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UAE's Zari O' Breesam label showcases latest creations at London Fashion Show 2013

The Asian Awards 2013 Honours Global Achievers From Asia

Global stalwarts and leading lynchpins of Asian entrepreneurialism, the Arts and public life, will gather amidst the grandeur of the Grosvenor House Hotel in Park Lane, London, on the 16th of April 2013 for the third annual Asian Awards.

The Asian Awards, which traditionally has honoured outstanding achievers from the South Asian community, will in 2013 widen its remit of pioneering nominees to include, for the first time, entrants originating from the Asian continent including those residing in UK, India, China, Japan, Korea, Singapore and other South and Far East countries.

In the span of two short years, The Asian Awards has established itself as one of the world's most prestigious events and this expansion now gives the awards unparalleled global appeal.

Renowned for recognising and applauding the finest talent from a wide plethora of fields, including the Arts, Business & Entrepreneurship, Technology and Sport, The Asian Awards will once again host a star-studded night of glittering entertainment, sumptuous fusion cuisine, rousing speeches, a charity auction with proceeds going to Arms Around the Child and the esteemed awards ceremony. The event will be hosted by London 2012 Olympic mastermind **Lord Sebastian Coe KBE**.

Previous inspiring and high-profile winners have included record-breaking cricketers **Sachin Tendulkar** and



The Grosvenor House Hotel

Muttiah Muralitharan, legendary artistes **Asha Bhosle**, **Freddie Mercury** (posthumously), **Amitabh Bachchan**, **Jay Sean** and Academy Award Winner **AR Rahman** to powerful business magnates **Ratan Tata**, **Vijay Mallya** and **Dr KP Singh**, and leaders in technology such as Google's **Amit Singhal**.

This year, the esteemed panel of judges have brought their insight and expertise to a remit of award categories, including Business Leader of the Year; Entrepre-

neur of the Year; Philanthropist and Social Entrepreneur of the Year; Outstanding Achievement in Music, Art & Design, Sport, Cinema, Television, Science and the Contribution to Sustainability Award.

The Asian Awards Founder **Paul Sagoo**, of consultancy Lemon Group feels the expansion is a significant step forward:

“This geographical expansion means that The Asian Awards can now truly live up to its name and celebrate global Asian achievement on an even grander scale” We had always planned to recognise the achievements from the global Asian community and this is an exciting time for The Asian Awards.” adds Sagoo.

Baroness Verma of Leicester, Chair of Judges, said: “The Asian Awards is an inspirational platform from which to celebrate some of the world's most inspiring people. As Chair of Judges, I am delighted to preside over the judging process. To be working with so many esteemed judges to select the winner is an honour and I'm proud that the process is rigorous, transparent and robust.”

Visit www.theasianawards.com for a full list of previous winners as well as information on how to book tickets to The Asian Awards 2013.

Flying Colours Corp awarded contract for specialized modification of seven Bombardier CRJ700 NextGen aircraft

Flying Colours Corp., the completions, refurbishment and maintenance specialist, announced today that Bombardier has awarded the Canadian-based aviation business an exclusive contract to undertake the interior modification of seven CRJ700* NextGen* aircraft. The fleet will be completed over a two-year period and delivered to an undisclosed Chinese client.

The aircraft will be completed for specific mission purposes with a particular emphasis on VIP modifications. The project will require new supplemental type certificates (STCs) to be sourced by Flying Colours Corp., and final certification will be completed in conjunction with the Chinese Civil Aviation Authority, with whom Flying Colours already has a strong relationship.

The first aircraft is scheduled to arrive at the Flying Colours Corp. Peterborough, ON facility in the fourth quarter of this year, and it is anticipated that the final aircraft will be delivered in the first quarter of 2015. The modification of a CRJ700 NextGen aircraft will be a first for Flying

Colours Corp. and builds on the extensive experience of its ExecLiner programme which has seen more than 12 CRJ200* regional airliners converted to executive VIP configurations.



