The new operation will be based at Pinnacle 2 in Eastpoint.

Deutsche Bank has maintained a presence in Dublin since 1991, employing over 300 people across two offices in the City. The bank intends to build on the successful business it already has in Dublin across Group Technology & Operations (GTO) and Global Transaction Banking (GTB).

Deutsche Bank is focused on recruiting the best talent in Ireland and the company already has enduring relationships with local universities which it will continue to nurture.

Minister Bruton said: "International financial services is a key sector targeted as part of the Government's Action Plan for Jobs. This is a sustainable, export-driven industry where Ireland has developed major strengths and we have put in place important changes to target substantial jobs growth in the coming years. In the past two years we have seen strong employment growth in this area and major announcements by companies like Northern Trust and Clearstream. Today's announcement that Deutsche Bank is creating an additional 700 jobs over the coming years in East Point is a huge vote of confidence in the sector and in Ireland's economy and great news for people looking for jobs in this industry. I commend IDA on their tireless work on this project, and I wish Deutsche Bank every success with this new operation."

Commenting on the expansion planned by the bank, Mr. Barry O'Leary, Chief Executive of IDA Ireland said: "Deutsche Bank is one of Europe's most dynamic financial institutions and this expansion at Eastpoint will significantly bolster Ireland's financial services sector. Deutsche has successfully built up a strong operation in Ireland over the last 20 years, and these plans to create a new Centre of Excellence in Dublin will confirm Dublin's position as a significant European financial hub."



From L to R Jim McGettigan Chairman, Dennis McGettigan MD, McGettigans and Bonnington Tower, Golf Pro Shane Lowry and HE Irish Ambassador to the UAE Pat Hennessy

# Bonnington-McGettigan's announce Shane Lowry sponsorship

Irish golfer Shane Lowry on par for Race to Dubai as Bonnington Hotel and McGettigan's Irish Pub Dubai announce three year sponsorship.

Irish-owned, luxury five star Hotel, Bonnington Jumeirah Lakes Towers and McGettigan's Irish pub, officially announced their sponsorship of Irish golfing sensation Shane Lowry. The sponsorship will continue through to the end of 2016 and will see Shane wearing Bonnington and McGettigan's logos on his golfing apparel.

Shane, who is currently in Dubai to compete in DP World Championship Race to Dubai, was present at the luxurious Bonnington Hotel, along with his caddy, Dermot Byrne. Sporting his 'Movember' mo, he was pictured hitting golf balls into the surrounding lakes from the rooftop of Healey's Terrace at the Bonnington

overlooking the Dubai skyline, and taking a few strides on a Dubai camel before the press conference. Also present for the announcement were Bonnington and McGettigan's Group CEO, Dennis McGettigan, and Irish Ambassador to UAE and fellow Offalyman, H.E Patrick Hennessy.

This is an exciting time for the sponsorship for the group and the McGettigan's brand. The 5 star Bonnington Hotel Dubai, brings a world of luxury, style, exceptional service and genuine Irish hospitality to its guests. McGettigan's Irish Pub has made its way to the fore as a trailblazer for Irish bars and nightlife





across Dubai, since opening its first award winning venue in Dubai. Its distinguished venues, known for the best live gigs in music and entertainment, great food and buzzing atmosphere, can now be found at three great locations across Dubai. December 5th will also see the opening of 'McGettigan's Letterkenny', back on Irish soil, while the opening of a new venue in Abu Dhabi will follow close behind. McGettigan's will continue to expand as plans and opportunities develop to open many more exciting locations throughout the UAE and in other parts of the world.

"We are delighted to have a world class professional such as Shane associated with both the McGettigan's and Bonnington brands. It is a perfect fit with our ambitious plans for McGettigan's. We wish Shane every success this week and for the future. We hope that going forward, wherever Shane wins a tournament, McGettigan's will be close by to help him celebrate," said Bonnington and McGettigan's Group CEO, Dennis McGettigan.

Shane continues to edge closer to the world's top – 50 a target which he has set himself for 2014. Reaching that echelon and competing in the Majors and World Golf Championships on a regular basis is where Lowry knows he can be.

"I am delighted to announce my new partnership with the Bonnington group," said Lowry. "I have always loved Dubai since I first came here in 2010, and to align myself with the Bonnington and McGettigan's brands is a perfect fit. McGettigan's is a great Irish pub







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Shane Lowry with Dennis outside the famous McGettigans Dubai.

serving great traditional food and I believe they plan to open a few more bars across the globe. So if I can help give McGettigan's some exposure, then great. The Bonnington Jumeirah Lake Towers hotel is one of the finest in Dubai. To know that I will always be welcome in such luxury accommodation means I just might have to come back to Dubai more often!

"But I would like to sincerely thank the Bonnington group for their support and I look forward to our partnership over the coming years. Hopefully I can give them something to cheer about, and a victory here at the DP World Tour Championship would be the perfect start! I like the golf course, I've done well here before, so I'm really looking forward to the rest of the week and hopefully we will have a reason to celebrate at McGettigan's on Sunday night!"

Lowry will finish his 2013 European Tour season with this week's DP World Tour Championship at Jumeirah Golf Estates in Dubai. He then travels to Melbourne next week to represent Ireland alongside Graeme McDowell in the World Cup of golf. Then Lowry will take a month off before beginning his 2014 season by returning to the Middle East in January. Shane will play events in Abu Dhabi and Qatar before coming back to Dubai for the Omega Dubai Desert Classic on 30 January 2014.

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

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





# Trade & Commerce

## Growth in merchandise exports to Arab markets slows to 2%

Irish merchandise exports to the Arab markets reached €1.743 billion in the 12 months to end September 2013, a modest increase of 2%, according to the latest figures from the Central Statistics Office.

There was a notable drop in exports to, and imports from, the United Arab Emirates, while Syria and Egypt also registered a decline.

However, exports to Saudi Arabia grew by an impressive

11% to reach a total of €672 million, while shipments to Libya jumped by 240% to reach €63 million.

