

The Guide

KURDISTAN

An eye on the people, places, culture, and lifestyle in the Kurdistan Region of Iraq.

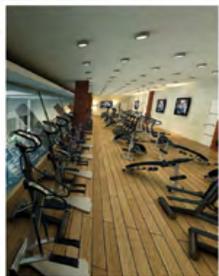


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- Spa
- Sauna
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- Kids Club



FITNESS



SHOPPING



RECEPTION



SPA



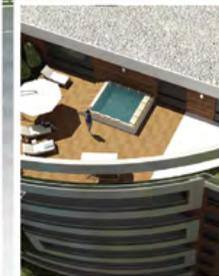
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Enjoy our exclusive accommodation approach for more than half a century, while you discover the unique business opportunities Erbil offers.



The Guide

KURDISTAN

An eye on the people, places, and lifestyle in the Kurdistan Region of Iraq.

Social & Cultural Opportunities in the Kurdistan Region

Many know the Kurdistan Region as a developing player rich in both natural resources and economic opportunities. Indeed, with over \$30 billion invested in the growth of the Region and significant oil and gas deposits fueling speculation of massive revenue, the Kurdistan Region has become a recognized and strategic location for international development.

Kurdistan is also a growing cultural entity, and is home to numerous destinations worthy of international attention. In Erbil, the capital city of the Kurdistan Region, there are abundant luxury hotel facilities, refined dining options, and lavish shopping opportunities. The Slemani governorate has long been heralded as the cultural capital of Kurdistan, and boasts numerous museums, universities, and cultural festivals. The rolling mountains and flowing rivers of the Duhok governorate make it an ideal destination for tourists seeking opportunities off the beaten path.

With that in mind, we present "The Guide", a comprehensive review of the social and cultural lifestyle opportunities available in this new investment destination. The Guide seeks to help readers understand and experience the options available in the Kurdistan Region, including the hotels, restaurants, and shopping centers of this unique business location.

"The Guide" can serve as a useful tool for those individuals seeking to enjoy the finest the Kurdistan Region has to offer. Indeed, we are confident that the hotels, restaurants, health and wellness centers, and shopping facilities discussed herein will enable even the most experienced traveler to find high-quality, innovative options for almost any need.

From five-star hotels to diamond watches to gourmet dining, the Region has numerous options for even the most refined palate. With that in mind, "The Guide" provides an insightful view into the luxury lifestyle in this rapidly developing marketplace.

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We would like to thank to the KRG's General Board of Tourism for its support and photographs.

"The Guide: Kurdistan" is a supplement of the Kurdistan Review magazine.

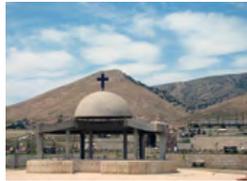
Published annually, The Guide: Kurdistan's target audience is prominent business community visiting Kurdistan.

It details the premium hotels, restaurants, health clubs, luxury brands, and shopping centers of the Region.



Religion

The majority of Kurds are Sunni Muslims. There are also multiple Christian sects practicing within the Region, including Syrian Catholic, Syrian Orthodox, Assyrian Church of the East, Armenian, and Catholic Chaldean. Yazidism, which is unique to Kurdistan, has tens of thousands of followers and is predominantly practiced in Duhok.



Religious Holidays:
(The dates for the holidays listed below are based on the Muslim calendar, and therefore change each year)

Mouloud (Prophet Mohammad's Birthday)
Eid-al-Fitr (End of Ramadan)
Eid-al-Qurban
Muharram
Ashura



Geography

The Kurdistan Region, which borders Syria to the west, Turkey to the north, and Iran to the east, comprises a total area of 40,643 square kms (the KRG-administered area only). Kurdistan features plentiful rivers and prominent mountain ranges with an average height of 2,400 meters.

Demographics

The Kurdistan Region is composed of an ethnically diverse populace that includes Kurds, Arabs, Assyrians, Chaldeans, Turkmen, and Armenians. The population of the Kurdistan Region is skewed young, with 36% aged 0-14 years and only 4% aged over 63. The median age is just over 20.

