



## Press Release

19th January 2009

### Renewed cooperation for **BML International, UK** and **Arab World Travel & Tourism Exhibition (AWTTE)**

For the second year running, **BML International, UK** has been appointed pan-European Sales Representative for **AWTTE**.

Following the success of the event in October 2008 after a forced absence of two years, **AWTTE** has successfully returned, placing the event as well as Lebanon on the exhibitions calendar and on the tourism map.

General Director Dimitri Laspas said 'Throughout the good and bad times, **BML International, UK** has supported **AWTTE** and Lebanon, as it still holds an immense influence over the region. It is due to the development and sophistication of the country that the whole of Middle East is where it is today. Therefore anyone serious about lasting business in the region, must be committed to attending **AWTTE** whether as an exhibitor, hosted buyer or trade professional'.

**BML International, UK** will cover the sales in all of the European Union and the rest of Europe. With stability in the region, it is expected that confidence will return and more European National Tourism Boards will be encouraged to exhibit and bring with them the support of their travel trade.

**AWTTE** has also renewed its membership of **World Exhibitions Club** and has embarked on a comprehensive global media campaign with **TOURISM AROUND THE WORLD MONTHLY**.

The next edition of **AWTTE** will take place from 8-10 October 2009 at the Beirut International Exhibition and Leisure Center (BIEL), Beirut, Lebanon.

For more information on **BML International, UK**, please visit: [www.bmlinternational.co.uk](http://www.bmlinternational.co.uk) and for more details on **AWTTE** visit [www.awtte.com](http://www.awtte.com)

Partner of



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[www.wecexhibitions.com](http://www.wecexhibitions.com)