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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

المعرض الأول لترويج المنتجات والخدمات الصديقة للبيئة في المنطقة

دبي تستضيف «أسلوب الحياة المستدام» 22 يونيو

وعى بيئي
وقالت ترسي فاست مديرة معرض إيبك دبي:
يمتاز سكان الإمارات بالوعي البيئي وإدراك تأثير
أسلوب حياتهم على البيئة وسيوفر لهم إيبك
منصة مثالية للتعرف على المنتجات والخدمات
وبرامج التوعية التي تساعد على العيش
بطريقة مسؤولة ومستدامة. ودول فعاليات
معرض إيبك دبي لشارت ترسي فاست إلى
التنوع الكبير الذي يرضى كافة الأذواق
والإهتمامات حيث يغطي المعرض مجالات الأزياء
والإكسسوارات والأغذية والمشروبات والترفيه
والسفر والعزل والحدائق والصحة والجمال
والأعمال والتكنولوجيا والنقل.

وأشار ناصر رفيع الرئيس التنفيذي
لمجموعة إعمار لمراكز التسوق: تؤكد
استضافة دبي مول لإيبك دبي التزامنا
بالتشارك مع المبادرات الرائدة التي تعزز توعية
المجتمع بالتطوير المستدام. وسيقوم هذا
المعرض الذي يعمل على الكمال بين الأعمال
الداعمة للبيئة والترفيه على إتاحة فرصة غير
مسبوقة لزوارنا في أن يشهدوا أسلوباً أخضر
في حياتهم مع خلال التعامل مع شركات
التوريد الصديقة للبيئة والمقابل المساهمة
في الجهود الدولية للتصدي للتغير المناخي
والحفاظ على البيئة.

دبي- البيان

نعاليات
تضمن برنامج المعرض العديد من الفعاليات
التي تضمن محاضرات من قادة المجتمع
وأجواء من الترفيه وتحارب ومشاهد للإبداع
البشري في مواجهة تغير المناخ فيما تقدم
الأعمال الموسيقية المحلية والدولية وعروض
أزياء صديقة للبيئة على منصات عروض
الأزياء في دبي مول. كذلك سيفهم عدد من
مشاهير الطهاة بتقديم أطباق معدة من
منتجات عضوية أما ركن إيبك للأطفال
فسيعرض عددا من الفنون والحرف البيئية
والعاب تفاعلية.

للفعاليات والترويج التجاري لاقتناص مثل هذه
المبادرات والمشاركة بفاعلية لانجاحها لبا لعا
من أثر إيجابي على الجميع. ومشاركنا في هذه
المبادرة تأتي المبادرة من جهتنا ترجمة للتوجه
الخاص بدعم مبادرات التي تصب في المصلحة
العامة بالإضافة إلى أنه ومن خلال المعارضات
والفعاليات التي ننظمها فإننا نولي جانب الحفاظ
بالصحة هذا الموضوع.



(من المصدر)

خلال الإعلان عن المعرض

**مبادرة من س.س. لواته
ودعم دبي للفعاليات
والترويج التجاري
بالتزامن مع افتتاح
مفاجآت الصيف**

أعلنت مجموعة س.س. لواته الإماراتية
ومؤسسة دبي للفعاليات والترويج التجاري عن
تنظيم معرض أسلوب الحياة المستدام إيبك
وهو أول معرض دولي متخصص لترويج
المنتجات والخدمات الصديقة للبيئة المستدام
في المنطقة في الفترة بين 22-24 يونيو 2011
في دبي مول. وقال عبد الله سعيد لواته المدير
التقني لآزاع مجموعة س.س. لواته للأعمال
الدولية: إن إبراز كـل من يساهم في هذه
المبادرة لأهمية تضافر كل الجهود لتحقيق
أهدافها النبيلة تأتي من إنسجامها مع رؤية
القيادة الرشيدة للدولة ورعايتها الدولية في
مواجهة التحديات البيئية بحلول عملية وفعالة.
وأضاف: يعد معرض أسلوب الحياة المستدام
إيبك الأول من نوعه في منطقة الشرق الأوسط

دعم
وقالت ليلي سهيل المدير التنفيذي لمؤسسة
دبي للفعاليات والترويج التجاري أحد الداعمين
للمبادرة: تأتي المبادرة من جهتنا ترجمة للتوجه
العام للحكومة وأهمية البيئة والحفاظ
عليها والسعي إلى خلق فرص ومصادر متنوعة
للطاقة المتجددة والاستثمار في تطبيقاتها
المستقبلية إن استشعار أهمية البيئة لنا
وللاجيال القادمة يدفعنا دوماً في مؤسسة دبي

كذلك وزارة البيئة والمياه وشركة دبي وبلدية
دبي وغرفة تجارة وصناعة دبي وتكفزيون دبي
والتي على الشراكة مع بائرة التنمية الاقتصادية
حكومة دبي ومؤسسة دبي للفعاليات والترويج
التجاري ومؤسسة محمد بن راشد للتنمية
المشاريع الصغيرة والمتوسطة ومكتب
الاستثمار الأجنبي التي دعمت بقوة استضافة
معرض إيبك في دبي كذلك ومجموعة إعمار
لمراكز التسوق.

من حيث التوجه مباشرة إلى الجمهور وخاصة
المستهلك الواعي المثقف والصديق للبيئة
ولكن ما يجعله نموذجا متميزا حقا هو الرغبة
الصادقة التي لمسناها من كافة الجهات
الحكومية والخاصة للمتعاون بروح المثابرة
والفخايل التي تسود بين الجميع كفريق عمل
واحد.
وتوجه عبد الله سعيد لواته بالشكر والتقدير
إلى الجهات الداعمة لمعرض إيبك دبي وهم

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«دبي للفعاليات» تروج للمنتجات صديقة البيئة



خلال الإعلان
عن المعرض

«يمتاز سكان الإمارات بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم «إيبك» منصة مثالية للتعرف إلى المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة». وحول فعاليات معرض «إيبك» دبي أشارت تريسي فاست إلى التنوع الكبير الذي يرضي كافة الأذواق والاهتمامات.