Flying Colours Corp. is already a Preferred Completion Centre for Challenger* aircraft and 2013 will see five green Challenger 850* jets undergo completion work at its Canadian facility. This latest deal sees a strengthening of the relationship between the two Canadian based businesses as Flying Colours Corp. broadens the number of Bombardier aircraft divisions it works with. "We are extremely proud that Bombardier has selected Flying Colours Corp. to take on this modification and completion programme

and look forward to beginning work on the first aircraft later this year. We already have a strong relationship with the company and this new deal extends the scope of our business relationship with them," said Sean Gillespie, Executive Vice President of Flying Colours Corp.

Flying Colours is a global aviation service company which specialises in Green Completions, Interior Refurbishment, Maintenance, Component Services, Auxiliary Fuel Systems, Exterior Paint and Avionics Installation and Upgrades. Flying Colours' US operation JetCorp Technical Services is an FAA-licensed Class III and IV Part 145 repair station based in St Louis, Missouri. Flying Colours and its subsidiaries are proud of their worldwide customer base which has grown these past few years owing to its dedication to safety, quality and customer support. Flying Colours specialises in all mid-large sized business aircraft including the entire Bombardier Business Aviation product line, Dassault Falcon, Embraer, Hawker and Gulfstream models

UAE's Zari O' Breesam label showcases latest creations at London Fashion Show 2013

The move signifies the brand's expansion into Europe

London, UK, Dubai, UAE, 30 March 2013: Zari O' Breesam, a leading UAE fashion house that provides stylish modern outfits inspired by Emirati traditions, participated in the London Fashion Show 2013 held recently in London.

According to Nazek Al Sabbagh, a UAE business woman and founder of Zari O' Breesam, the UAE participation came in for high praise, a reflection of growing awareness of UAE brands on the global front and maturity of the local retail fashion industry.

Al Sabbagh added: "Zari O' Breesam was lauded by visitors and this move represents a significant step in the brand's expansion into Europe."

She emphasized that Zari O' Breesam showcased new outfits that combined the modern with the traditional. The designs reflected the preferences of the UAE women, matching the culture and traditions of the Arab world. Al Sabbagh added that through this participation at the London Fashion Show 2013, backed by the digital platform on the internet, Zari O' Breesam is set to make a strong mark in Europe in record time.

Al Sabbagh said that after meeting several fashion celebrities at the show, she was more positive about the acceptance of the Zari O' Breesam label beyond Gulf and Levant regions.

The UAE has seen remarkable growth of local brands, an indicator of the robustness of the retail industry in the country. With the customization drive that these fashion brands are taking into consideration through close interaction with their customers, UAE brands are on the right track to expand and storm the wider European and international markets.

THE 2014 DAKAR: A BOLIVIAN TONE



For its 35th edition, the 6th to be organised in South America, the Dakar will set off on 5th January from Rosario in Argentina and finish in Valparaiso in Chile on 18th January, after a brief visit to Bolivia, which will become the rally's 28th host country. The 2014 route, with several marathon stages on the agenda, will test the competitors' race tactics as much as their endurance.

Lionel Messi and the "Che" were both born in Rosario, the poet Pablo Neruda lived in Valparaiso for many years, and Simon Bolivar, known as *El Libertador*, has remained the continent's ultimate reference almost two centuries after his death. During the 2014 Dakar, each competitor will draw his inspiration from the heroes which have influenced the history of the places which will be visited. The drivers and teams participating will have to rely on their physical resistance and their competitive spirit in particular, imbued with the values of off-road races, to achieve their objective. Although the Dakar's first visit to Bolivia will principally focus on discovery, the competitors' technical and sporting performances will essentially be tested in Argentina and Chile, which will be explored in very different way compared to the rally's 5 previous editions in South America.

The route, which will pass through North West Argentina's canyons and sandy valleys, or the dunes of the Atacama Desert will require skilful driving as well the careful management of mechanical aspects. With longer special stages and several marathon stages, the 2014 Dakar's



competitors will constantly be required to tackle extreme endurance conditions.

