



Exhibitions

One of the Most Important Fairs in the World World Travel Market – London

London-Islamic Tourism

The 23rd International Travel Market took place from 11 – 14th November, 2002, at East London's Excel Exhibition Centre. This event was one of three biggest and most important annual travel market events in the world, with more than five thousand exhibitors participating from all across the globe. All were optimistic, looking forward to a successful fair, and hoping that positive progress in the travel and tourism industry was likely. Moreover, there was a general mood of confidence that this internationally important industry would be renewed following a somewhat dour period. This year, the fair was held under the patron-

Her Majesty Queen Rania gave out awards to the winners in a special ceremony that honoured the organizations and companies that participated in the exhibition.

The Muslim participants at the International Travel Market who were fasting for the holy month of Ramadhan took

Majesty Queen Rania was also significant in putting the Arab / Muslim countries on the map, as it were.

Also remarkable was the intensive attendance of so many organizations, companies, and famous personalities in both the public and private sectors. The stand of



فيصل أبو زكي، د. سعدالله القلعة، ندا سردوق وسليم الزير في ندوة «ميدل إيست ترافل».

Mr. Faisal Abu Zaki, Dr. Saadallah Al-Qalaa, Nada Sarduq and Salim Az-Zir at "Middle East Travel Conference".



فريق المجلة، في جناح المجلة في المعرض من اليمين: عبد المحسن الركابي، معزز عثمان، عبد الصاحب الشاكري، منير الفيشاوي، كامل الشريفي والدكتور عبد الرحيم حسن.

Islamic Tourism team in the exhibition (from right to left): Ar-Rikaby, Othman, Shakiry, Fishawi, al-Sharifi & Dr. Hassan.

age of Queen Rania Abdullah the Queen of Jordan and Mr Ken Livingstone, the Mayor of London. The director of exhibitions, Fiona Jefferies, announced the opening of the market, followed by the Mayor who spoke about Britain's plans to host the Olympic Games in 2012, as well as the financial role that the tourism sector plays (last year, this was worth £10m Sterling), offering 275,000 job opportunities.

advantage of the two halls that were provided at the fair for prayers.

Dubai takes the Prize

For the third time running, the award for 'Best Office in the Middle East' was given to the Dubai Promotion Office in London. Mr Muhammad Khamis bin Hareb, head of the Dubai Delegation, received the prize.

The Islamic / Arab Participation

Most of the Islamic & Arab countries that took part in the World Travel Fair did so in order to promote their local tourism. Participants were able to introduce themselves and to exhibit their products and services, as well as engage in contracts, agreements and generally advance their activities. Thus, several Arab and Muslim countries were able to show that they were viable in terms of tourism quality and quantity, and attracted the attention of many visitors. The inauguration by Her

each Arab country comprised components of their respective ministries of tourism, the national (local) airlines, hotels, resorts, companies and offices for tourism services, transport offices, and offices for promoting tourism investment. All provided various advertising materials for promoting their tourist products.

Islamic Tourism at the Fair

Islamic Tourism Magazine participated in the WTM and was represented by its publisher, A S Shakiry and a team that comprised of the editor-in-chief, administrative staff, two regional directors and the public relations officer.

Islamic Tourism was introduced as a specialist tourism magazine and strongly attracted the attention of a large number of exhibitors, participants and visitors. The team also made fruitful contacts, including deals to promote its distribution. ■

