

## JOURNALISM ETHICS WORKSHOP HELD AT DUBAI PRESS CLUB

Dubai, UAE- 29th March, 2006: Dubai Press Club organized a workshop on Ethics of Journalism in cooperation with The British Embassy in Dubai on 27th March at the Press Club premises. A number of media professionals participated in the workshop which included interactive discussions on some of the key principles of journalistic work.

Renowned British Media Expert Andrew Boyd, who has an experience of more than 20 years in the field of media, conducted the workshop, on the responsibilities of media in disseminating reliable and clear facts and news.

The discussions explored vital journalistic issues such as accuracy, integrity, and objectivity in news reporting. The workshop also examined hardships and difficulties faced by journalists in the field and featured ways of overcoming these difficulties.



Commenting on the British Embassy's support of the event, Maryam Saleh, Head of Media and Public Affairs, The British Embassy said: "We are glad to cooperate with the Dubai Press Club in organizing this workshop which seeks to update the UAE-based media community on principles of good journalism".

"The workshop came in line with Dubai Press Club's strategy in organizing press activities that help in enhancing the level of professionalism among the local media community through attracting renowned media experts to share new developments in the industry," Mohab Mazen, Events Coordinator, Dubai Press Club said.

"Since its inception in 1999, DPC has played a key role in promoting principles of journalistic excellence at both the local and regional levels," he explained.

**Source: Dubai Press Club**

## GULF PRINT 2007 LARGEST

The forthcoming edition of Gulf Print is anticipated to be the largest and most well attended show to date.

Set for the Dubai Airport Expo from April 2 to 5, Gulf Print 2007 acts as a unique networking opportunity attracting more than 8,000 trade professionals



from the printing, publishing and graphics industries. Featuring some of the most well known companies in the industry such as Agfa, Canon, HP, Heidelberg, Kodak and Xerox, Gulf Print 2007 has substantially exceeded the total space sold in 2005, with present figures indicating growth of more than 130 per cent. Visitors can expect to meet more than 180 exhibiting companies from 30 countries, many of whom are presenting new machinery, technology and services.

Now in its eighth edition, Gulf Print has an established global reputation and offers all industry players, from decision makers and buyers, to publishers, print houses and designers, the opportunity to network and conduct business in an environment that presents the latest developments in the fast-moving world of print, packaging and labels.

This year's event also presents the third student design awards - now called the Pandas. For 2007, the awards are even more challenging, with eight categories in packaging and graphic design. Organised jointly by Gulf Print and its sister show Gulf Pack, the event will showcase the work of some of the most

talented students from around the Middle East area.

An exhibition of all entries will be displayed at Gulf Print expected to include contributions from 25 universities and colleges.

Visitors will also benefit from a regular schedule of seminars being presented by experts from the design, printing and packaging sectors. This year's show welcomes one of the world's leading authorities on packaging development, Dr Dan Ambramovicz. His seminars focus on 'Packaging's Role in Branding', covering everything from key drivers visual appeal to sustainability.

Commenting on behalf of Gulf Print, Lina Alousta, sales director, said much of the success in 2007 can be attributed to the region's blossoming print industry. and repositioning Gulf Print 2007 as a global event attracting manufacturers worldwide into a thriving market . She explains, 'According to the UAE Printer's Association, category growth has been estimated at a massive 20 per cent, which means the international print machinery, graphics and technology industry is experiencing many new business opportunities.

'Many exhibitors have reported brisk business as a result of taking part in Gulf Print 2005, and evidence can be seen in the many repeat exhibitors such as Xerox, the UPEX Village and HP, who are all returning in force with bigger and better stands. And we have Canon Middle East taking part this year showcasing their latest innovations.'

Major international exhibitors already include Heidelberg, who will be appearing at Gulf Print for the third consecutive show. The one-stop-shop supplier of every category of printing solutions are investing in more space for 2007, following their unprecedented success at the last show, which saw them conduct on-site sales totaling five million euros.

Layout Middle East will be presenting the software packages quarkXpress and ArabicXT version 7, along with JTS (Job Ticket System) - a web enables job management system for advertising agencies, and NewsPress, an editorial management work flow package.

Another exhibitor is MetalFX; who will be making their debut appearance at Gulf Print 2007. Andrew Ainge, managing director of MetalFX, says of Gulf Print; 'We believe that this will be a high growth area for the MetalFX system. We have heard only good things about Gulf Print and we are looking forward to attending this exciting and professional trade show.'

Other confirmed exhibitors are: Sun East West, D&K Europe, Creo, Daetwyler, Obegi, Technochem, Fukutomi, Oki Printng Solutions, GMP ME, Prati, Gidue La Pietra, Cerutti, Giffin Dynagraph Agfa , Morgana Systems Ltd and more.

**Source : Trade Arabia News Service**

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