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ترجمة غير رسمية

Cooperation Agreement

between

The Union of Arab Chambers (UAC)

and

OPENET company and its brand "Antica"

On

The Arab International Initiative for Culture, Trade and Tourism "Li-taarafu", an Arab exhibition to communicate with the world "Under the umbrella of the Secretariat General of the League of Arab States (LAS) , Economic Affairs Sector"

Preamble

Given the importance of global exhibitions as a unique opportunity to introduce the participating countries at all levels; cultural, commercial, civilizational, tourism, science and technology, arts and heritage, in addition to their various products and industries. These exhibitions provide a wide range of marketing and promotional opportunities for participating countries, large corporations, owners of small and medium-sized businesses, and innovators, in addition to bilateral meetings for business owners that usually result in commercial or investment partnerships. The Initiative will include holding Arab exhibitions in foreign states in cooperation with the Joint Arab-Foreign Chambers of Commerce, as there is a possibility of hosting these exhibitions in the countries where these chambers are based at specific periods to be agreed upon, so that the exhibitions constitute a platform for communication and promotion at all levels, strengthening Arab relations with the world and presenting an advanced vision of the Arab world.

Whereas the two parties are willing to engage in a participatory manner, they agreed on the following:

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Article 1

Objectives

By launching the Arab International Initiative for Culture, Trade and Tourism “**Li-taarafu**”, the two parties seek to enhance trade, cultural, civilizational, tourism, economic, science and arts exchange between the Arab region and foreign countries.

Article 2

Areas of Cooperation

The two parties shall cooperate in the following areas:

1. Culture
2. Trade
3. Tourism
4. Science and Technology
5. Arts and heritage
6. Other products and industries.
7. Any other technical activities or areas of cooperation agreed upon by the two parties with regard to the subject of the Agreement.

Article 3

Means of Cooperation

1. Hold Arab exhibitions in foreign countries in cooperation with the Joint Arab and Foreign Chambers of Commerce.
2. Investigate and promote joint Arab investment opportunities.
3. Improve the effectiveness of Arab development plans, programs, and initiatives.

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4. promote dialogue and exposure to diverse cultures.
5. Develop a special digital platform that will enable individuals and participants to communicate, promote and allocate commercial and investment opportunities, and encourage economic integration at all levels.
6. Enhance Arab relations with the world; and provide an advanced vision of the Arab world.
7. Support and market cultural, scientific, arts and trade events and activities and introduce the civilizations of the Arab region through organizing exhibitions.

Article 4

Parties Responsibility

First Party Responsibility

Union of Arab Chambers The overall organization for the initiative.

1. The Union is coordinating with the Secretariat General of the League of Arab States and the Investment and Technology Promotion Office, United Nations Industrial Development Organization (UNIDO-ITPO, Bahrain), to cooperate in implementing this initiative.
2. The Union of Arab Chambers coordinates with the Joint Arab-Foreign Chambers of Commerce to set an annual schedule for exhibitions held in the headquarters countries
3. Identify the date and venue of the exhibition in each country hosting the exhibition in cooperation with relevant joint chamber, and cooperate with the second party in providing the appropriate place for the exhibition, provided that the venue is equipped to accommodate the exhibition physically and digitally.
4. Media promotion of the exhibition and inviting Arab chambers, Unions, Arab companies and organizations to participate in the exhibition.

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5. The exhibition will be promoted in the host country's media by the related Joint Arab-Foreign Chamber of Commerce, in order to attract companies and entities interested in participating.
6. Promoting the digital platform that will be created by the second party, which will include a special section for trade and investment, tourism, culture, arts, entrepreneurs, innovation and invention, humanities, bilateral meetings, and workshops.
7. Enhancing the event and proposing a strategy to ensure the sustainability of the initiative, expanding partnerships, and continuous updating, in cooperation with the first team.
8. Cooperating in securing sponsorships, advertising and promotion for the event.

Second Party Responsibility

1. The second party develops a digital platform for the initiative on the Internet where visitors can access comprehensive information about the exhibitions:
 - Individuals and participants can use the platform to interact, explore trade and investment opportunities, promote economic integration, and develop Arab-international commercial relationships.
 - The initiative's content is multilingual in order to reach a global audience.
 - Conducting interactive virtual tours, which contributes to cultural exchange, learning about people's civilizations, promoting tourism and products, and creating partnerships.
 - The platform allows visitors to explore exhibition areas, their costs and reserve pavilions for in-person or virtual participation. With the availability of an intelligent reservation system for individuals.

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2. The second team is in charge of all exhibition logistics (renting the venue, preparing and equipping the pavilions, coordinating and supervising economic and cultural events, following up on reservations, and operating and maintaining the exhibition).
3. Cooperating in securing sponsorships, advertising and promotion of the event.

Article 5 Final Provisions

1. The Cooperation Agreement shall enter into force upon its signature by the two parties.
2. The Cooperation Agreement may be amended at any time by consent of the two parties.
3. The Cooperation Agreement may be terminated by either party upon six months advance written notice to the other party.

This agreement was signed in Cairo on January 10, 2024, in two original Arabic versions with equal legal authority. A copy will be provided to each party immediately after signing it, so that they can act accordingly.

On behalf of	On behalf of	On behalf of
Union of Arab Chambers	Secretariat General of the League of Arab States	OPENET company "Antica"
Dr. Khaled Hanafy Secretary-General of the Union of Arab Chambers	Ambassador Dr. Ali bin Ibrahim Al-Malki Assistant Secretary-General, Head of Economic Affairs Sector	Mr. Ahmed Nasr Director General of OPENET and its brand "ANTICA"