Language

Kurdish, Arabic, Turkmen

Public Holidays

1 January - New Year's Day
6 January - Army Day
5 March - Uprising Day
11 March - Liberation of Erbil City
14 March - Mustafa Barzani's Birthday
21-23rd March - Nawroz
Kurdish New Year
9 April - Baghdad Liberation Day
1 May - Labour Day
14 July - Republic Day
25 December - Christmas Day

Traffic Flow: Right

Weather

The summer months are dry and hot. Temperatures often reach as high as 48C during the summer. The winter months are generally cold and rainy, with average temperatures ranging from 5C to 13C.

Population

5.3 Million

Currency

Iraqi Dinar (IQD)
1 USD = 1,165 IQD
1 EUR = 1,580 IQD
1 GBP = 1,887 IQD

Time Zone

GMT +3

Business Hours

Sunday - Wednesday
09:00 - 16:00
Thursday
09:00 - 14:00

English Language News

RUDAW is the main English-language media group.

Electrical Appliances

Voltage is 220v.
Both UK three-pronged and European two-pronged plugs are in use.

Country Code

+964

Mobile Operators

Korek, Asiaccell, Zain

Security

No significant incidents have occurred since 2007.

ATM & Credit Card

Modern banking is only in its infancy in the Kurdistan Region. As such, ATMs are used only infrequently and can be difficult to find. Additionally, most of the hotels get commission from credit card payments. Some of the larger hotels and shopping malls house ATMs, as do the more recently constructed banks.

Transportation



Taxis

Taxis in the Kurdistan Region do not have meters. Instead, the passenger and the driver must agree on a price prior to departing for a destination. Taxis are readily available on most major roads in all the cities of the Kurdistan Region. A ride to or from almost anywhere in the cities normally costs somewhere between 5-10,000 IQD. A private taxi between any of the Region's three major cities will cost between 120-150,000 IQD. There are generally two types of taxis in the cities. Some are painted white (private drivers) and others are light tan in color (government vetted drivers). The latter are generally newer and safer options.

Upon Arrival

There are two main avenues for exiting the Erbil International Airport. The longer (but cheaper) route involves new arrivals taking an airport bus to a separate terminal, where passengers may then bargain with taxi drivers for a fee between 5,000-10,000 IQD. The more direct (and expensive) route is to book a private taxi for approximately 25,000-30,000 IQD. "Hello Taxi" has an agreement with the airport that allows its vehicles to access the terminal directly. Vehicles can be booked in advance via the company website or by waiting in line outside the main arrival/departure terminal.



Airports

Erbil Int'l Airport
Slemani Int'l Airport
Duhok Int'l Airport (Under Construction)

Airlines

Air Arabia, Air Berlin, Air Olympic, Al-Naser, Aseman Airlines, AtlasJet, Austrian Airlines, Azmar Airlines, Caspian Airlines, Cyprus Airways, Egypt Airlines, Emirates, Etihad Airways, FlyDubai, FlyGeorgia, Georgia Airways, Germania Airlines, Gulf Air, Hermes Airways, Iraqi Airways, Lufthansa, Mahan Air, Middle East Airlines, Olympic Airlines, Pegasus Airlines, Qatar Airways, Royal Falcon Airlines, Royal Jordanian, Transavia, Turkish Airlines, Viking Hellas, ZagrosJet

Banks

BankMed
Bakhtiari, Erbil
T: +964 (0) 66 2579777

BBAC Bank
60 Meter Street, Erbil
T: +964 (0) 66 2574300

Byblos Bank
60 Meter Street, Erbil
T: +964 (0) 66 2560017

İş Bank
Gulan Street, Erbil
T: +964 (0) 66 2100546

Kurdistan International Bank
Gulan Street, Erbil
T: +964 (0) 66 2239149

North Bank
Salim Street, Slemani
T: +964 (0) 7702138349

General Board of Tourism - www.kurdistantour.net

The best digital source for detailed information about touristic places is the website of the General Board of Tourism. The app of the Board is also available on the App Store.