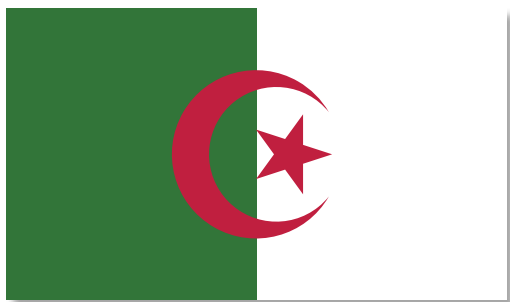
Imports from the Arab countries declined by 24% to a total of €592 million, mainly reflecting a drop in oil imports from Algeria.

The AICC expects the year-end figures to show an overall 3% growth for 2013, with a significantly higher result for 2014.



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# ALGERIA

## EMBASSY OF THE PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

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**Website:** [www.algerianconsulate.org.uk](http://www.algerianconsulate.org.uk)

**His Excellency Mr. Amar Abba**

Ambassador Extraordinary and Plenipotentiary

## Algeria Fact File

Full name	The People's Democratic Republic of Algeria
Population	36.5 million (UN, 2012)
Capital	Algiers
Area	2.4 million sq km (919,595 sq miles)
Major languages	Arabic, French, Berber
Major religion	Islam
Life expectancy	72 years (men), 75 years (women) (UN)
Monetary unit	1 dinar = 100 centimes
Main exports	Oil, gas
GNI per capita	US \$4,470 (World Bank, 2011)
Internet domain	.dz
International dialing code	+213

## ALGERIA

The largest country on the continent, Algeria is bordered on the west by Morocco and on the east by Tunisia and Libya. The Mediterranean Sea is to the north, and to the south are Mauritania, Mali and Niger. The Saharan region, which is 85% of the country, is almost completely uninhabited. The highest point is Mount Tahat in the Sahara, which rises 9,850 ft (3,000 m).

### Media in Algeria

TV and radio stations broadcasting from Algerian soil are state-controlled, but privately-owned networks transmit from abroad via satellite.

TV stations based in France target viewers in Algeria, and European channels are widely-watched.

There were 5.2 million internet users by June 2012 (InternetWorldStats.com). Most of these rely on dial-up connections and cyber cafes.







# BAHRAIN

**EMBASSY OF THE KINGDOM OF BAHRAIN**

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**Mrs. Alice Thomas Samaan.**

Ambassador Extraordinary and Plenipotentiary

**BAHRAIN**

Bahrain consists of 33 islands in the Arabian Gulf. The islands are mostly desert, and the majority of the population lives in or near Manama, the capital. Since the 1930s the oil industry has replaced pearl diving, and Bahrain has become a financial and communications hub. It is connected to Saudi Arabia by the 26-kilometre (16-mile) King Fahd Causeway.

**Media in Bahrain**

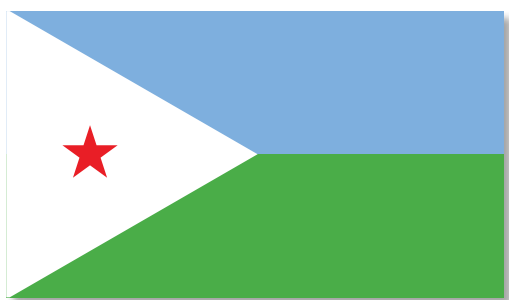
Most domestic broadcasters are state-run. However, Bahrain will host the Saudi-financed Al-Arab satellite news TV channel, expected to launch in 2013. It will be based at a planned “Media City”.

By June 2012, Bahrain had 961,000 internet users (InternetWorldStats.com). BBC World Service is available on FM in Manama (101 MHz in English; 103.8 in Arabic).

**Bahrain Fact File**

Full name	Kingdom of Bahrain
Population	1.4 million (UN, 2012)
Capital	Manama
Area	717 sq km (277 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	75 years (men), 76 years (women) (UN)
Monetary unit	1 Bahraini dinar = 1,000 fils
Main exports	Petroleum and petroleum products, aluminium
GNI per capita	US \$15,920 (World Bank, 2010)
Internet domain	.bh
International dialing code	+973





# DJIBOUTI

## DJIBOUTI EMBASSY IN PARIS

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## DJIBOUTI

Controlling access to the Red Sea, Djibouti is of major strategic importance, a fact that has ensured a steady flow of foreign assistance.

Djibouti's location is the main economic asset of a country that is mostly barren. The capital, Djibouti city, handles Ethiopian imports and exports. Its transport facilities are used by several landlocked African countries to fly in their goods for re-export. This earns Djibouti much-needed transit taxes and harbour fees.

## Media in Djibouti

There are no privately-owned broadcasting outlets in Djibouti. The government owns the main newspaper, La Nation, and Radiodiffusion-Television de Djibouti (RTD), which operates the national radio and TV. Djibouti hosts a powerful medium wave (AM) transmitter which broadcasts US-sponsored Arabic-language Radio Sawa programmes to East Africa and Arabia. Local FM relays carry the BBC (99.2) and services from American, French and German external broadcasters.

There were more than 61,000 internet users by June 2012 (Internetworldstats.com).

## Djibouti Fact File

Full name	The Republic of Djibouti
Population	923,000 (UN, 2012)
Capital	Djibouti
Area	23,200 sq km (8,950 sq miles)
Major languages	French, Arabic, Somali, Afar
Major religion	Islam
Life expectancy	57 years (men), 60 years (women) (UN)
Monetary unit	1 Djiboutian franc = 100 centimes
Main exports	Re-exports, hides and skins, coffee (re-exported from Ethiopia)
GNI per capita	US \$1,270 (World Bank, 2009)
Internet domain	.dj
International dialing code	+253





# EGYPT

## EMBASSY OF THE ARAB REPUBLIC OF EGYPT

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His Excellency Mr. Sherif Elkholy  
Ambassador Extraordinary and Plenipotentiary

### Egypt Fact File

Full name	Arab Republic of Egypt
Population	83.9 million (UN, 2012)
Capital	Cairo
Area	1 million sq km (386,874 sq miles)
Major language	Arabic
Major religions	Islam, Christianity
Life expectancy	72 years (men), 76 years (women) (UN)
Monetary unit	1 Egyptian Pound = 100 piastres
Main exports	Petroleum, petroleum products and cotton
GNI per capita	US \$2,600 (World Bank, 2011)
Internet domain	.eg
International dialing code	+20

### EGYPT

A Middle Eastern country in northeast Africa, Egypt is at the centre of the Arab world. Egypt controls the Suez Canal, the shortest sea link between the Indian Ocean and the Mediterranean Sea. The country is defined by desert and the Nile, the longest river on earth. The Nile flows north out of central Africa, cascading over the cataracts (waterfalls) through Upper (southern) Egypt and Lower (northern) Egypt to the Mediterranean Sea – with a mountainous desert to the east, a rolling drier desert to the west, and the vast Sahara to the south.

