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**Higher Supervisory Committee holds Emergency Meeting to deal with A/H1N1**

The Higher Supervisory Committee held on the 12th of June an emergency meeting, chaired by Minister of Health, Dr. Hanif Hassan.

During the meeting which

was held at the premises of the Emergency and Crisis Management Authority and attended by all committee members, they reviewed the latest decision of the world Health Organisation

(WHO) to move its A/H1N1 pandemic alert level to phase six, which brings the situation of the widely spreading A/H1N1 influenza closer to being declared as having developed into a full

pandemic.

The Minister said the issue of the A/H1N1 influenza had been taken seriously by all the concerned bodies in the country from the very beginning,

adding that the WHO's latest decision was not unexpected and does not mean an increase in the danger of the situation. "There is no change in the measures that we took from the very beginning

to ensure the safety of the general public and public health," he said and underscored his ministry's commitment to boost all measures taken from the beginning of the spread of the virus.

*Wam*

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## EDUCATION & CULTURE

### Professionalising the publishing industry in the Arab World and unleashing its true potential

*Al Ain Times:*

Together with the Academy for the German Book Trade and the Goethe-Institut Gulf Region, KITAB (the joint venture company of the Abu Dhabi Authority for Culture and Heritage and the Frankfurt Book Fair) will be offering a series of lectures and workshops designed for professionals at the CEO and mid-management levels from the Arab World--professionals who are in a position to introduce new ideas and set the course for development within their companies. Topics will vary from strategic planning, marketing, book design

and distribution, to e-publishing and many others.

The impulse to develop the concept for this training stems from a request from the Arab

publishers at the Frankfurt Book Fair in 2004, when the Arab World was the Guest of Honour.

The programme is funded by the German Federal Foreign Office and the Abu Dhabi Authority for Culture and Heritage.

After the recent success of a similar programme in Cairo organised by the

Goethe-Institut Cairo and the Frankfurt Book Fair; KITAB is happy to continue the trend of creating opportunities to

enhance business development and promoting an environment that enhances publishing in the Arab World. This training reinforces KITAB's other business-focused initiatives throughout the year, including the Spotlight on Rights subsidy scheme, invitations for Arab publishers to international fairs and the Professional Programme at the Abu Dhabi International Book

Fair.

The Arab publishing industry is an emerging market full of unique opportunities. Business is on the rise, start-ups and numerous new projects that promote books and reading are launched all the time and book fairs are popular with the general public. In spite of this encouraging atmosphere, publishers in all Arab countries are confronted with structural hindrances that slow down or prevent business development.

With more than 300 million Arabic-language speakers around the



world, the average print run of books in Arabic seems minute – it is rarely over 2,000 copies, and usually much less. Apart from illiteracy and the low income of some potential readers, the reasons for this lie in the lack of distribution

networks, the absence of statistics on the market, censorship and piracy. All this prevents Arab publishers from leaving the beaten track; it even makes the entrepreneurial risk sometimes too great to start business with and within the Arab world.

### Meet Artist Abdulrahman Khamis

*Wasel Safwan*

I met artist Abdulrahman Khamis via internet on the DeviantART forum on the Emirates chat channel. He later visited me at Emirates Palace at Emirati Expression show 2009. Abdul Rahman is from Abu Dhabi. He is a polite person, a hard worker and has a creative mind. When asked to speak about himself and his relationship with art he said, "My name is Abdulrahman Khamis, a citizen of the United Arab Emirates. I study multimedia design at the American University

of Sharjah. I enrolled in multimedia design because I think is a good way to show your ideas and thoughts and share them with others. I mainly derive my art and designs from the culture I live within and the environment that surrounds me, whether the culture of the United Arab Emirates, Islam as a religion, my academic education or the knowledge gained through my studies. My art and designs are of various forms and media, ranging from 2D and

print based media such as typography, drawings, and photography, to 3D and time based media such as documentaries and short films. Personally, I like print based media because you can gather all your thoughts and ideas in one piece and show it to your audience. Although it might be hard to gather all the messages in one piece and relate it to your viewers, it is a good challenge to overcome. Moreover, in my opinion, typography is the most passionate and strong

form of print based art because, if done properly, it gives the message you want to convey in an elegant yet effective way."