Essentials

Basic Expressions

English

Hello
Good morning
Welcome! (on arrival)
Goodbye
Thank you
You're welcome
How are you?
Are you well?
I'm fine, thank you
What's your name?
My name is John
Please
Where is the bazaar?
Where is the Hotel?
Yes
No
OK

Sorani

Rozh-bash
Beyanee-bash
Be kher bi(t)
Khwa-hafees
Supas
Ser chaw
Chonee?
Bashee?
Bashem, supas
Naw-et cheeya?
Naw-em John-ah
Zahmat Nabe
Bazaar le chweya?
Otel la chweya?
Aa / Balay
Na
Bale

Kurmanji

Rozh-bash
Beyanee-bash
Be kher hati
Khwa-hafees
Supas
Ser Chaava
Chaawani?
Bashee?
Bashem, supas
Nav-ey ta cheeya?
Nav-ey min John-ah
Bey Zahmat
Bazaar la kidareya?
Otel la kidareya?
Aa / Balay
Na
Bale/Arey



Hospitals

PAR Hospital

60m St, Erbil
T: +964 (0) 66 210 7001

Swedish Hospital

Ainkawa, Erbil
T: +964 (0) 66 8691414

Azadi Hospital

Nakhosh-Khana St., Duhok
T: +964(0)627224074

International Hospital

Salim St, Slemani
T: +964 (0) 770 384 4040

A Tradition of Inclusion

Diplomatic Missions

Austria: +962 (0) 6 462 4304
Belarus: +964 (0) 750 445 0973
Brazil: +964 (0) 750 446 7906
Czech Republic: +964 (0) 66 254 7983
Denmark: +964 (0) 66 264 8299
Egypt: +964 (0) 66 210 1730
France: +964 (0) 66 257 3583
Germany: +964 (0) 750 790 7909
Greece: +964 (0) 770 640 8848
Iran: +964 (0) 66 222 2444
Italy: +964 (0) 770 144 9000
Japan: +964 (0) 66 257 3661
Jordan: +964 (0) 750 811 4442
Korea: +964 (0) 750 793 4501
Netherlands: +964 (0) 750 198 7002
Palestine: +964 (0) 750 881 5420
Poland: +964 (0) 750 173 4346
Romania: +964 (0) 66 224 6715
Russia: +964 (0) 750 134 8674
Slovakia: +964 (0) 750 445 7412
Spain: +964 (0) 750 630 0503
Sweden: +964 (0) 770 045 9530
Turkey: +964 (0) 66 224 6233
UAE: +964 (0) 66 224 6710
UK: +964 (0) 750 722 8178
USA: +1 240 553 0590

Visa

Citizens of the US, Canada, Australia, New Zealand, Turkey, and the EU countries are issued free, 15-day visa stamps upon arrival in the Kurdistan Region. Other nationalities are required to get a valid "Iraqi" visa from their local Iraqi diplomatic office. The KRG Representations abroad do not issue Iraqi visas. Travelers wishing to remain in the Region for a period longer than 15 days are required to visit an immigration office to obtain the necessary documentation. This process involves the completion of numerous forms and a mandatory blood test. The entire process can take up to four hours to complete. Companies may expedite the visa application process by registering a new employee with Iraqi authorities and applying for all necessary permits on behalf of the individual prior to his or her arrival in Kurdistan.

The Kurdistan Region has been home to an indigenous Kurdish population for thousands of years. The multitude of cultures and civilizations that have written their history across the Kurdistan Region have resulted in a population and landscape that reflects a great deal of diversity. The Kurdistan Region boasts nearly 65 officially recognized tourism areas that reflect the mixture of Muslim, Christian, Jewish, and Yazidi religious traditions of its inhabitants. The sights visitors are treated to include the 8,000 year-old citadel of Erbil, a host of ancient Christian churches and monasteries, as well as Lalish, the holiest city for the Region's Yazidis (a faith that blends elements of Sunni Islam, Christianity, and Zoroastrianism). Natural attractions include the breathtaking mountain views provided by the sinuous Hamilton road as it winds its way from Erbil to the Iranian border, as well as lush valleys, mountain peaks, and plunging ravines that drive home the message that the visitor really is in "the other Iraq."

