



**RAS AL KHAIMAH – BCW U.S. MEDIA ACTIVITY**

**Contents**

Media Activity Overview ..... 2  
Sample Media Pictes..... 3  
Press Releases ..... 7  
Sample Media Coverage..... 18



## MEDIA ACTIVITY OVERVIEW

### July 2020

- **Emirati Burqa**
  - Media Pitch Only
- **Bureau Veritas**
  - Press Release and Media Pitch

### August 2020

- **Al Jazirah Al Hamra**
  - Media Pitch Only
- **Tree Fines**
  - Press Release

### September 2020

- **Bear Grylls**
  - Press Release

### December 2020

- **SpiceJet**
  - Press Release
- **NYE Celebration**
  - Press Release and Video



## SAMPLE MEDIA PICTHES

### Emirati Burqa Media Pitch

Hi X,

Knowing you cover all things beauty, **I want to share a timely and diverse piece on Muslim women redefining the *face of beauty* in the United Arab Emirates and around the world.**

**In Ras Al Khaimah – the northernmost Emirate in the UAE – women are reclaiming their beauty and owning their narratives with the Emirati Burqa.** The distinctive face covering is made by skilled artisans and worn with pride by women in the region. Made 35 years ago, the Burqa has become known as the “Emirati Passport” as Muslim women in Saudi Arabia, Russia, London and more have become lovers of the face covering. **Watch a video on the Emirati Burqa [here](#).**

While it appears to be made of a yellow metal, it is, in fact, made of fabric. The Burqa reflects Emirati women’s distinctive personality and humanity. Today, it can still be seen worn by women in Ras Al Khaimah, particularly when visiting traditional markets, as it is an important element of traditional dress and one that highlights the richness of the Emirate’s culture. **Not to be confused with the Burqa worn in other countries to cover the entire body, the Emirati Burqa is worn by women for many reasons:** to embrace their heritage, and it is a beautifying face accessory that has also been adopted for modesty and to protect from hot weather. The Burqa is made in a skillful way that is passed down from one generation of artisan to another, preserving the cultural relevancy and significance to the region.

Beyond Ras Al Khaimah, U.S. perceptions of Muslim beauty are rapidly shifting toward inclusivity and broader acceptance fueled by recent social movements. From Halima Aden, a Somali-American model becoming the first woman to wear a hijab and burkini in Sports Illustrated in 2019. To the 2020 [Miss Muslimah USA pageant](#) to celebrate Muslim culture and the [billion-dollar Halal cosmetics sector](#), American audiences are intrigued and ready to learn more about Muslim beauty.

Below, I’ve copied more information about the Emirati Burqa. Let me know what you think for a potential story.

Best,

X

On behalf of Ras Al Khaimah

//

### **The Emirati Burqa... a window into Ras Al Khaimah’s culture**

***Handcrafted by skilled artisans and worn over the face, the accessory reflects the personality and Identity of Emirati women***

**Ras Al Khaimah, UAE:** In a world where technology is superseding traditions at an alarming rate and urbanization is leading to the end for many pursuits of the past, it is edifying to find one skilled and beautiful tradition alive and well in a small yet vibrant corner of the Middle East.

In the far north of the United Arab Emirates, in an area characterized by its diverse topography, fascinating history and culture, women can be found hand-crafting and wearing a veil unlike any other. The Emirati Burqa is a distinctive face covering that is made by skilled artisans and worn with pride by women in the UAE. While it appears to be made of a yellow metal, it is, in fact, made of fabric.



The Burqa reflects Emirati women's distinctive personality and humanity and today, it can still be seen worn by women in Ras Al Khaimah, particularly when visiting traditional markets, as it is an important element of traditional dress and one that highlights the richness of the Emirate's culture.

Not to be confused with the Burqa worn in other countries to cover the entire body, the Emirati Burqa is worn by women for many reasons: to embrace their heritage, and it is a beautifying face accessory that has also been adopted for modesty and to protect from hot weather.

Although the Emirati Burqa has been the subject of many cultural descriptions in art as well as literature, it still has facets that remain hidden to the casual observer.

The Burqa played an important role in the social life of Ras Al Khaimah, with many women employed professionally to create the veil using unique shapes and designs. It was also popular across the UAE, its style differing from one emirate to another and according to marital status and age.

Historically, many young women began wearing the Burqa after they became engaged, with their masks typically smaller than those worn by older women. However, as with most styles of dress, the rules have changed over the years, with Emirati women adding to the Burqa many aesthetic adjustments and characteristics to keep pace with the spirit of the modern age and in line with the evolution of social and cultural life.

The Burqa is made in a skillful way that is passed down from one generation of artisan to another. The artisan first starts with a piece of material that can cover the entire face. A piece of local wood, known as "Al Seif", is then placed in the center, which marks the location of the eyes so the piece can be cut accurately.

The front of the Burqa is then covered with cloth and the various pieces are sewn together. Sometimes stylistic flourishes such as circles and stars are sewn on.

Various types of fabric, mainly sourced from India, were traditionally used to craft Burqas, with 'Al Sheel' and 'Kharjat Neel' popular types that are characterized by their thickness and coloring with a light-scented indigo dye. These older Burqas used to leave markings on the wearer's face, so more modern designs tend to use a thinner type of fabric with more permanent dye. Popular colors include red, yellow, green, silver, purple and black.

Over time, the shape of the Burqa has changed, with modern versions having gold inserted into the mask.

Women involved in crafting the Burqa are keen to pass on these traditions to the next generation. Their handicraft involves a great deal of skill, with the precise cutting of the fabric requiring deft use of tools to enable the Burqa to fit perfectly on the face. A specific phase in making the Burqa is called 'Quraizah Burqa', where the craftswomen use special tools, such as very fine sewing needles and threads. The tools and materials, which are used during this phase, are stored in a box called 'Ashpidan.' Pink seashells are also sometimes used to color the Burqa material and soften it.

As well as being used during daily life, others are specifically handcrafted for social occasions and holidays, the most important being the Burqa of the bride. Traditionally when a girl married, she was gifted a gold-encrusted Burqa. Over time, many more modern types of Burqas have appeared and are worn as accessories by women during celebrations and family ceremonies. Today, the younger generation are showing renewed interest in the Burqa and the rich traditions of their elders.

Although there are many different stories as to when the Burqa first appeared, Emirati women often tell their own tales about its provenance to express their love and admiration for this unique piece of traditional attire. The Burqa remains an integral part of Emirati culture and one which evokes feelings of nostalgia each time a woman is seen wearing one.

-end-



**Notes to Editors:**

**[About Ras Al Khaimah](#)**

Ras Al Khaimah (RAK) is the northernmost of the seven Emirates that make up the United Arab Emirates. It is known for its rich history, dating back 7,000 years, and diverse landscape, from 64km of pristine beaches, to terracotta deserts and an imposing mountain backdrop. The Emirate is [#5 on BuzzFeed's 2020 Travel Guide](#), and home to the highest peak in the UAE, Jebel Jais, standing at 1,934 meters and featuring the world's longest zip line, at almost 3km.

Ras Al Khaimah is also centrally located at the modern crossroad between Europe, Asia and Africa, with one third of the world's population within four hour's flying time, making it an ideal location for businesses to expand into the UAE, the Middle East and Africa and beyond. Indeed, the World Bank's Doing Business report ranks Ras Al Khaimah 30<sup>th</sup> out of 190 economies for ease of doing business.