There is a good future waiting for Abdulrahman, and I would advise him to keep it up. I hope to see his work exhibited soon too. I have seen his art on <http://mfno0d.deviantart.com/>.

In his online gallery; I could touch marvelous artworks that deserve to be exhibited. One of my favourites is "bLaCk-mE ID"

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## WHAT'S NEW

# Khalifa appoints Hamdan Bin Zayed as Ruler's Representative in the Western Region 1st add

*Wam:*

Born in Al Ain in 1963, Sheikh Hamdan is the fourth son of the late founding father of the nation Sheikh Zayed bin Sultan Al Nahyan and brother of HH Sheikh Khalifa.

A holder of BA in Political Sciences and Business Administration from the UAE University in Al Ain, Sheikh Hamdan chaired the UAE Football Association from 1984 to 1993 and joined the foreign ministry as its undersecretary from 1985 to 1990 after which he became minister of state

for foreign affairs from 1990 to 2005 and then deputy prime minister since October 2003.

A father of six boys and three daughters, Sheikh Hamdan is the incumbent chairman of the Environment Agency - Abu Dhabi - and President of the Red Crescent Authority as well as Chairman of the UAE Foreign Aid Coordination Office.

A veteran pilot by practice, Sheikh Hamdan is also an ardent lover of safaris, falconry and marine sports. He owns

the Aryam Stables which won several cups at international horse racing championships.

Sheikh Hamdan has also earned international praise for his great, relentless efforts, personally and professionally, in extending a helping hand to the international community in humanitarian assistance. His is a name that is synonymous with charity, philanthropy and good deeds not only in the UAE, but also in the Arab world and internationally.

As deputy prime minister, Sheikh Hamdan traveled around the globe to bolster the foundations of the UAE foreign policy. His trip to Iran in 2002 signaled a milestone in the UAE calm policy.

Locally, Sheikh Hamdan maintains good bonds of love, respect and intimacy with citizens of the UAE. Environment and heritage take centre stage of his thinking. He pushes local efforts for conserving and developing the environment and wildlife and fighting of desertification.

As a passionate falconer, Sheikh Hamdan is currently leading the Emirates Falconers' Club. During his presidency of the UAE Camel Racing Federation, the heritage sport has seen spectacular qualitative and quantitative leaps.

He was crowned knight of the Arab charity by the Arab Giving Forum and awarded the Hamdan bin Rashid



Award for Volunteers in Humanitarian, Medical Services.

## Canon Announces New Brand Strategy in EMEA

Canon, the world-leader in imaging and business solutions, has announced today that it will be rolling out a new corporate brand strategy across the Europe, Middle East and Africa (EMEA) region. Operating in over 110 countries in EMEA, Canon believes that it is essential to be united by a single understanding and consistent communication of the company's core brand.

Building on its global competence for imaging technology and centred around bringing the Power of Image to life, the strategy is a long-term investment to further align the business,

including internal and external communications across the region.

James Leipnik, Chief of Communication and Corporate Relations, Canon Europe, Middle East and Africa said, "There is no doubt that Canon is a powerful brand across EMEA, however we now need to take this further, informing our customers, partners and employees about the catalyst behind everything that we do – our passion for the Power of Image."

The new strategy will also help build the company's employer brand status and ensure

a more efficient use of brand resources. Canon is enhancing the visual association of the brand by launching a new 'frame' device, which will tie together all advertising and communication collateral with a consistent identity.

