

## **Bahrain Investment Wharf appoints O2 Marketing Communications to market & promote their project in the region and globally**



Bahrain – Manama Sept 13 2006: It was announced in Bahrain today that an agreement between Bahrain Investment Wharf (BIW) and O2 Marketing Communications (O2) has been signed. This agreement appoints O2 to conduct Marketing, Advertising and Public Relations of BIW in the region and globally.

With this agreement, which was signed by Ahmed Al Qattan, Chairman of BIW and Mohammed Al Meeza, Vice Chairman of O2, O2 will commence a broad and complete marketing strategy for BIW, which is considered to be one of the largest and most prestigious industrial developments in The Kingdom of Bahrain and the region. This project will be executed with the support of the Chamber of Trade and Industry in Bahrain. O2 marketing plan will include a wide selection of medium such as broadcasting channels with global reach and many local and International influential newspapers and magazine.

On this occasion, Ahmad Al Qattan, chairman of BIW expressed his sincere gratitude and appreciation for HE Dr. Hassan Fakhro, Minister of Commerce and Industry in Bahrain and all the leading members in the Ministry for their continuous support, in the various stages of the project.

He also mentioned that the tangible work has already started and that BIW will shortly award the laying project to a specialized company and that the infrastructure contracts will be awarded in the coming few weeks. He also mentioned that TAMEER has carried out the interior design of the main building and is now in the process of appointing the contractors to do the construction work.

Ahmad Al Qattan also added that the reason behind choosing O2 to be BIW's campaign leader is because of the fact that O2 is considered to be one of the leading consultants in the marketing and communications industry. It has, in a short time, accomplished a huge success in achieving marketing goals of some of the biggest companies in the region, the GCC and Dubai specifically.

On the other hand, Al Meeza said: "O2 will work on promoting BIW in a creative and unique way that is based on designed technical fundamentals, through its regional offices and its successful collaboration with many regional and global media personnel. We pride ourselves with our team of experienced professional that have a diversified and profound knowledge in marketing and communications."

BIW, which was developed by TAMEER, is considered to be one of the leading developments that will attract local and international industries through its capabilities, competitive prices and services. BIW is also considered to be one of the largest industrial developments in the Kingdom of Bahrain and the region and it is the first investment project of its kind that is the outcome of a fruitful relation between the government sector, Bahrain Chamber of Commerce and Industry, and the private sector, TAMEER where the Kingdom of Bahrain aims to be one of the most attractive investment destinations in the world and this project is realized based on the directions of the Kingdom of Bahrain to give the private sector a major role in the Kingdom's economical activities.

The project will encompass an area close to 1,700,000 meter squares of the industrial land. It is also estimated that the infrastructure phase of the project will cost about 210 million dollars and later 1.3 billion dollars to execute the project on 3 different stages, which will include many divisions. The industrial division will consist of a commercial and shopping centers and there will be a service and residential division.

O2 has been established in Dubai, United Arab Emirates and has entered the Bahraini market in February 2006. The company has been established to fill the gap in the marketing and communications industry in the Middle East. O2 offers inspired and effective marketing solutions based on scientific and tested methodologies that are backed by a comprehensive research and market studies before launching any marketing plan. O2 is also considered to be one of the first companies to offer marketing consultancy for financial institutions who wish to penetrate the regional and global financial markets. O2 represents many leading regional and international companies such as EMAAR Financial Services, KTV Middle East, Al Salam Bank group, Deutsche Bank, Gulf Jet, Leader Capital and many more.