

NEWS UPDATE

3RD IFRA MIDDLE EAST CONFERENCE IN NOVEMBER IN BAHRAIN

Darmstadt, 17 July 2007 – The “Arab Media Outlook”, a regional report highlighting the success of Arabic media houses, will be the subject of one of the main presentations during the 3rd Ifra Middle East Conference from 20 to 22 November 2007 in Bahrain. This event will give an up-to-date overview of business and production topics. International speakers will discuss the most pressing issues of the industry with the participants.



“Arab Media Outlook 2007–2011”

This study covers issues of convergence in the newsroom. The “Arab Media Outlook 2007–2011: Developing Organisations – Developing People” is a collaborative effort between the Dubai Press Club and PricewaterhouseCoopers and was introduced at the Arab Media Forum on 24–25 April this year. This report, the largest of its kind ever undertaken in the Arab region, will be presented at this year’s Ifra Middle East Conference.



The Arab Media Forum is an annual event organised by the Dubai Press Club. This year the event was opened by Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai. The forum was attended by hundreds of Middle East media organisations, with main conference themes on “Developing People, Developing Organisations”, “Content versus Profit: The Impact of Advertising on Programme Content”, and “The Effect of Technology Innovation on Today’s Media Landscape”, with focus on convergent newsrooms.



“Arab Media Outlook” includes a significant research project that collected and analysed the views of many Arab media leaders. The inaugural 2007 edition features more than 75 interviews from senior media executives across the region. These media executives ranged from managing editors, editors-in-chief, chairpersons, owners, associations, advertising agencies, telecom operators, technology vendors and academics allowing the “Arab Media Outlook” report to assess the entire media industry of the region as well as its stakeholders.

One key section of the report is on developing people and developing media organisations' business and managerial skills as well as practices in the newsroom to cope with change and improve performance. The report cites among others Al-Riyadh newspaper of Saudi Arabia, an Ifra member and member of the regional Ifra Middle East committee, which is sponsoring the Ifra conference in November, as a leading example and case study of successful technology application in the newsroom:

“Al-Riyadh is one of the leading newspapers in Saudi Arabia. It employs 200 journalists and reporters and has offices in many Saudi cities, as well as bureaux in Cairo, Beirut and other cities in the region. In 2006, it introduced a digital workflow system, which is reported to have improved editorial efficiency by at least 20%. The system integrates editorial control, layout, production and archiving into one system”.



It should also be noted that Al-Riyadh was one of the first newspapers in Saudi Arabia to introduce advanced CTP system and colour quality standards.

Information about the conference

The 3rd Ifra Middle East Conference from 20 to 22 November 2007 will be held – in the Arabic and English languages – in Bahrain. A detailed conference programme and online registration will be available soon at www.ifra.com/events.

Since the first Ifra-facilitated Middle East conference in 2005 in Beirut and the second in 2006 in Abu Dhabi, increasing numbers of newspapers in the region have joined Ifra's international publishing community. Some of these most significant publishing houses in the region have also formed an Ifra Middle East Committee to guide the association's activities in the area.

Source: IFRA

ACTIVITIES AND OTHER UPDATES



IPMEX '07
MALAYSIA
International Printing, Paper, Packaging
Machinery Exhibition
国际印刷、纸张与包装机械展
10th-13th August 2007
Putra World Trade Centre, Kuala Lumpur, Malaysia



IPMEX MALAYSIA 2007

(INTERNATIONAL PRINTING, PAPER & PACKAGING MACHINERY EXHIBITION 2007)

VENUE:

PUTRA WORLD TRADE CENTRE, KUALA LUMPUR, MALAYSIA

SHOW DAYS:

AUGUST 10TH - 13TH, 2007

<http://www.ipmex.com/>

SIMI Scandinavian International Management Institute



LEADERS 2007 NEWSPAPER EXECUTIVE DEVELOPMENT PROGRAMME

**24-27 SEPTEMBER, 2007, 12-15 NOVEMBER,
2007 & 20-24 JANUARY 2008,**

COPENHAGEN, DENMARK

<http://www.simi.dk/article.aspx?articleid=+371+371>

RESEARCH ARTICLE

THE PAPER AND COLOR EQUATION IN THE INVESTMENT SCALE PLACES SAUDI ARABIA AS THE LARGEST MARKET OF PRINTING IN THE GULF AREA

SAUDI ARABIA HAS 44% OF THE MARKET SHARE FOLLOWED BY THE UAE WITH A DEMAND QUANTITY HITTING 2.5 BILLION RIYALS

In the Middle East generally and in the Arab Gulf region specifically, the indicators of the printing activities have achieved promising growth rates with the market share reaching 6.7 billion Saudi Riyals in 2006. With such figures in mind which reflect the strength of the printing industry market, let's research the overall reasons for the development of such sector which recorded a cumulative annual growth rate of 8.3% from 2004 to 2006, and we shall place the elements of the printing industry, including paper, machinery, and colors in the scale of the investment identifiers. The economic growth witnessed



by the Gulf region countries played a vital role in pushing the growth rates of this sector. It has elements that attract investments towards the region economies by making use of the overall boom of all sectors of the Gulf economy. A large number of local and international markets have entered into this market. The consumer markets share increased leading to the increase of the demand on publications in their various categories in order to fulfill the needs of the consumers.