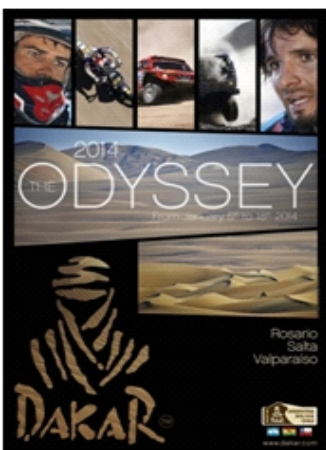
Among the rally's participants, whose entry applications are expected from 15th May, this year the Dakar will be giving pride of place to the future generations: ten places are reserved for the rally's newcomers who have won their entry during the five races featured on the Dakar Challenge's calendar. Among them, two Dakar Series races will be held in South America: the Desafio Ruta 40 in Argentina and the first edition of the Desafio Inca, in Peru

The Dakar Challenge Calendar

- 31st May/2nd June: Tecate Score Baja 500 (Mexico)
- 15th /22nd June: Desafio Ruta 40 (Argentina)
- 20th /23rd June: Toyota Kalahari Botswana 1000 Desert Race (Botswana)
- 12th /14th July: Reno 500 (USA)
- 20th /27th September: Australasian Safari (Australia)
- 3rd /6th October: Desafio Inca (Peru)

The key dates of the 2014 Dakar

- Opening of entries: 15th May
- Deadline for submitting motor cycle entries: 23rd June
- Deadline for submitting entries: 1st November
- Loading of European vehicles: end of November
- Technical verifications in Rosario: 2nd to 4th January 2014
- Start ceremony: 4th January
- DAKAR: 5th to 18th January
- Rest day: 11th January in Salta (Argentina)



Asia Discovers Australia's Luxury Lodges

Australia's luxury lodges are becoming increasingly popular among high-end Asian travellers who appreciate the lodges' iconic settings, life-changing experiences and sophisticated food and beverage offerings. The sector has 'come of age' says Penny Rafferty, Executive Officer of Luxury Lodges of Australia, a member-owned marketing body that will attend Luxperience in September.



BOLTON WANDERERS' FOOTBALL COACHING PROGRAMME TO BE HELD IN DUBAI FROM MARCH 30 TO APRIL 4

Bolton Wanderers Football Club: "UAE youth has shown huge interest in the programme"

London, United Kingdom, Dubai, UAE, 21st March, 2013: Bolton Wanderers FC today (Thursday 21st March, 2013) confirmed that they will be delivering an innovative coaching programme that uses football as a tool to engage with and develop the skills of young people in the UAE, in Dubai from March 30 to April 4, 2013.

James Tucker, Director of Education, Bolton Wanderers Football Club (BWFC) said that the programme will be held at GEMS World Academy, Dubai, from 9am to 6pm.

Tucker said he was pleased with the overwhelming response from UAE youth to engage in the programme, making the UAE a perfect candidate to play a more strategic role in the promotion of soccer as a tool to boost youth skills.

Paul Makinson, BWFC Head Coach on this training programme, added: "The Coaching Award has been designed to provide an introductory insight into Community Coaching within football using the best of Premier League coaching materials.

"Participants passing the programme will receive a BTEC qualification and a certificate of attendance. The programme, which combines practical sessions and classroom workshops, is a community charity event which offers an ideal opportunity for organisations to sponsor it"

The Premier League is supporting the project in the form of a grant to the Bolton Wanderers Community Trust from its International Small Grants Fund (ISGF). This allows for young football coaches to embark on this course at no cost.

Tucker emphasised: "It's a free programme and students gain a BTEC L1 Coaching Award qualification. There are a few places left and there is a rush to register in the programme."

Run in partnership with E-Sports, the six-day full-time programme will offer students aged 16 and above a community-coaching award based on the Premier Skills course, the international coach development programme delivered by the Premier League and the British Council that has successfully offered over 2,300 coaching opportunities in twenty countries around the world.

Registration for the free programme can be done through E-sports at the following link:

<http://www.esportsuae.com/page/bwfc-premier-skills-programme>.