وأشار ناصر رفيع الرئيس التنفيذي لـ «مجموعة إعمار لمراكز التسوق»: «تؤكد استضافة «دبي مول» لـ «إيبك» دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبوقة لزوارنا في أن ينشئوا أسلوباً «أخضر» في حياتهم من خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي والحفاظ على البيئة».

الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجاً متميزاً حقاً هو الرغبة الصادقة التي لمسناها من كافة الجهات الحكومية والخاصة للتعاون وروح المنافسة والتفاؤل التي تسود بين الجميع كفريق عمل واحد».

وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة: «تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استئجار أهمية البيئة لنا ولأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذه المبادرات والمشاركة بفاعلية لاتجاهها لما لها من أثر إيجابي على الجميع».

وتقول تريسي فاست، مديرة معرض إيبك دبي:

دبي - «الخليج»

أعلنت مجموعة س. س. لوتاه الإماراتية ومؤسسة دبي للفعاليات والترويج التجاري عن تنظيم معرض أسلوب الحياة المستدام، «إيبك»، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو/حزيران 2011، في دبي مول.

وقال عبدالله سعيد لوتاه، المدير التنفيذي لذراع مجموعة س. س. لوتاه للأعمال الدولية: «إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة». وأضاف: «يعد معرض أسلوب الحياة المستدام، «إيبك» الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك

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يقام بمشاركة جهات حكومية وخاصة دبي تستضيف معرضاً عن أسلوب الحياة الصديقة للبيئة يونيو المقبل

دبي للفعاليات والترويج التجاري في هذه المبادرة تأتي حرصاً على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع.

وتشارك وتدعم معرض إبيك دبي جهات عدة تشمل وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي، ويقام بالشراكة مع دائرة التنمية الاقتصادية ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الاستثمار الأجنبي ومجموعة إعمار لمراكز التسوق.

وأوضحت تريسي فاست مديرة المعرض بأن سكان الإمارات يمتازون بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر "إبيك" منصة مثالية للتعرف إلى المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة.

من جانبه أكد ناصر رفيع، الرئيس التنفيذي لمجموعة إعمار لمراكز التسوق، أن استضافة دبي مول لإبيك دبي التزام بالمشاركة مع المبادرات التي تعزز توعية المجتمع بالتطوير المستدام، وسيقام هذا المعرض لإتاحة فرصة للزوار للتعرف إلى آليات انتاج أسلوب "أخضر" في الحياة، مشيراً إلى أن المعرض سيوفر فرص التعامل مع شركات التوريد الصديقة للبيئة.

◆ **محمود الحضري (دبي) -** تستضيف دبي معرض أسلوب الحياة المستدام "إبيك"، المتخصص في المنتجات والخدمات الصديقة للبيئة وللمستهلك، خلال الفترة من 22 إلى 24 يونيو المقبل، وسيكون المعرض الأول من نوعه بالمنطقة ويتزامن مع افتتاح فعاليات "مفاجآت صيف دبي". وقال عبدالله سعيد لوتاه المدير التنفيذي في مجموعة "س.س. س. لوتاه للأعمال الدولية" المنظمة للمعرض في مؤتمر صحفي بدبي أمس، إن الحدث يؤكد أهمية تضافر كل الجهود لتحقيق رؤية دولة الإمارات في مواجهة التحديات البيئية بحلول عملية وفعالة، مبيناً بأن معرض أسلوب الحياة المستدام، "إبيك" يعد الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور. وأضاف أن تنظيم الحدث يأتي بمبادرة من المجموعة ومؤسسة دبي للفعاليات والترويج التجاري، وسيقام في دبي مول. ويشمل برنامج معرض إبيك عدداً من الفعاليات من محاضرات وتجارب ومشاهد للابتكارات في مواجهة تغير المناخ فيما تقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة.

ومن جانبها قالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري "تأتي هذه المبادرة ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية". وقالت سهيل "إن مشاركة مؤسسة

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بمبادرة من مجموعة س.س. لوتاه ودعم مؤسسة دبي للفعاليات والترويج التجاري دبي تستضيف معرضاً دولياً لأسلوب الحياة المستدام



خلال الإعلان عن استضافة المعرض الدولي

دبي - الوحدة:

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إيبك" دبي" وهم كذلك وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الإستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إيبك" في دبي كذلك ومجموعة إعمار لمراكز التسوق. ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة: "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على المجتمع".

أعلنت مجموعة س.س. لوتاه الإماراتية ومؤسسة دبي للفعاليات والترويج التجاري عن تنظيم معرض أسلوب الحياة المستدام، "إيبك"، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو 2011. في دبي مول. وقال عبد الله سعيد لوتاه، المدير التنفيذي لإدارة مجموعة س.س. لوتاه للأعمال الدولية: "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة". وأضاف: "يعد معرض أسلوب الحياة المستدام، "إيبك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجاً متميزاً حقاً هو الرغبة الصادقة التي لمسناها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفاؤل التي تسود بين الجميع كفريق عمل واحد".

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

Dubai to host 'EPIC Sustainable Living Expo'

Region's first eco-friendly products and services consumer show to be staged in June

BY A STAFF REPORTER

UAE: The region's first eco-friendly products and services consumer show, EPIC Sustainable Living Expo, will be staged at The Dubai Mall between June 22 and 24 with broad participation by number of business, environmental and social organisations.

Targeting the general public and specifically the eco-conscious consumers who are friends of the environment, the expo will be held in the first week of Dubai Summer Surprises 2011, organisers announced.

The EPIC stands for 'Eco-Wise, Progressive and Intelligent Consumer'. The joint programme by SS Lootah Group and Dubai Events and Promotions Establishment (DEPE) is the first-of-its-kind consumer exhibition designed to promote eco-friendly products and services in the Middle East.

Abdullah Saeed Lootah, CEO of SS Lootah International, said: "The UAE has been an international leader in overcoming environmental challenges

through practical and effective solutions."

• "What makes EPIC a more distinct model is the continuous commitment we witnessed by various government agencies and private corporations and their spirit of perseverance and optimism that prevails among all as a team," he added.

Laila Suhail, CEO of the DEPE, said, "The exhibition is a wake-up call for all to realise the importance of environmental sustainability and its impact on our lives."

