

American Garden blooms

IT TIES UP WITH AL MAYA TO FORM EXCLUSIVE SALES FORCE

Staff Report

Dubai American Garden, a leading food brand in the UAE, said yesterday it has formed the first exclusive sales team for its products.

"We have signed an agreement with Al Maya Trading, the distributor of American Garden in the UAE, to set up an exclusive sales force complete with dedicated salesmen, merchandisers and van salesmen who will be responsible for selling American Garden, Diamond Foil, Sue Bee honey and Keebler

cookies and crackers in the UAE," said Murtaza Fazal, managing director of the company.

"Such a step is aimed towards consolidating and supporting the main brands of Global Export Marketing Co," he said.

"This is our first dedicated sales team in the region and we hope to emulate this step with our other partners to bolster the company's own brand, American Garden and the other brands that Global Export represents," Fazal added.

The agreement came after Global Export Marketing Co, an export and marketing organisation geared at increasing sales in Middle East markets, took part in the tenth Gulf Food, Hotel and Equipment Exhibition and Salon Culinaire part at the Dubai International Exhibition Centre.

Wide range

Launched in the Middle East 15 years ago, the American Garden offers a wide variety of products in as many as 15 categories with the core categories

being mayonnaise, salad dressing and peanut butter.

"In the UAE, sales have been growing 20 per cent on average in the past five years and American Garden offers a wide range of more than 100 products in 15 different food categories, said Mohammad Somji, the company's marketing director.

"The brand is also available across the Middle East and the Levant, and we are working to introduce it in markets in Asia and Africa to make it a truly global brand," he said.

EFFICIENCY

Textile Expo to focus on environment

Staff Report

Dubai Environmentally-friendly solutions for the textile industry will be a major focus of Textile Expo Dubai, organisers said.

"Textile production involves a number of wet processes that may use solvents," said Nick Webb, director of UAE-based

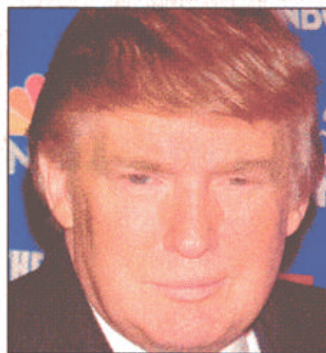
Trump to shed light on his entrepreneurship in Dubai

He will address International Entrepreneurship Forum and Exhibition

Staff Report

Dubai Donald Trump, known as the entrepreneur's entrepreneur, will bring his renowned flair to Dubai in May.

The property magnate, TV star, author and raconteur is a keynote speaker at the International Entrepreneurship Forum and Exhi-



into television, as the owner of a number of beauty pageant shows, and has co-written best-selling books about his business philosophies. Thanks to the hit NBC reality TV show *The Apprentice*, in which 16 contestants vie for a position at one of Trump's corporations, Trump is still making headlines.