

GDN 19-4-96

ISRAELI KILLED AT LEAST 100 BOMBERS OF THE REFUGEES WERE BLOWN APART OF

BD50M

MANAMA: Bahrain is to spend more than BD50 million a year to train its nationals by the turn of the century, it was revealed yesterday.

Labour and Social Affairs Minister Abdulnabi Al Sho'ala said the country was currently spending BD35m a year on training.

"The combined training budget of the public and private sectors will increase

By SOMAN BABY

by more than 30 per cent by the year 2,000," he said.

Mr Al Sho'ala was speaking at a key seminar, organised by the Labour and Social Affairs Ministry at the Diplomat Hotel, to launch a programme to promote Bahrain as a Regional Resource for Training and Human Resources Development.

The seminar was attended by Education Minister Abdulaziz Al Fadhel, Commerce Minister Ali Saleh Al Saleh, un-

● Bahrain training budget is boosted by 30 per cent

der-secretaries, top Government officials, leading businessmen, chief executives of national companies and major employers and decision-makers in the private sector.

It was also attended by employment consultants and representatives of educational and training institutions from Britain, who took part in the two-day Betex '96 exhibition, which ended at the Gulf Hotel yesterday.

Mr Al Sho'ala said Bahrain was making a concerted effort to consolidate its position as the regional centre for train-

ing and human resources development.

"The other states of the Gulf Co-operation Council are no less committed to this objective, a concrete evidence of which is the huge financial resources allotted for training and human resources development," he said.

"Bahrain alone has set apart more than BD35m for this sector during the year and the amount is expected to exceed BD50m by the turn of the century.

"The total amount spent on training by

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Bahrain



SESSION... Education Minister Abdulaziz Al Fadhel, centre, with Labour and Social Affairs Ministry Under-Secretary Shalkh Ahmed bin Sager Al Khalifa, front row second from right, British Ambassador Ian Lewty, right, and other officials at the opening of the seminar on Bahrain as a regional training centre

Country offers unique facilities for training ventures

BAHRAIN 'IS IDEAL VENUE'



OPENING... Mr Al Sho'ala at the opening of the seminar, with, from left, Mr Bennett, Assistant Under-Secretary for Planning and Training at the Labour and Social Affairs Ministry Abdulrahman Al Zayani and Dr Al Mahdi

By ANDEYA AHMED

BAHRAIN has been chosen as a regional centre for training and human resources development for a number of reasons, says a key official.

Bahrain Promotions and Marketing Board (BPMB) chief executive Jack Bennett said there were many reasons for choosing the country as a regional sales office and a tutorial centre and lately as a new training centre.

"A philosophy of the Government is that economic prosperity is directly linked to economic freedom," he said. "For this reason Bahrain does not impose tax on personal or corporate profits or regulate capital flow."

Mr Bennett said the country made no use of non-tariff barriers such as trade quotas and voluntary export restraints.

"When you establish a business relationship in Bahrain you can be assured that your local Bahrain contact, as partner, employee, supplier or student, will be around to maintain that relationship for many years," he said.

"Bahrainis can travel throughout the Gulf region. They are at ease with the language and customs and are able to sell and support your products in a professional and unrestricted way, anywhere in the Arabic-language world."

Mr Bennett said another reason for selecting Bahrain as a training venue was its outstanding communication links, by air, land and sea.

"It also has a wealth of meeting and conference facilities backed up by an exhibition centre of international quality," he said.

"Bahrain's excellent lifestyle is also one of the key reasons why many international executives have already chosen it as their new home."

"Bahrainis are a naturally gregarious people and because they have been a key regional trading centre for centuries, they are very tolerant to their sometimes unusual habits and behaviour."

Mr Bennett said several factors contributed to the success of Bahrain in different fields. "Bahrain may be the smallest of the Gulf states in terms of land mass and population, but what it lacks in physical size is more than made up for by its resources, strategic location and most importantly its people," he said.

"In Bahrain you will find a country that is progressive and vibrant. It is a country which already has a long tradition of business, political and personal relationships with the UK."

"It's a nation whose commitment to further extensive economic development is unmatched by any of its neighbours."

Bahrain Training Institute

Spending set to increase 30 per cent says minister

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by the other GCC states is about BD750m every year and it is estimated to increase to BD1 billion by the year 2,000.

Mr Al Sho'ala said there was, therefore, immense commercial potential for training institutions to invest in Bahrain, aiming to cater to the vast and growing needs of the region.

"Bahrain's Cabinet recently approved our strategy proposal, which was prepared after a series of think-tank and brainstorming sessions," he said.

"The proposal envisages a number of measures to consolidate the country's status as the regional centre for training and human resources development."

"We are currently in the process of identifying renowned international

institutions, with proven track records to examine the possibilities of establishing their presence in Bahrain."

The Labour Ministry, said Mr Al Sho'ala, had already received serious proposals from 18 international training institutions based in Europe, the US, the Far East, the Middle East, India and Pakistan.

Facilities

"British organisation specialised in training and career design, CareerCraft, was the first to register an office in Bahrain last week," he said.

"A second one, NETG (National Education Training Group) from the US, is scheduled to register its Bahrain office next week."

Mr Al Sho'ala said Bahrain, with its modern and efficient facilities and other

services, was ideally suited to function as the Regional Training Centre of the Gulf.

"The Government of Bahrain in general and my Ministry in particular are keen to witness the early incorporation of more institutes in order that the training needs of the entire region are appropriately addressed and met," he said.

Mr Al Sho'ala said international manufacturers and suppliers of goods and services were also being encouraged to set up their training centres in Bahrain to cater to the requirements of the entire Middle East.

"Bahrain has been playing a pivotal role in fostering new trends, innovative concepts and ideas in fulfilling the growing needs of the Gulf region in a number of areas," he said.

"Among these is the initiative that

we took more than 20 years ago in the field of banking and finance.

"With almost all the major banks and financial institutions of the world having established their offices, Bahrain is now recognised as a centre of excellence in the banking and financial sector."

Mr Al Sho'ala said the GCC states were currently undergoing a process of economic restructuring.

"This process has been influenced by declining oil revenues conditioned by unstable oil prices," he said.

"Such a process envisages effective integration of all nationals into the economic framework."

"We strongly believe that training and human resources development are central to the successful and meaningful involvement of nationals in economic activities."



NEW PERFUME... Ashrafs and Gianni Versace Perfume launched the new ladies perfume Versace's Blonde yesterday. More than 100 people attended the launch at Le Royal Meridien Hotel. Versace's Blonde yesterday. More than 100 people attended the launch at Le Royal Meridien Hotel. Above, at the event are, from left, Gianni Versace Perfume export area manager Filippo Evangelista, Ashrafs Gianni Versace brand supervisor Josephine Gozum, sales manager Ali Al Rahms and marketing manager Paul Houlisby

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