



# Qatar National Library to host first JLF Doha

For the first time in the region, Qatar National Library, in partnership with Teamwork Arts, producer of the iconic annual Jaipur Literature Festival (JLF), will host a celebration of literature and the power of dialogue from December 12-14.

JLF Doha is the country's first international literature festival of its kind, which will recreate the magnificent spirit of Jaipur's annual literary carnival in Doha.

The Jaipur Literature Festival in India is often called "the greatest literary show on Earth" and has, since its conception, transformed itself into a global literary phenomenon, having hosted more than 2,000 speakers and welcomed over a million book-lovers from the world over.

With the Doha edition being the first JLF in the Middle East, Teamwork Arts, the producer of the Festival, has since 2014 expanded its global reach with editions in London, New York, Boulder, Houston, Adelaide, Toronto, Belfast and now Doha, recreating its magic across the world.

JLF Doha, sponsored by Qatar's Ministry of Foreign Affairs and Ooredoo Qatar, will feature renowned literary figures from around the world who will take part in an intercultural global dialogue to share "each other's stories".

The event will be an opportunity for the people of Qatar to attend a diverse line-up of literary events and to engage with established writers, poets and artists in Qatar to share their achievements and perspectives with the world.

The Festival will feature prominent authors and thinkers including Amita Nair, author of the much-loved novels 'The Better Man, Ladies Coupé, Mistress, Lessons In Forgetting, and Idra: Keeper of the Light; Dr Amal Mohamed al-Malki, founding dean of the College of Humanities and Social Sciences at Hamad bin Khalifa University, Qatar Foundation; Buket Uzuner, selected among the 75 Most Influential Women of Turkey on the occasion of Turkey's 75th anniversary; Sharmila Tagore, National Film Award-winning screen veteran and gifted actor who has acted in over a 100 Bengali and Hindi films; Javed Akhtar, renowned poet, lyricist and scriptwriter; and Kim Pereira, actor, director, playwright, and author of 'Angus Wilson and the African-American Odyssey'.



Indian embassy, ICC and MIA officials.

## Indian Community Festival at MIA Park

The Indian embassy in Qatar and the Indian Cultural Centre (ICC) will conduct the Indian Community Festival under the theme 'Passage to India' at the Museum of Islamic Art (MIA) Park, it has been announced.

The event will be held in line with the Qatar-India 2019 Year of Culture. Hemant Kumar Dewedi, first secretary (Culture & Education) at the embassy, met with Salem Abdulla al-Aswad, MIA deputy director (Learning and Outreach), and Sarah Tose, head of Academic Programmes for MIA, and agreed to organise the three-day Indian Community Festival as an opening to the month-long India Market event to commence on December 12.

The meeting was also attended by Manikantam A P (president), Seenu Pillai (general secretary) and Nirmala Shanmuga Pandian (cultural co-ordinator) of the Indian Cultural Centre.

Al-Aswad assured that this event would be the first of its kind and an opportunity to appreciate long-time Indian residents of Qatar who have contributed to the country's growth. ICC said in a press statement. The entire event will be supported by Seashore Group.

Dewedi said the 'Passage to India' festival will include colourful cultural programmes

from Qatar and the different states of India, replicas of monuments from Qatar and India (Al Zubara Fort, Taj Mahal, Red Fort), stalls/outlets showcasing various customs/features/materials from different states in India as well as food outlets, by licensed Indian vendors, providing various delicacies from different parts of India to visitors.

Manikantam said the ICC conducted the Indian Community Festival in 2012, 2013, 2014 and 2016, the latest one under the theme 'Passage to India'. "Previous experience has shown that up to 10,000 people visit this event each day and we expect the same this year," he said.

HE Lehwah Alkhatir, spokesperson for Qatar's Ministry of Foreign Affairs, will be among the speakers at the event.

A full list of speakers will be announced soon.

Dr Sohair Wartawy, executive director of the library, said: "Working with international partners and experts, JLF Doha is one of the many ways the Library is proudly bringing different cultures together. The event serves as an incredible opportunity for the people of Qatar to meet writers, leading literary figures and

thought leaders from around the world, while sharing and widening their own interests and knowledge. As a one-of-a-kind experience for Qatar, we are confident that the Festival will encourage the expression of creativity and the deepening of understanding of the world of literature."

