



The Annual Party & The Golf Story

4 Corners Events E-Newsletter

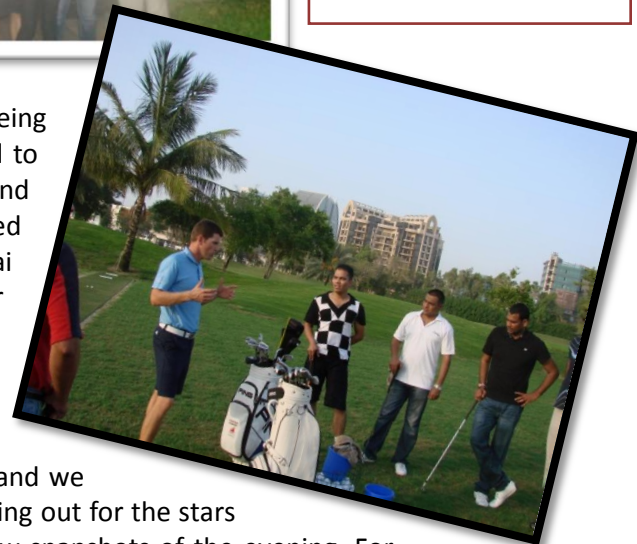


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SPECIAL STORY

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During the last week of June, we celebrated becoming and being one. Our company celebrated its first birthday, and we decided to do something special on this occasion. Golf is an aspiring sport, and we all were curious about it equally. Our instructor Steve showed us the ropes and we all played our first shots at golf in the Dubai Creek Golf and Yacht Club, followed by a steamy seafood dinner at the golf course restaurant. The managers made semi-formal speeches, talking about their journey of pioneering *4 Corners Events* and making it into a successful name today, also appreciating the whole team's laborious efforts put in equally. Surprise rewards from the management delighted our evening and we are now holding a much more motivated attitude towards reaching out for the stars when it comes to working with *4 Corners Events*. Here are a few snapshots of the evening. For more details, logon to [our Facebook!](#)



Emirates Airline starts its first flights to St. Petersburg and Copenhagen this year.

Emirates has announced that they are set to launch flights into Russia by introducing services to St Petersburg, which will become the most northerly point on emirate’s network. The port city, lying on the Baltic coast and sometimes referred to as Russia’s ‘Northern Capital,’ will be served from 1st November with a daily flight from Dubai International Airport.

Emirates is set to add a new European country to its ever expanding route network when the Dubai-based international airline launches non-stop, daily flights to Copenhagen in Denmark on 1st August. Copenhagen, Denmark’s capital city which attracts 1.3 million tourists a year will become the Emirates’ 112th international destination and the 27th destination in Europe.



The secret behind their Food!

SOCIETY

Dubai: French fries and falafel — neither has anything to do with either France or the Arab world. The potato dish is originally from Belgium while the lentil patty can be traced to India and Pharaonic Egypt. Makes you wonder — do you really know your food? And one thing is for sure ... curry is not a British invention, as some would like to believe but traces its roots to ancient Iraq. All patents pending — Mesopotamia.

Shawarma

Doner kebabs, a Turkish word that literally means "turning roast", originated from Turkey. This nomadic dish was created due to its ease of transport and had a long life. The dish was cooked on a vertical spit and sliced off before being served. The Arabian shawarma gives credit to these doner kebabs. The name shawarma comes from the Turkish word "cevirme". As it moved to the Arab world many changes to its preparations were made — the slivers of chicken or meat are wrapped in pita bread with garlic paste, pickles, tomatoes and a lot of lettuce.

Pizza

Pizza and Italy go hand in hand, but the pizza actually originated from Greece. Ancient Greeks and Romans had a type of bread without yeast, topped with different items before being baked — Greek pizzas only had vegetables. This idea of the flat bread found its way to Italy in the 18th century.

Chocolate

While many might think "Swiss" when they hear or see chocolate, the reality is it was discovered a very long time ago in a very different location. This is the bitter truth: the first people known to have made chocolate were the ancient cultures of Mexico and Central America — the Mayans and the Aztecs, 2,000 years ago.

Falafel

Falafel, the popular Arabic fried ball or patty made of spiced field beans or chickpeas, dates back to Biblical times. It is believed to have originated from somewhere on the Indian subcontinent and was made with spiced soured bread. However, the word "falafel" comes from the Arabic word "filfil", which means pepper. While some believe that it is of Indian origin, others say that the falafel recipe dates back to pharaonic times.



Intrigued, aren't you? For more interesting news regarding origins of food, check us out at [Facebook!](#)

BUSINESS

The Topping Top of the "Top of the Tent"!

Ras Al Khaimah, literally meaning the "top of the tent", is on rampant expansion and development, eagerly building its status as the third business hub in the United Arab Emirates after Abu Dhabi and Dubai.

The ruler of the emirate, *Sheikh Saud*, envisions introducing government and legal reforms to attract business to its free zones and investing in its tourist and commerce infrastructure, eventually making it one of the most attractive emirates amongst the total 7. The emirate may soon have the same standard of services as Abu Dhabi and Dubai. Comprising only 1.5 per cent of the UAE's economy, the emirate's compact size in proportion to its economically robust neighbors meant it wasn't as badly hit by the recent downturn.



A word from the editor:

EDITORIAL

The economic recession in the world in general and the UAE in particular might have caused a set-back to many industries and left a lot others in shock and bankruptcy. Tourism, however, has more or less, remained the same. Dubai, recovering steadily from the 2008 recession, has seen the tourist number on a high increase – precisely as the tourism experts put:

“The number of tourists flooding to Dubai is expected to shoot up to 12 million by 2012, compared to 10 million this year.”

Wow!! Now that's a big increase, but not big enough - and Dubai still wants more!

Most recently, we, just like Dubai, are on massive expansion plans. It feels amazing when your company is just one year old and you already have established connections across most countries in Asia, Europe and the Americas. Our team has already traveled to the UK, Germany, Spain, Italy, Portugal, Hong Kong (branch office), Malaysia, America and Canada. In all these countries we have affirmed promising and proficient representatives to offer the best in-class tourism and events management services ever!

But there is more to it, and let us beguile you!

Right now, we are aiming for the Brazil and Latin America, and are enthusiastically working on a project called **“Sky is the Limit”**

Intrigued? Yes, we are giving out more details on our [website](#), [Facebook](#) and [Twitter](#). The best is yet to happen!

-This editorial has been written by Amber along with ideas from Louie, Antonio and the rest on 4 Corners Events team.

Disclaimer:

The information in this e-newsletter has been gathered from different news sources and is not claimed by 4 Corners Events. Major sources include Wikipedia, the Gulf News and the Times.

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