Mai Youssef, Corporate Communications Manager, Canon Middle East, said: "The new brand strategy will highlight Canon's core values and reinforce its industry leadership in imaging solutions. Furthermore it will serve to differentiate Canon in the market and provide a competitive edge through a single, unified

identity that effectively communicates what the brand stands for."

The decision to refresh Canon Europe's brand strategy was taken after careful consideration of research studies, which revealed that although Canon has very high brand recognition, customers are keen to learn more about the brand and form a stronger relationship with the company. The revised strategy was developed by an internal marketing stakeholder group with members from across the EMEA region.

"The frame device is a key element of our



new brand strategy and demonstrates the importance of imaging to Canon. We want it to become inseparable from the company's identity so that people will instantly recognise Canon in all our communication across the EMEA region", continued Leipnik.

Canon will continue to use its pan-European brand platform You Can, which is designed to inspire and encourage customers and stakeholders to explore their creativity and be empowered by Canon's technology.

## Magical Night Zoo Launched at Al Ain Wildlife Park & Resort

See the animals in a whole new light and beat the heat. The Al Ain Wildlife Park & Resort (AWPR) is preparing for the Night Zoo, which launched on June 12th. Open from Saturday to Thursday 4pm-10pm and Fridays 10am-10pm, the Night Zoo creates a magical nighttime experience. Exhibits are lit with spotlights to reveal the beasts lurking in the shadows.

Preparing for the night zoo is no easy task. Animals have been slowly acclimatized

behind the scenes to ensure that they are wide awake for their nocturnal visitors. Animal feeding schedules and staff working hours have been re-arranged and exhibit lighting installed and tested.

To celebrate the launch of the Night Zoo and to encourage the local community and supporters of the zoo to join in, Al Ain Wildlife Park & Resort will be organizing a range of family activities and entertainment throughout the summer months.

From the traditional bird of prey show to exciting activities for children, visitors can chill out with the penguins, slither with the snakes, and hang with the monkeys – all during the cooler summer evenings in Al Ain.

His Excellency, Majid Al-Mansouri, Managing Director of Al Ain Wildlife Park & Resort commented on the opening of the Night Zoo: "During summer our animals are active during the nighttime hours and we want people to enjoy their activity. For me it's

an exciting and unique experience to see animals appear out of the shadows on a warm summer evening. As one of the top tourist attractions in the UAE, it is very important for us to ensure that every person who passes through our gates gets the most out of their time at the zoo. The Night Zoo is special."

"Last year, the night zoo attracted over 130,000 visitors throughout June, July and August, and this year, with the exciting addition



of activities for families with children and new animals on exhibit, we are confident that once again it will be one of

the most enjoyable ways for families to spend a summer's evening."

## SPORTS

## Al Ain Sports & Cultural Club renewed the contract with the German coach Winfried Schaefer one year until 2010

*Al Ain Times:*

Dr. Khalid Muhammad Abdullah – the Chief Executive Officer of Al Ain Sports & Cultural Club - unveiled in a press conference held because of extending Schaefer's contract that the management of Al Ain club is willing of stability assuring that that the extension of the coach's contract came to implement the directions of His Highness Sheikh Hazza bin Zayed Al Nahyan - First Deputy Chairman of the club - the First Deputy Head of Honor - the President of the Governing Council, pointing at the same time that the club has always sought to create an appropriate environment to achieve the desired goals, and assume the prestigious position among the best professional clubs in the world, Which can only be achieved by keeping the members of the team who are willing to give and defend the crest of the club because they have the spirit of belonging to Al Ain club. At the same time, he praised the outstanding efforts made by the German coach Winfried Schaefer, which also led him to success with his

football first-team of Al Ain club during the period he took over the mission comparing to the results he achieved with the club during the current season in both championships, the cup of His Highness the Head of State "may Allah protect him", and the cup of the Professional Association in addition to the bronze medal in the League after coming third in the ranking ladder. In addition to the great job achieved by Schaefer by giving opportunity for some young players who have ambitions and confidence as far as the technical staff and the audience of Al Ain. The Chief executive Officer of the Club didn't reveal the financial details of the deal. He also revealed the aspirations of the club in the next season, which witnesses the return and participation in the Asian football Championship simultaneously with the honoring football achievements achieved by the football team during last season. Moreover, He pointed to the honorable results achieved by Al Ain Club in the continental tournament, which witnessed the title of

the first version of the tournament in 2003.