Sanjoy K Roy, managing director of Teamwork Arts, who produce the Jaipur Literature Festival, said: "We are looking forward to bringing the first edition of JLF to Doha with an array of speakers.

We hope JLF Doha will create a platform to exchange ideas and celebrate diversity."

The programme of informative and stimulating events, discussions, and lectures taking place during JLF Doha invites participation from all sectors of society, including schools, universities, community groups and special interest groups - creating a platform for an engaging and vibrant exchange of ideas.

The Festival goes hand-in-hand with the Library's celebration of the Qatar-India 2019 Year of Culture.



Hassad CEO Mohamed al-Sadah (centre) and other officials at the press conference yesterday.

## Hassad announces strategic partnership for second Food Security Conference

Hassad, Qatar's premier investor in the food sector, has announced a strategic partnership for the second edition of the food security conference that will be held on November 26 under the patronage of the Ministry of Municipality and Environment (MME).

Mohamed al-Sadah, Hassad's CEO, told a press conference yesterday, that supporting the country in achieving food security constantly tops Hassad's strategic objectives.

"We are keen to extend our support in developing the local agricultural sector. The conference will establish a platform to discuss the sector's challenges and propose effective solutions, given that local and international field experts will attend it," al-Sadah explained.

The conference, according to him, comes at a time when food security has become a top priority for the country in order to achieve self-sufficiency in vegetables, dairy products and livestock.

Jaber Salem al-Hazami, managing director and CEO for Dar Al Arab, said that they are glad to have strategic partnership with Hassad.

"It will add another dimension to the conference. We will

discuss the company's contribution to support the food security efforts, through it's international and local investments during the conference panels. Furthermore, we will discuss the company's efforts to support the local farmers to increase and enhance their vegetables' production," he said.

HE the Minister of Municipality and Environment Abdullah bin Abdulhazim bin Turki al-Subeiri will give the keynote speech in the opening ceremony.

Key subjects such as national efforts to achieve food security and some prominent researches conducted in the field of agricultural and livestock will be discussed during the different panels.

Hassad was established in 2008, as a wholly owned subsidiary of Qatar Investment Authority.

The company has diverse investments in several countries like Australia, Turkey, Canada and Oman.

Additionally, Hassad established several local companies to support the local agricultural sector, like Mahaseel for Marketing and Agri Services and Aswag for food facilities Management, as well as several other companies in the fields of poultry, fodder, dates and vegetable farms.

## Embassy launches 'Breakfast Made in Italy' initiative in time for Hospitality Qatar

By Peter Alagos  
Business Reporter

The Italian embassy in Doha launched yesterday the debut of the 'Breakfast Made in Italy' initiative in Qatar, which is expected to be among the highlights of the upcoming Hospitality Qatar from November 12-14 at the Doha Exhibition and Convention Centre (DECC).

Italian ambassador Pasquale Salzano said 'Breakfast Made in Italy' will bring to this year's Hospitality Qatar a varied and healthy selection of Italian made products, equipment, and services for preparing an authentic Italian breakfast.

Speaking at a press conference, Salzano said: "As bilateral trade between Italy and Qatar continues to grow, including in the foodstuff and related services, we expect 'Breakfast Made in Italy' to be a new business platform for connecting hotel operators, Horeca suppliers, and investors."

"We invite companies and individuals to visit the Italian booth at Hall 2 during Hospitality Qatar and find their preferred options of



Italian ambassador Pasquale Salzano (2nd from left) attends a press conference yesterday to announce the 'Breakfast Made in Italy' initiative. PICTURE: Ram Chand

Italian breakfast set, capable to recreate the perfect experience of the Italian morning breakfast here in Qatar and everywhere."

According to Salzano, with the co-operation of the Italian National Confederation of the Craft Sector and Small and Medium Enterprises (CNA), specialised Italian suppliers will showcase in Doha their latest products and equipment, offering new solutions to meet customer's expectations in an increasingly competitive hospitality sector.

Antonio Franceschini, the head of Promotion Office and 'Breakfast Made in Italy' project aims to enhance one of the strategic proposals of accommodation facilities, that of breakfast, a service that has been deeply changed but it is still more than ever a business card to attract and retain customers.