"As one of the region's best known events, DSS will give EPIC a platform to reach out to a wider audience and convey the messages of eco-living," she added.

Tracy Fast, EPIC Dubai Show Manager, said the UAE residents realise the importance of consuming responsibly and the EPIC will present an ideal platform to learn more about the products, services and outreach programs for a more responsible and sustainable lifestyle.

"The EPIC expo includes a variety of showcases to satisfy all tastes and interests of people



Officials during the press conference on Tuesday.

from different walks of life. It covers fashion and accessories, food and beverage, leisure and travel, home and garden, health and beauty, business and technology, transportation

and government," she added.

"The EPIC Dubai programme includes EPIC Talks delivered by inspiring leaders to entertain and engage, EPIC Sights

that offer visually enticing experiences of human ingenuity in tackling climate change, EPIC Sounds that bring local and international musical acts to an ecologically aware plat-

form and EPIC Eco-Fashion Shows that put a sustainable and fashionable foot forward down the Dubai Mall catwalk," elaborated Fast.

According to her,

renowned chefs will create dishes from organic and free-range produce at EPIC Cooking Stations, while EPIC Kids Corner will feature eco-arts and crafts, interactive games and toys.

Nasser Rafi, Chief Executive Officer of Emaar Malls Group, said, "Hosting the EPIC Dubai at The Dubai Mall underscores our commitment to partner with initiatives that strengthen community awareness about sustainable development."

"The expo, which integrates eco-business and entertainment, will offer an unprecedented opportunity for our visitors to pursue a 'green' lifestyle by interacting with eco-friendly suppliers, and in turn contributing to the global efforts aimed at combating climate change and conserving our environment," he added.

"The Dubai mall, the largest mall in the world and one of Dubai's mega attractions, is expected to attract a crowd of over 500,000 visitors during ePic, the sustainable living expo," noted Rafi.

The UAE Ministry of Environment and Water, the Government of Dubai,

the Department of Economic Development, Dubai Police, Dubai Municipality, Dubai Chamber of Commerce, Bee'ah, Dubai SME, Dubai FDI and Dubai TV are among the supporters of the EPIC.

According to Tracy Fast, the EPIC will be the Middle East's first consumer showcase which will bring together thousands of savvy shoppers with smart business operators to inspire sustainable consumerism.

"The EPIC is a unique consumer lifestyle showcase, designed for forward thinking companies. The products and services exhibited at the EPIC are broadly sustainable and friendlier to the earth," she said.

"Eco-wise buying behavior goes beyond 'reading the label' - it's a values-driven approach to buying products and services to support responsible businesses that are making an effort. Progressive customers seek out progressive companies to support and eco-conscious consumers are among the most quality sensitive and brand loyal," she explained.



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EPIC
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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

EXHIBITION

EPIC expo to be staged in June

Dubai The UAE's S.S. Lootah Group and Dubai Events and Promotions (DEPE) will organise the EPIC Sustainable Living Expo, the Middle East's first consumer show designed to promote eco-friendly products. Abdullah Saeed Lootah, CEO of S.S. Lootah International, said: "The united efforts of all who contribute to the EPIC initiative... come in line with the vision of the UAE leadership."

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المعرض الأول لترويج المنتجات والخدمات الصديقة للبيئة في المنطقة

دبي تستضيف «أسلوب الحياة المستدام» 22 يونيو

أعلنت مجموعة س. س. لوتاه الإماراتية ومؤسسة دبي
للفعاليات والترويج التجاري عن تنظيم معرض أسلوب
الحياة المستدام إبيك وهو أول معرض دولي متخصص



لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو 2011 في دبي مول.
وقال عبد الله سعيد لوتاه المدير التنفيذي لذراع مجموعة س. س. لوتاه للأعمال الدولية: إن إدراك كل من يساهم في
هذه المبادرة لأهمية تضافر كل الجهود لتحقيق اهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة للدولة
وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة.

وأضاف: يعد معرض أسلوب الحياة المستدام إبيك الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه
مباشرة إلى الجمهور وخاصة المستهلك الواعي المثقف والصديق للبيئة ولكن ما يجعله نموذجاً متميزاً حقاً هو
الرغبة الصادقة التي لمسانها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفاؤل التي تسود بين
الجميع كفريق عمل واحد.

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض إبيك دبي وهم كذلك وزارة البيئة والمياه
وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية
حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد للتنمية المشاريع الصغيرة
والمتوسطة ومكتب الإستثمار الأجنبي التي دعمت بقوة استضافة معرض إبيك في دبي كذلك ومجموعة إعمار
لمراكز التسوق.

دعم

وقالت ليلي سهيل المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري أحد الداعمين للمبادرة: تأتي المبادرة من
جهتنا ترجمة للتوجه العام للدولة والحكومة لاهمية البيئة والحفاظ عليها والسعي الى خلق فرص ومصادر متنوعة

للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. ألاًن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذه المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على الجميع. ومشاركتنا في هذه المبادرة تنبع من حرصنا على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها فإننا نولي جانب الحفاظ على البيئة أولوية خاصة وذلك لإيماننا العميق بأهمية هذا الموضوع.

وعي بيئي

وقالت تريسي فاست مديرة معرض إيبك دبي: يمتاز سكان الإمارات بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة وسيوفر لهم إيبك منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة. وحول فعاليات معرض إيبك دبي أشارت تريسي فاست إلى التنوع الكبير الذي يرضى كافة الأذواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق والصحة والجمال والأعمال والتكنولوجيا والنقل.

وأشار ناصر رفيع الرئيس التنفيذي لمجموعة إعمار لمراكز التسوق: تؤكد استضافة دبي مول لإيبك دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه على إتاحة فرصة غير مسبوقة لزوارنا في أن ينشدوا أسلوباً أخضر في حياتهم مع خلال التعامل مع شركات التوريد الصديقة للبيئة وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة.

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

دبي للفعاليات" تروج للمنتجات صديقة البيئة

معرض أسلوب الحياة المستدام، "إيبك"، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو/حزيران 2011، في دبي مول .