Erbil—

Life in Erbil began with the creation of the historic Erbil Citadel, which has been continuously inhabited since at least 6000 BCE. The Citadel, which sits atop a 30-meter high plateau and is designed in a circular shape, has inspired the development of the city as a whole, with increasingly large, concentric rings expanding out from the location. The geographic size of Erbil has expanded dramatically in recent years, as has the city's population (growing from 500,000 residents in 2004 to 2 million in 2012). This rapid development has placed a strain on Erbil's existing infrastructure, particularly in regards to its road networks and sewer systems. However, the considerable development that has taken place within the capital over the past few years has alleviated these issues to some extent.





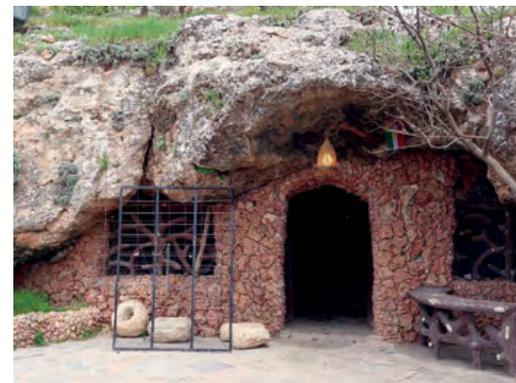
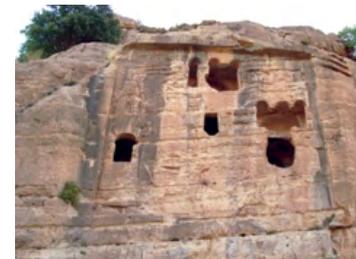
Slemani

Nicknamed the “cultural capital” of the Kurdistan Region, the modern city of Slemani was founded in 1784. Today, it is well known for its open, relatively liberal, and tolerant society, as well as being a center for culture and learning. The city boasts a population of approximately 1.9 million inhabitants and is geographically expanding at a rapid pace. Prior to 2003, the city was contained within a 60-meter ring road. However, since then, rapid urbanization has led to residential and commercial development outside the ring. Without the benefit of a uniform development master plan, this sprawl has been somewhat irregular in its pattern. The master plan that has since been implemented is well conceived in improving functionality while supporting projected population growth. As such, Slemani currently has the capacity to accommodate the projected five-year population growth without the need for additional horizontal expansion.



Duhok

The modern city of Duhok was established as an Ottoman Caliphate in 1887, and has historically served as a bridge to the Region’s most strategically significant neighbor: Turkey. The city, which is home to approximately 1.3 million residents, has a comprehensive master plan that will guide development through 2032; the plan itself calls for a phased approach to address current and future issues, particularly the need for urban rehabilitation and infrastructure improvement. Duhok’s proximity to the Tigris River (and the scenic mountain ranges that frame the waterway) make it ideally suited for the developing tourism industry.



Where to Stay

Divan Erbil

The 24-story Divan hotel features 227 guest rooms, parking for 200 vehicles, ten meeting rooms, five restaurants, four up-scale boutiques, a lounge, and multiple bars. The hotel, which is perhaps the most visually striking in all of Erbil, seeks to redefine the business experience with its well-appointed rooms, gourmet dining options, and spacious meeting areas. The Divan welcomes its patrons in with its resplendent décor, including crystal chandeliers, brass-lined columns, marble floors, and elegant selection of sculptures, art, and antiques. For these and other efforts, the World Travel Awards named the Divan "Iraq's Leading Business Hotel" for 2013.

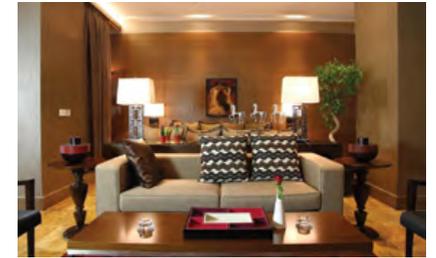
T: +964 66 210 5000



Tangram Erbil

Located in the southern part of Erbil, the Tangram hotel has emerged as a favored destination for business travelers in the Kurdistan Region. Each of the hotel's 118 rooms features a comfortable bed, a flat screen TV, a working desk, and a spacious bathroom; high-speed Internet and a lavish breakfast buffet are included at no additional charge. The Tangram also offers multiple gourmet dining options, one of the liveliest nightspots in all of Erbil (360 Club), and perhaps the most well appointed gym in all of the Kurdistan Region.