"Breakfast Made in Italy draws inspiration and strength from the variety of products and from Italy's tradition and experience in the hospitality sector. These products represent a new breakfast moment, which therefore becomes a fundamental experience and promotes the Italian lifestyle in the world. With this project, the CNA aims to create a format for the breakfast sector to allow companies, even the smallest ones, to internationalise and become an example for the entire sector," Franceschini said.

Italian Trade Agency (ITA) commissioner Giosafat Rigano said: "The main objective of 'Breakfast Made in Italy' is to introduce and share all over the world a multi-sensory experience based on the well-known concepts of the Mediterranean diet. Thanks to 'Breakfast Made in Italy' the CNA is offering Qatar both finished products, such as, but not limited to, cornetto and cappuccino, and all needed items, equipment, expertise, and support from Italian companies involved in this project."

Rigano noted that Qatar-Italy trade surged 23% to reach 1.4bn euros in the first six months of 2019, with the food sector witnessing a 9% growth to reach 22bn euros in the same period, Rigano said, adding that several B2B meetings with B2B managers from 5-, 6- and 7-star hotels in Doha will be held during Hospitality Qatar to strengthen both countries' commercial relations.

"The main objective of this exhibition is to find local partners in Qatar and forge alliances between Italian and Qatari companies... This year's participants in Hospitality Qatar are mostly Italian SMEs and family-owned companies, which are the backbone of the Italian economy. Qatar is very keen to have quality, which is what Italy can offer to this country," Salzano told Gulf Times.



Officials mark the occasion.

## AAB-Toyota promotes healthy living with Hado Augmented Reality game

In an initiative aimed at promoting healthy living, Abdulhazim Abdulghafar & Bros Co (AAB) and Toyota launched an Hado Augmented Reality (AR) game at the Toyota showroom at Al-Abdullatif Tower in collaboration with Japanese startup Meleap.

AAB is the first Toyota distributor in the world to launch this technologically advanced AR game at its showroom.

Hado is an innovative AR physical e-sport that uses augmented reality technology and motion sensors without requiring the player to be bound to a gaming system, controllers or cables.

The digital experience is enabled by an AR device that players wear on their heads and a motion sensor the size of a smartphone worn on the wrist or forearm.

Players are able to move unrestricted in the real environment while interacting with the digital items they can see through the AR headset.

The launch event held at the Toyota showroom was attended by media representatives, the AAB senior management and staff as well as representatives from Hado Japan.

The opening game was between media representatives and AAB staff.

Speaking on the introduction of the Hado game, R.K. Murugan, acting CEO of AAB, said Abdulhazim Abdulghafar & Bros Co is happy to introduce the AR game in Qatar for our customers as it not only helps them spend more time in our showroom but also enables them



Players participate in a Hado game.

to lead a healthy life". Firas Mufti, senior marketing manager at AAB, welcomed the guests and said the Hado game not only promotes healthy living but also helps in team-building.

The game is played between two teams attacking each other through 'energy balls', and each team has to use its skills and teamwork to win the game.

Hado was born in Japan in 2014 to "turn every child's dream into reality", Meleap CEO Hiroshi Fukuda's motivation to launch techno sports as a new business came from his own longing as a child to shoot laser beams from his hands.

The combination of leading-edge AR technology into conventional physical sports gave birth to Hado as the world's first techno sport.

Meleap has already established 65 arenas in 26 countries where anyone can play Hado.

to date, more than 16m people have experienced Hado worldwide in North and South America, Europe, the Middle East, Africa, Japan and China.

The introduction of Hado at the Toyota showroom offers a huge potential and the perfect opportunity for Hado to reach an even broader range of communities", a press statement notes.

"AAB-Toyota wants to get away from the usual buyer-seller customer relationship and rather wants to give back to loyal customers and their community by way of healthy living. As Toyota vehicles are well known for their advanced technology features, including those specifically for comfort and convenience, safety, entertainment and hybrid, AAB also wants to be the leaders in bringing technology to its showroom for its customers," the statement adds.

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'Breakfast Made in Italy' will bring to Qatar a varied and healthy selection of 'Made in Italy' products, equipment, and services for preparing the authentic Italian breakfast



Italian Ambassador to Qatar HE Pasquale Salzano and Italian Trade Commissioner Giosafat Rigano with other dignitaries at the launch of 'Breakfast Made in Italy' project in Doha on Sunday.