وقال عبدالله سعيد لوتاه، المدير التنفيذي لذراع مجموعة س . س . لوتاه للأعمال الدولية: "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق اهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة". وأضاف: "يعد معرض أسلوب الحياة المستدام، "إيبك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجاً متميزاً حقاً هو الرغبة الصادقة التي لمسانها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفاؤل التي تسود بين الجميع كفريق عمل واحد".



وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة: "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذه المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر ايجابي على الجميع".

وتقول تريسي فاست، مديرة معرض إيبك دبي: "يمتاز سكان الإمارات بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إيبك" منصة مثالية للتعرف إلى المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة". وحول فعاليات معرض "إيبك" دبي أشارت تريسي فاست إلى التنوع الكبير الذي يرضي كافة الأذواق والاهتمامات.

وأشار ناصر رفيع الرئيس التنفيذي لـ "مجموعة إعمار لمراكز التسوق": "تؤكد استضافة "دبي مول" لـ "إيبك" دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبقة لزوارنا في أن ينشدوا أسلوباً "أخضر" في حياتهم من خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة".



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EPIC
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يقام بمشاركة جهات حكومية وخاصة

دبي تستضيف معرضاً عن أسلوب الحياة الصديقة للبيئة يونيو المقبل

محمود الحضري

تستضيف دبي معرض أسلوب الحياة المستدام "إيبك"، المتخصص في المنتجات والخدمات الصديقة للبيئة وللمستهلك، خلال الفترة من 22 الى 24 يونيو المقبل، وسيكون المعرض الأول من نوعه بالمنطقة ويتزامن مع افتتاح فعاليات "مفاجآت صيف دبي".

وقال عبدالله سعيد لوتاه المدير التنفيذي في مجموعة "س.س. لوتاه للأعمال الدولية" المنظمة للمعرض في مؤتمر صحفي بدبي أمس، إن الحدث يؤكد أهمية تضافر كل الجهود لتحقيق رؤية دولة الإمارات في مواجهة التحديات البيئية بحلول عملية وفعالة، مبيناً بأن معرض أسلوب الحياة المستدام، "إيبك" يعد الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور.

وأضاف أن تنظيم الحدث يأتي بمبادرة من المجموعة ومؤسسة دبي للفعاليات والترويج التجاري، وسيقام في دبي مول

ويشمل برنامج معرض إيبك عدداً من الفعاليات من محاضرات وتجارب ومشاهد للابتكارات في مواجهة تغير المناخ فيما تقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة.

ومن جانبها قالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري "تأتي هذه المبادرة ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي الى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية".

وقالت سهيل "إن مشاركة مؤسسة دبي للفعاليات والترويج التجاري في هذه المبادرة تأتي حرصاً على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع".

وتشارك وتدعم معرض إيبك دبي جهات عدة تشمل وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي، ويقام بالشراكة مع دائرة التنمية الاقتصادية ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الاستثمار الأجنبي ومجموعة إعمار لمراكز التسوق.

وأوضحت تريسي فاست مديرة المعرض بأن سكان الإمارات يمتازون بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر “إيبك” منصة مثالية للتعرف إلى المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة”.

من جانبه أكد ناصر رفيع، الرئيس التنفيذي لمجموعة إعمار لمراكز التسوق، أن استضافة دبي مول لإيبك دبي التزام بالمشاركة مع المبادرات التي تعزز توعية المجتمع بالتطوير المستدام، وسيقام هذا المعرض لإتاحة فرصة للزوار للتعرف إلى آليات انتهاج أسلوب “أخضر” في الحياة، مشيراً إلى أن المعرض سيوفر فرص التعامل مع شركات التوريد الصديقة للبيئة.

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



Dubai to host 'EPIC Sustainable Living Expo'

DUBAI: The region's first eco-friendly products and services consumer show, EPIC Sustainable Living Expo, will be staged at The Dubai Mall between June 22 and 24 with broad participation by number of business, environmental and social organisations.

Targeting the general public and specifically the eco-conscious consumers who are friends of the

environment, the expo will be held in the first week of Dubai Summer Surprises 2011, organisers announced.

The EPIC stands for 'Eco-Wise, Progressive and Intelligent Consumer'. The joint programme by SS Lootah Group and Dubai Events and Promotions Establishment (DEPE) is the first-of-its-kind consumer exhibition designed to promote eco-friendly products and services in the Middle East.

Abdullah Saeed Lootah, CEO of SS Lootah International, said: "The UAE has been an international leader in overcoming environmental challenges through practical and effective solutions."

"What makes EPIC a more distinct model is the continuous commitment we witnessed by various government agencies and private corporations and their spirit of perseverance and optimism that prevails among all as a team," he added.

Laila Suhail, CEO of the DEPE, said, "The exhibition is a wake-up call for all to realise the importance of environmental sustainability and its impact on our lives."

"As one of the region's best known events, DSS will give EPIC a platform to reach out to a wider audience and convey the messages of eco-living," she added.

Tracy Fast, EPIC Dubai Show Manager, said the UAE residents realise the importance of consuming responsibly and the EPIC will present an ideal platform

to learn more about the products, services and outreach programs for a more responsible and sustainable lifestyle.

“The EPIC expo includes a variety of showcases to satisfy all tastes and interests of people from different walks of life. It covers fashion and accessories, food and beverage, leisure and travel, home and garden, health and beauty, business and technology, transportation and government,” she added.

“The EPIC Dubai programme includes EPIC Talks delivered by inspiring leaders to entertain and engage, EPIC Sights that offer visually enticing experiences of human ingenuity in tackling climate change, EPIC Sounds that bring local and international musical acts to an ecologically aware platform and EPIC Eco-Fashion Shows that put a sustainable and fashionable foot forward down the Dubai Mall catwalk,” elaborated Fast.

According to her, renowned chefs will create dishes from organic and free-range produce at EPIC Cooking Stations, while EPIC Kids Corner will feature eco-arts and crafts, interactive games and toys.

Nasser Rafi, Chief Executive Officer of Emaar Malls Group, said, “Hosting the EPIC Dubai at The Dubai Mall underscores our commitment to partner with initiatives that strengthen community awareness about sustainable development.”

