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**ITB
BERLIN**

THE WORLD'S
LEADING TRAVEL
TRADE SHOW®

World Major ITB comes to India with a co-branded show with SATTE

ITB's decision to endorse SATTE is a reflection of its commitment to the India market, indeed to the entire South Asian region. It is a recognition of the power of the Indian traveller and also a recognition for India as a major generator on the travel and tourism circuit of Asia. It also recognises the leadership position of SATTE as the premier tourism product of the region.

SATTE and ITB have signed an MOU in New Delhi. On behalf of Messe Berlin, Dr. Martin Buck, Director of the Competence Center Travel and Logistics at Messe Berlin was in New Delhi for this big event. He confirmed these developments as a most positive statement, coming from ITB Berlin, which is regarded as the world's biggest tourism business platform, that India is a huge travel market that cannot be ignored.

Asked to comment on the nature of the MOU between the two organisers, Dr. Buck said that "currently, we are in the middle of the design process and will announce new developments and features. We would like to create opportunities to help establish SATTE as the place where government discusses with travel industry the latter's infrastructural requirements; develop the CSR component within the SATTE convention and enhance the trade show portfolio by bringing MICE and business travel sellers and buyers to SATTE." Dr. Buck went on to say "the MOU envisages mutual selling and marketing of the two shows, sharing of the learning curve from each other and developing synergies between the two. We see ourselves in a leadership position in India through this partnership with SATTE".

ITB has been looking around to increase its international presence and to look beyond Germany. Last year, ITB embarked upon its maiden show in Singapore and launched the first edition of ITB Asia. A co-branded show in India is a big recognition of the Indian market and of SATTE in particular.

Asked to clarify how the Singapore model would be different from its endorsement of SATTE in New Delhi, Dr. Buck said: "SATTE and ITB Asia are product offers that cater to different market needs. Some buyers/sellers will attend one of the two and some will attend both."

Speaking on the occasion, Mr. Navin Berry, chief co-ordinator, SATTE exuded confidence in this new partnership as "it opens the doors for SATTE to acquire more international exposure, both for buyers as well as the sellers. ITB will be extending its marketing muscle to SATTE and we expect this to translate into a more comprehensive international show. We expect more quality content enhancement from ITB and for us this is indeed both a recognition as well as a challenge to achieve new goals."

SATTE and ITB have been working together over the last four years. This new agreement will secure a more world class experience at the 17th annual edition of SATTE from 28-30 January, 2010.

This development has been welcomed by all segments of the travel and tourism industry as heralding a new chapter for Indian tourism.

About ITB Berlin and the ITB Berlin Convention

The ITB Berlin 2010 will take place from Wednesday to Sunday, 10 to 14 March. ITB Berlin will be open to trade visitors only from Wednesday to Friday. Parallel with the trade show the ITB Berlin Convention will be held from Wednesday to Saturday, 10 to 13 March 2010. This is the world's largest specialist convention for the industry. Full details of the programme can be found at www.itb-kongress.com. ITB Berlin is the world's leading travel trade show. In 2009 a total of 11,098 companies from 187 countries exhibited their products and services to the 178,971 visitors, who included 110,857 trade visitors.

ITB Berlin and ITB Asia now on Twitter

Web 2.0 services, including blogs, social networks and Twitter, are also gaining importance in everyday business activities, a development that has been immediately recognised by ITB Berlin and ITB Asia. Both of these events are making use of the micro-blogging service Twitter as a means of entering into a dialogue with journalists and exhibitors as well as the trade, and of supplying them with the latest information. The world's leading travel trade show is twittering at http://twitter.com/ITB_Berlin, while the world's largest travel trade show for the Asia-Pacific region is covered by <http://twitter.com/itbasia>.