In Saudi Arabia, the printing market marked an upward trend in growth rates due to the growing private sector which stands for 46% of the purchasing power in the Kingdom. This created the proper atmosphere to the increased demand on publications and advertising materials. Research made on this sector revealed that the rate of the individual consumption of paper in the Kingdom is estimated at about 13 kg by the end of 2006. The printing market in the Kingdom has become the largest of its type in the region due to its largest population and the biggest number of publishers it has. The total market share of printing hit an amount of 2.9 billion Saudi Riyals with an annual aggregate growth rate of 7.5%, constituting 44% of the printing market share in the Arab Gulf region. UAE comes after Saudi printing market in terms of quantity with an amount of approximately 2.556 billion Riyals in 2006 representing around 38% of the total market share in the region. Combined together, Saudi and UAE markets constitute a share of around 82% of the total printing market in the Gulf area. While printing industry in Saudi Arabia remains less costly, printing market in UAE witnessed the most striking growth in the printing markets of the Arab Gulf. UAE printing market grew with a cumulative annual rate of 10.4% between 2004 and 2006.

The printing market in KSA including four major sectors: newspapers and magazines printing, books printing including school books, commercial printing and carton and packaging printing, managed to be at the forefront of the Gulf countries in procuring modern printing machinery since the beginning of the last century. It fulfilled qualitative breakthroughs in developing the printing industry, especially after having introduced foreign companies in the market; hence increasing the demand on commercial printing in the seventies of the last century.

The daily number of the sold copies of newspapers in Saudi Arabia reached about 1.5 million copies; as newspapers remain one of the traditional means of acquiring information in the Saudi society as well as other Arab societies. The Kingdom is the largest market of newspaper printing in the Gulf area with a quantity demand hitting an amount of approximately 328.9 million Saudi Riyals in 2006. In the Kingdom, 21 daily newspapers are being printed. Most of them are published in Arabic language. Special editions of some pioneering Arabic newspapers are also being published in the Kingdom on a daily basis. It is expected that newspapers and magazines market will grow in the future with the increase of the non-conventional newspapers and specialized magazines. The number of sold magazines reached two million per month. Newspapers and magazines constitute together around 24.4% of the printing industry in the Kingdom where the printing industry market hit around 722.6 million Saudi Riyals in 2006. In UAE, newspapers and magazines printing industry constitutes around 34% of the printing market with a total demand of 865 million Saudi Riyals. The establishment of Dubai Media City and the Free Media Zone area in addition to publishing a large number of new magazines and newspapers in the country played a major role in the growth of the market.

The market of printing books in the Kingdom is the largest of its type in the Gulf region with regards to printing school and university books. Such market has good indicators as the Kingdom has the largest population with more than 5 million students beside the increase in the number of schools and universities and the expected rise in the rate of eliminating illiteracy. The market share is around 394.9 million Saudi Riyals in 2006 with 115 million school books printed. This represents the largest demand in the Gulf with a percentage of 67% of the total demands for school books in the region.

The Kingdom has become one of the publishing tycoons in the area in terms of general-domain books whose printing market includes all non-school or non-university books such as general culture books, religious, political, and economic books as well as novels and short stories. The number of published books increased to reach 5200 books and the number of publishers also increased to reach 1100. The quantity of demand hit approximately 219.4 million Saudi Riyals in 2006 constituting around 81.4% of general-domain books printing in the Gulf region.

The expansion of the private sector within the last years, the expansion of the retail industries and the increase of the number of companies created more need for advertising their products through brochures, publications and the need to publish their annual reports. This led to the incremental increase of the commercial printing industry hitting an amount of approximately 1.425 million Saudi Riyals in 2006 which constitutes about 39.8% of the quantity of the commercial printing market in the Gulf region. The most consumptive sectors are banking, nutrition, grand commercial stores, communications and real estate.

In UAE, the commercial printing sector reached around 60% of the printing market to hit an amount of approximately 1.525 million Saudi Riyals in 2006. All such came as a result of the companies' increasing demand on advertising products, stationeries, reports and commercial printing products, because these companies increased in number especially after introducing the Free Trade Zones. Introducing modern technology also led to upgrading the quality of the end-user products which leads to increasing the revenues of this sector due to the availability of specialized services.

Saudi Arabia is expected to remain the largest printing market in the Arab Gulf region while the UAE will continue in achieving the fastest growth rates in the printing industries compared to the rest of the Gulf countries.

Source: SHARQ AL AWSAT