# 'Breakfast Made in Italy' launched to popularise Italian breakfast in Qatar

SATYENDRA PATHAK  
DOHA

IN a bid to popularise Italian breakfast production chain in Qatar, a new Italian project 'Breakfast Made in Italy' was launched at the residence of the Italian ambassador to Qatar on Sunday.

To be showcased at the three-day Hospitality Qatar 2019 beginning on November 12, the first edition of 'Breakfast Made in Italy' will bring to Qatar a varied and healthy selection of 'Made in Italy' products, equipment, and services for preparing the authentic Italian morning breakfast.

Addressing a select gathering of media personnel, professionals from the hospitality sector and Italian dignitaries on the occasion, Italian Ambassador to Qatar HE Pasquale Salzano said, "Many Italian brands are quite popular in Qatar. 'Breakfast Made in Italy' is yet another concept that has all the promises to make inroads into the Qatari society and the hospitality sector in general."

Under the umbrella of the Italian National Confederation of the Craft Sector and Small and Medium Enterprises (CNA), the envoy said, more than 30 specialised Italian suppliers will showcase their latest products and equipment, offering new solutions to meet customer's expectations in an increasingly competitive hospitality sector during the exhibition.

"As bilateral trade between Italy and Qatar continue to grow, we expect 'Breakfast Made in Italy' to be a new business platform for connecting hotel operators, HORECA suppliers and investors. We invite companies and individuals to visit the Italian exhibiting area at Hospitality Qatar and find their preferred options of Italian breakfast set capable to recreate the perfect experience of the Italian morning breakfast here in Qatar," the ambassador said.

The envoy said that Hospitality Qatar will be an ideal platform for Italian companies to find Qatari partners to market their products in this ever-growing market.

"Hospitality Qatar is an exclusive meeting point for local, regional and international businesses involved in the culinary and



As bilateral trade between Italy and Qatar continue to grow, we expect 'Breakfast Made in Italy' to be a new business platform for connecting hotel operators, HORECA suppliers and investors. We invite companies and individuals to visit the Italian exhibiting area at Hospitality Qatar 2019

— HE Pasquale Salzano

and foreign countries, Rigano said it is a tailor-made project offering the authentic Italian taste starting with a warm and aromatic Italian espresso.

A project designed and implemented by CNA with the support of the Ministry of Economic Development and the Italian Trade Agency, Rigano said, the project will be instrumental in popularising Italian products in the international market.

"We strongly believe in the potential to increase the exports of Italian high level products to Qatar. We feel that consumers here are highly sophisticated and appreciate the true quality. Awareness of healthy life and food is increasing, and that is why we are here to really provide the right food for the right people," he said.

When promoting the authentic art of Italian food, he said, the Italian Trade Agency not only emphasises products and ingredients made in Italy but also strives to instill love and passion for the Italian way of life.

The Italian Trade Agency has designed a multi-pronged strategy to help Italian companies approach the Qatari market.

Firstly, it focuses on increasing the presence of Italian SMEs in main food trade fairs in the country, such as Hospitality Qatar, Qifcom, and Project Qatar as these are important promotional platforms to approach the Qatari market.

During these events, it aims to intensify communication activities to improve awareness among consumers and distributors about the quality and uniqueness of Italian products through seminars and demonstrations.

The agency is now doubling its efforts to provide expert advice to Italian firms about market and compliance regulations required to be able to sell their products in the market.

With a focus on accessibility, the Italian Trade Agency is currently engaging in a strategic partnership with one of the largest retail chains in the region, the LuLu Group, for the dedicated promotion of Italian food products within their representative hypermarkets in the Gulf region.

hospitality field, and will prove to be a stimulating base for those interested in sampling genuine Italian cuisine," he said.

Addressing the gathering, Head of Promotion Office and International CNA Market Antonio Franceschini said the 'Breakfast Made in Italy' draws inspiration and strength from Italy's tradition and experience in the hospitality sector. The concept is aimed at promoting the Italian lifestyle in the world.

With this project, he said, CNA aims at allowing Italian companies, even the smallest ones, to in-

ternationalise their products.

"Our aim is to offer hotel chains, department stores and public places in general a breakfast package. Companies from every Italian region from north to south will display their special products during the exhibition. For example, honey from Friuli, jam and marmalade from Abruzzo, pistachio from Sicily will be exhibited," he said.

