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Creative Marketing Forum Opens Its Doors for Future
Marketing Specialists Today

Jeddah, May 2007 – The First Creative Marketing Forum (CMF) will open its doors today for future marketing specialists from leading Saudi universities and colleges. The Forum is supported by leading private sectors companies led by Mobily and The Savola Group. The two-day Forum with the first day dedicated to male students and the second dedicated to female students will be held at Ismail Abu Dawood Hall in JCCI in Jeddah

The two day Forum which is organized by Arab Conference Company and the Jeddah Chamber of Commerce & Industry (JCCI) and supported by Full STOP Advertising, TRACCS, and 3 Points will bring together leading advertising, public relations and marketing executives aims to give students a chance to meet local Saudi pioneers in marketing, advertisement and public relations. In addition, the forum will give them an opportunity to take a closer look on the mechanism of how these industries operate in Saudi Arabia while encouraging future marketers to consider this burgeoning industry.

Adnan Mandourah, General Manager of Business Sector & Committees at the Jeddah Chamber of Commerce & Industry will deliver the opening address on behalf of Sheikh Saleh Al Turki, JCCI Chairman, followed by a keynote speech to be delivered by Dr. Sami Mohsen Baroom, Managing Director of the Savola Group. Ahmed Al Hossani, Senior Vice President of Marketing Affairs in Mobily will deliver the sponsors' address.

The Forum will feature key participation from leading marketing, advertising, and public relations professions in four key sessions beginning with the Marketing session with two key speakers: Ahmed Al Kuhlani from P&G who will present a case study on commercial marketing, Tamer Jameel from Abdulatif Jameel Company who will present a case study on service marketing.

The Advertising session will feature Marwan Qutub, Managing Partner of 3 Points Advertising and Ibrahim Abbas Managing Director of Visualizeit and Kaswara Al Khatib Managing Director of FULL STOP. They will share their experiences in advertising and promotion focusing on successful advertising campaigns and creative execution.

In the Public Relations session Faten Al Yafi CSR & Communication Manager at the Savola Group will announce a program titled "Cooperation, Participation, and Connection," followed by Sarah Sarah Al Ayed whose presentation is titled You Are the Communications Leaders ... Developing Potential and then followed by Hala Al Turki from KPMG who will present a communications case study. The final session will feature Youth Experiences in communications to be delivered by Majdi Al Ayed, Deputy Managing Director of TRACCS Dubai and May Abu Ghazaleh from Al Baik Food Systems.

"JCCI's participation in this event represents several key interests in various business & community sectors," said Adnan Mandourah, General Manager of Business Sector & Committees at the Jeddah Chamber of Commerce & Industry. He added, "The topic of this forum underscores the importance of marketing communications and its fundamental role in any project or future endeavor for our youth joining the field."

Kaswara S. Al-Khatib, Full Stop Advertising Managing Director and one of the key speakers at this forum said, "Marketing is considered the nervous system

of any successful enterprise. This is a result of the rapid development of the marketing industry in recent years. Now, consumers are more aware and more conscientious and companies are more competitive. That is why much more creativity is needed in marketing and discovering, developing and building local talent is the single most important issue facing our industry today."

"We are in an era that can be best described as the era of marketing revolution where students are considering marketing communications as a serious discipline and a potential career choice. That is why it is important to connect them with industry leaders & give the two parties an opportunity to meet and interact, said Mohamed Al Ayed, Arab conferences Company. "

More than 800 male and female participants are expected to attend from various private and public educational institutes during the two day meet, where one day will be dedicated for male students and the other for females. The Marketing Communications Forum will also feature a "Job Fair" to comprise leading public relations, advertising and marketing companies.

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About Arab Conferences Company:

Arab Conferences Company (ARC) is an innovative specialist in the planning, organization, and management of conferences in the Arab world. ARC's mission is to become the leading regional conference organizer and aspires to be recognized as the conference organizer of choice in the Kingdom of Saudi Arabia and to further expand into other Gulf and Middle Eastern countries.

Further Information:

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