Ras Al Khaimah is also a cultural melting pot with a growing population, currently at about 375,000, 31% of which is local Emirati. It is considered an extremely safe place to live, consistently ranked highly in global surveys. With year-round sunshine, straightforward business set-up and a competitive and affordable cost of living, Ras Al Khaimah is the informed choice for business, lifestyle and travel.

###



**Bureau Veritas Certification Media Pitch**

Hi X,

Knowing you cover the travel industry; I have breaking news to share with your audience about Ras Al Khaimah – the northernmost region in the United Arab Emirates – has been internationally recognized for their COVID-19 recovery strategy and is now re-open for U.S. tourists.

Ras Al Khaimah became the first city in the world to receive both the [Bureau Veritas Safeguard Assurance Label](#) and the [World Travel and Tourism Council \(WTTC\) Safe Travels Stamp](#) which recognize the heightened safety standards, training and hygiene protocols in place across the Emirate.

- Bureau Veritas is the global leader in testing, inspection and certification services.
- WTTC Safe Travels Stamp is the world's first-ever global safety and hygiene stamp for the travel and tourism industry, designed specifically to address COVID-19 and similar outbreaks.

Beyond the Safeguard Assurance Label and WTTC Travels Stamp, Ras Al Khaimah has robust measures in place to protect the health and safety of travelers and provide peace of mind during their holidays. To tell you more, I can connect you to Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority. Raki can expand on the Emirate's recovery strategy, and how they have adopted global best practices and federal directives regarding social distancing and enhanced hygiene measures.

Please let me know if you'd like to interview with Raki. I have copied the press release below with more information.

Best,  
X

*On behalf of Ras Al Khaimah*



### **Bureau Veritas Press Release**

#### **RAS AL KHAIMAH BECOMES THE FIRST CITY IN THE WORLD TO BE CERTIFIED AS SAFE BY BUREAU VERITAS AND THE FIRST EMIRATE TO RECEIVE THE WORLD TRAVEL AND TOURISM COUNCIL (WTTC) SAFE TRAVELS STAMP**

- As travel starts to return, visitors to Ras Al Khaimah can be assured that global standards in safety and hygiene are implemented across the Emirate
- Ras Al Khaimah was confirmed as the first city and Emirate in the world to receive both the prestigious 'Safeguard Assurance' Label from Bureau Veritas and the World Travel and Tourism Council (WTTC) Safe Travels Stamp
- Al Hamra International Exhibition and Conference Center is also the first MICE facility in the Middle East to be Bureau Veritas certified

30 June 2020, Ras Al Khaimah, UAE: Ras Al Khaimah Tourism Development Authority (RAKTDA) today confirmed that the city has been certified as a safe destination by Bureau Veritas, the global leader in testing, inspection and certification services, as it completes its 'Safeguard Assurance' program. It is first city in the world to receive both the Bureau Veritas Safeguard Assurance Label and the World Travel and Tourism Council (WTTC) Safe Travels Stamp which recognize the heightened safety standards, training and hygiene protocols in place across the Emirate.

Through a strategic partnership with Bureau Veritas, the Authority has led the way in implementing stringent health, safety and hygiene measures across all Ras Al Khaimah hotels to mitigate any possible risks for employees and guests and providing complete confidence in the destination. Through an ongoing series of independent audits of all its hotels in the Emirate, the partnership was designed to further validate the measures and processes already in place, and takes RAKTDA's 'Stay Safe' Hotel Certification Program to the next level. In addition, the close to 50,000 sqft Al Hamra International Exhibition & Conference Center is following the detailed protocols developed by Bureau Veritas' global health, safety and hygiene specialists and will become the first certified MICE (meeting, incentive, convention & event) facility in the region.

Adding to the global validation, Ras Al Khaimah is the first Emirate in UAE to receive the World Travel and Tourism Council's (WTTC) Safe Travels Stamp, the world's first ever global safety and hygiene stamp for the travel and tourism industry, designed specifically to address COVID-19 and similar outbreaks. The protocols were developed in collaboration with WTTC members (including RAKTDA), leading industry associations and international organizations and covers operational and staff preparedness, ensuring a safe experience, re-building trust and confidence and implementing enabling policies. They also follow the current guidelines of the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) and will continue to be updated as new information about COVID-19 becomes available.

Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority, comments, "As travel starts to resume, our role as a tourism development authority is to ensure that robust measures are in place to protect the health and safety of our visitors and provide the peace of mind they need for a truly well-deserved holiday. We are immensely proud to be the first destination in the world to be certified as safe by Bureau Veritas and receive the WTTC safe travels stamp and believe it will go a long way to restore confidence and bring tourists back to Ras Al Khaimah. It also validates the huge efforts of our hospitality partners who are focused on delivering the highest global safety standards, today and every day, as we navigate this new normal for the industry."

He added: "WTTC is a very important partner for RAKTDA and one we wholeheartedly support in its efforts to restart and speed up the recovery of the sector in the wake of COVID-19. The WTTC Safe Travels Stamp is an important vehicle to demonstrate alignment with essential safety protocols of the



highest level and we are delighted that we can reassure visitors that Ras Al Khaimah meets these global standards.”

**-ENDS-**

**Notes to Editors:**

**About Ras Al Khaimah**

Ras Al Khaimah (RAK) is the northernmost of the seven Emirates that make up the United Arab Emirates. It is known for its rich history, dating back 7,000 years, and diverse landscape, from 64km of pristine beaches, to terracotta deserts and an imposing mountain backdrop. The Emirate is home to the highest peak in the UAE, Jebel Jais, standing at 1,934 meters and featuring the world’s longest zip line, at almost 3km. Ras Al Khaimah is also centrally located at the modern crossroad between Europe, Asia and Africa, with one third of the world’s population within four hour’s flying time, making it an ideal location for businesses to expand into the UAE, the Middle East and Africa and beyond. Indeed, the World Bank’s Doing Business report ranks Ras Al Khaimah 30th out of 190 economies for ease of doing business.

At the Emirate's economic heart lies multiple major companies and diverse sectoral interests, including manufacturing and tourism. Major companies include: RAK Ceramics, RAKBANK, Julphar Pharmaceuticals, RAK Ports, RAK Rock, Stevin Rock, RAK Economic Zone, RAK Gas. Supporting these industries is a modern infrastructure, state-of-the-art industrial areas and business parks and world-class hotels, facilities and attractions for tourists.

Ras Al Khaimah is also a cultural melting pot with a growing population, currently at about 375,000, 31% of which is local Emirati. It is considered an extremely safe place to live, consistently ranked highly in global surveys.

With year-round sunshine, straightforward business set-up and a competitive and affordable cost of living, Ras Al Khaimah is the informed choice for business, lifestyle and travel.

**About Ras Al Khaimah Tourism Development Authority (RAKTDA)**

The Ras Al Khaimah Tourism Development Authority (TDA) was established in May 2011 under the government of Ras Al Khaimah. In order to attract 1.5 million visitors by 2021, and 3 million visitors by 2025, the Ras Al Khaimah TDA aims to develop the Emirate’s tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Ras Al Khaimah TDA has a government mandate to license, regulate and monitor the Emirate’s tourism and hospitality industry.

[www.visitrasalkhaimah.com](http://www.visitrasalkhaimah.com) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

**About Bureau Veritas**

Bureau Veritas is a world-leading provider in testing, inspection and certification. Created in 1828, the Group has more than 78,000 employees located in more than 1,500 offices and laboratories around the globe. Bureau Veritas helps its clients to improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility. Bureau Veritas has been present in the Middle East for more than 50 years and currently has more than 4,000 employees across the region in more than 50 offices and laboratories located in 18 countries. For more information, visit <https://middle-east.bureauveritas.com>, and follow us on [LinkedIn](#).

