

## The Egypt Tourism Authority invites Business Delegates to Egypt - the new MICE destination

*Egyptian Tourism Authority are organizing a grand gala event 'Egyptian Nite' at the Durbar Hall of Hotel Taj Palace, New Delhi on Thursday, July 17, 2008.*

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**Egyptian Tourism Authority are organizing a grand gala event 'Egyptian Nite' at the Durbar Hall of Hotel Taj Palace, New Delhi on Thursday, July 17, 2008.**

The event is being organised with the intent of promoting Egypt as the hottest MICE (Meetings, Incentives, Conventions, Exhibitions) destination for the Indian Corporates with state of the art facilities and enchantments of rich culture, tradition, history and natural beauty. It is targeted at the decision makers for incentive travel of various corporate houses across different industries that believe in rewarding their teams and indulge in Incentive travel for the achievers in their organization. Egypt has all the ingredients to make a successful incentive program - good hotels, conference facilities, sightseeing locales, shopping, entertainment and of course Indian food! Egypt is also well connected from major Indian cities.

The ambassador of Arab Republic of Egypt, H. E. Dr. Mohamed Hameed Higazy will welcome the guests to a dazzling evening of fine dining, traditional Egyptian entertainment that will entice the corporate big-wigs present to choose Egypt as their next destination for incentive and group movement. The evening entertainment will include traditional Egyptian dances Al Tanoura and Belly dance. Well known fashion designer Ms. Renu Tandon will also present her latest collection in a fashion show later in the event.

Divulging the idea behind organizing the event Mr Samy Mahmoud, Tourism Counsellor, Egypt Tourism Authority said, "India and Egypt have long shared a strong cultural and social connection. In last few years this has translated into strong economic ties between the two countries, especially in tourism sector.

It has been a constant endeavour of Egyptian Tourism Authority to develop and nurture the interest of all sections of Indian travellers in Egypt and our 'Visit Egypt 2008' campaign is part of this endeavour. ETA in association with Sahara Global is showcasing Egypt as a modern MICE destination in today's 'Egyptian Nite' event. This event is an excellent opportunity for the present dignitaries from Indian corporate houses to network and catch a glimpse of what Egypt has to offer to them."

The Egyptian Nite event will be attended by the who's who of the corporate world, socialites and eminent personalities and dignitaries of the diplomatic community. Kuwait Ambassador among other Ambassadors ,Mrs Ashi Burman, Chairperson Dabur Industries, Ritu and Gopal Ansal, MD Ansal Group, Madhu and Raman Sood, MD Park Royal and Shangrila Hotels, Megha and Varun Bhatia, Representatives of BMW, Sunil Sethi, President Fashion design council of India, Designers - Vijay Arora, Manju and Bobby Grover, Mira and Muzaffar Ali, Simmer Duggal and socialite Tanisha Mohan, Vandana Luthra, MD VLCC will be among the well known guests present at the event.

### **Schedule of the Function:**

**08:30 pm-** Welcome speech by H.E Dr Mohamed Hamid Higazy, The Ambassador, Embassy of the Arab Republic of Egypt in New Delhi

**08:40 pm-** Egyptian Traditional dance - El Tanoura dance

**09:00 pm-** Egyptian Traditional dance - Belly dance

**09:15 pm-** Fashion show by Fashion Designer Renu Tandon

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