T: +964 (0) 66 229 6900



Rotana Erbil

Named "Iraq's Leading Hotel" for 2013 by the World Travel Awards, the Rotana has been turning heads since it first opened its doors in 2011. The facility features 201 lavish rooms and suites, five food and beverage outlets, a grand ballroom, five small meeting rooms, a health and wellness center, and multiple luxury boutiques. In the summer season, the Rotana

pool and surrounding gardens are the place to be when seeking to avoid the extreme temperatures of the Kurdistan Region, and the hotel's dining options (notably Basilico, the first Italian restaurant in Erbil, and Al Bustan, which offers authentic Lebanese cuisine) are known throughout the surrounding region.

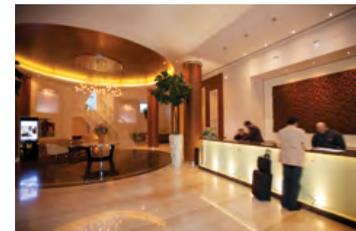
T: +964 66 210 5555



Copthorne Hotel Baranan

The Copthorne Hotel Baranan offers the finest hotel and dining options for visitors to the city of Sulaimania. The facility's 78 luxury rooms and suites are finished with contemporary décor and modern luxuries, and its four stylish restaurants offer a variety of both local and international cuisines. Perhaps most notably, "Uptown" (the Copthorne's two-story restaurant and lounge bar) offers lovely views of the Sulaimania skyline and five-star, innovative cuisine that spans a number of continents.

T: +964 (0) 770 6000000



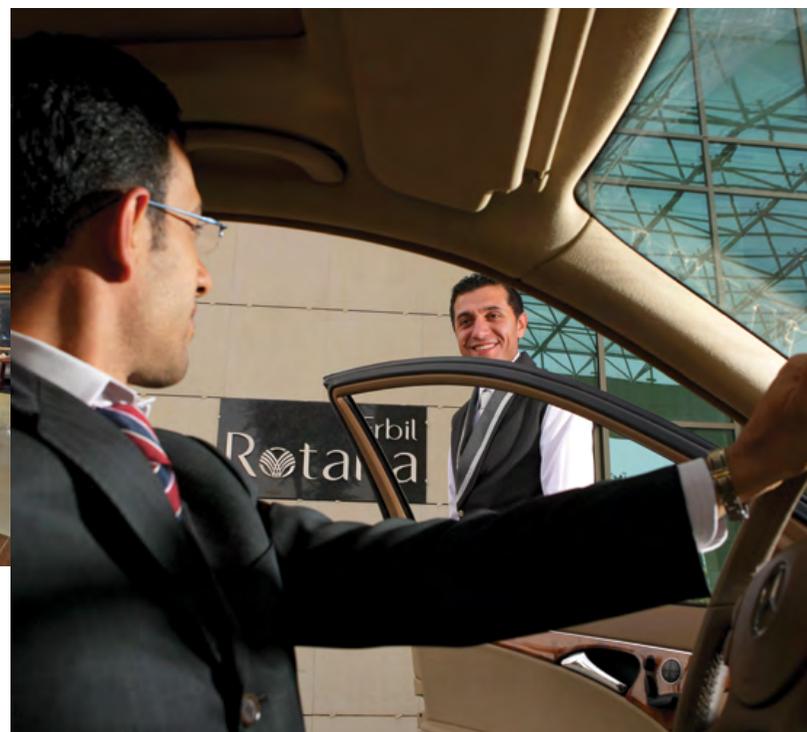


Where to Stay

Blue Mercury

The seven-story Blue Mercury, which is located on 60 Meter Street in the heart of the Erbil city center, stands as a symbol of a local, boutique hotel. Blue Mercury features 70 rooms (which includes five luxury suites), a large restaurant, a lounge area suitable for both relaxation and business, a modern gym, and a Turkish bath and sauna. The hotel is within walking distance of major government offices, modern shopping facilities, and historic landmarks.