**About WTTC:**

The World Travel & Tourism Council (WTTC) is the body which represents the Travel & Tourism private sector globally. The Members include over 170 CEOs, Chairmans and Presidents of the world’s leading Travel & Tourism companies from all geographies covering all industries. WTTC works to raise awareness of Travel & Tourism as one of the world's largest economic sectors, supporting one in 10 jobs (319 million) worldwide and generating 10.4% (US\$8.8 trillion) of world GDP in 2018. WTTC conducts research on the Economic Impact of Travel & Tourism in 185 countries for nearly 30 years. In 2018, the



Travel & Tourism industry experienced 3.9% growth, compared to the global economy (3.2%). One in five new jobs were created by the industry over the last five years and is why WTTC is the best partner for governments to create jobs. Their priorities are: Security & Travel Facilitation, Crisis Preparedness, Management & Recovery, and Sustainable Growth.

<https://www.wttc.org/>



## Tree Fines Press Release

### **Plant trees instead of paying fines for environmental offences: Innovative scheme launched by Ras Al Khaimah's Environment Protection Agency**

- *Businesses to be given the choice to plant native trees instead of paying fines if they violate certain environmental laws*
- *The saplings will be provided by Ras Al Khaimah's Environment Protection & Development Authority and can be planted on the firm's own premises or in key community spaces such as schools and places of worship*
- *Up to 10,000 trees are expected to be planted in Ras Al Khaimah in the next year as a result of the scheme, potentially absorbing 20 tonnes of carbon dioxide from the atmosphere by next year*
- *Businesses are obliged to take care of the saplings for at least a year until they take root*

RAS AL KHAIMAH (July X, 2020) Ras Al Khaimah's Environment Protection & Development Authority (EPDA) has launched a new initiative allowing businesses to plant and grow trees instead of paying a fine should they breach certain environmental laws. Up to 10,000 trees are expected to be planted in the Emirate in the next year as a result of the scheme.

Launched to help foster a greater sense of responsibility for the Emirate's ecosystem, businesses that choose to take part will be given plant saplings of species native to the region to be planted on their premises or in key community spaces like schools and places of worship.

Businesses are not only obliged to plant the trees, but to nurture them for at least a year until the saplings are rooted to the ground and can flourish self-sufficiently. The EPDA will help with the planning and provision of irrigation systems and monitoring progress over the year. If businesses neglect their obligations, they will be required to pay the fine in full as well as the cost of the trees. So far, however, businesses have been very supportive, and employees have been taking the lead in the planting and care, while the EPDA has found that many of those companies are more engaged with their environmental responsibilities after joining the initiative.

The EPDA has developed a unique formula to calculate how many trees can be planted for the value of each fine, determined on a case-by-case basis. Each tree is valued at around 40 dirhams (\$11 USD) and so an environmental fine valued at 10,000 dirhams (\$2,720 USD) may equate to 250 trees.

So far 17 businesses in the Emirate are participating in the scheme with over 4,000 trees already scheduled to be planted. It is anticipated that about 20 tonnes of carbon dioxide will be absorbed from the atmosphere by these new trees next year alone.

Dr. Saif Mohammed Al Ghais, Director General of the EPDA, said: "The response from the business community in Ras Al Khaimah has been enthusiastic and we're looking forward to working with them to protect our shared ecosystem and promote biodiversity. We at the EPDA are incredibly excited about the launch of this new scheme and proud to support global efforts to tackle climate change."

XXX at EPDA, the brains behind this initiative, was inspired by the EPDA's previous tree planting campaign to increase biodiversity in Ras Al Khaimah, the 'one million and one tree' initiative, as well as her belief that businesses should be responsible for helping offset any environmental damage they cause.

"The climate crisis is one of the most pressing issues facing the world right now and we must constantly explore new and innovative ways to tackle environmental challenges. That's one of the best parts of my job," she said.

Off to a promising start, the EPDA team will monitor uptake among the business community in Ras Al Khaimah. They hope the scheme will encourage governments around the world to design and implement impactful environmental initiatives.



## Bear Grylls Press Release

### WORLD FIRST BEAR GRYLLS EXPLORERS CAMP TO OPEN IN RAS AL KHAIMAH THIS OCTOBER ON UAE'S HIGHEST MOUNTAIN



- Bear Grylls Survival Academy from Global Adventurer Bear Grylls, to open the first Explorers Camp on Jebel Jais
- For the first time ever, accommodation will be offered with his renowned survival courses
- Adventurers will now be able to stay on the mountain and experience the journey of a lifetime with instructor-led survival courses
- Opening signals another positive step in Ras Al Khaimah's tourism recovery

Ras Al Khaimah, 24 September 2020: RAK Leisure, (RAKL), the lifestyle subsidiary of RAK Hospitality Holding (RAKHH) today announced that the world's first Bear Grylls Explorers Camp (BGEC) will open close to the Via Ferrata on Jebel Jais in Ras Al Khaimah this October.

As travellers across the globe navigate through the 'new normal', the opening of BGEC aligns seamlessly with travel experiences set in expansive, open and natural environments and that are curated for smaller groups with safety protocols and social distancing measures fully in place.

Following the huge success of Bear Grylls Survival Academy in the United Kingdom, his globally renowned survival courses will debut in the Middle East in addition to the world's first Bear Grylls branded camp accommodation opening in 2021 and featuring 20 recycled and redesigned containers, lending to the overall mountain experience.

Bear Grylls is known worldwide as one of the most recognized faces of survival and outdoor adventure. Famed for hit TV shows such as World's Toughest Race, Running Wild, You Vs Wild and Man Vs Wild, SAS trained Grylls has taken a US President (Barack Obama) and many of Hollywood's biggest names on survival journeys through the wilderness.

The survival courses, run by UK experts trained at the Bear Grylls Survival Academy, launching in October, will include half-day (3 to 4 hours), 8 and 24-hour options designed for adults and families and team building activities for corporate companies. 48-hour and instructor courses for outdoor enthusiasts will follow later in the year. Participants will be exposed to practical and extreme survival techniques necessary to survive some of the toughest terrain in the wilderness.

The element of surprise will be a key feature of all the courses but activities may include how to make a fire in the wilderness, build emergency shelters, learn the best ways to use a knife for survival as well as dedicated practical instruction on remote medical trauma treatment, navigation techniques and extreme weather survival.

The 20-container accommodation, set to welcome visitors in 2021 are designed to host up to three guests with basic self-catering, including a private BBQ on a private outdoor terrace to prepare meals. The accommodation caters to all those seeking a true outdoor experience to unwind and reconnect with the wild.



“Following on the announcement of the Bear Grylls Explorers Camp last year at the Arabian Travel Market (ATM), we are thrilled to debut this one-of-a-kind experience in October. Within a larger global context, the launch of BGEC represents both innovation and resilience during what has been a very challenging year for the travel and tourism industry,” said Alison Grinnell, CEO of RAK Hospitality Holding. “Under the expert guidance of our RAK Leisure division, BGEC will further enhance the growing adventure offer on Jebel Jais and raise the profile of Ras Al Khaimah on the world stage.”

Raki Philips, CEO of Ras Al Khaimah Tourism Development (RAKTDA) added: “As a tourism destination, Ras Al Khaimah has demonstrated time and time again, a robust identity aligning with current travel sentiment for remote and curated experiences, which is exactly what BGEC offers travellers in a new era of travel. In 2018, we launched the world’s longest zipline on Jebel Jais and are delighted to announce another first with the Bear Grylls Explorers Camp on the UAE’s highest mountain. As Ras Al Khaimah continues to grow as the adventure capital in the Middle East, this exhilarating survival experience from one of the world’s best-known experts will drive us on that path to attract outdoor enthusiasts from across the globe.”

