



IMPZ INK

INFORMATION. NEWS. KNOWLEDGE

FOR PRIVATE CIRCULATION ONLY ISSUE 3, OCTOBER 2006

Message from the Management

News in brief:

- > IMPZ at Frankfurt Book Fair
- > PAMEX in December
- > Iftaar for Business Partners
- > Winter Academy

Dear Business Partners,

While we hope that most of you are familiar with this quarterly newsletter, we are pleased that some of you are being proactive in your participation. I would like to emphasise Hamad Huraiz's earlier messages about IMPZ INK being an interactive forum. What we would like to see is more of your news and views in here, so keep writing in to us.

We have much to update you on, since the second issue of this newsletter was published in July. On site, progress is being made as per schedule. IMPZ will be represented through a delegation at the prestigious Frankfurt Book Fair this month. When we return, it will be in time for a special Iftaar being organised especially for Business Partners. There are several other events lined up for the next few months, all of which emphasise IMPZ's role as a beacon for the 3P industry.

It is our aim to meet and communicate with you on a regular basis, so that you are well aware of developments as they unfold, and more importantly, that we get to know of your plans and discuss how we can help strengthen them.

As a valued Business Partner, you are invited to attend all events organised by IMPZ. You are



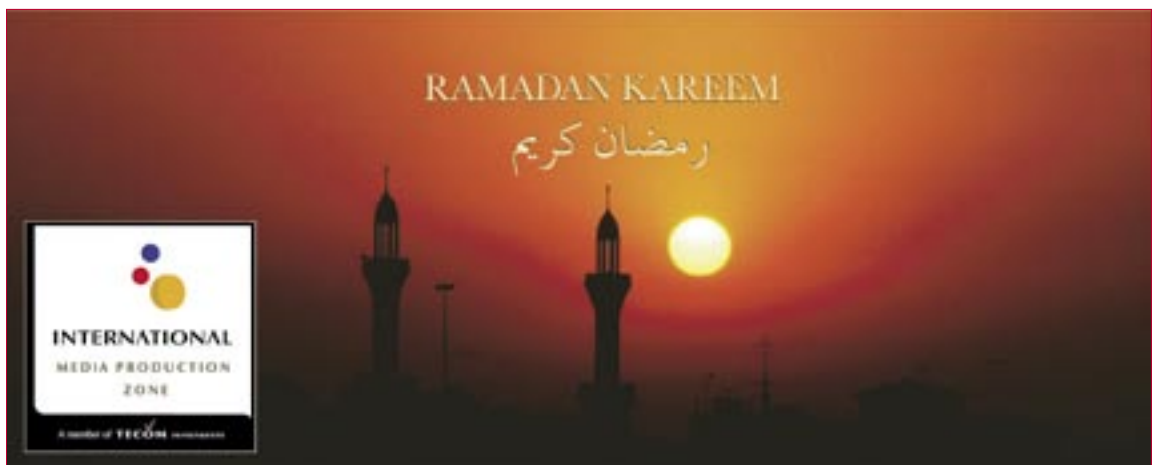
also invited to tell us about your specific needs, to address your queries and concerns, and to put forth your invaluable suggestions.

Best wishes

Sindbad Al Mahaire

Director, Business Development

Talking Picture: Season's Greetings





Iftaar for Business Partners

The IMPZ Iftaar for Business Partners will be held on October 11, at the Al Johara Ballroom, Madinat Jumeirah. The event is designed to get together various

representatives of the printing, packaging and publishing industries, as well as an occasion to commemorate the Holy Month of Ramadan.



IMPZ at PAMEX 2006

IMPZ will participate as an exhibitor at the fourth edition of the popular PAMEX exhibition in Mumbai, India, from December 10 to 14, 2006.