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Hong Kong designer Michael Young brings flair to Asian Aerospace 09

Reed Exhibitions, organizers of Asian Aerospace in Hong Kong are already setting a trend on the global air show calendar by delivering five shows in one to delegates. They are also bringing unique flair to the AsiaWorld Expo venue with the enlisting of British-born Hong Kong based designer Michael Young as its creative director. (www.michael-young.com)

Michael Young's expertise will be on show at the Media Centre which will prominently feature some stunning wire framed images of engines and other aerospace views. The outside walls of the Media Centre will also display large wire framed images of engines and other sections of aircraft. The media lounge will also feature stunning furniture that even a hardened aviation journalist will marvel at - "They will see a design that has never been seen in a press centre before," he promises.

Michael is also taking creative charge of the Airline Business magazine sponsored Chivas bar - a first for an air show - and set to be the place for executives to network with colleagues. He is also designing the Cathay Pacific-sponsored business lounge where suppliers, OEMs and air lines will meet in between the busy conference sessions. "There will be a great emphasis on getting the right lighting which is so important and so often overlooked at trade shows," says Michael. Space will be optimized throughout and there will be use of different materials to draw people in.

"This is all about bringing style to what is an important, business to business global aviation event," says Michael. "All too often air show

contractors bring in furniture that is straight out of wedding. It is not appropriate. Asian Aerospace visitors can expect something different," he says.

About Michael Young

Michael Young has been designing for 15 years working in a range of sectors from soft drinks, designer clothes brands, bicycles and furniture. During that time he has evolved and won awards as one of the world's leading figures in the design trade. Design as industrial art is his passion, not in a limited edition, but in mass production, he says. Most recently, Michael's work has showcased at the premiere of the Zopte Link Installation during the Hong Kong International Art Fair. His design of the Coen Chair won iconic magazine Wallpaper's best dining chair award earlier this year and in May the chair, fashioned in carbon fibre) together with his other new works featured at Hong Kong's Lane Crawford Home Store.

Asian Aerospace opens in Hong Kong on 8th September through to the 10th and already some 2,200 visitors from five continents have pre-registered to attend

"Compared with other aviation shows, Asian Aerospace is unique in the world in its focus on civil aerospace and the aviation supply chain. We are running complementary conferences on engine technologies; MRO; manufacturing; air transport policies; training; aircraft interiors; business aviation and aircraft finance. There will be something for everyone at the Hong Kong show," says Reed Exhibitions Head of Global Sales Richard Thiele.



Surprises and special promotions lined up to make Al Hamra Mall a focal point of Ramadan observance in Ras Al Khaimah

Federation of Indian Export Organization

MARKET DIVERSIFICATION IS PIVOT OF THE FOREIGN TRADE POLICY

FIEO Reacts to Trade Data of July, 2009

Export data on expected line but pharmaceuticals exports fall a cause of concern : A Sakthivel, President, FIEO

Under strict embargo until 2pm, Monday August 17, 2009

England today announced 15-man squads for the forthcoming NatWest Series of One Day Internationals and International Twenty20 matches against Australia, The ICC Champions Trophy in South Africa and a 14-man squad for next week's One-Day International against Ireland in Belfast. Andrew Strauss will captain the side in the seven-match NatWest Series against Australia and in The ICC Champions Trophy with Paul Collingwood leading England against Ireland and in The NatWest International Twenty20 matches against Australia.

The Kent opening batsmen Joe Denly is the only uncapped player in the squads while Jonathan Trott who played in two NatWest International Twenty20 matches against West Indies in 2007 replaces Strauss in the squads for The NatWest

International Twenty20 fixtures.

ECB National Selector Geoff Miller said: "We have kept faith with the bulk of the squad which was successful in the NatWest Series against West Indies earlier this summer and also included two players, Luke Wright and Adil Rashid, who were part of our squad for the ICC World T20.