Paul Gardiner, Managing Director of Bear Grylls Survival Academy concluded: “Bear Grylls Explorers Camp and Jebel Jais, the UAE’s highest mountain, will offer a blend of adrenaline-packed activities in an ideal environment. We are delighted to partner with RAK Leisure in making the Explorers Camp a must-go destination for adventure and nature seekers alike and we look forward to welcoming the first explorers!”

Bear Grylls Explorers Camp in Ras Al Khaimah will operate in accordance with the highest global safety standards, with professionally trained instructors ensuring the health and wellbeing of participants at every stage. Social distancing measures will also be adhered to in the expanse of outdoor space offered on Jebel Jais.

The Survival Academy courses are planned to start in October with the accommodation available in 2021. All packages are featured on [beargryllscamp.ae](http://beargryllscamp.ae) with prices starting from AED 450 per person for the half day survival experience.

- ENDS -

#### **About RAK Hospitality Holding (“RAKHH”)**

Established in 2014 by the Government of Ras Al Khaimah, RAK Hospitality Holding LLC was formed with a mandate to consolidate and asset manage a diverse portfolio of hotels, hospitality and leisure assets in the emirate of Ras Al Khaimah. RAK Hospitality Holding manages companies that oversee the entire value chain of subsidiaries of the group. Its subsidiaries include; RAK National Hotels; which owns hotel assets ranging from upper midscale to luxury, and locations ranging from city to beach to desert; namely the Hilton Garden Inn Ras Al Khaimah, Hilton Resort and Spa, Rixos Bab Al Bahr and Ritz Carlton Al Wadi Desert; Stirling Hospitality Advisors; the asset management and development advisory arm, RAK Hospitality Logistics; the provider of accommodation and logistics to Ras Al Khaimah’s hospitality sector, RAK Leisure; the experiences arm of hospitality and leisure assets. For more information, please visit: [www.rakhospitalityholding.com](http://www.rakhospitalityholding.com)

#### **About BGSA**

Regarded as the most challenging and empowering survival course on the planet, the Bear Grylls Survival Academy (BGSA), launched in 2012, is designed to provide enthusiasts from around the world the opportunity to learn Bear’s extreme survival techniques. The current portfolio of courses are tailored to both adults and young explorers, in diverse locations including the mountains and forests of the UK and ten unique locations across China. Launched in 2014, BGSA’s Team Building events are packed with exciting, fun, fast, dynamic challenges that can be delivered at any location and to any type of team or group.

#### **About Ras Al Khaimah Tourism Development Authority (TDA)**



The Ras Al Khaimah Tourism Development Authority (TDA) was established in May 2011 under the government of Ras Al Khaimah. In order to attract 1.5 million visitors by 2021, and 3 million visitors by 2025, the Ras Al Khaimah TDA aims to develop the Emirate's tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Ras Al Khaimah TDA has a government mandate to license, regulate and monitor the Emirate's tourism and hospitality industry.

###



## SpiceJet Press Release

### Ras Al Khaimah International Airport Welcomes First Scheduled Flight in SpiceJet's New Commercial Service

- *UAE's growing passenger and cargo hub receives inaugural flight from Indira Gandhi International Airport, Delhi*
- *Engr. Sheikh Salem Bin Sultan Al Qasimi: This event marks a new phase in RAK Airport's expansion and is expected to be a vital driver for Ras Al Khaimah's continued growth and development*
- *SpiceJet's Boeing 737-800 given a traditional 'Water Salute' after landing*

**Ras Al Khaimah, UAE, November 27, 2020:** Ras Al Khaimah International Airport (RAK Airport) today [November 27] welcomed the first scheduled SpiceJet passenger flight, with the aircraft's arrival heralding the commencement of both a new phase of operations for the UAE transport hub and a new era of connectivity between India and Ras Al Khaimah.

Touching down just before 01:00 on Friday morning, SpiceJet's flight SG 160 from Indira Gandhi International Airport, Delhi, was given a 'Water Salute' - the traditional greeting for new flights that sees two airport fire tenders positioned either side of the aircraft spraying a plume of water into an arc over as it taxis to its stand.

After landing and deplaning from the Boeing 737-800, the passengers on SpiceJet's inaugural flight into RAK Airport were treated to a red carpet walkway as they made their way into the airport terminal. There they were each given a gift from RAK Airport Duty-Free to commemorate the occasion and were invited to participate in a cake-cutting ceremony.

Among the officials and dignitaries greeting the first set of passengers in SpiceJet's first flight were Shri Uttam Chand, Community Affairs Consul at Consulate General of India in Dubai; Mr. Sanjay Khanna, CEO of Ras Al Khaimah International Airport. Also attending the event were representatives from RAK Tourism Development Authority, SpiceJet, and key members from the Indian trade industry and business houses in the UAE.

Speaking at the occasion, the officials attending highlighted the significance of the flight, with SpiceJet's first tranche of new services set to connect passengers in the UAE to 28 destinations in India via Delhi, with more cities to be progressively added in the coming weeks and months. Among the benefits of the new service that were highlighted was the economic enhancement that such connectivity would bring to business communities in both India and Ras Al Khaimah.

"We, at the Department of Civil Aviation Ras Al Khaimah, are thrilled and excited to welcome SpiceJet to Ras Al Khaimah International Airport. This new service will open new routes for us to India, which is our largest market. With the facility to connect to more than 28 destinations in India via Delhi, it will stimulate consumer demand, provide connectivity and ease to our residents, and promote international tourism. As Jerry Crawford, an American aviation enthusiast once said: 'To most people, the sky is the limit. To those who love aviation, the sky is home,'" said Engr. Sheikh Salem bin Sultan Al Qasimi, Chairman of Ras Al Khaimah Department of Civil Aviation and Ras Al Khaimah International Airport

"India and the UAE enjoy a particularly strong relationship – one that has been built up over centuries of commerce and business as regional neighbours and has evolved into a comprehensive strategic partnership. The significance of our ties is evident from the fact that we are one of the largest trading partners for each other, with goods, services and people travelling freely between our countries. These ties necessitate there being a comprehensive travel network to fully connect us and to cater for the almost 3.3 million Indians now residing in the UAE. I would like to congratulate Ras Al Khaimah International Airport and SpiceJet on achieving this milestone. I would also like to take this opportunity to extend my gratitude



to His Highness Sheikh Saud bin Saqr Al Qasimi, Ruler of Ras Al Khaimah and UAE Supreme Council Member for his exceptional support for strengthening and deepening the India-UAE relationship. SpiceJet's new schedule will be instrumental in promoting two-way trade and investment and further cementing the bonds between our communities," commented Dr. Aman Puri, Consul General, Consulate of India, Dubai.

"The addition of Ras Al Khaimah as our 12th international destination today marks one of the most important days in our 15-year history and represents a major stepping up of our commercial operations. RAK Airport has been a vital partner for us since we signed an MoU with them last year and they are a major part of our expansion plans, which are to deliver more services to more destinations across the Indian sub-continent and the rest of the world. SpiceJet has flown with the highest occupancy of over 90% in India for a record five years now, which is a testament of our popularity and the addition of our flights to Ras Al Khaimah has received a tremendous response. As an Indian operation, we enjoy a significant amount of goodwill within Indian communities at the destinations we serve, with the UAE no exception. We intend to build on this by delivering excellent value for our new service. For example, we offer the cheapest return flight ticket on the Delhi - Ras Al Khaimah - Delhi route and this includes free road transportation from Abu Dhabi, Dubai and Sharjah. We are very excited to be playing a part in Ras Al Khaimah's and the UAE's post-Covid-19 recovery and look forward to building a strong rapport with SpiceJet passengers flying into and out of RAK Airport," said Ajay Singh.