He also drew the attention to the club's determination to pursue the honorable results in the new season to support the ambitions of the club in the competition in achieving the titles to meet the aspirations of the masses of Al Ain, which has been the biggest number among the masses of the clubs.

He stressed that the Al Ain club in the way of victories because of the great support of the highness of Sheikhs, the remarkable determination of all players in the first team, and the notable support of the masses at all times and occasions. Then he explained that the club management will spare no effort to uphold the banners of the club in all sports competitions out of its commitment to excel in all areas of sport, especially after the Emirati football entered the era of professionalism.

On the other hand, the Al Ain coach Winfried Schaefer was happy with the trust given to him by the club, thanking

and appreciating His Highness Sheikh Hazza bin Zayed Al Nahyan - First Deputy Chairman of the club - the First Deputy Head honor - the President of the Governing Council of Al Ain Sports & Cultural Club for the high professionalism in management through dealing with the technical departments and administrations related to sports. He promised the management of Al Ain club and the public to achieve positive results during the taken up competitions in the next season at all levels.

By extending his contract this morning, Schaefer reaches his third year successively as a coach of Al Ain football team after taking over his responsibilities as a coach at the end of the seventh week of the league in 2007, replacing the Brazilian Tete.

It should be noted that Schaefer was born in October 1950 and he had begun working as a coach with Karlsruhe team in 1987 till 1998. Then, moved to Stuttgart for one season, after that he served as coach of Borussia Berlin

in the period 1998 – 2000

UAE was with Al Ahly team "2005-2007" with



In 2001, he took over as a coach for the Cameroon team and continued until 2004, and he won with the Cameroon loins the African Nations Cup as well as they reached the world cup finals in 2003 Korea and Japan.

His first experience in

them he won the cup of emirates League after 20 years away from the cup. He continued his success in emirates league with Al Zaim after achieving the Cup of president of UAE, "May Allah Save him" and Etisalat cup for professionals in "2008-2009".

## UAE Football League and the Asian Football Confederation to Feature in Abu Dhabi

Event aimed to promote Abu Dhabi's prominence as a leading international football destination

*Al Ain Times:*

Footie Abu Dhabi, the region's only dedicated football event, today announced the support gained by the UAE Football League (UFL) and the Asian Football Confederation (AFC).

Set to take place during the FIFA Club World Cup in December, Footie Abu Dhabi aims to bring the football community together, encourage youth into sport and unite people from all walks of life who want to enjoy the most popular sport in the world.

"It is vital for Footie

Abu Dhabi to gain support from influential organization such as the UFL and the AFC," said Gerard C. Leubel, CEO of Senses International, the organizing Company. "Our aim is to make Abu Dhabi a leading international football destination and build on the prominence the city is gaining in professional football."

The exhibition, which will be attended by some of the world's top football celebrities, former players, international football

stars and coaches of the famous football clubs, will cover 8,000 square feet of exhibition space at the Abu Dhabi National Exhibitions Centre (ADNEC).

In addition to the exhibition and the indoor stadium, visitors will be able to participate in the exciting interactive 'Activity Zones', which will include kids' zones, one-on-one fields, table soccer, football tournaments, tracks and technical challenges and much more.

"The UAE Football

League is all about bringing the great sport of football to our youth because we believe that football enriches lives and instills values into the lives of our kids," said Romy Gai, CEO of UFL. "We believe that Footie Abu Dhabi offers a good opportunity to bring football closer to the UAE and will provide us with a unique opportunity to meet international football organizations here in Abu Dhabi."

