

AL GHURAIR DONNELLEY TO MAKE A STRONG PRESENCE IN UAE MARKET

Following the recent joint venture between RR Donnelley & Sons and Al Ghurair Printing and Publishing, the newly formed company — Al Ghurair Donnelley LLC, will now have exclusive access to printing and financial communication resources that extend from the UAE to Asia Pacific, Europe and North America. RR Donnelley Financial Services, with a network that spans 42 countries and 6 continents to serve the world's financial centres, is the recognised leader in Asia Pacific and Europe, the Middle East & Africa (EMEA) for project management and printing of the region's Initial Public Offerings, mergers, equity and debt offerings, and US compliance filings.

Talking to Khaleej Times, Khalid Adbulla Al Ghurair, managing director of Al Ghurair Printing and Publishing LLC said: "as the local stock exchanges plans to be among the leading exchanges in the world, we will offer local transaction management and printing to these companies. By combining Al Ghurair's printing facility with RR Donnelley Service centre, we can offer the very best."

The joint venture gives us a strong and immediate presence in Dubai's fast growing business and financial sectors," said an official from RR Donnelley adding that this agreement with Al Ghurair will enable the firm to target the GCC region with a capability to offer document creation and printing in both Arabic and English. With Al Ghurair's distribution ability throughout the GCC region and RR Donnelley's global network, the officials expect to distribute prospectus wherever in the world they are required.

"I believe that this exclusive agreement will benefit the corporations planning to offer shares on the DIFX and members of their advisory groups, such as investment banks and securities law firms, as they gain direct access to the full global capabilities of RR Donnelley," said Kishor Gohil, general manager of Al Ghurair Printing and Publishing Ltd.

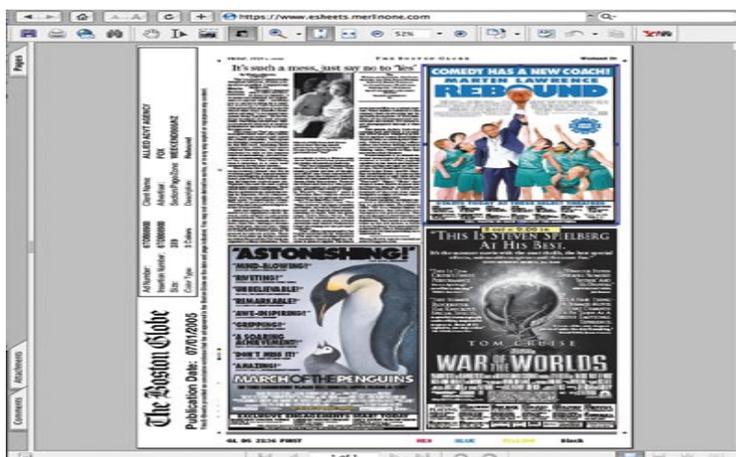
"Our clients will benefit from the industry's leading composition network, virtual data rooms to support transactional deals and electronic solutions that include XBRL filing alternatives," Gohil added.

RR Donnelley & Sons, a Fortune 300, \$5-billion full-service provider of print and related services, including business process outsourcing was founded more than 140 years ago while Al Ghurair Printing and Publishing Ltd has become one of the largest printing organisations in the Middle East.

Source : Khaleejtimes

NEWSPAPERS CAN LEVERAGE DIGITAL PLATFORMS IN SCHOOLS

A US study released this week showed that teachers and schools are turning more often to online news sites in their classrooms as a teaching aid. How newspapers from around the world are taking advantage of this trend, complementing their print offers with a wide array of digital platforms and lifestyle websites is a central theme of the World Young Reader Conference, to be held in Washington, D.C., from 24 to 28 March next.



The study by the Carnegie-Knight Task Force on the Future of Journalism Education found that many American Newspapers in Education programmes focus on print editions of the newspaper and fail to encourage students to use the online editions they may be more comfortable using. At the World Young Reader Conference, delegates will learn how to enhance print usage with innovative digital strategies for younger readers. Cases to be presented include:

- The agreement between the social networking website Myspace.com and the UK style magazine Marmalade in which an entire issue of the magazine will be composed of user-generated content from Myspace. Marmalade editors hope the site will generate talented and savvy contributors. The presentation will be made by Kirsty Robinson, co-editor of the magazine.

- How Spain's El Correo encourages young citizen journalists to submit stories via SMS, e-mail or on-line through a special website, and how using these links has increased both participation and readership among young people. The newspaper publishes the contributions on a double-spread youth section daily and Sunday and has received more than 65,000 contributions. The presentation will be made by Montserrat Lluís, Editor-in-Chief of the youth section, called "Enlace" ("Link" in English).



- The Virginian Pilot of Norfolk, Virginia, where student reporters not only put together a youth section, but are also teaching the rest of the staff about blogs, social networking, podcasting and other non-traditional communication. The teen section, called "757" after the area code of the Pilot's distribution territory, draws both young and adult readers, and often provides a teen editorial to run on the main editorial page of the paper. The presentation will be made by Toni Guagenti, Editor of 757.
- Ten years of audience research has allowed Sweden's Göteborg Posten to know everything about its readers. It's youth readership survey, conducted last year, helped developed a new editorial strategy that includes websites for young people that have become popular social networking destinations. The presentation will be made by Anders Goliger, the Youth Sites Manager for the newspaper.
- Other print and web synergies will be examined in "30 Great Ideas in 30 Minutes," a regular World Young Reader Conference highlight in which the best young reader strategies from around the world are presented. The presentation will be made by Tommaso Prennushi, President of TP&A Associations, Spain, and George Kelly, Senior Project Director of CMC International, United Kingdom.

The 7th World Young Reader Conference is supported by Norske Skog, the Norway-based international paper manufacturer, and by the Newspaper Association of America Foundation. It is also sponsored by leading US newspaper companies, including Schurz Communications Inc., Landmark Communications Inc., The Washington Post, Cox Newspapers, Inc. and Gannett Company Inc.

Source : WAN

Middle East Publishers' Association (MEPA).

Dubai Media City, Office No. 6, Media Business Center, 2nd floor, Building No. 2,
P O Box: 502038, Dubai, UAE. Email: mepa@mepa.cc, website: www.mepa.cc