Franceschini said that 'Breakfast Made in Italy' is a special promotion that is devoted to products and appliances used to prepare a real Italian breakfast.

"This is aimed at promoting the Italian way of having breakfast. Italian tradition is very different from others. We often have breakfast with sweet cakes, cappuccinos and espresso coffee. We would like to promote the ingredients and appliances associated with this culture, as well as teach visitors how to prepare genuine Italian delicacies for a real Italian experience," Franceschini said.

Giosafat Rigano, the trade commissioner at the Italian Trade Agency Doha Office, said the 'Breakfast Made in Italy' project by CNA is being introduced for the

first time in Qatar.

The innovative project mainly aims at introducing and sharing all over the world a multi-sensorial experience based on the well-known concepts of Mediterranean diet.

The concept 'Breakfast Made in Italy' is specially designed to offer both finished products such as but not limited to cornetto and cappuccino and all needed items, equipment, expertise and support from Italian companies involved in this project to the Qatari market.

Highlighting 'Breakfast Made in Italy' as a bridge between Italy

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## 'Breakfast Made in Italy' an instant hit with Hospitality Qatar visitors



Italian Ambassador to Qatar HE Pasquale Salzano (second left) at the 'Breakfast Made in Italy' pavilion at Hospitality Qatar in Doha.

**SATYENDRA PATHAK**  
DOHA

THE 'Breakfast Made in Italy' project launched for the first time in Qatar has become an instant hit with the visitors of Hospitality Qatar, Italian Ambassador to Qatar HE Pasquale Salzano said on Tuesday.

Talking to *Qatar Tribune* on the sidelines of the Hospitality Qatar, the Italian envoy said, "We are showcasing 'Breakfast Made in Italy' for the first time in Qatar and I am quite happy with the overwhelming response to this concept of showcasing various Italian products

used in preparing breakfast. Our pavilion is full of visitors ever since the Hospitality Qatar has opened. They have tried all different genuine products brought from different parts of Italy."

"The products on display are made and prepared by small Italian companies. This is for the first time that they have taken part in a foreign exhibition. Doha was chosen by them to sell their products outside Italy," he said.

The envoy said the Italian suppliers taking part in 'Breakfast Made in Italy' project have entered into talks with a number of Qa-

tari firms to market their products in the country.

"So far the Italian firms have received very good response from them," the envoy said.

Being showcased at the three-day Hospitality Qatar 2019, the first edition of 'Breakfast Made in Italy' has brought to Qatar a varied and healthy selection of 'Made in Italy' products, equipment and services for preparing the authentic Italian morning breakfast.

Giosafat Rigano, trade commissioner at the Italian Trade Agency Doha Office, said that as many 60 B2B meeting with Qatari firms

will be held during the ongoing exhibition to market Italian products in Qatar.

"We are showcasing a refreshing array of authentic Italian ingredients and food preparation techniques that truly resonate with high quality at Hospitality Qatar," he said.

With more than 30 elite names present at the Italian pavilion, Rigano said, there are very high chances of having joint ventures between Qatari and Italian firms.

Brought to Qatar by Italian National Confederation of the Craft Sector and Small and Medium Enter-

prises (CNA), the 'Breakfast Made in Italy' is aimed at to offering hotel chains, department stores and public places in general a breakfast package.

Head of Promotion Office and International CNA Market Antonio Franceschini told *Qatar Tribune* that he was overwhelmed with the response by Qatari people to this new concept.

"We are in talks with a number of companies here to market these products. We are also in talks with almost all the hotels operating in Qatar. They have shown great interest in this concept," Franceschini said.

# Health Minister visits mobile physiotherapy unit for older persons

This initiative aims to raise public awareness of the importance of physiotherapy exercises for older persons and to promote this service.

THE PENINSULA  
DOHA

Elderly Empowerment and Care Center has announced the launch of a series of tours to introduce the public to the mobile physiotherapy unit for older persons. The unit was launched last month during a cheerful celebration attended by many community leaders.

This initiative aims to raise public awareness of the importance of physiotherapy exercises for older persons and to promote this service. It will continue through the coming month.



H E Dr Hanan Mohamed Al Kuwari, Minister of Public Health, being briefed by the officials during her visit to the mobile facility.