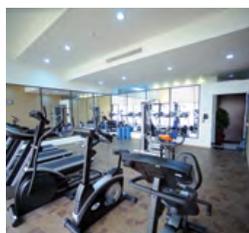
T: +964 (0) 66 2569777



Jouhayna Hotel

Situated in a strategic location along 100 Meter Road in Erbil, the Jouhayna hotel offers the specialized service and attention to detail that only a smaller, more intimate facility can. The majority of the rooms are suites that include a bedroom, living room, dining space, and balcony. In addition, the hotel features Sidon (a Lebanese restaurant), a breakfast buffet, and modern spa and gym facilities.

T: +964 (0) 750 7120777



Iraq's Leading Hotel

Erbil Rotana

Iraq's Leading Hotel

Erbil Rotana was bestowed with the prestigious honour of being Iraq's Leading Hotel in 2011, 2012 & 2013, consecutively by the World Travel Awards. This five star hotel offers 201 well-appointed rooms and suites, 7 fully equipped meeting & events venues, 5 restaurants that suit all tastes, a fitness club, spa and pool bar & terrace.

To book your stay at the best available rates, visit rotana.com or call us +964(0)662105555.

Rotanatimes.com



Gulan Street, Erbil, Kurdistan, Iraq. T: +964 (0)66 210 55 55, F: +964 (0)66 210 55 56, erbil.hotel@rotana.com

rotana.com

Food & Drink

Chopin Bar

The Chopin Bar has the rare distinction of being both an excellent meeting location and a superb late night destination. During the day, Chopin features a variety of lighter dining selections. In the evening, the space transforms into a lively jazz bar featuring live music, with a wide variety of the finest imported beverages available for selection. Chopin begins service at 11:00am and closes at 1:00am.

Location: Divan Erbil



Gökhan S. Aykan
General Manager
Divan Erbil Hotel

"When I first arrived in Erbil, I heard that we were too focused on international menu items, particularly Italian or Continental cuisines. We decided to place greater emphasis on the local market. So, we brought in supplementary Kurdish and Turkish chefs to give our menu a more authentic feel. To that end, we have tried to get a better feeling for what these clients prefer to eat and how they like to eat. We have adopted a very reactive approach. We try to bring in the expertise needed to fulfill these requests and train our existing personnel."



Qi 21

When people think about the Kurdistan Region, sushi hasn't historically been one of the things that most readily came to mind. However, that may be changing thanks to the delicious offerings currently being served up at "Qi 21", a Japanese sushi and steak restaurant located on the 21st floor of

the Divan Hotel. Featuring resplendent views, intricate décor, exquisite cocktails, and mouth-watering menu options, "Qi 21" is a must-visit destination. Dining service begins at 6:00pm and runs until 11:30pm, with bar service until 12:30am. Reservations recommended.

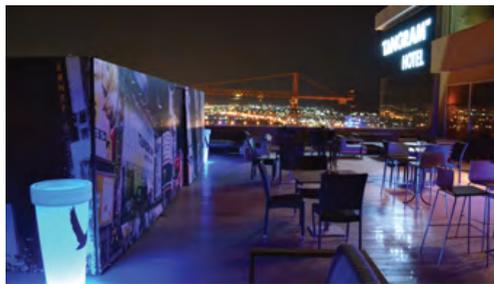
Location: Divan Erbil



360 Club

360 Club features an indoor bar and lounge area, as well as an outdoor terrace that commands a panoramic view of Erbil. The nightclub offers live entertainment performed by a Colombian duo, as well as numerous specialty events. 360 Club features a variety of international food options, cocktails, and premium beverages. The club, which stays open late into the night, is an excellent place to unwind after a long week of meetings.

Location: Tangram Erbil



Doaa Amin
General Manager
Tangram Erbil

"360 Club is the newest nightclub spot in Erbil. We go by the book, by the rules. We enforce age restrictions and try to keep it available only for couples or mixed groups. Salsa music is not something that exists in Erbil yet, so it was a novelty. If you manage to get novel ideas to spread, then they eventually win out; 360 seems to be a winner."

Club Rotana

Guests of the Club Rotana Lounge are treated to a breakfast buffet, complimentary beverages, afternoon tea, happy hour services, and evening canapés. Service at Club Rotana runs from 07:00 until 23:00.