The event is organised by the All India Federation of Master

Printers, an apex body of the printers' association in India in conjunction with The Bombay Master Printers' Association and 'Mumbai Mudrak Sangh. *More information is available at www.pamex.com*

Frankfurt Book Fair delegation

An official delegation from IMPZ will be in attendance at the Frankfurt Book Fair, between October 4 and 8, 2006. The visiting team intend meeting several international companies

to present details of IMPZ, and in order to understand the European and Indian publishing industry.

More details are available at frankfurt-book-fair.com

Winter University in December

As a sponsor of the event, IMPZ invites all Business Partners to register at The Winter University presented by Heidelberg's Print Media Academy (PMA), which will be held in Dubai from December 17 to 21, 2006 at Dubai Knowledge Village, as full day workshops. The Winter University is specifically targeted

at decision makers of the print media industry - owners, print shop executives, and print/production managers. The University will offer intensive learning, and the latest updates in general management and technical issues.

More details are available at www.print-media-academy.com

Expressing emotion with words and verse

IMPZ organised a unique literary event in August, in association with the International Literary Society of Dubai (ILSD).

Held at the Dubai Knowledge Village, the event, In Solidarity drew forth a multinational crowd of poets and short story writers based in the UAE, who wished to express their emotions about Lebanon.

Among those who articulated their concerns about Lebanon, and its psychological impact on the Lebanese people were Yasemin Saib – Producer of Business News and Programmes of Al Arabiya News Channel and MBC, Sultan bin Saud Al Qasimi - Managing Director of Al Saud Company, Robert Fleming of Khaleej Times, and Tanveer Shah - Editor, Motivate Publishing.

Dr. Joseph Helou, reputed for his biography on Khalil Gibran, narrated his personal

experience of fleeing from Lebanon at the start of the recent war, through powerful verse. Nusrat Ibrahim, Founder of ILSD, and manager of Jashanmal Book Stores said, "Words have a powerful way to inspire people; the creative word is pure as it takes root from the deepest conscience, not influenced by any external forces."

Commenting on the response generated by the initiative, Hamad Huraiz, Executive Director of IMPZ noted that the reading event provided a cathartic forum for people to voice their anguish and distress over Lebanon.

The International Literary Society of Dubai is a voluntary, non-profit organisation that celebrates and encourages a love for reading, writing and books in a wider community. Based in Dubai, it has over 2,000 members from various nationalities.

Fortune favours IMPZ

Real estate developer Fortune Group is set to commence work on a new freehold residential project at IMPZ. 'Fortune Serene', a cluster of two mid-sized towers, will

combine luxury, glamour and affordability in its studio, one- and two- bedroom apartments. A distinctive feature of this high-end development is its affordability.





PUBLISHING BUILDING

The Publishing Building, measuring a built-up area of 275,000 sq ft will be spread over two basement floors, ground floor + 7 floors. The building will house 105 offices, 16 shops, 2 coffee shops, 1 restaurant and fast food area, 3 conference rooms and 1 outdoor seating area.

OFFICES

- 750 to 950 sq ft
20 offices
- 1000 to 1200 sq ft
32 offices
- 1250 to 1500 sq ft
28 offices
- 1550 to 1800 sq ft
19 offices
- 1850 to 2200 sq ft
6 offices

SHOPS

- 700 to 1200 sq ft
11 shops
- 1250 to 1500 sq ft
5 shops

COFFEE SHOPS

- 692 sq ft
3rd floor
- 2200 sq ft
Ground floor

RESTAURANTS

- 5400 sq ft
1 restaurant
- 1715 sq ft
1 fast food restaurant

CONFERENCE ROOM

- 2600 sq ft
Ground floor

SEATING AREA

- 990 sq ft
Outdoor seating

> **SKYLIGHT ATRIUM**

> **RETAIL SHOPPING**

> **WATER FEATURES**

> **ART & SCULPTURE**

IMPZ Site Report: October 1, 2006

IMPZ Publishing Pavilion

The Publishing Pavilion at IMPZ is the only exclusive facility in the region for the publishing industry, giving members and Business Partners the opportunity to network, and to enjoy the advantages of proximity and shared resources. Covering a vast area within the Free Zone, the Publishing Pavilion has ample room for companies to grow and enjoy the facilities within.