“The expo, which integrates eco-business and entertainment, will offer an unprecedented opportunity for our visitors to pursue a ‘green’ lifestyle by interacting with eco-friendly suppliers, and in turn contributing to the global efforts aimed at combating climate change and conserving our environment,” he added.

“The Dubai mall, the largest mall in the world and one of Dubai’s mega attractions, is expected to attract a crowd of over 500,000 visitors during ePic, the sustainable living expo,” noted Rafi.

The UAE Ministry of Environment and Water, the Government of Dubai, the Department of Economic Development, Dubai Police, Dubai Municipality, Dubai Chamber of Commerce, Bee’ah, Dubai SME, Dubai FDI and Dubai TV are among the supporters of the EPIC.

According to Tracy Fast, the EPIC will be the Middle East’s first consumer showcase which will bring together thousands of savvy shoppers with smart business operators to inspire sustainable consumerism.

“The EPIC is a unique consumer lifestyle showcase, designed for forward thinking companies. The products and services exhibited at the EPIC are broadly sustainable and friendlier to the earth,” she said.

“Eco-wise buying behavior goes beyond “reading the label”- it’s a values- driven approach to buying products and services to support responsible businesses that are making an effort. Progressive customers seek out progressive companies to support and eco-conscious consumers are among the most quality sensitive and brand loyal,” she explained.

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

أعلنت مجموعة س. س. لوتاه الإماراتية ومؤسسة دبي للفعاليات والترويج التجاري عن تنظيم معرض أسلوب الحياة المستدام، "إيبك"، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو 2011، في دبي مول.



قال عبد الله سعيد لوتاه، المدير التنفيذي لذراع مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

وأضاف: "يعد معرض أسلوب الحياة المستدام، "إيبك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجاً متميزاً حقاً هو الرغبة الصادقة التي لمسانها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفاؤل التي تسود بين الجميع كفريق عمل واحد".

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إيبك دبي" وهم كذلك وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة وللمتوسطة ومكتب الاستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إيبك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على الجميع".

وأضافت سهيل، "إن مشاركتنا في هذه المبادرة تنبع من حرصنا على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع".

كلمة "إيبك" تعني "المستهلك الواعي، المثقف والصديق للبيئة"، وتقول تريسي فاست، مديرة معرض إيبك دبي: "يمتاز سكان دولة الإمارات العربية المتحدة بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إيبك" منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة".

وحول فعاليات معرض إيبيك دبي أشارت تريسبي فاست إلى التنوع الكبير الذي يرضى كافة الأذواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق والصحة والجمال والأعمال والتكنولوجيا والنقل.

يتضمن برنامج معرض إيبيك العديد من الفعاليات التي تتضمن محاضرات من قادة المجتمع وأجواء من الترفيه و تجارب ومشاهد للإبداع البشري في مواجهة تغير المناخ فيما تقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة على منصات عروض الأزياء في دبي مول. كذلك سيقوم عدد من مشاهير الطهاة بتقديم أطباق معدة من منتجات عضوية، أما ركن إيبيك للأطفال فسيعرض عددا من الفنون والحرف البيئية وألعاباً تفاعلية.

وأشار ناصر رفيع الرئيس التنفيذي لـ "مجموعة إعمار لمراكز التسوق"، "تؤكد استضافة 'دبي مول' لإيبيك دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبقة لزوارنا في أن ينشؤوا أسلوباً "أخضر" في حياتهم مع خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة".

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

أعلنت مجموعة س. س. لوتاه الإماراتية ومؤسسة دبي للفعاليات والترويج التجاري عن تنظيم معرض أسلوب الحياة المستدام، "إيبك"، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو 2011، في دبي مول.



قال عبد الله سعيد لوتاه، المدير التنفيذي لقطاع مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

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وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إيبك دبي" وهم كذلك وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد للتنمية المشاريع الصغيرة والمتوسطة ومكتب الإستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إيبك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على الجميع".

وأضافت سهيل، "إن مشاركتنا في هذه المبادرة تتبع من حرصنا على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع".

كلمة "إيبك" تعني "المستهلك الواعي، المثقف والصديق للبيئة"، وتقول تريسي فاست، مديرة معرض إيبك دبي: "يمتاز سكان دولة الإمارات العربية المتحدة بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إيبك" منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة".

وحول فعاليات معرض إيبيك دبي أشارت تريسبي فاست إلى التنوع الكبير الذي يرضى كافة الأذواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق والصحة والجمال والأعمال والتكنولوجيا والنقل.

يتضمن برنامج معرض إيبيك العديد من الفعاليات التي تتضمن محاضرات من قادة المجتمع وأجواء من الترفيه و تجارب ومشاهد للإبداع البشري في مواجهة تغير المناخ فيما تقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة على منصات عروض الأزياء في دبي مول. كذلك سيقوم عدد من مشاهير الطهاة بتقديم أطباق معدة من منتجات عضوية، أما ركن إيبيك للأطفال فسيعرض عددا من الفنون والحرف البيئية وألعاباً تفاعلية.

وأشار ناصر رفيع الرئيس التنفيذي لـ "مجموعة إعمار لمراكز التسوق"، "تؤكد استضافة 'دبي مول' لإيبيك دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبقة لزوارنا في أن ينشؤوا أسلوباً "أخضر" في حياتهم مع خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة".

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

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قال عبد الله سعيد لوتاه، المدير التنفيذي لآراخ مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

وأضاف: "يعد معرض أسلوب الحياة المستدام، "إيبك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجا متميزا حقا هو الرغبة الصادقة التي لمسناها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفاؤل التي تسود بين الجميع كفريق عمل واحد".

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إيبك دبي" وهم كذلك وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الاستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إيبك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوما في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر ايجابي على الجميع".

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وحول فعاليات معرض إيبك دبي أشارت تريسى فاست إلى التنوع الكبير الذي يرضى كافة الأذواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق والصحة والجمال والأعمال والتكنولوجيا والنقل.

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قال عبد الله سعيد لوتاه، المدير التنفيذي لآراخ مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

وأضاف: "يعد معرض أسلوب الحياة المستدام، "إيبك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجا متميزا حقا هو الرغبة الصادقة التي لمسناها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفاؤل التي تسود بين الجميع كفريق عمل واحد".

