

Registration for the 1st Annual International Society of Baking Middle East & Africa District Conference and Expo is now open!

The International Society of Baking Middle East and Africa District (ISB MEA), is a chapter of The American Society of Baking (ASB), aimed at bringing together bakers, suppliers, bakery retailers and professionals in the industry to network, establish new business relationships and improve their knowledge about the latest developments in the industry.

ISB MEA's mission is to advance the baking industry in the Middle East and Africa region by facilitating business relationships and sharing knowledge. Therefore, in order to fulfill this mission, this year the 1st Annual ISB Middle East & Africa District Conference and Expo will be held from 10th to 12th of December 2011 at Shangri –La Barr Al Jissah Resort & Spa, Muscat, Oman. We invite all Bakery professionals to attend this important and interesting event for the first time in the region. Participants of this event will benefit greatly in advancement of their industry skills and knowledge as some well-known expert speakers from the baking world will share their invaluable expertise in this meeting and not only that! Participant will be able to meet up with new colleagues from around the world while enjoying the tranquil atmosphere in Muscat, Oman.

CONFERENCE – HIGHLIGHTS

The highly anticipated two day conference is to be held at one of the luxurious five star hotels in the Sultanate, [The Shangri –La Barr Al Jissah Resort & Spa](#) Muscat, Oman.

- Excellent networking opportunities with professionals from the baking industry, suppliers and other allied services from around the world.
- Possibilities to expand your baking and management knowledge with the industry leaders from the emerging Middle East and Africa region.
- 2 consecutive days of educational sessions on industry-related topics.
- Bakery exhibition displaying the latest innovations and technologies.
- Opportunities to share your expertise and experience with professionals and decision-makers.
- Great sponsorship opportunities, providing a unique platform for your business.
- Exciting pre and post conference program for delegates and spouses

To register, please download the Conference Registration Form and all other applicable forms [from our website \[www.isb-mea.org\]\(http://www.isb-mea.org\)](#) or click [HERE](#) and send to info@isb-mea.org upon completion.

VENUE

Explore rich history at one of the most exquisite sites in the world! Oman, known for its coastline extending 3,165 km, a combination of three of the most important trading seas; the Arabian Gulf, Gulf of Oman and the Arabian Sea. Exclusively located on the bay at Barr Al Jissah, The Shangri-La's Barr Al Jissah Resort & Spa nestles against the dramatic backdrop of the rugged interior mountains and the spectacular waters of the Gulf of Oman.

Spouse pre & post tours are available ranging from Twilight Dhow cruises, Dolphin sightseeing, Caves Day Trips, Snorkeling & Diving, Forts and Historical Sights Trips etc... A full range of our tours is available on our website www.isb-mea.org

For general inquires please email info@isb-mea.org or contact us on Tel: +968 2471 2338 / Fax: +968 2471 4711

EXHIBITION

The exhibition will comprise of various exhibitors from all over the world showcasing their products and services, this perfect opportunity can introduce outstanding benefits to small-medium enterprises and adds a big advantage to production efficiency and quality for large organization.

- Showcase your expertise, your products and your services at the ISB MEA Expo 2011.
- Customary coffee breaks will be held for attendees in the Exhibition Hall which grants you even more contact with your clients.
- As an exhibitor you will have access to all educational sessions and panel presentations.
- ISB MEA has a priority system for booth selection based on First Come First Served basis and that entitles the main sponsors of the event to avail the stands at the prime locations of the expo hall.
- We also consider our traditional exhibitors and their continuous participation in the ISB MEA Conference and Expo.
- An Expo floor plan will be available in our www.isb-mea.org website soon and the same will be sent to you when registration begins. ISB MEA reserves the right to modify these plans as necessary to meet the needs of exhibitors and the expo.
- Name of ISB MEA District official freight forwarder will be announced soon.

For information on Expo and Expo Shipments, please contact:

Mr. Faisal Basheer

Expo Manager

Tel: +968 2471 4785

Fax: +968 2471 1340

Mobile: + 968 99435931

E-mail: expo@isb-mea.com