The physiotherapy therapy unit began its first tour by staying for three days in a special parking

space at Ritz Carlton Hotel, coinciding with the events of Qatar International Conference on

Geriatrics and Gerontology which was held from October 31 to November 2.

H E Dr Hanan Mohamed Al Kuwari, Minister of Public Health, attended the opening of the conference. It was organised by Qatar's Ministry of Public Health, and Hamad Medical Cooperation (HMC), in collaboration with The British Geriatrics Society (BGS). More than 600 people participated in the conference.

Al Kuwari praised the services offered by Elderly Empowerment and Care center for older persons in Qatar, and confirmed the importance of the cooperation between concerned bodies to provide a decent life for older persons, and to maintain and commit to the concept of "Healthy Aging" which is one of Qatar's National Health Strategy (NHS) 2018-2022 priorities. "Persons who are over 60 years contribute in forming a rich social environment and everyone must acknowledge their value and recognize their changing health needs," Al Kuwari said on the occasion.

During November and December, the mobile unit will visit the most vital areas in Qatar that are attractive to the public during this season, such as public parks and heritage markets, as well as the governmental and non-governmental institutions, in order to offer physiotherapy services for older persons and inform their families with the importance of physical exercise for elders.

The mobile unit tours will include Al Bidda Park, Aspire Park, Katara Cultural Village, Souq Waqif, both Doha and Wakra branches, and Al-Henzab Holy Quran Center. The unit will be located near Darb Al-Sa'ei next month to offer its services for older persons attending the events of Qatar National Day.

The mobile unit represents one of the leading awareness initiatives launched by Elderly Empowerment and Care Center (Ehsan) for older persons in Qatar.

## 'Breakfast Made in Italy' to be showcased at Hospitality Qatar

RAYNALD C RIVERA  
THE PENINSULA

Italy is poised to have a strong presence at the Hospitality Qatar 2019, which opens tomorrow at Doha Exhibition and Convention Center (DECC), with a national pavilion highlighting the new Breakfast Made in Italy (BMII) concept with the participation of 36 Italian companies.

"Thanks to the cooperation between the Italian Embassy, the Italian Trade Agency and the Italian National Confederation of the Craft Sector and Small and Medium Enterprises (CNA), Italian companies specialised in Italian supplies will showcase in Doha a selection of products, equipment and services for preparing the authentic Italian morning breakfast," Italian Ambassador Pasquale Salzano said at a press conference held at his residence to announce the launch of BMII.

Drawing inspiration from Italy's tradition and expertise in hospitality sector and variety of products that represent a new breakfast

"moment," BMII becomes a fundamental experience and promotes the Italian lifestyle in the world. With this project CNA aims at creating a format for the Breakfast sector to allow Italian companies, even the smallest ones, to internationalize and become an example for the entire sector. "As bilateral trade between Italy and Qatar continues to grow, including in food-stuff and related services, we are confident that BMII will be a new business platform for connecting hotel operators, HORECA suppliers and investors," said Salzano.

"We invite companies and individuals to visit the Italian exhibition area at Hospitality Qatar and find their preferred options of "Italian breakfast set", capable to recreate the perfect experience of the Italian morning breakfast, here in Qatar and everywhere," added the ambassador.

Giosafat Rigano, Italian Trade Commissioner to Qatar, echoed the same view on the growing bilateral trade between Qatar and Italy in which he also noted growth in food sector.

"In the first six months of this year, trade volume between Italy and Qatar increased by 23 percent reaching a value of €1.4b and the food sector increased by 9 percent reaching €22m, so this is just a tangible expression of our very positive relations," said Rigano.

"Breakfast Made in Italy is an innovative project mainly aiming at introducing and sharing all over the world a multi-sensorial experience based on the well-known concepts of Mediterranean diet. What we are presenting is not only final products but all the supply chain is embodied in this project such as ingredients, kitchen equipment, and furniture," explained Rigano.

The participating Italian companies will be looking to creating cooperation with Qatari companies at the event, he said. "During the three-day exhibition we arranged several B2B meetings with F&B managers from five, six and seven-star hotels in Doha in order to give further boost to our commercial relations. More than 50 meetings have already been arranged inside our BMII booth between CNA and the main players in the market," said Rigano.