Ancient civilizations arose along the narrow floodplain of the Nile, protected by the deserts that were natural barriers to invaders. Egyptians take pride in their rich heritage and in their descent from what is considered the first great civilization. Some 4,500 years ago Old Kingdom Egypt possessed enough peace and wealth to cultivate a culture devoted to the afterlife. Some 20,000 to 30,000 people were mobilised to construct the Great Pyramid at Giza for the pharaoh Khufu; at 147 meters (481 feet) high it was the tallest monument in the world for thousands of years – until the 19th century.

### Media in Egypt

Egypt is a major regional media player. Its press is one of the most influential and widely-read in the region, and its TV and film industry supplies much of the Arab-speaking world with shows from its Media Production City. Television is the most popular source for news. There are two state-run national TVs and six regional channels. Around 20 new private networks have emerged since 2011. Egypt is a big force in satellite TV. Most leading Arab pay TV networks have a presence at Media Production City in Cairo. Egypt was the first Arab nation to have its own satellite, Nilesat. The number of privately-owned newspaper titles has soared since the 2011. Some 29.8 million Egyptians were online by June 2012 (InternetWorldStats.com). There were just under 14 million Facebook users by May 2013, comprising more than 25% of all users in the Middle East.







# IRAQ

## EMBASSY OF THE REPUBLIC OF IRAQ

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## Iraq Fact File

Full name	Republic of Iraq
Population	33.7 million (UN, 2012)
Area	438,317 sq km (169,235 sq miles)
Capital	Baghdad
Major languages	Arabic, Kurdish
Major religion	Islam
Life expectancy	68 years (men), 73 years (women) (UN)
Monetary unit	Iraqi dinar
Main exports	Crude oil
GNI per capita	US \$2,640 (World Bank, 2011)
Internet domain	.iq
International dialing code	964

## IRAQ

Iraq occupies the ancient region of Mesopotamia, "land amidst the rivers," a fertile lowland created by the Tigris and Euphrates Rivers. Today these rivers sustain large areas of irrigated farmland and one of the highest populations in the Middle East. Beneath the land, Iraq is second only to Saudi Arabia in rich oil reserves. Temperatures range from below freezing in winter to higher than 49°C (120°F) in the summer. Iraq, a triangle of mountains, desert, and fertile river valley, is bounded on the east by Iran, on the north by Turkey, on the west by Syria and Jordan, and on the south by Saudi Arabia and Kuwait. It is twice the size of Idaho. The country has arid desert land west of the Euphrates, a broad central valley between the Euphrates and the Tigris, and mountains in the northeast.

## Media in Iraq

Foreign broadcasters targeting Iraq include the BBC, Paris-based Monte Carlo Doualiya radio, and US-backed Al-Hurra TV, Radio Sawa and Radio Free Iraq. Many of them are available via local relays. The BBC is relayed in Baghdad and Basra. Up to 97% of homes have a satellite dish and there are more than 30 Iraq-facing satellite networks. In the northern autonomous Kurdish enclaves, rival political factions operate their own media. Iraq's internet penetration is the lowest in the region, according to OpenNet Initiative. While few Iraqis have internet access at home, more than 80% have a mobile phone.

There were 2.5 million users by December 2012 - around 8% of the population (InternetWorldStats.com).





# JORDAN

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**His Excellency Mr. Mazen Homoud**  
Ambassador Extraordinary and Plenipotentiary

**JORDAN**

The Middle East kingdom of Jordan is bordered on the west by Israel and the Dead Sea, on the north by Syria, on the east by Iraq, and on the south by Saudi Arabia. Arid hills and mountains make up most of the country. The southern section of the Jordan River flows through the country. Located on desert plateaus in southwest Asia, Jordan is almost landlocked but for a short coast on the Gulf of Aqaba. With an economy based on agriculture and phosphates, it joined the World Trade Organization in 2000 and hopes to grow its economy through reforms and increased trade.

**Media in Jordan**

Jordan Media City - one of the first such ventures in the region - aims to attract media investments and operates as a regional hub for satellite TV broadcasts. BBC World Service radio in Arabic broadcasts on FM in Amman (103.1) and in northern Jordan (89.1). Private, music-based FM radio stations have sprung up.

Almost 2.5 million Jordanians had internet access by December 2012 (InternetWorldStats).

**Jordan Fact File**

Full name	The Hashemite Kingdom of Jordan
Population	6.5 million (UN, 2012)
Capital	Amman
Area	89,342 sq km (34,492 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	72 years (men), 75 years (women) (UN)
Monetary unit	1 Jordan dinar = 1,000 fils
Main exports	Phosphates, fertilisers, agricultural products
GNI per capita	US \$4,380 (World Bank, 2011)
Internet domain	.jo
International dialing code	+962





# KUWAIT

## EMBASSY OF THE STATE OF KUWAIT

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His Excellency Mr. Khaled Al-Duwaisan

Ambassador Extraordinary and Plenipotentiary

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## KUWAIT

A small, oil-rich country on the Arabian Gulf, Kuwait is flat and arid, but oil wealth makes this an attractive place for immigrants. Kuwaiti Arabs make up to one-third of the population, with other Arabs (Egyptians, Palestinians) 22 percent, and non-Arabs (mostly South Asians) 38 percent. Kuwait is situated northeast of Saudi Arabia at the northern end of the Arabian Gulf, south of Iraq. The low-lying desert land is mainly sandy and barren.