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إيبك دبي" وهم كذلك وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الاستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إيبك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوما في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من اثر ايجابي على الجميع".

وأضافت سهيل، "إن مشاركتنا في هذه المبادرة تنبع من حرصنا على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع".

كلمة "إيبك" تعني "المستهلك الواعي، المثقف والصديق للبيئة"، وتقول تريسي فاست، مديرة معرض إيبك دبي: "يمتاز سكان دولة الإمارات العربية المتحدة بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إيبك" منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة".

وحول فعاليات معرض إيبك دبي أشارت تريسى فاست إلى التنوع الكبير الذي يرضى كافة الأذواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق والصحة والجمال والأعمال والتكنولوجيا والنقل.

يتضمن برنامج معرض إيبك العديد من الفعاليات التي تتضمن محاضرات من قادة المجتمع وأجواء من الترفيه و تجارب ومشاهد للإبداع البشري في مواجهة تغير المناخ فيما تُقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة على منصات عروض الأزياء في دبي مول. كذلك سيقوم عدد من مشاهير الطهاة بتقديم أطباق معدة من منتجات عضوية، أما ركن إيبك للأطفال فسيعرض عددا من الفنون والحرف البيئية وألعاباً تفاعلية.

وأشار ناصر رفيع الرئيس التنفيذي لـ "مجموعة إعمار لمراكز التسوق"، "تؤكد استضافة 'دبي مول' لإيبك دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبقة لزوارنا في أن ينشؤوا أسلوباً "أخضر" في حياتهم مع خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة".

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

أعلنت مجموعة س. س. لوتاه الإماراتية ومؤسسة دبي للفعاليات والترويج التجاري عن تنظيم معرض أسلوب الحياة المستدام، "إيبك"، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو 2011، في دبي مول.



قال عبد الله سعيد لوتاه، المدير التنفيذي لقطاع مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

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وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إيبك دبي" وهم كذلك وزارة البيئة والمياه وشرطة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد للتنمية المشاريع الصغيرة والمتوسطة ومكتب الإستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إيبك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على الجميع".

وأضافت سهيل، "إن مشاركتنا في هذه المبادرة تتبع من حرصنا على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع".

كلمة "إيبك" تعني "المستهلك الواعي، المثقف والصديق للبيئة"، وتقول تريسي فاست، مديرة معرض إيبك دبي: "يمتاز سكان دولة الإمارات العربية المتحدة بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إيبك" منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة".

وحول فعاليات معرض إيبيك دبي أشارت تريسبي فاست إلى التنوع الكبير الذي يرضى كافة الأذواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق والصحة والجمال والأعمال والتكنولوجيا والنقل.

يتضمن برنامج معرض إيبيك العديد من الفعاليات التي تتضمن محاضرات من قادة المجتمع وأجواء من الترفيه و تجارب ومشاهد للإبداع البشري في مواجهة تغير المناخ فيما تقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة على منصات عروض الأزياء في دبي مول. كذلك سيقوم عدد من مشاهير الطهاة بتقديم أطباق معدة من منتجات عضوية، أما ركن إيبيك للأطفال فسيعرض عددا من الفنون والحرف البيئية وألعاباً تفاعلية.

وأشار ناصر رفيع الرئيس التنفيذي لـ "مجموعة إعمار لمراكز التسوق"، "تؤكد استضافة 'دبي مول' لإيبيك دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبقة لزوارنا في أن ينشؤوا أسلوباً "أخضر" في حياتهم مع خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة".

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

أعلنت مجموعة س. س. لوتاه الإماراتية ومؤسسة دبي للفعاليات والترويج التجاري عن تنظيم معرض أسلوب الحياة المستدام، "إبيك"، وهو أول معرض دولي متخصص لترويج المنتجات والخدمات الصديقة للبيئة للمستهلك في المنطقة في الفترة بين 22-24 يونيو 2011، في دبي مول.

قال عبد الله سعيد لوتاه، المدير التنفيذي لذراع مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

وأضاف: "يعد معرض أسلوب الحياة المستدام، "إبيك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجاً متميزاً حقاً هو الرغبة الصادقة التي لمسناها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفؤل التي تسود بين الجميع كفريق عمل واحد".

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إبيك دبي" وهم كذلك وزارة البيئة والمياه وشركة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الاستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إبيك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على الجميع".

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كلمة "إبيك" تعني "المستهلك الواعي، المثقف والصديق للبيئة"، وتقول تريسي فاست، مديرة معرض إبيك دبي: "يمتاز سكان دولة الإمارات العربية المتحدة بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إبيك" منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة".

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يتضمن برنامج معرض إبييك العديد من الفعاليات التي تتضمن محاضرات من قادة المجتمع وأجواء من الترفيه و تجارب ومشاهد للإبداع البشري في مواجهة تغير المناخ فيما تُقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة على منصات عروض الأزياء في دبي مول. كذلك سيقوم عدد من مشاهير الطهاة بتقديم أطباق معدة من منتجات عضوية، أما ركن إبييك للأطفال فسيعرض عددا من الفنون والحرف البيئية وألعاباً تفاعلية.

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قال عبد الله سعيد لوتاه، المدير التنفيذي لذراع مجموعة س. س. لوتاه للأعمال الدولية، "إن إدراك كل من يساهم في هذه المبادرة لأهمية تضافر كل الجهود لتحقيق أهدافها النبيلة تأتي من إنسجامها مع رؤية القيادة الرشيدة لدولة الإمارات العربية المتحدة وريادتها الدولية في مواجهة التحديات البيئية بحلول عملية وفعالة".

وأضاف: "يعد معرض أسلوب الحياة المستدام، "إبيك" الأول من نوعه في منطقة الشرق الأوسط من حيث التوجه مباشرة إلى الجمهور وخاصة المستهلك الواعي، المثقف والصديق للبيئة، ولكن ما يجعله نموذجاً متميزاً حقاً هو الرغبة الصادقة التي لمسناها من كافة الجهات الحكومية والخاصة للتعاون وروح المثابرة والتفؤل التي تسود بين الجميع كفريق عمل واحد".