Leubel added: "Footie Abu Dhabi 2009 is set to launch a regional

tournament in October for a series of pre-qualification matches for the Footie Kids tournament, the finals of which will be played at Footie Abu Dhabi. We will also host 'veteran' tournaments, Footie Street tournaments, under17's UAE Club Tournaments plus freestyle demonstrations by world-class champions in their field, and many more activities."



Footie Abu Dhabi is supported by Kooora.com, Goalzz.com, 1Box Office.com, the UFL and the AFC.

# ENTERTAINMENT

## SUDOKU!

A Sudoku puzzle consists of a 9x9 grid which has been subdivided into 9 smaller grids. The aim of the game is that each column, row and box must contain each of the numbers; one to nine. Meaning you cannot use the same number twice in any column, row or box!

6				8	9	2		
	4		7			9		
		9						3
	3			2	7		5	1
		6		5		8		
9	5		6	3			7	
1						3		
		7			4		2	
		4	1	9				8

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SOLUTION:

8	9	4	5	6	1	7	2	3
5	2	1	7	9	3	4	6	8
7	6	3	2	4	8	5	9	1
2	4	7	8	3	9	1	5	6
6	3	8	1	5	7	9	4	2
1	5	9	4	2	6	8	3	7
3	1	5	9	7	2	6	8	4
9	8	6	3	1	7	2	4	5
4	7	2	6	8	5	3	1	9

# Upcoming Films

- Reviewed by Latifa S. Al Khaili



### Up

Animation, Action, Sci-Fi

This latest contribution by Disney & Pixar is a fascinating addition to a long list of successes. Carl Fredrickson is an old man who decides to follow his one childhood dream. Accidentally accompanied by a persistent yet adorable 8 year old boy scout called Russell, they travel in a house floating by thousands of balloons to a land full of mystery and adventure. The powerful storytelling, light witted humour and touching moments make it a movie for all ages.



### 17 Again

Comedy

At seventeen, Mike O'Donnell is a star basketball player, his future looks bright and college opened its arms in welcome. He gives it all up to marry his girlfriend and raise his expected son. Following conflicts in his marriage and difficulties at work, 38 year old Mike O'Donnell yearns for his glory days back in highschool and miraculously gains a second chance to be seventeen.



### The Taking of Pelham 1 2 3

Action, Thriller

A subway train is hijacked by a criminal mastermind called Ryder who demands a large ransom within an hour. Walter Garber, a New York City subway dispatcher meets Ryder in a battle of wits to save the hostages and overturn the hijackers. Starring John Travolta and Denzel Washington, the movie is a remake of the 1974 franchise starring Walter Matthau and Robert Shaw.

Stay active and learn something new this summer in Al Ain

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# LIFESTYLE

## Abu Dhabi launches 'Special Summer' activities

Abu Dhabi launched its 'Special Summer' activities programme with a number of lessons on the heritage of the UAE.

The activities, a joint initiative between the Abu Dhabi Authority for Culture and Heritage (ADACH) and Abu Dhabi Education, focus on themes such as the achievements of Sheikh Zayed the Great and heritage sites in the UAE.

The lessons are presented

by Ali Al Tamimi, lecturer and artist; Dr. Moussa El Houari, researcher at the Department of Intangible Heritage at ADACH; Dr. Mubarak Beteesh, archaeology expert at the Department of Historic Environment at ADACH.

The activities, which will continue until the end of June, are held in a number of schools and educational centres, including Batin Centre, Al Dana, Suqour Centre, Um Ammar School, Cultural

Compound, Talents and Creativity Centre, Al Ain Palace Museum, Jahili Fort in Al Ain City.

"These activities come to continue the success the programme achieved last year," said Abdullah Al Qubaisi, Director of the Department of Communication at ADACH.