## Media in Kuwait

State-owned TV and radio operate alongside private broadcasters. Pan-Arab satellite stations are widely watched. Newspaper publishers must have licences from the Ministry of Information.

BBC World Service is available on FM in Kuwait City (in Arabic on 90.1, English on 100.1).

Kuwait had nearly 2 million internet users by June 2012 (InternetWorldStats). A pervasive filtering system blocks content deemed immoral or politically-sensitive.

## Kuwait Fact File

Full name	The State of Kuwait
Population	2.9 million (UN, 2012)
Capital	Kuwait
Area	17,818 sq km (6,880 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	74 years (men), 76 years (women) (UN)
Monetary unit	1 Dinar = 1000 fils
Main exports	Oil
GNI per capita	US \$48,900 (World Bank, 2010)
Internet domain	.kw
International dialing code	+965







# LEBANON

## EMBASSY OF LEBANON

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**Her Excellency Mrs. Inaam Osseiran**  
Ambassador Extraordinary and Plenipotentiary

## LEBANON

Lebanon is a small, mountainous country in the Middle East. Lebanon has prospered as a banking, resort, and university center. It is estimated that two-thirds of the resident population is Muslim, with the rest being Christian. Lebanon lies at the eastern end of the Mediterranean Sea, north of Israel and west of Syria. The Lebanon Mountains, which run parallel to the western coast, cover most of the country, while on the eastern border is the Eastern Lebanon Mountain Range. Between the two lies the Bekaa Valley, the principal agricultural area.

## Media in Lebanon

There are dozens of private radio stations. BBC Arabic and Radio France Internationale are carried by partner stations.

By June 2012, Lebanon had more than 2.1 million internet users (Internetworldstats.com).

## Lebanon Fact File

Full name	The Lebanese Republic
Population	4.3 million (UN, 2012)
Capital	Beirut
Area	10,452 sq km (4,036 sq miles)
Major language	Arabic
Major religions	Islam, Christianity
Life expectancy	71 years (men), 75 years (women) (UN)
Monetary unit	1 Lebanese pound (or lira) = 100 piastres
Main exports	Foodstuffs and tobacco
GNI per capita	US \$9,140 (World Bank, 2011)
Internet domain	.lb
International dialing code	+961





# LIBYA

## THE EMBASSY OF LIBYA

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**His Excellency Mr. Mahmud Nacua**

Ambassador Extraordinary and Plenipotentiary

## LIBYA

Water-poor, oil-rich Libya has the highest per capita income of continental Africa. Most Libyans live on the Mediterranean coast, many in Tripoli and Benghazi. The largest water development project ever devised, the Great Man-Made River Project, brings water from aquifers under the Sahara to the coastal cities. Libya stretches along the northeast coast of Africa between Tunisia and Algeria on the west and Egypt on the east; to the south are the Sudan, Chad, and Niger. Much of the country lies within the Sahara. Along the Mediterranean coast and farther inland is arable plateau land.

## Media in Libya

More than 20 TV stations, and dozens of radio outlets, broadcast from Libyan cities and from Middle East media hubs. Many of them are privately-owned. BBC World Service Arabic broadcasts on 91.5 FM in Tripoli, Benghazi and Misrata. The press has similarly seen a radical shift. Former state-affiliated dailies have closed and new titles have appeared, some of them short-lived. Benghazi has emerged as a publishing hub. But there are few daily newspapers and print runs are small.

There were more than 635,000 internet users by June 2012 (Internetworldstats.com).

## Libya Fact File

Full name	State of Libya
Population	6.4 million (UN, 2012)
Capital	Tripoli
Area	1.77 million sq km (685,524 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	73 years (men), 78 years (women) (UN)
Monetary unit	1 Libyan dinar (LD) = 1,000 dirhams
Main exports	Crude oil, petroleum products, natural gas
GNI per capita	US \$12,320 (World Bank, 2009)
Internet domain	.ly
International dialing code	+218





# MAURITANIA

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**Email:** ambassade.mauritanie@wanadoo.fr

Mauritania Fact File	
Full name	The Islamic Republic of Mauritania
Population	3.6 million (UN, 2012)
Capital	Nouakchott
Area	1.04 million sq km (398,000 sq miles)
Major languages	Arabic (official), French, others
Major religion	Islam
Life expectancy	57 years (men), 61 years (women) (UN)
Monetary unit	1 ouguiya = 5 khoums
Main exports	Fish and fish products, iron ore, gold
GNI per capita	US \$1030 (World Bank, 2011)
Internet domain	.mr
International dialing code	+222

## MAURITANIA

Mauritania is situated in northwest Africa with about 350 miles (592 km) of coastline on the Atlantic Ocean. It is bordered by Morocco on the north, Algeria and Mali on the east, and Senegal on the south. The country is mostly desert, with the exception of the fertile Senegal River valley in the south and grazing land in the north. Mauritania is influenced by Arab as well as African cultures. Crop growing is largely confined to the floodplain of the Senegal River, straining relations with the country of Senegal over use of the river. Some of the world's richest fishing grounds lie off the coast. The population still largely depends on agriculture and livestock for their livelihood, even though recurring droughts forced most nomads and many subsistence farmers into the cities.

## Media in Mauritania

State institutions hold shares in Television de Mauritanie (TVM) and Radio Mauritanie. The BBC is available on FM in the capital (106.9) and in the second city, Nouadhibou (102.4). Radio France Internationale is also relayed. There are at least 30 daily or weekly publications. Newspapers suffer from limited advertising, a poor distribution network and the growth of online media. There were more than 151,000 users by June 2012 (Internetworldstats.com) - around 4.5% of the population. There are 106,200 Facebook users, according to a Dubai School of Government report. Recent years have seen a growth in the number of internet-based news agencies and news portals.







# MOROCCO

## EMBASSY OF THE KINGDOM OF MOROCCO

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**His Excellency Mr. Anas Khales**

Ambassador Extraordinary and Plenipotentiary

## MOROCCO

Morocco lies across the Strait of Gibraltar on the Mediterranean and looks out on the Atlantic from the northwest shoulder of Africa. Algeria is to the east and Mauritania to the south. On the Atlantic coast there is a fertile plain. The Mediterranean coast is mountainous. The Atlas Mountains, running northeastward from the south to the Algerian frontier, average 11,000 ft (3,353 m) in elevation. Most Moroccans live in cities such as Fez, Casablanca, and Marrakech, on the coastal plain. Although rural people are crowding into cities, Morocco remains primarily a nation of farmers. Many Moroccans emigrate to Spain and other European Union countries for better economic opportunities.