وتوجه عبد الله سعيد لوتاه بالشكر والتقدير إلى الجهات الداعمة لمعرض "إبيك دبي" وهم كذلك وزارة البيئة والمياه وشركة دبي وبلدية دبي وغرفة تجارة وصناعة دبي وتلفزيون دبي وأثنى على الشراكة مع دائرة التنمية الاقتصادية - حكومة دبي ومؤسسة دبي للفعاليات والترويج التجاري ومؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة ومكتب الاستثمار الأجنبي التي دعمت بقوة إستضافة معرض "إبيك" في دبي كذلك ومجموعة إعمار لمراكز التسوق.

ومن جهتها وقالت ليلي سهيل، المدير التنفيذي لمؤسسة دبي للفعاليات والترويج التجاري، إحدى مؤسسات الدائرة الاقتصادية في دبي وأحد الداعمين للمبادرة، "تأتي هذه المبادرة من جهتنا ترجمة للتوجه العام للدولة والحكومة لأهمية البيئة والحفاظ عليها والسعي إلى خلق فرص ومصادر متنوعة للطاقة المتجددة والاستثمار في تطبيقاتها المستقبلية. إن استشعار أهمية البيئة لنا وللأجيال القادمة يدفعنا دوماً في مؤسسة دبي للفعاليات والترويج التجاري لاقتناص مثل هذا المبادرات والمشاركة بفاعلية لانجاحها لما لها من أثر إيجابي على الجميع".

وأضافت سهيل، "إن مشاركتنا في هذه المبادرة تنبع من حرصنا على التواصل مع القطاع الخاص ودعم مبادراته التي تصب في المصلحة العامة، بالإضافة إلى أنه ومن خلال المهرجانات والفعاليات التي ننظمها، فإننا نولي جانب الحفاظ على البيئة أولوية خاصة، وذلك لإيماننا العميق بأهمية هذا الموضوع".

كلمة "إبيك" تعني "المستهلك الواعي، المثقف والصديق للبيئة"، وتقول تريسي فاست، مديرة معرض إبيك دبي: "يمتاز سكان دولة الإمارات العربية المتحدة بالوعي البيئي وإدراك تأثير أسلوب حياتهم على البيئة، وسيوفر لهم "إبيك" منصة مثالية للتعرف على المنتجات والخدمات وبرامج التوعية التي تساعد على العيش بطريقة مسؤولة ومستدامة".

وحول فعاليات معرض إبيك دبي أشارت تريسي فاست إلى التنوع الكبير الذي يرضى كافة الأنواق والإهتمامات حيث يغطي المعرض مجالات الأزياء والإكسسوارات والأغذية والمشروبات والترفيه والسفر والمنزل والحدائق

يتضمن برنامج معرض إبييك العديد من الفعاليات التي تتضمن محاضرات من قادة المجتمع وأجواء من الترفيه و تجارب ومشاهد للإبداع البشري في مواجهة تغير المناخ فيما تُقدم الأعمال الموسيقية المحلية والدولية وعروض أزياء صديقة للبيئة على منصات عروض الأزياء في دبي مول. كذلك سيقوم عدد من مشاهير الطهاة بتقديم أطباق معدة من منتجات عضوية، أما ركن إبييك للأطفال فسيعرض عددا من الفنون والحرف البيئية وألعاباً تفاعلية.

وأشار ناصر رفيع الرئيس التنفيذي لـ "مجموعة إعمار لمراكز التسوق"، "تؤكد استضافة 'دبي مول' لإبييك دبي التزامنا بالتشارك مع المبادرات الرائدة التي تعزز توعية المجتمع بالتطوير المستدام. وسيقوم هذا المعرض، الذي يعمل على المكاملة بين الأعمال الداعمة للبيئة والترفيه، على إتاحة فرصة غير مسبقة لزوارنا في أن ينشدوا أسلوباً "أخضر" في حياتهم مع خلال التعامل مع شركات التوريد الصديقة للبيئة، وبالمقابل المساهمة في الجهود الدولية للتصدي للتغير المناخي وللحفاظ على البيئة".

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



UAE's S.S. Lootah Group and Dubai Events and Promotions (DEPE) will organize the EPIC Sustainable Living Expo, the Middle East's first consumer show designed to promote eco-friendly products and services on June 22-24 at The Dubai Mall.

Mr. Abdullah Saeed Lootah, CEO of S.S. Lootah International, said: "The united efforts of all who contribute to the EPIC initiative in achieving its noble goals come in line with the

vision and guidance of the UAE leadership. The UAE has been an international leader in overcoming environmental challenges through practical and effective solutions."

"The EPIC sustainable living expo is first of its kind in the region as it targets the general public and specifically the eco-conscious consumers who are friends of the environment. However, what makes EPIC a more distinct model is the continuous commitment we witnessed by various government agencies and private corporations and their spirit of perseverance and optimism that prevails among all as a team," added Mr. Abdullah Lootah.

In his address, Mr. Lootah offered his appreciation and gratitude to all EPIC supporters including the Ministry of Environment & Water, Dubai Police, Dubai Municipality, Dubai Chamber of Commerce, Bee'ah and Dubai TV. He further commended the partnership with the Department of Economic Development, Government of Dubai, Dubai Events & Promotions, Dubai SME, Dubai FDI and The Dubai Mall.

Ms. Laila Suhail, CEO of Dubai Events and Promotions Establishment, the government entity that is supporting EPIC, said, "This initiative is a wake-up call for all to realise the importance of environmental sustainability and its impact on our lives. We are delighted to be supporting EPIC in the Sustainable Living Expo that will be held in the first week of Dubai Summer Surprises 2011. As one of the region's best known events, DSS will give EPIC a platform to reach out to a wider audience and convey the messages of eco-living."

EPIC stands for 'Eco-Wise, Progressive, Intelligent Consumer', "UAE residents realize the importance of consuming responsibly and EPIC will present an ideal platform to learn more about the products, services and outreach programs for a more responsible and sustainable lifestyle," said Ms. Tracy Fast, EPIC Dubai Show Manager.

Ms. Tracy added that the EPIC Sustainable Living Expo includes a variety of showcases to satisfy all tastes and interests. "It covers Fashion & Accessories, Food & Beverage, Leisure & Travel, Home & Garden, Health & Beauty, Business & Technology, Transportation, and Government."