"RAK Airport is progressively ramping up its scope of operations in a new phase of expansion and SpiceJet is an important partner in our strategy. As an increasingly influential passenger and logistics hub, we are embedded in the fabric of the community in Ras Al Khaimah and play an important role in the emirate's socio-economic development, as well as the wider growth and development of the UAE. I want to thank all those who have made today possible, especially everyone at the airport who has worked so tirelessly to ensure a smooth welcoming event. I want to extend special gratitude to RAK Airport Duty-Free for the wonderful gifts they have given to the passengers to celebrate SpiceJet's inaugural commercial flight into the airport," said Sanjay Khanna.

SpiceJet's commercial operations to and from RAK Airport will see flight SG 160 depart from Indira Gandhi International Airport Delhi at 22:30 on Thursday and Sunday, landing at Ras Al Khaimah International Airport at 00:50 on Friday and Monday. The return flight SG 161 departs RAK Airport at 01:50 on Monday and Friday, landing in Delhi at 06:40. Aircraft flying the route include the 189-passenger capacity Boeing 737-800. More SpiceJet destinations across the Indian sub-continent will be added to the schedule in the coming months.

-ends-

**About Ras Al Khaimah International Airport:**

Established in March 1976 under the government of Ras Al Khaimah, Ras Al Khaimah International Airport (RKT) is the gateway between Ras Al Khaimah (RAK) and the world. Operating passenger and cargo services from an array of carriers, RKT connects the United Arab Emirates through regular flights to destinations that include Cairo, Islamabad, Lahore, Peshawar, Calicut, Katowice, Poznan, Warsaw, Wroclaw, Luxembourg, Prague, Istanbul, and Moscow. With its progressive addition of ever more destinations to its current schedule, RKT is a major asset in Ras Al Khaimah's stated goal of opening up the emirate to a greater number of international visitors.

**About SpiceJet Ltd**

SpiceJet is India's favourite airline that has made flying affordable for more Indians than ever before. The airline has a fleet of 72 Boeing 737, 23 Bombardier Q-400s, 14 B737 & Bombardier Q-400 freighters and is the country's largest regional player operating 57 daily flights under UDAN or the Regional Connectivity Scheme. The majority of the airline's fleet offers SpiceMax, the most spacious economy class seating in India. The airline also operates a dedicated air cargo service under the brand name SpiceXpress offering safe, on-time, efficient and seamless cargo connectivity across India and on international routes.



## **NYE Celebration Press Release**

**Note:** *These materials are distributed by BCW on behalf of the Ras Al Khaimah Government Media Office. Additional information is on file with the Department of Justice.*

### **Ras Al Khaimah adopts creative approach to celebrate NYE without public gatherings**

#### **Ras Al Khaimah New Year's Eve fireworks to feature one of the world's largest pyrotechnics performances to welcome 2021**

- *Celebrations will be held without on-ground activities or general viewing areas to ensure safety*
- *Public can watch the fireworks via social media channels and on [raknye.com](http://raknye.com) starting from 11:45pm on 31 December, 2020*
- *The 10-minute fireworks display will stretch over a distance of 4km*
- *Only Al Marjan Island and Al Hamra Village residents and hotel guests can watch the event live*

**Ras Al Khaimah, UAE; December 9, 2020:** The Organising Committee for Ras Al Khaimah New Year's Eve Celebrations has announced its preparations for welcoming 2021, with a focus on ensuring public safety in light of the current COVID-19 pandemic. The event includes fireworks in various shapes and themes rising above the sea near Al Marjan Island, over a 4km stretch, in tune with special musical arrangements for a total of 10 minutes to welcome the New Year.

#RAKNYE2021 will be held without public activities or viewing areas to ensure the safety of the public, while adhering to social distancing protocols.

Since the celebration of New Year coincides with the weekend, families will find a special time awaits in Ras Al Khaimah, with all the hotels in Al Hamra Village and Al Marjan Island featuring dedicated viewing areas that will be the safest in the region to celebrate the New Year in style.

Only hotel guests, residents, ticket holders of special events and diners of surrounding restaurants will have access to these areas, in addition to essential hotel staff and operational teams responsible for organising the fireworks. The celebrations will be telecasted live on television networks, social media channels and at [raknye.com](http://raknye.com).

A spokesperson of the organising committee said: "Organising the event requires comprehensive planning and close cooperation, bringing together local and federal government agencies and private companies. The precautionary measures aim to ensure the wellness and safety of all visitors, staff and the Ras Al Khaimah community, while underlining the Emirate's distinction as the GCC Capital of Tourism 2021."

He added: "The circumstances of the COVID-19 pandemic dictated that we must organise this iteration of Ras Al Khaimah's famous New Year's Eve celebrations in a new manner, by leveraging digital technology. The event will be captured on high-definition format for live telecast, spreading a message of hope and optimism. It will highlight our achievements and demonstrate the resilience of the nation, and Ras Al Khaimah in particular. We thank the public who enriched our experiences in the past and encourage them to watch the celebration live on TV and social media channels from 11:45pm."

The Organising Committee reiterated its focus on taking all precautionary measures through continuous coordination with the National Authority for Emergency, Crisis and Disaster Management and the Ministry of Health and Prevention. There will be real-time follow-up on the visitor density at all hotels in Al Hamra Village and Al Marjan Island. Every attendee must follow safety guidelines including wearing masks and adhering to social distancing.

Sheikh Mohammed bin Salem Al Qasimi road leading to Al Marjan Island will be closed from 2pm on 31 December, 2020 and access will only be allowed for residents, guests of hotels and restaurants plus permit holders.



The Organising Committee also cancelled all public events and will close the public viewing platforms and beach area along the road between Al Hamra Village and Al Marjan Island, in addition to the closure of the open beach in front of the Marina Towers at Al Hamra Village. Visitor parking and child play areas will be blocked as part of COVID-19 safety protocols.

Ras Al Khaimah made history with the New Year's Eve Gala of 2020, which won the GUINNESS WORLD RECORDS™ titles for the 'Most Unmanned Aerial Vehicles for Launching Fireworks Simultaneously' and the 'Longest Fireworks Waterfall' in the presence of Official Adjudicators from GUINNESS WORLD RECORDS™. These take the total number of GUINNESS WORLD RECORDS™ titles set for fireworks hosted by Ras Al Khaimah to five in just three years.

