Orient Planet

PR & Marketing Communications

Publication: Country: Circulation: Panorama UAE 38,545

Date: 19 August 2005

Page: 8

In the UAE

SNTTA says increase in bookings

Pointing to a 25 per cent increase in its summer business, Sharjah National Travel & Tourist Agency (SNTTA), one of the leading travel companies in the region and a member of the Dubai-based Liberty Investment Company, said that its sales had exceeded the 2005 forecast and was boosted mainly by an unprecedented 20 per cent surge in leisure travel, over the corresponding period last year.

Zafar Imam, general manager of SNTTA-Sharjah, said:

"Travel is an important part of the lifestyle in this region and planned leisure trips for the entire family are gaining increasing importance. He added: "As more and more people in the GCC warm up to the idea of leisure travel, it is becoming obvious that customers want value-for-money packages that offer maximum opportunities for entertainment, shopping, places of interest while remaining within reasonable budgets," he added.



In June this year, SNTTA was also awarded the Sharjah Economic Excellence Award in the Tourism category by the Sharjah Chamber of Commerce & Industry, recognising its leadership in the travel and tourism sector.

ICDL LearnOnline site

eCompany, Etisalat's one-stop e-powerhouse Business Unit that provides Internet services and ICT(Information & Communication Technology) solutions announced the introduction of ICDL (International Computer Driving License) Version 4 courses in Arabic and English on the LearnOnline site at http://www.learnonline.ae* www.learnonline.ae.

This will give aspirants a reasonably priced opportunity to take advantage of this end-user computer skills certification course. The ICDL Program is the world's largest vendor-neutral end-user computer skills certification and is internationally recognised as the global benchmark in this area. According to Abdulla Hashim, senior manager, eCompany,



"These additions significantly increase the online learning opportunities available through the LearnOnline site." The Dubai Financial Services Authority (DFSA) is the independent regulator of all financial and related ancillary services conducted in or from the Dubai International Financial Centre (DIFC) — for example, asset management, banking, securities trading, Islamic finance, re-insurance, and an international financial exchange.

Trust Law draft

The Dubai Financial Services Authority (DFSA) released a consultation draft Trust Law for adoption within the Dubai International Financial Centre (DIFC).

Chief Executive of the DFSA, David Knott, said: "The adoption of a legal framework for the creation of Trusts will add an important new business dimension to the DIFC." The Trust Law provides a