Thomas Touma
General Manager
Rotana Erbil

"Club Rotana is an upscale, private business unit that is intended for use by those parties seeking a quiet space to work. Patrons who utilize this service receive breakfast, snacks, pre-dinner foods, and drinks in the evening. The main attraction of Club Rotana is the privacy of its environment. We provide everything a businessperson could possibly need, including a private attendant, newspapers, a television, Internet, private check-in and check-out, and small private meeting rooms. It's a novel service."

Al Bustan Lebanese Restaurant

Located within the grounds of the Rotana hotel, Al Bustan reflects the authenticity of Lebanese cuisine, entertainment, and overall environment. The restaurant features indoor and outdoor seating areas, the latter of which are enclosed by pools and gardens. The Al Bustan menu includes a variety of cold appetizers, salads, hot mezzeh, grilled

meat platters, seafood entrees, and regional desserts. The Habra (minced meat with mint leaves, onion, parsley, and hot spices) and the Al Bustan Chicken (charcoal grilled chicken with local nuts and spices served on crusted tannour bread) come highly recommended. Dinner service commences at 19:00 and extends until 23:30, with lunch offered on Friday from 12:00 to 16:00.

Location: Rotana Erbil



Salute

Sulaimania's first specialty Italian restaurant has become one of the city's finest and best known gourmet haunts. Salute offers a modern, authentic Italian menu, including homemade pastas, pizzas, and risottos, as well as unique main dishes made with freshly imported seafood, meats, and cheeses. Salute maintains a wide-ranging, hand selected wine list, as well as an attached bar area. Lunch opens from 12:00 till 16:00, and dinner from 19:00 until 23:30. **Location:** Copthorne, Sulaimania



Uptown

Uptown's restaurant serves modern and delicious Asian fusion, integrating Japanese, Thai, and Chinese influence, with dishes including sushi, dim sum, and teriyaki. The restaurant's outdoor terrace provides an excellent vista of Sulaimania, and in local fashion, offers shisha as an after dinner pastime. Upstairs from the restaurant, Uptown's bar and lounge is unequivocally the trendiest place in Sulaimania to spend the evening. Uptown is open daily from 19:00 until 01:30. **Location:** Copthorne, Sulaimania



Safwan Khayat
Area General Manager
Millennium & Copthorne
Hotels

"Our restaurants are international in inspiration and utilize the highest quality of imported foods. I would say they are unique among the dining options in Sulaimania."

Food & Drink



Italian Cuisine—

Vincenzo Deturri, head chef at the Rotana's "Basilico" restaurant, discusses his beliefs regarding Italian cuisine and how its flavors and ingredients have evolved in recent years.

IIG: What are the defining flavors of Italian cuisine?

VD: The defining flavors of Italian cuisine are its basic ingredients: extra virgin olive oil, pasta, and cheese. Even though the Italian cuisine is international, these products prevail in each area with different flavors and shapes. The use of herbs is also key, especially oregano, thyme, sage, rosemary, parsley, and basil.

IIG: Which ingredients could you not live without in your kitchen and why?

VD: Every ingredient is an important one in the cooking process; the basics are pasta, risotto, olive oil, tomato, garlic, Parmesan, and Grana Padano. No Italian herb kitchen garden is complete without basil, parsley, oregano, black peppers, and rosemary. All other fresh ingredients that give the Italian cuisine its special aroma are the vegetables, seafood, cream, fresh mozzarella, and other cheeses. Why? It is simply because it is the Italian Gastronomy!

IIG: What approach does your restaurant take to Italian cuisine?

VD: Our approach is referred to as "The Italian Renaissance": we take classic Italian cuisine and incorporate modern approaches to create a unique blend. We apply this to all of our recipes, from traditional lasagna to real Italian pizza.

IIG: Why do you think Italian cuisine is so popular?

VD: Italian cuisine prides itself on having simple recipes that are prepared with passion. It utilizes the freshest possible ingredients that are also quite common in appeal. All of these elements combined explain the popularity of the cuisine.

IIG: How has your Italian cuisine been perceived here in Erbil?