## Media in Morocco

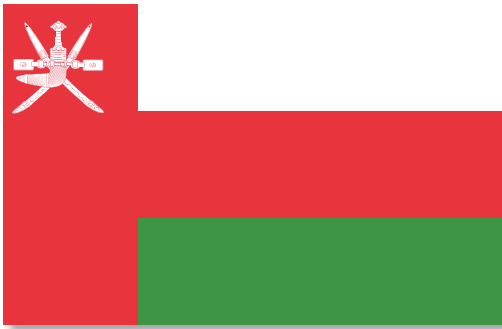
The government owns, or has a stake in, RTM and 2M, Morocco's main TV networks. Satellite dishes are widely used, giving access to French and pan-Arab stations.

There were 16.5 million internet users by June 2012 (Internetworldstats.com).

## Morocco Fact File

Full name	The Kingdom of Morocco
Population	32.6 million (UN, 2012)
Capital	Rabat
Largest city	Casablanca
Area	710,850 sq km (274,461 sq miles) (including W Sahara)
Major languages	Arabic and Berber (official), French, Spanish
Major religion	Islam
Life expectancy	70 years (men), 75 years (women) (UN)
Monetary unit	Dirham = 100 centimes
Main exports	Minerals, seafood products, citrus fruit
GNI per capita	US \$2,970 (World Bank, 2011)
Internet domain	.ma
International dialing code	+212





# OMAN

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**H.E. Mr. Abdulaziz Abdullah Zahir Al Hinai**  
Ambassador Extraordinary and Plenipotentiary

**OMAN**  
Oman is a 1,000-mile-long (1,700 km) coastal plain at the southeast tip of the Arabian Peninsula lying on the Arabian Sea and the Gulf of Oman. It is bordered by the United Arab Emirates, Saudi Arabia, and Yemen. At the mouth of the Arabian Gulf and in the path of trade routes to East Africa and the Orient, Oman built a commercial empire centuries ago. Oil, exported since 1967, has financed roads, schools, and hospitals. The majority of Omanis still farm or fish, and protection of fisheries and coastal zones is widely promoted.

**Media in Oman**  
The government operates the main broadcasters. The first private radio station launched in 2007. The use of satellite receivers is permitted, and stations from Saudi Arabia, the UAE and Yemen may be picked up. The BBC broadcasts on FM in Salalah, in the south. There are more than 20 publications, including dailies and weeklies.

There were 2.1 million internet users by June 2012 (Internetworldstats.com).

Oman Fact File	
Full name	Sultanate of Oman
Population	2.9 million (World Bank, 2012)
Capital	Muscat
Area	309,500 sq km (119,500 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	71 years (men), 76 years (women) (UN)
Monetary unit	1 Rial = 1000 baiza
Main export	Oil
GNI per capita	US \$19,260 (World Bank, 2010)
Internet domain	.om
International dialing code	+968





# PALESTINE

## MISSION OF PALESTINE

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**H.E. Ahmad Abdelrazek;** Head of Mission

## PALESTINE

In brief, the business scene in Palestine is quite vibrant and, as an economy, Palestine is open to investors. With its strategic location and need for widespread infrastructure development, Palestine is an untapped emerging market with enormous investment potential. The Palestinian economy is a market-based economy with the private sector playing the leading role. The private sector is the key economic force, representing an estimated 90% of GDP, but future growth requires a shift from exporting labor to exporting higher profit-margin items such as merchandise, goods and services, and increasing market diversification. The PA continues to make efforts to remove constraints facing domestic production and improve the conditions for private sector development.

The Palestinian economic strategy being developed is export-oriented and outward looking. The Palestinian economy has already begun the process of integrating with regional and international economies through a network of free trade agreements and trade associations.

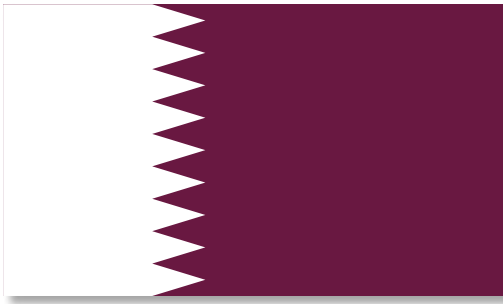
The Palestine Investment Conference (PIC 2010) Bethlehem: In 2010, PIPA together with a wide range of partners and stakeholders held the Palestine Investment Conference which took place in Bethlehem Palestine. The event brought together local, regional and international business executives and politicians. For more information and to access the investor guide, country profile and other useful document, please visit the Palestine Investment Promotion Agency at [www.pipa.gov.ps](http://www.pipa.gov.ps) and [www.pic-palestine.ps](http://www.pic-palestine.ps)

## Palestine Fact File

Country Name	The State of Palestine
Population	4.42 million
Languages	Arabic (official), English is widely spoken
Currency	New Israeli Shekel
Official Religion	Islam, Minority:Christianity
Capital	East Jerusalem
Business Hours	<b>Government offices:</b> 07:30 to 14:30 (Saturday to Wednesday)  <b>Banks:</b> 09:00 to 16:00 Reduced hours during Ramadan  Hours vary during Summer/ Winter







# QATAR

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Ambassador Extraordinary and Plenipotentiary

## QATAR

Qatar (pronounced KAH-ter) occupies a peninsula that extends into the Arabian Gulf. This oil-rich nation has exported oil since 1949, and as reserves decline, the nation has turned to its natural gas. The North Field (half the size of the entire country) is the largest single reservoir of natural gas in the world. Saudi Arabia is to the west and the United Arab Emirates to the south. The country is mainly barren.