IMPZ's Publishing Pavilion is classified into two distinct areas. The Publishing Land has a total of 19 plots, spread over approximately 838,638 sq ft (see table below for details). The two plots numbered as PP.002 and PP.003 will be developed by IMPZ as the Publishing Building (see table on left for details)

PLOT NO.	AREA (SQ FT)	MAX. BUILDING HEIGHT	GROSS BUA (SQ FT)
PP.001	143,173	18	715,867
PP.002*	42,336	8	127,007
PP.003*	43,891	8	131,672
PP.004	46,764	8	140,293
PP.005	50,179	8	150,537
PP.006	51,662	6	129,155
PP.007	51,461	6	128,652
PP.008	45,734	6	114,335
PP.009	44,842	6	112,104
PP.010	26,078	8	104,312
PP.011	24,900	8	99,601
PP.012	27,517	5	55,034
PP.013	29,809	5	59,619
PP.014	33,973	5	67,946
PP.015	30,264	5	60,527
PP.016	34,921	5	69,842
PP.017	39,161	5	78,322
PP.018	32,925	8	131,699
PP.019	39,049	8	156,194
Total	838,638		2,632,719





Guest column by Zahir Hassan



We must add value in the form of creative input:

I have always felt that the printing industry has room to improve in offering creative services that matches with the profile of Dubai.

This is not a concept that is confined to the conventional idea of putting ink on to paper in an ordinary print process method. But instead, it is about adding value in the form of creative input in the final output of a design house.

IMPZ is the product, and the result of the creative thinking of Dubai. It synchronises all elements of creativity to bring out the best marketing products and practices of both visual and print media. It is my desire to be part of this environment to bring some of my ideas to reality. It is my strong conviction that this free zone is the answer to creative printers of the region.

The support offered by IMPZ is added encouragement for setting up operations in the free zone. The willingness of the management to listen and debate on issues of concerns for existing business operators of the printing industry in the local market - and formulate plans accordingly to create a conducive business atmosphere - is great encouragement for Business Partners.

Power Print is planning to set up a commercial printing unit consisting of digital and offset departments to complement each other, to provide discerning customers a one-stop shop for quality and innovative printing service.

(The author is the Managing Director of Power Print)

BPA to reach region from Dubai

Media auditing organisation BPA Worldwide has announced their expansion plans and outreach efforts in the greater Middle East from their Dubai Media City Office. A not-for-profit organisation founded in 1931, BPA Worldwide is governed by a tripartite board comprising media owners,

advertising agencies and advertisers. Headquartered in Connecticut, USA, BPA has the largest membership of any media-auditing organisation in the world, spanning more than 25 countries. Media members/applicants include more than 2,000 B-2-B publications, 500 consumer magazines,

plus newspapers, events, websites, email newsletters, databases, wireless and other advertiser-supported media. BPA's membership also includes more than 2,600 advertisers and advertising agencies. Visit www.bpaww.com for audit reports and membership information.

“Quote of the quarter”

The language of multimedia has changed over time, so that now, blogs, podcasts and user-generated content are some of the key words. The new trends are a big challenge to publishing companies. Wikipedia, as a free online reference resource is already very popular with young users; Google and

Amazon are scanning books to post on the net and making content available for searches.

In the face of these trends, publishing companies and the book trade cannot stand idly by. We must look at how publishing companies can integrate trends such as blogs or podcasts and

expand cross-media brands. There is a synergy between book publishing companies and developments in online business, and the two sectors are merging in the age of digitisation.

> Adapted from www.frankfurt-book-fair.com

Contact us at IMPZ:

Tel: (+971 4) 391 1122
Fax: (+971 4) 391 8067
Email: info@impz.ae
Website: www.impz.ae

First floor
 CNN Building
 Dubai Media City
 United Arab Emirates

Please write to us with your comments and suggestions to info@impz.ae