

FT HOPES TO DOUBLE GULF DISTRIBUTION

The Financial Times is looking to double its distribution in the Gulf region to 10,000, and will stop circulating the Asian edition in favour of the European version of the newspaper.

With a current distribution of just 5,000, the newspaper - which is, after the Wall Street Journal, perhaps the most prestigious financial journal in the world - is taking the step because the European edition would better reflect 'market demand'.



"There's an overwhelming desire in the region to have the European, rather than the Asian edition," Mikael Heinio-Widell, managing director of the FT's Gulf commercial representative office, told ArabianBusiness.com.

The European edition will launch in late May or early June, and Heinio-Widell says that he hopes to boost distribution to 'something closer to 10,000' within the next two years.

He says that the Asian edition was launched here mainly because of logistical concerns, but that new technology and tighter deadlines mean that the European version can now be distributed, despite the time zone differences.

The newspaper has just taken on a new 'super-stringer' in Dubai, and Heinio-Widell says that it is 'only a question of time' before a dedicated bureau is set up here. However, he ruled out the possibility of a dedicated Middle East edition. "We don't do small regional editions," he said.

Earlier this year, John Ridding, chief executive of the FT, met with Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai. The FT group is expanding its presence in the emirate, and will hold a 'huge' conference at the Dubai International Finance Centre in November.

In other news this week, it was announced that new Middle East editions of The Times and The Sunday Times will be distributed in the region, with a print run of 15,000 copies per day. To avoid the difficulties of securing a newspaper publishing license in any GCC country, the newspapers will be published from London but printed in Dubai.

Source: THE NEWSPAPER INDUSTRY

Arabic Interpretation Added to WEF

A significant increase in registrations from Arab editors for the upcoming World Editors Forum in Cape Town, South Africa, has led the WEF to add Arabic interpretation for the first time.

The decision to provide Arabic interpretation was made after a late surge in registrations from Arab newspapers brought the total to 25 Editors-in-Chief from across the region, with more expected to register before the conference, from 3 to 6 June.

The World Editors Forum, which provides the latest newsroom strategies for both print and digital newspapers, draws hundreds of editors from all over the world. There is still time to register: full details of the events can be found at <http://www.wan-press.org/capetown2007>.

"Last year, we only had 5 editors from the Arab world, so the increase to 25 is significant," said **Bertrand Pecquerie**, Director of the WEF, the organisation within the World Association of Newspapers for senior newsroom personnel. "The Arab world is the region that has seen the largest increase."

Mr **Pecquerie** said the addition of Arabic language interpretation, which will be available for all WEF sessions and for joint sessions with the World Newspaper Congress, removed the biggest barrier to Arab newspaper participation in the event.



The World Editors Forum runs concurrently with the World Newspaper Congress and Info Services Expo 2007, the global meetings of the world's press. More than 1,500 newspaper publishers, chief editors and other senior newspaper executives are expected in Cape Town for the events.

The Paris-based World Editors Forum (<http://www.worldeditorsforum.org>) is the organisation of the World Association of Newspapers that represents editors-in-chief and other senior news executives. WAN, the global organisation for the newspaper industry, represents 18,000 newspapers; its membership includes 76 national newspaper associations, newspapers and newspaper executives in 102 countries, 12 news agencies and ten regional and world-wide press groups.

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