## Media in Qatar

Al-Jazeera English, launched in 2006, touts itself as the first Middle East-based English-language news TV. Al-Jazeera Balkans began broadcasting in 2011 from Bosnia. Al-Jazeera America, a US-based network, is in the pipeline. Domestic audiences are catered for by state-run TV and radio. The large expatriate population has access to media from their various home countries. Qatar has four daily newspapers in Arabic and three in English. BBC World Service radio in Arabic, Radio France Internationale, France's Arabic-language radio service Monte Carlo Doualiya, UAE-based MBC and Radio Sawa from the US are available on FM in Doha.

## Qatar Fact File

Full name	The State of Qatar
Population	1.9 million (UN, 2012)
Capital	Doha
Area	11,437 sq km (4,416 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	79 years (men), 78 years (women) (UN)
Monetary unit	1 Riyal = 100 dirham's
Main exports	Oil, gas
GNI per capita	US \$80,440 (World Bank, 2011)
Internet domain	.qa
International dialing code	+974

Qatar has the highest internet penetration rate in the Middle East. There were 1.7 million internet users by June 2012 (Internetworldstats.com)





# Kingdom Of Saudi Arabia

## ROYAL EMBASSY OF THE KINGDOM OF SAUDI ARABIA

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His Excellency Mr. Abdulaziz Abdulrahman Aldriss  
Ambassador Extraordinary and Plenipotentiary

## SAUDI ARABIA

Saudi Arabia occupies most of the Arabian Peninsula and is the largest country in area in the Middle East – but 95 percent of the land is desert. Mountains running parallel to the Red Sea slope down to plains along the Arabian Gulf. Below the arid landscape, oil has made this desert kingdom one of the wealthiest nations in the world. The oil-enriched economy has brought some 5.6 million resident foreigners – mostly from Arab states or South Asia. Pumping the lifeblood of industrial economies, Saudi Arabia exports more oil than any other nation and holds 25 per cent of the world's proven reserves. To increase non – oil exports, economic diversification emphasises more dependence on manufacturing and on irrigated farming, which draw on limited underground water supplies. With the Red Sea and the Gulf of Aqaba to the west and the Arabian Gulf to the east. Neighboring countries are Jordan, Iraq, Kuwait, Qatar, the United Arab Emirates, the Sultanate of Oman, Yemen, and Bahrain, connected to the Saudi mainland by a causeway. Saudi Arabia contains the world's largest continuous sand desert, the Rub Al-Khali, or Empty Quarter. Its oil region lies primarily in the eastern province along the Arabian Gulf.

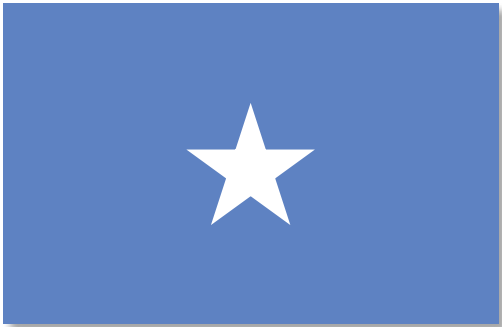
## MEDIA IN SAUDI ARABIA

The state-run Broadcasting Service of the Kingdom of Saudi Arabia (BSKSA) operates almost all domestic broadcasting outlets. The Minister of Culture and Information chairs the body which oversees radio and TV. Saudi Arabia is a major market for pan-Arab satellite and pay-TV. Saudi investors are behind the major networks MBC, which is based in Dubai, and Bahrain-based Orbit Showtime. There were 13 million internet users by December 2011 (Internetworldstats.com). Saudi Arabia is one of the largest social media markets in the Middle East. The popularity of social media has been boosted by the high rate of Smartphone ownership. With 1.9 million users, Saudi Arabia accounts for over half of all active Twitter users in the Arab region, according to a Dubai School of Government report (2013) Saudi Arabia has the highest per capita YouTube use of any country in the world.

## Saudi Arabia Fact File

Full name	Kingdom of Saudi Arabia
Population	28.7 million (UN, 2012)
Capital	Riyadh
Area	2.24 million sq km (864,869 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	73 years (men), 76 years (women) (UN)
Monetary unit	1 Riyal = 100 halalah
Main exports	Oil, gas, cereals
GNI per capita	US \$17,820 (World Bank, 2011)
Internet domain	.sa
International dialing code	+966





# SOMALIA

## SOMALI EMBASSY IN UNITED KINGDOM

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**Somali Ambassador H.E. Abdullahi Mohamed Ali**  
“Sanbaloshe”

Somalia Fact File	
Population	9.8 million (UN, 2012)
Capital	Mogadishu
Area	637,657sq km (246,201 sq miles)
Major languages	Somali, Arabic, Italian, English
Major religion	Islam
Life expectancy	50 years (men), 53 years (women)
Monetary unit	1 Somali shilling = 100 cents
Main exports	Livestock, bananas, hides, fish
GNI per capita	n/a
Internet domain	.so
International dialing code	+252

## SOMALIA

Somalia, situated in the Horn of Africa, lies along the Gulf of Aden and the Indian Ocean. It is bounded by Djibouti in the northwest, Ethiopia in the west, and Kenya in the southwest. Generally arid and barren, Somalia has two chief rivers, the Shebelle and the Juba.

Somalia is a semi-arid land and it is flat in the south, with mountains in the north reaching more than 2,000 meters (6,500 feet). In 1960 northern British Somaliland voted to join southern Italian Somaliland to create Somalia. The Somalis are one of the most homogeneous peoples in Africa.

## MEDIA IN SOMALIA

Professionally-run media outlets have emerged - in particular, FM radios with no explicit factional links. The TV and press sectors are weak and radio is the dominant medium. There are around 20 radio stations, but no national, domestic broadcaster. Many listeners tune to Somali-language media based abroad, in particular the BBC Somali service. The BBC transmits on shortwave and on FM in Mogadishu (91.1), the Somaliland capital Hargeisa (89.0), and elsewhere. UN-backed Somali station Radio Bar-Kulan is based in Nairobi. Somali satellite channels are a significant part of the TV scene. Most of these outlets are based in the UK. Somalis abroad maintain an active online presence. But domestic web access is held back by poor infrastructure. There were 126,000 internet users by June 2012 (Internetworldstats). Social media use is on the rise. The most popular destinations are Twitter and Facebook.







