

Egypt Today

LE 15

APRIL 2009

THE MAGAZINE OF EGYPT



*52
weekends*
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Egyptian company elzoghby.com broadcasts the world famous Al Ain Aerobatic Show live on the Internet.



elzoghby.com, an Egyptian-based web design and internet broadcast firm, broadcasted the world famous Al Ain Aerobatic Show live on the internet from the UAE to thousands of viewers.

The webcast covered the four-days event held under the patronage of HH General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and organized by Abu Dhabi Tourism Authority (ADTA), the Al Ain Aerobatic Show.

Some of the world's best aerobatics performers took to the skies over Al Ain in January in the first global event to mark Air Racing's centennial.

In addition to Aero GP thrills, the 130,000 spectators at Al Ain International Airport witnessed world-class performances from 15 display teams including England's Swift Glider Display Team, which harnessed the power of gravity to perform breathtaking, engine-free stunts. Viewers could watch the live stream from standard internet browsers.

Ahmad Elzoghby, managing director of elzoghby.com, said, "Al Ain Aerobatic Show is the biggest Air Show in the region, and this was a great opportunity to bring this well recognized event to all aerobatic enthusiasts and internet viewers as it happened minute by minute."

INTERCONTINENTAL HOTELS GROUP (IHG) APPOINTS COMMERCIAL DIRECTOR NEAR EAST

DUBAI, UAE, March 8: InterContinental Hotels Group (IHG) appointed Haitham Mattar as commercial director near east.

Mattar will be moving from his current role as marketing director in Dubai to Beirut where he will oversee the commercial function for IHG's hotels in Lebanon, Libya, Egypt, Jordan and Syria. In addition, he will assume the role of Area General Manager-Lebanon.

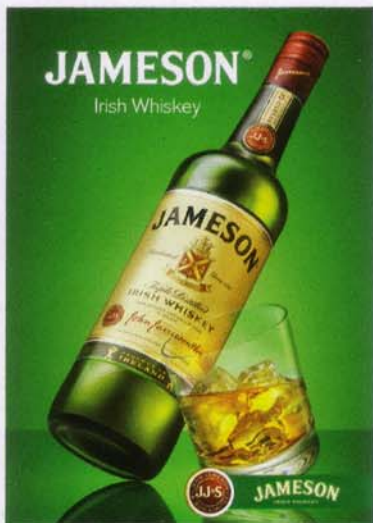
Commenting on Mattar's new role, Tom Rowntree, vice president commercial, Middle East and Africa said, "In his new role as Commercial Director Near East, Haitham's responsibilities will be to develop and implement regional business growth strategies and ensuring alignment with the group's sales, marketing, PR and revenue activities."

Mattar added, "There are great opportunities for growth in the area and I am looking forward to supporting the hotels in realizing this potential going forward."

Mattar started his career in the hotel industry 22 years ago in the USA. In 2000, he joined the IHG group as director of sales and marketing InterContinental Dubai. During his nine years with IHG, Mattar has received several accolades.



Jameson Wednesday promotions



Jameson Irish Whiskey held Wednesday promotional nights throughout the month of January in select outlets. Every Wednesday of the week, clients received a free shot of Jameson for every shot purchased.

Clients who brought in bottles of Jameson were exempted from all corkage charges.

This promotion was such a success that was held again every Wednesday of March.

Look for the promotion in a bar / lounge next to you.

Mexican Week at the Semiramis Intercontinental

Under the Auspices of the Mexican ambassador to Egypt, The Semiramis Intercontinental launched its Mexican Festivities week.

The launch event was held at The Grill, where prominent members of the diplomatic and business communities celebrated the launch of the week of festivities.

The cocktail party was embellished with Mexican specialties, such as Olmeca Margaritas, Mariachi band, and Mexican cuisine.

The Mexican week is held in association with premium Mexican products Corona beer and Olmeca tequila.

