



## Exhibitions

# Damascus Hosts for the first time: The Arab and the World Exhibition

## Damascus - Islamic Tourism

'The Arab and the World Exhibition' took place in Damascus October 25th - 30th, 2002. The patron was Muhammad Mustapha Mero, the Syrian Prime Minister. It was the first exhibition that was characterized as a cultural, economic, and tourist exhibition.

*Islamic Tourism* was keen to attend this event and had a stand which was visited by a large number of people and other exhibitors who were all given free copies of the magazine. On the opening day, the *Islamic Tourism* stand was visited by Syrian minister, Bassam Muhammad Rustam, who wished the magazine every success in propagating the right ideas about Islamic tourism and Islam generally.

The exhibition took place on an area of about 6,000 square meters with participants from Jordan, Syria and Lebanon. It was organized by The Future Company with the Aqaba Economic Regional Authority as main sponsor. Other sponsors were El-Sham Hotels, Emirates Airline, and the Bank of Housing for Commerce and Finance.

### The First Syrian-Arab Conference:

The First Syrian-Arab Conference was held on the fringe of the exhibition at al-Asad Library (26th - 27th October). The title of the conference was, *Toward Activating Marketing Cooperation between Arab Business Organizations*. The magazine participated in this event and distributed copies of the magazine to participants who were very impressed by its articles and reports. There were about seventy personalities at the conference, including many ministers and businessmen from different Arab nations.

Dr Hassan al-Nuri, chair of the conference, welcomed the participants at the opening of the conference and explained that the aim was to exchange expertise between Arab business organizations in order to compete in the age of globalization. The second speaker was Mr Asam al-Zaim, Syrian Minister of Industry, who concentrated on the importance of providing information and the best ways of making use of it so that Arab business organizations could market their products and services in a better way. Mr Jack Saraf, head of Lebanese industrialists, gave a paper during the first session, *On the Systems and Techniques of*

*Marketing in the Arab Industrial Corporations*. He stressed the vital need to have the right environment inside each country to enable the industrialists in their efforts to market their products. He praised Dubai for its electronic facilities and asked



مندوب السياحة الإسلامية يستعرض المجلة مع وزير السياحة السوري الدكتور سعدالله آغه القلعة.

The Syrian Minister of Tourism Dr. Al-Qalaa discusses "Islamic Tourism" with our representative Mr. Othman.

other Arab ministers of communication to provide Internet services free to all industrialists.

Mrs Reem Bدران, head of the organization for encouraging investment in Jordan, talked about Jordan's experience of providing all means of help to investors and she invited all Arab countries to cooperate between themselves and to provide the relevant information about each country to investors.

Mrs Muna Bu-Izza Buarshi, head of al-Jazairi Travel Company in Lebanon, said that the cost of goods transport between Arab countries is very high. She also called for a relaxation of border procedures. Mr Elli Sayagh called for the opening of borders between Arab countries and for the formation of an Arab free market.

After a tea break, a second session took place under the heading, *On the Systems and Techniques of Marketing Management*



مندوب المجلة مع وزير الترمين السوري السيد بسام محمد رستم أثناء فصل الافتتاح.

"Islamic Tourism" representative Mr. Othman with Syrian Minister Mr. Rustam.

in the Arab Industrial Corporations, chaired by Dr Saadallah Aga al-Galaa, Syrian Minister of Tourism.

Shaykh Nasser al-Wess of the Rotana Hotel Group, which is the first Arab group that runs more than 22 hotels. He praised Dubai for receiving more than four million tourists in the year 2002. Shaykh Bandar bin Fahad al-Fhaid, head of the Committee for National Tourism in Saudi Arabia, spoke about the Saudi experience of tourism. He mentioned that visitors for Umrah can stay for 60 days in the Kingdom to visit tourist locations and wished that tourism in his country would reach to a higher level.

Mr Pier Ashgar, head of the Lebanese Hotels Association, pointed out that the economy should be in the service of politics and not vice versa. He called for an open border policy between Arab countries.

Mr Abdul-Aziz al-Agrush, director of the Saudi Travel Cheques, explained to participants the way his company functions and that it is the first company outside the industrial world that does such a service.

Other speakers gave speeches in the conference in different sessions that did follow, among them was Haj Hamdi al-Tapaa, head of the Arab Businessmen's Association, and Mr Muhammad al-Dhinebat, Jordanian Minister for Development, who talked about the Jordanian experience in this field. ■

