



Institute of Australia Middle East
Business & Education (IAMBE)

Almanar Consultancy and **IAMBE** have commenced planning for Dubai's **EXPO 2020** www.expo2020dubai.com

Expo 2020 Dubai will be the first World Expo hosted in the Middle East, and is expected to attract around 25 million visitors from over 180 countries.

Australia announced its official participation through a statement by the Foreign Minister Hon Julia Bishop MP.

'The UAE is Australia's largest trade and investment partner in the Middle East. Expo 2020 is an opportunity to showcase Australian culture, ingenuity and innovation and highlight the quality of our services sector and education system, agricultural products and credentials as a secure destination for investment . . . We look forward to promoting Australia on the world stage at Dubai Expo 2020. We will work to make the most of this opportunity to promote trade and two-way investment and to help Australian companies capitalise on opportunities in the UAE and the region more broadly.'
(Media Release 25 March 2018)

Almanar Consultancy & IAMBE now offers the following services to Australian Federal and State Governments and to businesses large and small:



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- ✓ Professional translation of websites, marketing materials, correspondence, & contracts into Arabic, Persian, Turkish, French and more as required.
- ✓ Translating & subtitling business videos into Arabic.
- ✓ Dubbing promotional videos and YouTube's into Arabic at world's best standards.
- ✓ Management of social media in Arabic, including writing posts to target Arabic customers and potential investors, designing visuals related to a product or service, and responding to Arabic speaking clients or investors in their own language and in their own time zone.
- ✓ Short practical Arabic language modules that give you the basics required for courteous interaction and appropriate responses to requests.
- ✓ Arab Region social and business culture intensive workshops/webinars to guide best dealings with Arab clients and partners.
- ✓ Preparatory business consultations and market information studies to pave the way towards successful engagement in Expo 2020.