**-ends-**



## SAMPLE MEDIA COVERAGE

| Publication                     | Headline   | Date              | Journalist              |
|---------------------------------|--|-------------------|-------------------------|
| BuzzFeed                        | <a href="#">What are The Best Places To Travel in 2020? January</a>  | January 13, 2020  | Kirby Beaton            |
| CNN                             | <a href="#">Ethiopia's Ababel Yeshaneh smashes half marathon record wearing NikeVaporfly shoes</a>   | February 20, 2020 | Paul Gittings           |
| Runner's World                  | <a href="#">Ababel Yeshaneh Breaks Half Marathon World Record in Ras Al Khaimah</a>  | February 21, 2020 | Taylor Dutch            |
| Runner's World                  | <a href="#">Ababel Yeshaneh smashes women's half marathon world record</a>   | February 21, 2020 | Jane McGuire            |
| NewsBreak.com                   | <a href="#">Ethiopia's Ababel Yeshaneh smashes half marathon record wearing NikeVaporfly shoes</a>   | February 22, 2020 | Paul Gittings           |
| BuzzFeed                        | <a href="#">27 Underrated Places That Belong On Your Bucket List</a>   | February 28, 2020 | AnaMariaGlavin          |
| JetSetMagazine                  | <a href="#">Ras Al Khaimah: A Destination Rich with History and Adventure</a>  | March 27, 2020    | Anne-Marie Pritchett    |
| Forbes                          | <a href="#">How To Go Pearl Diving In The Arabian Gulf Without Leaving Your Home</a>   | April 14, 2020    | Katherine Parker-Magyar |
| Matador Network                 | <a href="#">5 emirates you should visit that aren't Dubai or Abu Dhabi</a>   | June 26, 2020     | Eben Diskin             |
| Travel Daily Media              | <a href="#">Ras Al Khaimah acknowledged for COVID-19 recovery strategy, reopens forUS travellers</a>   | July 23, 2020     | Megha Paul              |
| Travel Daily News International | <a href="#">Ras Al Khaimah has been internationally recognized for their COVID-19 recovery strategy and is now re-open for U.S. tourists</a> | July 24, 2020     | TatianaRokou            |
| Meeting Spotlight               | <a href="#">Ras Al Khaimah, Northernmost Region in the U.A.E. Is Now Open For U.S.Visitors</a>   | July 24, 2020     | Staff                   |
| Fodor's Travel                  | <a href="#">The Latest: Should You Change Your Travel Plans Due to the Coronavirus?</a>  | July 29, 2020     | Johanna Read            |
| National Geographic             | <a href="#">Borders are closing to Americans. Here's where you can still go</a>  | August 3, 2020    | Johanna Read            |



| Publication         | Headline   | Date               | Journalist    |
|---------------------|--|--------------------|---------------|
| MSN                 | <a href="#">Borders are closing to Americans. Here's where you can still go</a>                                | August 3, 2020     | Johanna Read  |
| Travel Daily Media  | <a href="#">On your checklist! World's first bear camp in Ras Al Khaimah on UAE's highest mountain</a>         | September 25, 2020 | Megha Paul    |
| Matador Network     | <a href="#">A Bear Grylls Explorer Camp is opening in the United Arab Emirates</a>                             | October 2, 2020    | Eben Diskin   |
| Travel & Leisure    | <a href="#">Bear Grylls Is Opening the Ultimate Survivalist Adventure Camp</a>                                 | October 5, 2020    | Andrea Romano |
| MSN                 | <a href="#">Bear Grylls Is Opening the Ultimate Survivalist Adventure Camp</a>                                 | October 5, 2020    | Andrea Romano |
| NewsBreak.com       | <a href="#">Bear Grylls Is Opening the Ultimate Survivalist Adventure Camp</a>                                 | October 5, 2020    | Andrea Romano |
| Best Travel Tale    | <a href="#">Bear Grylls Is Opening the Ultimate Survivalist Adventure Camp</a>                                 | October 5, 2020    | Andrea Romano |
| Travel Daily Media  | <a href="#">Ras al Khaimah first destination to provide free Covid-19 PCR tests for international visitors</a> | October 12, 2020   | Megha Paul    |
| Aviation Week       | <a href="#">Aviation Daily Roundup: Dec. 01</a>  | December 1, 2020   | Staff         |
| Aviation Week       | <a href="#">SpiceJet Starts Services To Ras Al Khaimah, UAE</a>  | December 1, 2020   | Staff         |
| Simple Flying       | <a href="#">SpiceJet Expands UAE Network With New Ras Al Khaimah Route</a>                                     | December 4, 2020   | Chris Loh     |
| Airways Magazine    | <a href="#">Spicejet Inaugurates Ras Al Khaimah Service</a>  | December 4, 2020   | Brent Foster  |
| Travel & Tour World | <a href="#">Ras Al Khaimah International Airport welcomed its first scheduled SpiceJet passenger flight</a>    | December 4, 2020   | Staff         |

**Interviews/media engagement:**

1. 13 July, S&P Global interview with Governor Diokno,  
<https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/philippines-to-keep-rates-on-hold-with-lenders-well-placed-to-handle-covid-19-59419646>
2. 23 July, Wall Street Journal interview with Governor Diokno,  
<https://www.wsj.com/articles/wirecard-probe-in-philippines-focuses-on-two-bankers-who-may-have-forged-documents-11595501058>
3. 10 August, request for correction of Central Banking interview with Deputy Governor Fonacier,  
<https://www.centralbanking.com/central-banks/financial-stability/financial-inclusion/7661836/financial-inclusion-in-philippines-rising-sharply-deputy-governor-says>
4. 21 August, South China Morning Post opinion editorial of Governor Diokno,  
<https://www.scmp.com/comment/opinion/article/3098471/why-philippine-economy-poised-strong-recovery>
5. 28 October, Finance Asia interview with Governor Diokno,  
<https://www.financeasia.com/article/exclusive-governor-diokno-defends-bsps-independence-and-social-agenda/464544>
6. 21 September, Asiamoney interview with Governor Diokno,  
<https://www.asiamoney.com/article/27hzm4ln3neb0j9elerk/southeast-asia/finance-and-the-philippines-diokno-wants-an-a-after-covid>
7. 27 October, Reuters interview with Governor Diokno,  
<https://www.reuters.com/article/philippines-economy-cenbank/philippines-c-bank-sees-signs-of-recovery-disinclined-to-ease-further-idINL4N2HI1BH>
8. 23 November, Regulation Asia interview with Deputy Governor Fonacier,  
<https://www.regulationasia.com/bsp-instructs-banks-to-report-on-libor-exposures-quarterly/>
9. 7 December, Regulation Asia interview with Deputy Governor Fonacier,  
<https://www.regulationasia.com/bsp-deputy-governor-outlines-key-priorities-for-the-year-ahead/>
10. 7 December, Macro Musings podcast with Governor Benjamin Diokno,  
<https://macromusings.libsyn.com/governor-benjamin-diokno-on-bsp-policy-and-the-philippine-economy>

**Press releases:**

|   | Date        | Press Release Title  | Journalists from US Publications   |
|---|-------------|--|--|
| 1 | 7 July 2020 | Media Invitation: Philippine Central Bank Speaking at PRE-SONA [8 July 2020] | Mikhail Franz Flores @ AFP<br>Feliz Solomon @ WallStreetJournal<br>James Hookway @ WallStreetJournal<br>John Lyons @ WallStreetJournal<br>Lucy Craymer @ WallStreetJournal<br>Neil Western @ WallStreetJournal |

