



Middle East Business Achievement Awards dinner to be hosted by The Monarch Dubai

Nobel Prize winners, international entrepreneurs and leading Middle East business personalities will be among the guests attending the inaugural IIR Middle East Business Achievement Awards gala dinner to be hosted by The Monarch Dubai.

The November 18 event is part of the annual IIR Leaders in Dubai Business Forum 2007, for which The Monarch Dubai is a headline sponsor.

Former UN Secretary General Kofi Annan (2001) and Professor Mohammed Yunus (2006) are both Nobel Peace Prize winners who are keynote speakers at Leaders in Dubai. The line-up also includes British entrepreneur Sir Richard Branson, as well as a number of leading regional business leaders.

Much attention will be focused on the two very special Middle East business personalities yet to be announced who are to be honoured with outstanding achievement awards at the gala dinner.

The Middle East Business Achievement Awards dinner will be the first major event for The Monarch Dubai.

General Manager Henning Fries says this is a very prestigious event and it provides The Monarch Dubai with a unique opportunity to demonstrate how it differentiates itself from other luxury five star hotels in the city.

"We will be providing a level of personal service that will be unparalleled in Dubai," he said, "and the gala dinner gives us a wonderful opportunity to showcase what we can do to make such an occasion a major success."

Mr Fries said the prestige of the Middle East Business Achievement Awards and the presence of so many international and regional business leaders will make the gala dinner the most outstanding event of the year in Dubai.

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