

Bahrain Infoclopedia Briefing

The concept of Bahrain Infoclopedia is based purely to being an informative document of six volumes each consists of some 330 luxurious 170 gms pages and leather cover, designed to accommodate several photos of different landmarks within the Kingdom of Bahrain, while avoiding any type of advertising. It talks about each business sector history, present and future in the Kingdom of Bahrain with valuable information about the most active businesses in the Kingdom, also it explores the wide services and activities provided by the Kingdom of Bahrain to the investor together with general information on the Kingdom. Bahrain Infoclopedia also included comprehensive and detailed information on every single terminology pertaining to each business industry. Obviously Bahrain Infoclopedia contains contact directories for ministries, embassies and all registered business firms within each sector.

The Banking and Finance in the Kingdom of Bahrain volume is the first volume of the Bahrain Infoclopedia that consists of total six volumes planed to accommodate all business sectors in the Kingdom of Bahrain and maintaining the same concept for all volumes.

1. Industry in the Kingdom of Bahrain
2. Tourism and Real Estates in the Kingdom of Bahrain
3. Trading and Commerce in the Kingdom of Bahrain
4. Medical in the Kingdom of Bahrain
5. Education in the Kingdom of Bahrain

So far some 60 to 70 % have been achieved in the preparation of all five volumes, and ISBN for each of them is already secured in the name of our company: **Bahrain Management Centre** from the Ministry of Information in Bahrain.

Bahrain Infoclopedia is targeted to VIP business people. Investors, CEO's, Chairmans, Managers all around the world with the aim to attract and encourage them to invest in the Kingdom of Bahrain, and at present we are negotiating with some international distribution channels for this purpose, and to ensure that this book will be available at every airport and major destinations around the world, aiming to reach more than Ten million decision makers around the world. However, it is targeted within the Kingdom of Bahrain for all government and corporates not only for their own use it is rather to be dealt with as a gift item that can be offered to their visitors and customers. (Part of our plan is to customize the book cover based on minimum order quantity complimentary, such as printing organization logo and contact address) Also five stars hotels and universities are major targets.

Based on our research and feedback, we anticipate this document to reach at least some 250,000 readers within the Kingdom of Bahrain only, in addition to several million readers within the GCC countries, Middle East and Africa. Part of our future plan is to have this document available for on-line shopping through our website and through some international sites such as Alibaba, e-bay and amazon.

Bahrain Infoclopedia end user price is set at BD 50 or US\$ 140 per volume and all remaining volumes are scheduled to be completed and ready for distribution by first quarter 2010.