|  |  |  |  |
|--|--|--|--|
|  |  |  | <p> Serena Ng @ WallStreetJournal<br/> Kosaku Narioka @<br/> WallStreetJournal<br/> Ben Otto @ WallStreetJournal<br/> Regine Cabato @<br/> WashingtonPost<br/> Yifan Wang @ WashingtonPost<br/> Johnna VillavirayGiolagon @<br/> AsahiShimbun<br/> Karishma Vaswani @ BBC<br/> Timothy McDonald @ BBC<br/> Bari Weiss @ NewYorkTimes<br/> Pete Sweeney @<br/> ReutersBreakingviews<br/> Robyn Mak @<br/> ReutersBreakingviews<br/> Jamie Lee @ BusinessTimes<br/> Bernard Lo @ CNBC<br/> Christine Wang @ CNBC<br/> Uptin Saiidi @ CNBC<br/> WeizhenTan @ CNBC<br/> Carol Huang @ FinanceAsia<br/> Jackie Horne @ FinanceAsia<br/> Dominic Ziegler @ Economist<br/> Miranda Johnson @ Economist<br/> Kamarul Azhar Mohd Azmi @<br/> EdgeMalaysia<br/> Mars Woo Mosqueda Jr @<br/> DealStreetAsia<br/> Enoch Yiu @<br/> SouthChinaMorningPost<br/> Eugene Tang @<br/> SouthChinaMorningPost<br/> John Carter @<br/> SouthChinaMorningPost<br/> John Carter @<br/> SouthChinaMorningPost<br/> Peggy Sito @<br/> SouthChinaMorningPost<br/> Phila Siu @<br/> SouthChinaMorningPost<br/> Sarah Zheng @<br/> SouthChinaMorningPost<br/> Bayani Cruz @ Asset<br/> Tom King @ Asset<br/> Indira Vergis @ AsianInvestor<br/> RichardMorrow @ AsianInvestor<br/> Reshma Kapadia @ Barron's </p> |
|--|--|--|--|

|  |  |  |  |
|--|--|--|--|
|  |  |  | <p>Garima Chitkara @ RegulationAsia<br/> Philip Keller @ RegulationAsia<br/> Matthew Thomas @ Euromoney(Asiamoney)<br/> Elliot Wilson @ Euromoney(Freelance)<br/> Alice Shen @ CentralBanking<br/> Tekendra Parmar @ Fortune<br/> Francesca Young @ GlobalCapital<br/> Richard Lloyd Parry @ Times<br/> Josh Berlinger @ CNN<br/> Rex Remitio @ CNNPhilippines<br/> Ryushiro Kodaira @ NikkeiAsianReview<br/> Jun Endo @ NikkeiAsianReview<br/> Anuradha Subramanyan @ IFRAsia<br/> Jonathan Tam @ Mergermarket<br/> Joel Calupitan @ AssociatedPress<br/> Jim Gomez @ AssociatedPress<br/> Valerie Law @ Finews.asia<br/> Faith Esther Brown @ NHKWorld<br/> Joan Cartoneros Cordero @ NHKWorld<br/> Alvin A Camba @ StratbaseADR+Academic<br/> Bryan Harris @ FinancialTimes<br/> Chris Giles @ FinancialTimes<br/> Prinz Magtulis @ FinancialTimes<br/> Stefania Palma @ FinancialTimes<br/> Edward White @ FinancialTimes<br/> Grace Ramos @ FinancialTimes<br/> John Reed @ FinancialTimes<br/> James Kynge @ FinancialTimes<br/> Steve Johnson @ FinancialTimes(EMSquared)<br/> Alice Woodhouse @ FinancialTimesFastFT<br/> GohThean Eu @ AsiaAssetManagement<br/> Bruce Einhorn @ Bloomberg<br/> Claire Jiao @ Bloomberg<br/> Clarissa Batino @ Bloomberg<br/> Enda Curran @ Bloomberg<br/> Ian Sayson @ Bloomberg<br/> Lilian Karunungan @ Bloomberg</p> |
|--|--|--|--|

|   |              |  |   |
|---|--------------|--|---|
|   |              |  | <p>Ruth Carson @ Bloomberg<br/> Siegfrid Alegado @ Bloomberg<br/> Cecilia Yap @ Bloomberg<br/> Andreo Calonzo @ Bloomberg<br/> David Finnerty @ Bloomberg<br/> Ditas B Lopez @ Bloomberg<br/> Karl Lester Yap @ Bloomberg<br/> Andy Mukherjee @<br/> BloombergOpinion<br/> Daniel Moss @<br/> BloombergOpinion<br/> Shuli Ren @ BloombergOpinion<br/> Prime Sarmiento @ ChinaDaily<br/> Poonam Ramakrishnan @<br/> ChannelNewsAsia<br/> Karl Angelo N. Vidal @<br/> S&amp;PGlobalMarketIntelligence<br/> Aries Poon @<br/> S&amp;PGlobalMarketIntelligence<br/> Ranina Sanglap @<br/> S&amp;PGlobalMarketIntelligence<br/> Pamela Ambler @ Forbes<br/> Ralph Jennings @ Forbes<br/> Adrienne Klasa @<br/> Banker&amp;fDiMagazine<br/> Jacopo Dettoni @ fDi<br/> Anshuman Daga @ Reuters<br/> Clarence Fernandez @ Reuters<br/> Enrico Dela Cruz @ Reuters<br/> Marius Zaharia @ Reuters<br/> Martin Petty @ Reuters<br/> Sumeet Chatterjee @ Reuters<br/> Karen Lema @ Reuters<br/> Neil Jerome Morales @ Reuters<br/> Raul Dancel @ StraitsTimes<br/> Kimberley Long @ Banker<br/> Chao Peh Chan @ EdgeSingapore</p> |
| 2 | 17 July 2020 | Statement on Wirecard Issue:<br>Bangko Sentral ng Pilipinas and<br>Anti-Money Laundering Council | <p>Ben Otto @ WallStreetJournal<br/> Feliz Solomon @<br/> WallStreetJournal<br/> Jon Emont @ WallStreetJournal<br/> Kosaku Narioka @<br/> WallStreetJournal<br/> Jamie Lee @ BusinessTimes<br/> WeizhenTan @ CNBC<br/> Jackie Horne @ FinanceAsia<br/> Mars Woo Mosqueda Jr @<br/> DealStreetAsia</p>   |

|  |  |  |   |
|--|--|--|---|
|  |  |  | Daniel Yu @ Asset<br>Chris Wright @ Euromoney<br>Alice Shen @ CentralBanking<br>Jim Gomez @ AssociatedPress<br>Grace Ramos @ FinancialTimes<br>John Reed @ FinancialTimes<br>Andreo Calonzo @ Bloomberg<br>Cecilia Yap @ Bloomberg<br>David Finnerty @ Bloomberg<br>Ditas B Lopez @ Bloomberg<br>Karl Lester Yap @ Bloomberg<br>Aries Poon @<br>S&PGlobalMarketIntelligence<br>Ranina Sanglap @<br>S&PGlobalMarketIntelligence<br>Ralph Jennings @ Forbes<br>Jacopo Dettoni @ fDi<br>Karen Lema @ Reuters<br>Neil Jerome Morales @ Reuters<br>Raul Dancel @ StraitsTimes<br>Kimberley Long @ Banker |
|--|--|--|---|

#### Press releases

##### 1. Statement on Wirecard Issue: Bangko Sentral ng Pilipinas and Anti-Money Laundering Council

*Note: These materials are distributed by BCW on behalf of the Government of the Republic of the Philippines. Additional information is on file with the Department of Justice.*

#### Statement on Wirecard Issue Bangko Sentral ng Pilipinas and Anti-Money Laundering Council

07.17.2020

In response to the Wirecard fraud, all relevant institutions in the Philippines have mobilized to investigate, announce relevant findings, and ensure that clear and credible information is made available to the public. The BSP and the AMLC swiftly launched a multi-pronged investigation into the matter to determine if illicit funds entered the country.

Investigation by the BSP's Financial Supervision Sector (FSS), which focuses on determining whether any banking regulations were breached, is well underway.

The Anti-Money Laundering Council (AMLC), the Philippines' financial intelligence unit that is chaired by the BSP Governor, conducted a financial investigation into the matter to determine any violations of the Anti-Money Laundering Act of 2001 (AMLA), as amended.

As has been previously stated, current available evidence shows that the money did not enter the Philippine banking system. We have systems in place that send us red flags in case of huge/suspicious transactions.