Antonio Franceschini, CNA's Head of International Market and Trade Promotion Office, said CNA was established in 1946 and currently has more than 1,000 offices and over 700,000 members. He said the brands taking part at the exhibition comprise companies covering North and South of Italy and offering wide-ranging products.

Roberto Corbelli, Art Director of BMII, underlined the project also focuses on sustainability with the presence of companies offering organic food products such as jam and coffee, as well as companies that involved in design and furniture to create an authentic Italian breakfast moment. Breakfast Made in Italy can be experienced at the Italian pavilion at DECC Hall 2 from November 12 to 14 from 1pm to 9pm.



H E Sultan bin Saad Al Muraikhi, Minister of State for Foreign Affairs, receiving a copy of the credentials of Cristian Tudor, Head of the EU Delegation (non-resident) to the State of Qatar.

## Al Muraikhi receives credentials of Head of EU Delegation

QNA  
DOHA

The Minister of State for Foreign Affairs, H E Sultan bin Saad Al Muraikhi, received yesterday a copy of the credentials of Head of the European Union (EU) Delegation (non-resident) to the State of Qatar, Cristian Tudor.

H E the Minister of State for Foreign Affairs wished the Head of EU Delegation success in his mission, assuring him of all

support to promote bilateral relations between Qatar and the EU to closer cooperation in all fields. He also met Ambassador of the Republic of Brazil to the State of Qatar, Roberto Abdalla, on the occasion of the end of the latter's tenure in the country.

H E Al Muraikhi extended thanks to the Brazilian Ambassador for the efforts he exerted in promoting the bilateral relations, and wished him success in his future duties.



Pasquale Salzano (second left), Ambassador of Italy to Qatar; Giosafat Rigano (second right), Italian Trade Commissioner to Qatar; Antonio Franceschini (left), Head of International Market and Trade Promotion Office at Italian National Confederation of the Craft Sector and Small and Medium Enterprises (CNA); and Roberto Corbelli, Art Director of Breakfast Made in Italy, at Italian Ambassador's residence. PIC: ABDUL BASIT/THE PENINSULA

## Qatar sees 59% rise in visitors from Germany, Austria and Switzerland

THE PENINSULA  
DOHA

Qatar witnessed a 59 percent increase in the number of visitors from Germany, Austria and Switzerland in the first three quarters of 2019, as compared to the same period last year, according to Qatar National Tourism Council (QNTC).

A large part of this increase came from cruise visitors, with the 2018/19 season recording a 141 percent increase in German passengers over the previous season, it said.

"German markets are

important to Qatar, and we are pleased to welcome Der Tour and members of the media for the launch event of their seminal brochure. We have witnessed a strong growth in the number of visitors from German markets, and we hope our strong partnerships with entities such as DER Touristik continue this upward trend," said Rashed Al Quresh, Chief Marketing Officer at Qatar National Tourism Council (QNTC).

Al Quresh was commenting on the sidelines of the visit of leading European B2B tour conglomerate DER Touristik to

Qatar. Forty journalists from German speaking markets visited Qatar for the launch of DER Touristik's Summer 2020 catalogue.

Held at Sharq Village & Spa, Doha the event was attended by officials from QNTC, Der Touristik as well as journalists from QNTC's priority German speaking markets. Visiting journalists will enjoy a variety of cultural and adventure experiences to familiarize them with the destination.

German speaking countries are a prime source market of visitors for Qatar. In 2014, QNTC opened its representative office in Munich, which has been working closely with international partners to build interest

## Qatar takes part in SMIC General Assembly meeting

QNA/DOHA

The State of Qatar, represented by Qatar General Organization for Standards and Metrology, took part in the 14th meeting of the General Assembly of the Standards and Metrology Institute for the Islamic Countries (SMIC), which was held in Makkah Al Mukarramah in the Kingdom of Saudi Arabia with the participation of 35 Islamic countries as well as representatives of a number of competent organisations and institutions.

Assistant of the Chairman of Qatar General Organization for Standards and Metrology, Eng. Nawaf Ibrahim Al Hamad Al Mana, represented the State of Qatar to the meeting which discussed the strategic plan of the Institute and the preparation and approval of the financial budget, and the achievements of the Board of Directors of accreditation and the Board of Directors of standardization. The State

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