"Andrew Strauss has led the side extremely well in both forms of cricket this summer, but the selectors felt it would be beneficial for him to have a short break from international cricket following the conclusion of the npower Ashes Test series and Paul Collingwood will lead the side in Ireland and in The NatWest International Twenty20s. "

England One Day squad for The NatWest Series against Australia and The ICC Champions Trophy

Andrew Strauss (captain)	Middlesex
James Anderson	Lancashire
Ravi Bopara	Essex
Tim Bresnan	Yorkshire
Stuart Broad	Nottinghamshire
Paul Collingwood	Durham
Joe Denly	Kent
Andrew Flintoff	Lancashire
Eoin Morgan	Middlesex
Matt Prior	Sussex
Adil Rashid	Yorkshire
Owais Shah	Middlesex
Ryan Sidebottom	Nottinghamshire
Graeme Swann	Nottinghamshire
Luke Wright	Sussex



CADDY for a CURE AT PGA CHAMPIONSHIP WITH FORMER CHAMPION RICH BEEM OR TODD HAMILTON

Unique Opportunity to Go Inside the Ropes for a Day at a major golf championship at hazeltine national



LawQuest Alerts August 2009 -New Hope - Curbing Film Piracy in India

MEDIA ONE HOTEL TO OFFER 200 CAREER OPPORTUNITIES ACROSS MANAGEMENT AND OPERATIONS LEVELS
Hospitality remains one of the most preferred industries to work in says General Manager of Media One Hotel

Rakeen commences Beit Merri Sunset sales amidst Lebanon's rising popularity as a leisure & lifestyle destination

High-end residential development comprises ten villas and nine apartments of various types offering views of the Mediterranean Sea

Rakeen, one of the region's most dynamic property developers and master planners, has announced that it has commenced sales of its ultra high-end residential project in Beit Merri, a renowned upmarket area near Beirut. The new development marks Rakeen's first venture into Lebanon's booming property market, the capital of which was recently named as one of the top places to visit in 2009 in a special New York Times travel recommendation list.

The Beit Merri Sunset development comprises ten villas and nine apartments of various types designed to accentuate the beauty and luxurious location of Beit Merri, which offers scenic views of the Mediterranean Sea amidst a tranquil landscape. Rakeen will incorporate stylish exterior designs and intricate interiors, while emphasizing functionality in keeping with its unique and sustainable approach to development. The property developer recently opened a subsidiary in Beirut in March 2009 for on-site project management.

Jeremy Savory, Commercial Director, Rakeen, said: "We want Beit Merri to cement its rightful place as one of the best holiday retreats for Gulf residents. It has beautiful views overlooking Beirut and the Mediterranean Sea with its romantic sunsets, a pleasant climate, and a growing

tourism business. This project is also a great opportunity for Rakeen to showcase the potential of its eco-conscious development concept."

Rakeen's development initiatives in Lebanon are in keeping with the impressive performance of the country's real estate and construction sectors, which have been among the key economic drivers of Lebanon's resurgent economy. The July 2009 edition of the Lebanon Real Estate Report has revealed that real estate sales over the past five years have posted an average growth of 17.6 per cent, while the number of construction permits issued has increased at an average of 12.6 per cent annually during the same period.

At the height of the global economic downturn, Lebanon's real estate sector has also been one of the most resilient in the region; a moderate decline in property prices of 10 to 15 per cent has actually made Lebanese properties even more attractive to regional and international investors, triggering an influx of new real estate investments into the country. Majority of real estate investment initiatives in Lebanon are stimulated mainly by foreign Arab investors, a growing number of expatriates and increasing interest of Lebanese residents in real estate development.



Beit Merri

"As a person of Lebanese origin, I consider the Beit Merri Sunset a very special development since I am very familiar with the charm and natural beauty of the area. We wanted to add something different to the community, something that harmonises a modern lifestyle, peaceful living and indulgence. So far we are on track to deliver what I consider a dream come true for myself, for our company, and for this project's future residents," concluded Ghassan Youssef, Managing Director, Rakeen.



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Free Listing Form

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Name of Company Firm / Institution			
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