# SUDAN

## EMBASSY OF THE REPUBLIC OF THE SUDAN

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**HE Abdullahi H A El Azreg Sudanese Ambassador to the UK and Ireland**

## SUDAN

Sudan is bordered by The Central African Republic on the west, Egypt and Libya on the north, Ethiopia and Eritrea on the east, and South Sudan, Kenya, Uganda, and Democratic Republic of the Congo on the south. The Red Sea washes about 500 miles of the eastern coast. It is traversed from north to south by the Nile, all of whose great tributaries are partly or entirely within its borders. Africa's largest country in land area, Sudan is dominated by the Nile, with mountains rising along its Red Sea coast and along the western border with Chad.

## Media in Sudan

Satellite dishes are a common sight in affluent areas and pan-Arab TV stations are popular. The state runs the main radio networks. There are a handful of private FM radios in Khartoum; most of them focus on entertainment or Islam. Dutch-based Radio Dabanga aims to reach listeners in Darfur via shortwave.

Sudan had 4.2 million internet users by December 2011, comprising around 10% of the population (Internetworldstats).

## Sudan Fact File

Full name	Republic of Sudan
Population	45.7 million (UN estimate 2012)
Capital	Khartoum
Area	1.8 million sq km (728,215 sq miles)
Major languages	Arabic, English (official)
Major religions	Islam
Life expectancy	60 years (men), 64 years (women) (UN)
Monetary unit	Sudanese pound
Main exports	Oil, cotton, sesame, livestock and hides, gum Arabic
GNI per capita	US \$1,310 (World Bank, 2011)
Internet domain	.sd
International dialing code	+249





# SYRIA

**EMBASSY OF THE SYRIAN ARAB REPUBLIC**

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

**Mr. Ghassan Dalla** Minister-Counsellor and Chargé d’Affaires a.i.

National Day: 17th April

**Syria Fact File**

Full name	The Syrian Arab Republic
Population	21.1 million (UN, 2012)
Capital	Damascus
Area	185,180 sq km (71,498 sq miles)
Major language	Arabic
Major religions	Islam, Christianity
Life expectancy	74 years (men), 78 years (women) (UN)
Monetary unit	1 Syrian pound = 100 piastres
Main exports	Oil, gas
GNI per capita	US \$2,750 (World Bank, 2010)
Internet domain	.sy
International dialing code	+963

**SYRIA**

Syria lies at the eastern end of the Mediterranean Sea. It is bordered by Lebanon and Israel on the west, Turkey on the north, Iraq on the east, and Jordan on the south. Coastal Syria is a narrow plain, in back of which is a range of coastal mountains, and still farther inland a steppe area. In the east is the Syrian Desert and in the south is the Jebel Druze Range. The highest point in Syria is Mount Hermon (9,232 ft; 2,814 m) on the Lebanese border. Syria is in southwest Asia in the heart of the Middle East. The Mediterranean coastal plain is backed by a low range of hills, followed by a vast interior desert plateau. Most people live near the coast or near the Euphrates River – which brings life to the desert plateau. Damascus, capital of this desert country, was built on an oasis and is said to be the world’s oldest continuously inhabited settlement

**Media in Syria**

TV is Syria’s most popular medium. The government and ruling party own and control much of the broadcast and print media. Private satellite stations broadcast from abroad they include London-based Barada TV, UAE-based Orient TV and Al-Ghad TV. The three main newspapers are state-run. Privately-owned titles are predominantly operated by figures with good government connections. With more than 5 million internet users in Syria by June 2012 (Internetworldstats.com).





# TUNISIA

## EMBASSY OF THE REPUBLIC OF TUNISIA

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**His Excellency Mr. Hatem Atallah**

Ambassador Extraordinary and Plenipotentiary

National Day: 20th March

## TUNISIA

This North African nation's economy is based on agriculture – particularly market gardening of vegetables – as well as phosphates and petroleum.

Tunisia's sunny Mediterranean coast and ancient history, spectacularly preserved at Carthage, make for a robust tourist industry.

Tunisia, at the northernmost bulge of Africa, thrusts out toward Sicily to mark the division between the eastern and western Mediterranean Sea. It is bordered on the west by Algeria and by Libya on the south. Coastal plains on the east rise to a north-south escarpment that slopes gently to the west. The Sahara Desert lies in the southernmost part. Tunisia is more mountainous in the north, where the Atlas range continues from Algeria.

## Media in Tunisia

The state broadcaster has two national TV channels and several radio networks. Egyptian, French and pan-Arab satellite TVs have a large following. Tunisia has a developed telecom environment, with a high rate of mobile phone ownership and relatively cheap broadband. There were around 4.2 million internet users by June 2012 – 39% of the population (Internetworldstats.com). Many Tunisians – 52% – select Facebook as a preferred news source, according to a 2013 market survey.

## Tunisia Fact File

Full name	Tunisian Republic
Population	10.7 million (UN, 2012)
Capital	Tunis
Area	164,150 sq km (63,378 sq miles)
Major languages	Arabic (official); French
Major religion	Islam
Life expectancy	73 years (men), 77 years (women) (UN)
Monetary unit	1 Tunisian dinar (TD) = 1,000 millimes
Main exports	Agricultural products, textiles, oil
GNI per capita	US \$4,020 (World Bank, 2011)
Internet domain	.tn







# UNITED ARAB EMIRATES

## EMBASSY OF THE UNITED ARAB EMIRATES

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His Excellency Mr. Khalid Nasser Rashid Lootah  
Ambassador Extraordinary and Plenipotentiary

National Day: 2nd December

### United Arab Emirates Fact File

Official name	United Arab Emirates
National Day	2 December
Capital	Abu Dhabi
Largest city	Dubai
Area	83,600 sq km (32,278 sq miles)
Official language	Arabic
Other languages	English, Urdu
Official religion	Islam
Population	9.206 million (World Bank, 2012)
Life expectancy	77 years (World Bank, 2011)
GNI per capita	US \$42,380 (World Bank, 2011)
Main exports	Crude oil and natural gas
Currency	Dirham
Internet domain	.ae
International dialling code	+971

## UNITED ARAB EMIRATES

The United Arab Emirates consists of seven emirates: Abu Dhabi, Dubai, Sharjah, Umm al-Qaiwain, Fujairah, Ajman and Ra's al-Khaimah. Four-fifths of the UAE is desert but has contrasting landscapes from the towering red dunes of the Liwa to the rich palm-filled oases of Al Ain, and from the precipitous Hajar Mountains to the more fertile stretches of its coastal plains. Though small in size (similar to the size of Scotland), the UAE has become an important player in regional and international affairs. In just over four decades, the UAE has transformed from a tribal society reliant on agriculture and fishing to an entrepreneurial success story with world-class infrastructure. The leadership has worked tirelessly to improve education (effectively eliminating illiteracy), health care and embrace change as the UAE modernises. They have done all that in harmony with the history and cultural values of the land.

