



KUWAIT: Adnan Saad (fifth from left) poses with IAA and Crowne Plaza officials during the event.



Tareq Al-Mezrem, Undersecretary of the Ministry of Information (center) poses with other officials.

# IAA, CROWNE PLAZA HOTEL HOST GHABQA

**KUWAIT:** The International Advertising Association (IAA) and Crowne Plaza hotel hosted their annual 'Ghabqa' recently in Al-Baraka Grand Ballroom under the patronage of the Minister of Information and Minister of State for Youth Affairs Sheikh Salman Al-Humoud Al Sabah. The event was attended by Sheikh Faisal Al-Humoud Al-Malek Al-Sabah, Governor of Farwaniya, Tareq Al-Mezrem, Undersecretary of the Ministry of Information, Adnan Al-Rashed, Honorary IAA President, Rami Haykal, General Manager of Crowne Plaza and board member of IAA Kuwait Chapter. It was also attended by top VIP officials from the Media,

Advertising agencies, PR companies, Consultancy firms, Market research companies and Crowne Plaza guests.

Over 600 guests attended the event and were welcomed by Marwan Farah, IAA board member, as he apologized on behalf of Walid Kanafani, the president of IAA Kuwait Chapter for being unable to attend the event as he is outside of the country. Iqbal Al-Haddad, Vice President of the IAA Kuwait Chapter, extended her Ramadan wishes to everybody. Haddad furnished in a full presentation of the major IAA achievements and activities last year. She highlighted the participation of IAA Kuwait

Chapter in IAA Leadership, and their participation in the Cannes Lions Festival and Dubai Lynx as a major achievement. Furthermore, she announce the IAA world Congress that will be held in October 2016 in Abu Dhabi.

The IAA Conference was conceived to contribute to the much talked about challenges for the marketing and communications industry in attracting the best and brightest young men and women. Haddad encouraged the audience to join the IAA Kuwait Chapter and reap the benefits of the organization. She also highlighted the new board elections set to take place at Holiday Inn Salmiya at 9:30 pm

this evening, and encouraged all IAA member to renew their membership and to attend the elections. Meanwhile, Haddad honored Sheikh Faisal Al-Humoud, Tareq Al-Mezrem and Adnan Al-Rashed for their support to IAA. The honored guests expressed their happiness for participating in the event, and encouraged all to work as one hand and as a team to improve productivity in Kuwait.

IAA also honored the former IAA presidents, in addition to Rami Haikal for his hard work during his presence with Crowne Plaza, as he will join intercontinental hotel in Abu Dhabi. Also, Hani Kafafi presented an appreci-

ated message from the owner company. Haykal in his speech thanked all for their support during his four years working in Crowne Plaza, and then presented the new general manager of Crowne Plaza Antoine Flouty as the new manager of Althuraia City (Crowne Plaza and Holiday Inn Hotels). In the meantime, Sheikh Faisal thanked IAA and Crowne Plaza by wishing all a Happy Ramadan, and wishing Rami Haikal all the best in his new post. He also thanked Arab Net and Vigore establishment for their presentation. A generous raffle draw by Adnan Saad and Marwan Farah was also among the highlights of the event.



Rami Haykal, General Manager of Crowne Plaza (left), Sheikh Faisal Al-Humoud Al-Malek Al-Sabah, Governor of Farwaniya (second left) and Tareq Al-Mezrem, Undersecretary of the Ministry of Information (third left) attend the event.



Guests awarded during the event.



Adnan Al-Rashed, Honorary IAA President is pictured with some of the awarded guests.





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