"This year, it will include many purposeful heritage events aimed at raising the awareness of students

of different ages. It seeks to create an environment of knowledge that is entertaining and attractive to them," he explained.

"It should develop their creative side and train them on how to invest their free time during the summer with fun and interest," he added.

The event comes as follow-up to the successful centenary celebrations of the late Sheikh Zayed

the Great, which highlighted his significant accomplishments, in a bid to introduce students to the history and heritage of Abu Dhabi and United Arab Emirates.



Abu Dhabi/Al Ain Times:

## Dubai Outlet Mall Announces Promotion and Festivities for DSS 2009

Dubai/Al Ain Times:

Outlet Mall, your ultimate value shopping destination, will be alive with festivity during Dubai Summer Surprises, and in addition to the everyday discounts of 30 – 90% on over 800 premium and top fashion brands, many stores are giving further reductions and conducting special promotions and offers for DSS.

Mr Mohamed Khammas, CEO of Al Ahli Holding

Group, owner of Dubai Outlet Mall, said: "Dubai Outlet Mall is happy to support Dubai government initiatives to promote our amazing city and we are proud to continue our involvement in Dubai Summer Surprises. As the only "value" shopping destination in the Middle East, we are playing a key role in DSS 2009 with discounts and offers on designer brands lower than you can believe this

summer."

Outlet Mall has organised lots of shows and entertainment including the famous Ronald McDonald Show, a Modhesh Meet and Greet event with a chance to meet this lovable character and take personal photos with him, Tanoura Dance Group, Comic Dance Act, Plant Pot Juggling Show, The Funny Shopping Family, The Unicycle

Parade, Puppet Show and Argentinean Gauchos Dance Group.

To keep your kids entertained and happy during the long summer, there will be 10 weeks of different themed-based activities which will be held from June 11 to August 19.

For further details on DSS you can visit [www.dubaioutletmall.com](http://www.dubaioutletmall.com) or phone 04-4234666.



## Her Majesty Guitar...

Al Ain Times:

Many beginners mistakenly assume that only expensive guitars are easy to play... There are many brands of guitars, but some commonly known brands are Gibson, Fender, Ibanez, B.C. Rich, Jackson, Yamaha, Squier, Epiphone, ESP, Ovation... for acoustic & classic guitar it is Yamaha, Master, Hofner, Alhambra, Cremona, Cordoba, Alvarez, Martin... Classical guitars of such Brand like Ramirez are recognized as the best until now... Musicians know all this brands... Professional guitarists buying expensive instruments, which are suitable for their level and their ability... Of course, it's great to have a brand's instrument... But please don't forget that quality of guitar sound depends not of brand only but mostly of musician's hands...

For your information the most expensive guitar in the World was guitar

of legendary British musician Eric Clapton, which was sold at a Christie's auction for \$959,500 in 2004. It was modified Fender Standard Stratocaster.. Later this guitar was signed by several famous rock musicians and sold for \$2.7 million US dollars.

And in November 16th, 2005 the same Strat guitar was bought by Qatar's royal family for a million dollars and donated back to the Asia Program. With the previous value, this Standard Strat brought in a total of \$3.7 million USD value, making it the most expensive guitar in the World.

What can you say about electric guitar?

I am not an expert in electrical guitar.. as mostly I am playing



classic/acoustic guitar. Electrical guitar needs completely different tools.. Musicians who play electric guitar have to know not only how to play with pic, but they have to know all using equipments: amplifier, pickup, speakers, combo, mixer... They have to operate of such terms like sound level, jack, gauge, channel, cable.. They have to learn different guitar's effects: echo, chorus, delay, flanger, compressor, distortion, equalizer, stomp box, wah effect and many others, because the sound is much depends from all this staff..

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### Dubai

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### Abu Dhabi

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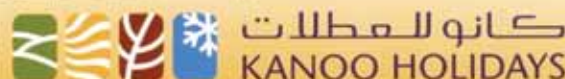
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