## MEDIA IN UAE

The UAE is a regional and international centre for TV and media, alongside Egypt and Lebanon. Dubai Media City and twofour54, Abu Dhabi's media zone, were set up to attract key players. Organisations including Reuters, CNN, Sony and Fox have moved in. The UAE is home to major pan-Arab broadcasters, including MBC and Orbit Showtime Network. Sky News Arabia launched from Abu Dhabi in 2012. The presence of millions of expatriates adds variety to the media scene, which caters for Arab, English-speaking and South Asian audiences. The UAE has one of the highest internet penetration rates in the Arab world.

By June 2012 there were 5.9 million users (InternetWorldStats.com). More than 60% of the population use Social Media.





# YEMEN

## Embassy of the Republic of Yemen

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## H.E. Mr. Abdulla Ali Alradhi

Ambassador Extraordinary and Plenipotentiary

## YEMEN

The Republic of Yemen occupies the southwest tip of the Arabian Peninsula on the Red Sea opposite Ethiopia and extends along the southern part of the Arabian Peninsula on the Gulf of Aden and the Indian Ocean. Saudi Arabia is to the north and Oman is to the east. The country is about the size of France. A 700-mile (1,130-km) narrow coastal plain in the south gives way to a mountainous region and then a plateau. Ancient kingdoms flourished in southwestern Arabia (now Yemen), a crossroads of trade from the Orient and Africa to the Mediterranean. Today a new dam and oil pump life into Marib. In Yemen's highlands volcanic soils yield cereal crops. Most coffee groves (Yemen invented the drink in the 11th century, and mocha is named for the Red Sea port, Al Mukha) have been replaced by fields of Kat which is chewed as a stimulant.

## MEDIA IN YEMEN

TV and radio are vital news sources, given that illiteracy is widespread, especially among women, and newspaper distribution is confined to the cities. The state operates the Yemeni Radio and TV Corporation (YRTC) and funds some of the main newspapers.

There were 3.7 million internet users by June 2012 (Internetworldstats.com). Around 500,000 Yemenis - just over 2% of the population - use Facebook, according to a June 2012 survey by the Dubai School of Government.

## Yemen Fact File

Full name	Republic of Yemen
Population	25.6 million (UN, 2012)
Capital	Sanaa
Area	536,869 sq km (207,286 sq miles)
Major language	Arabic
Major religion	Islam
Life expectancy	65 years (men), 68 years (women) (UN)
Monetary unit	1 Yemeni riyal = 100 fils
Main exports	Crude oil, cotton, coffee, fish
GNI per capita	US \$1,070 (World Bank, 2011)
Internet domain	.ye
International dialing code	967



# DATES FOR YOUR DIARY 2013/14

## MENA Countries Events

Event Date	Event Name	Venue
3 Dec - 5 Dec 2013	Middle East Natural and Organic Products Expo	Dubai
3 Dec - 5 Dec 2013	Wedding Arabia 2013	Jeddah
4 Dec - 5 Dec 2013	Kuwait Coastal and Marine Engineering Conference and Exhibition	Kuwait Hilton Hotel
4 Dec - 7 Dec 2013	Dubai International Jewellery Week Exhibition	Dubai
5 Dec - 8 Dec 2013	4th Basra Oil and Gas International Conference and Exhibition	Basra
8 Dec - 11 Dec 2013	FOODEX Saudi	Jeddah
9 Dec - 11 Dec 2013	Gulf Traffic Exhibition	Dubai
9 Dec - 11 Dec 2013	Halal Middle East 2013	Expo
10 Dec - 12 Dec 2013	Cityscape Riyadh	Riyadh
16 Dec - 18 Dec 2013	Dubai Drink Technology Expo (DDTE)	Dubai
16 Dec - 18 Dec 2013	Saudi Infrastructure 2013	Riyadh
18 Dec - 19 Dec 2013	Kuwait Corrosion Management Conference and Exhibition	Kuwait Hilton
24 Dec - 28 Dec 2013	Saudi International Motor Show (SIMS) 2013	Jeddah
29 Jan - 31 Jan 2014	Education 2020	ADNEC
4 Feb - 5 Feb 2014	Middle East Rail 2014	Dubai
11 Feb - 13 Feb 2014	Middle East Electricity	Dubai
16 Feb - 19 Feb 2014	Saudi Print & Pack 2014	RICEC, Riyadh
3 Mar - 5 Mar 2014	OFFSHORE Arabia 2014	Dubai

## Ireland Events

Event Date	Event Name
21Jan-24Jan2014 Dublin, Ireland	ENTER-International Conference and Exhibition on Information and Communication Technologies in Tourism
24Jan-26Jan2014 Dublin, Ireland	Dublin Caravan and Motorhome Show
24Jan-26Jan2014Dublin, Ireland	Dublin Holiday World Show-Travel and Tourism Show
05Mar-06Mar2014 Dublin, Ireland	Health & Safety Ireland-Exhibition and Conference
05Mar-06Mar2014 Dublin, Ireland	FM Ireland-Facilities Management Exhibition and Conference
09Mar-10Mar2014 Dublin, Ireland	Irish Beauty Show-Beauty Trade Event
12Mar-13Mar2014 Dublin, Ireland	The Energy Show-Energy Conservation Fair



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