Strong financial oversight has always been one of the hallmarks of the Philippines' economic success. Over the years, the BSP has instituted reforms that have promoted good corporate governance and effective risk management systems.

These include strict regulations on the disqualification and watch-listing of erring bank officers. These regulations prevent individuals found as unfit from becoming officers in all BSP-supervised entities.

These measures will be used with their full force against any individual found culpable of wrongdoing.

The AMLC has also issued regulations in relation to the identification of the beneficial owner of accounts, as well as guidelines for designated non-financial businesses and professions, which cover the so-called gatekeepers, such as lawyers and accountants, requiring them to comply with their obligations under the AMLA, as amended, on know-your-customer requirements, recordkeeping, and transaction-reporting.

We continue to emphasize the importance of well-established risk culture in supervised entities.

It is because of a sound regulatory environment and proactive industry response that the Philippine banking system has remained strong and stable, playing a significant role in fueling economic growth over the years.

The BSP and the AMLC are working closely with the National Bureau of Investigation on the matter and is open to coordination with concerned international authorities to hold unscrupulous individuals accountable.

Committed to full transparency on the matter, the BSP and the AMLC will be sharing updates on the issue as investigations progress.

## **2. Media Invitation: Philippine Central Bank Speaking at PRE-SONA [8 July 2020]**

### **Media Invitation: Philippine Central Bank Speaking at PRE-SONA [8 July 2020]**

Dear Journalist,

The Bangko Sentral ng Pilipinas (BSP) shall be participating in the *Pre-State of the Nation Address (PRE-SONA) Forum on the Economy and Infrastructure* on **Wednesday 8 July**. The event will be live streamed [here](#) and on the Department of Finance's (DOF) [Facebook page](#) at 11AM PHT, please feel free to join and share. We welcome any media inquiries you may have off the back of the officials' remarks.

Speakers from the economic cabinet include:

- Governor Benjamin Diokno, Bangko Sentral ng Pilipinas
- Secretary Carlos Dominguez III, Department of Finance
- Acting Secretary Karl Chua, The National Economic and Development Authority
- Secretary Mark Villar, Department of Public Works and Highways

We look forward to seeing you online!

*These materials are distributed by BCW on behalf of the Government of the Republic of the Philippines. Additional information is on file with the Department of Justice.*



The poster features the Philippine coat of arms at the top center. Below it, the title reads "2020 PRE-STATE OF THE NATION (PRE-SONA) ECONOMIC AND INFRASTRUCTURE CLUSTER FORUM". The main theme is "REGAINING MOMENTUM, ACCELERATING RECOVERY IN A POST COVID-19 WORLD". A central image collage shows a city skyline, a person in a full PPE suit, and a smiling child. The "SCHEDULE UPDATE" section states that the event will be broadcasted on Facebook Live and TV networks from 11am to 12:30 pm on July 8. A Facebook Live icon and a link "bit.ly/PreSONA2020EconInfra" are provided. The bottom of the poster includes the logo and text "TATAK NG PACBABAGO 2020 THE PRE-SONA FORUM".

**2020 PRE-STATE OF THE NATION (PRE-SONA)  
ECONOMIC AND INFRASTRUCTURE CLUSTER FORUM**

**REGAINING MOMENTUM, ACCELERATING RECOVERY  
IN A POST COVID-19 WORLD**

**SCHEDULE UPDATE:**  
Facebook live stream and  
the TV networks will air the Forum at  
**11am - 12:30 pm, July 8.**

 **LIVE** [bit.ly/PreSONA2020EconInfra](https://bit.ly/PreSONA2020EconInfra)

 **TATAK NG PACBABAGO 2020**  
THE PRE-SONA FORUM

Kind Regards,

Emil Pevtsov

## ATTACHMENT QUESTIONS 14 (a)

## 14 (a). Receipts - Monies

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8 and 9 of this statement, or from any other source, for or in interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? YES.

## Hikvision USA Inc.

| Date      | From Whom          | Purpose         | Amount            |
|-----------|--------------------|-----------------|-------------------|
| 7/15/2020 | Hikvision USA Inc. | Fees & Expenses | 98,800.00         |
| 7/31/2020 | Hikvision USA Inc. | Fees & Expenses | 98,800.00         |
| 9/1/2020  | Hikvision USA Inc. | Fees & Expenses | 127,805.00        |
| 9/15/2020 | Hikvision USA Inc. | Fees & Expenses | 47,251.08         |
| 9/29/2020 | Hikvision USA Inc. | Fees & Expenses | 59,463.59         |
| 11/4/2020 | Hikvision USA Inc. | Fees & Expenses | 107,259.90        |
| 7/31/2020 | Hikvision USA Inc. | Fees & Expenses | 46,040.72         |
| 9/29/2020 | Hikvision USA Inc. | Fees & Expenses | 107,259.90        |
| 11/4/2020 | Hikvision USA Inc. | Fees & Expenses | 13,470.76         |
| 11/4/2020 | Hikvision USA Inc. | Fees & Expenses | 24,199.40         |
|           |                    |                 | <u>730,350.35</u> |

## The Government of the Republic of the Philippines

| Date       | From Whom   | Purpose         | Amount            |
|------------|---|-----------------|-------------------|
| 11/10/2020 | The Government of the Republic of the Philippines | Fees & Expenses | 107,142.86        |
| 10/28/2020 | The Government of the Republic of the Philippines | Fees & Expenses | 107,142.86        |
|            |   |                 | <u>214,285.72</u> |

## Government of Ras Al Khaimah

| Date       | From Whom                    | Purpose         | Amount            |
|------------|------------------------------|-----------------|-------------------|
| 8/5/2020   | Government of Ras Al Khaimah | Fees & Expenses | 25,000.00         |
| 8/17/2020  | Government of Ras Al Khaimah | Fees & Expenses | 25,000.00         |
| 10/19/2020 | Government of Ras Al Khaimah | Fees & Expenses | 42,000.00         |
| 11/2/2020  | Government of Ras Al Khaimah | Fees & Expenses | 42,000.00         |
| 11/16/2020 | Government of Ras Al Khaimah | Fees & Expenses | 42,000.00         |
|            |                              |                 | <u>176,000.00</u> |

## NEOM Company

| Date       | From Whom    | Purpose         | Amount            |
|------------|--------------|-----------------|-------------------|
| 12/29/2020 | NEOM Company | Fees & Expenses | 371,402.15        |
|            |              |                 | <u>371,402.15</u> |

## ATTACHMENT QUESTION 15(a)

## 15 (a). Disbursements - Monies

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? YES

(2) transmitted monies to any such foreign principal? NO

**Ennahdha Party**

|                   |               |
|-------------------|---------------|
| Registration Fees | 305.00        |
| <b>Total</b>      | <b>305.00</b> |

**Hikvision USA Inc.**

|   |                   |
|---|-------------------|
| Registration Fees   | 915.00            |
| Consulting Fees (BCW International Professional Services) | 261,412.88        |
| <b>Total</b>  | <b>262,327.88</b> |

**Government of Ras Al Khaimah**

|                   |               |
|-------------------|---------------|
| Registration Fees | 305.00        |
| <b>Total</b>      | <b>305.00</b> |

**Government of the Republic of the Philippines**

|   |                  |              |
|---|------------------|--------------|
| Consulting Fees (BCW International Professional Services) | 39,250.90        | HKD Currency |
| Media Monitoring  | 10,640.63        | HKD Currency |
|   | <b>49,891.53</b> |              |

**NEOM Company**

None during this filing period