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22-24.

Dubai to host eco-friendly consumer products show

The Middle East's first consumer show designed to promote eco-friendly products and services will be organised in Dubai in June.

EPIC Sustainable Living Expo, organised by S S Lootah Group and Dubai Events and Promotions (DEPE), will be held at The Dubai Mall from June

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Laila Suhail, CEO of Dubai Events and Promotions Establishment, the government entity that is supporting EPIC, said: "This initiative is a wake-up call for all to realise the importance of environmental sustainability and its impact on our lives. We are delighted to be supporting EPIC in the Sustainable Living Expo that will be held in the first week of Dubai Summer Surprises 2011. As one of the region's best known events, DSS will give EPIC a platform to reach out to a wider audience and convey the messages of eco-living."

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



S.S. Lootah Group Initiative supported by Dubai Events and Promotions Establishment Through Dubai Summer

Region's first eco-friendly products and services consumer show

Broad participation by various business, environmental and social organizations

S.S. Lootah Group and **Dubai Events and Promotions (DEPE)** will organize the EPIC Sustainable Living Expo, the Middle East's first consumer show designed to promote eco-friendly products and services on June 22-24 at The Dubai Mall.

Mr. Abdullah Saeed Lootah, CEO of **S.S. Lootah International**, said: "The united efforts of all who contribute to the EPIC initiative in achieving its noble goals come in line with the vision and guidance of the UAE leadership. The UAE has been an international leader in overcoming environmental challenges through practical and effective solutions."

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Dubai Events and Promotions Establishment, the government entity that is supporting EPIC, said, "This initiative is a wake-up call for all to realise the importance of environmental sustainability and its impact on our lives. We are delighted to be supporting EPIC in the Sustainable Living Expo that will be held in the first week of Dubai Summer Surprises 2011. As one of the region's best known events, DSS will give EPIC a platform to reach out to a wider audience and convey the messages of eco-living."

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An S.S. Lootah Group Initiative supported by Dubai Events and Promotions Establishment through Dubai Summer Surprises 2011

Region's first eco-friendly products and services consumer show

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



Dubai to host eco-friendly consumer products show

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



Dubai to host eco-friendly consumer products show

The Middle East's first consumer show designed to promote eco-friendly products and services will be organised in Dubai in June.

EPIC Sustainable Living Expo, organised by S S Lootah Group and Dubai Events and Promotions (DEPE), will be held at The Dubai Mall from June 22-24.

Abdullah Saeed Lootah, CEO of S S Lootah International, said: "The united efforts of all who contribute to the EPIC initiative in achieving its noble goals come in line with the vision and guidance of the UAE leadership. The UAE has been an international leader in overcoming environmental challenges through practical and effective solutions."

"The EPIC sustainable living expo is first of its kind in the region as it targets the general public and specifically the eco-conscious consumers who are friends of the environment. However, what makes EPIC a more distinct model is the continuous commitment we witnessed by various government agencies and private corporations and their spirit of perseverance and optimism that prevails among all as a team," added Lootah.

Laila Suhail, CEO of Dubai Events and Promotions Establishment, the government entity that is supporting EPIC, said: "This initiative is a wake-up call for all to realise the importance of environmental sustainability and its impact on our lives. We are delighted to be supporting EPIC in the Sustainable Living Expo that will be held in the first week of Dubai Summer Surprises 2011. As one of the region's best known events, DSS will give EPIC a platform to reach out to a wider audience and convey the messages of eco-living."

EPIC stands for 'Eco-Wise, Progressive, Intelligent Consumer'. "UAE residents realize the importance of consuming responsibly and EPIC will present an ideal platform to learn more about the products, services and outreach programs for a

more responsible and sustainable lifestyle,” said Ms Tracy Fast, EPIC Dubai show manager.

Fast added that the expo includes a variety of showcases to satisfy all tastes and interests. “It covers Fashion & Accessories, Food & Beverage, Leisure & Travel, Home & Garden, Health & Beauty, Business & Technology, Transportation, and Government.”

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



Dubai to host global EPIC Sustainable Living Expo

- An S.S. Lootah Group Initiative supported by Dubai Events and Promotions Establishment through Dubai Summer Surprises 2011
- Region's first eco-friendly products and services consumer show
- Broad participation by various business, environmental and social organizations

Dubai, April 19, 2011 –UAE's S.S. Lootah Group and Dubai Events and Promotions (DEPE) will organize the EPIC Sustainable Living Expo, the Middle East's first consumer show designed to promote eco-friendly products and services on June 22-24 at The Dubai Mall.

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EPIC
THE SUSTAINABLE LIVING EXPO™

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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo



S.S. Lootah Group Initiative supported by Dubai Events and Promotions Establishment Through Dubai Summer

Region's first eco-friendly products and services consumer show

Broad participation by various business, environmental and social organizations

S.S. Lootah Group and **Dubai Events and Promotions (DEPE)** will organize the EPIC Sustainable Living Expo, the Middle East's first consumer show designed to promote eco-friendly products and services on June 22-24 at The Dubai Mall.

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Ms. Tracy added that the EPIC Sustainable Living Expo includes a variety of showcases to satisfy all tastes and interests. “It covers Fashion & Accessories, Food & Beverage, Leisure & Travel, Home & Garden, Health & Beauty, Business & Technology, Transportation, and Government.”

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“Hosting EPIC Dubai at The Dubai Mall underscores our commitment to partner with initiatives that strengthen community awareness about sustainable development. The expo, which integrates eco-business and entertainment, will offer an unprecedented opportunity for our visitors to pursue a ‘green’ lifestyle by interacting with eco-friendly suppliers, and in turn contributing to the global efforts aimed at combating climate change and conserving our environment,” said Mr. Nasser Rafi, Chief Executive Officer, Emaar Malls Group.



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Headline: O2 Press Release: Dubai to host global EPIC Sustainable Living Expo

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Mr. Abdullah Saeed Lootah, CEO of S.S. Lootah International, said: "The united efforts of all who contribute to the EPIC initiative in achieving its noble goals come in line with the vision and guidance of the UAE leadership. The UAE has been an international leader in overcoming environmental challenges through practical and effective solutions."

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