VD: For the local population, it reflects a new culture that they may not necessarily be familiar with. Those who have experience with Italian cuisine seem to feel that our menu successfully blends traditional offerings with new tastes, aromas, and styles.

IIG: What is the ultimate traditional Italian dish and why?

VD: Italian cooking is very vast, so there are many popular dishes. In fact, almost every city and town in Italy has its own specialty. So, the end result is that, rather than have a single, national cuisine, there are a number of local offerings. That said, there are certain dishes that are common, and have become standard for the many Italian communities scattered across the globe; these include penne arrabiata, lasagna, and buffalo mozzarella.

IIG: How would you define modern Italian cuisine?

VD: Modern Italian cuisine has become influenced by Asian cuisines and cooking techniques. For example, jellifying agents like agar (which have been used in Asian cuisine for a long time) have recently begun to be utilized in Italian cooking. In addition, standard Asian ingredients like ginger, lemongrass, seaweed, and raw fish have become increasingly incorporated into the recipes of some modern Italian dishes.



Health & Wellness

Fitness Made Easy

Located on Kirkuk Road in Erbil, the Tangram Hotel has already established itself as one of the premier hotels in the Kurdistan Region. The Tangram Hotel Fitness Center is perhaps the most well-equipped, planned, and provisioned facility in all of the Region, let alone Erbil. Featuring numerous pieces of

Technogym equipment (including multiple treadmills, ellipticals, stationary bicycles, and exercise stations), the spacious Tangram Hotel Fitness Center also includes modern changing rooms and a sauna room that helps to perfectly end a hard day's workout.

Location: Tangram Erbil

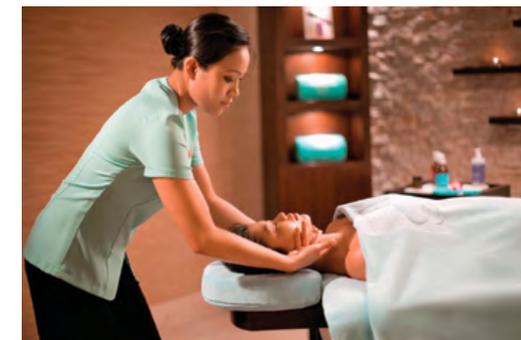


Zen the Spa

Offering relief from the sweltering heat of a summer in the Kurdistan Region and the stresses of Erbil's business environment, Zen the Spa provides premier therapeutic treatments offered by certified spa therapists. The facility, the first of its kind in Kurdistan, is located at the Rotana Hotel and features five massage rooms, as well as dedicated sauna and steam rooms. Patrons can choose from a variety of different treatments, including the Zen the Spa Signature

Massage (a unique holistic massage combines the best from east & west), Swedish Massage, Shiroyhyanga (a deeply relaxing head, neck, and shoulder massage), the Deluxe Reflexology Massage (a massage focused on pressure points in the feet that correspond to different parts of the body), and the Sport Massage (deep pressure or neuromuscular therapy are used to work out spasms and chronic pain within the muscles and connective tissue).

Location: Rotana Erbil



Poolside Living

Every day in the summer from 07:30 to 22:30, guests at the Rotana Hotel are invited to take a break from their busy schedules and indulge in a bit of relaxation courtesy of the finest swimming pool in Erbil. The facility, which is surrounded by a lush, green garden, also offers outdoor dining options and fresh drinks at the Aquarius Pool Bar.

Location: Rotana Erbil





Fashion in Erbil—
Özden Güven
Manager, Beymen Erbil
 Beymen opened its first store in Erbil a year ago and has since blossomed in a city not typically known for cutting edge fashion.

IIG: Can you give our readers a breakdown of the clientele that frequent your store?

ÖG: 60% of our clients are locals, 20% are from Turkey, and the other 20% are from Europe or America. Actually, only about 20% of our customers are patrons of the Divan Hotel. Of course, the Divan attracts the highest-ranking executives and Beymen caters to an exclusive clientele, so there is an obvious connection there.

IIG: Turning to Beymen's current collection, what are some of the leading brands and items available?

ÖG: Beymen offers its own line of clothing, and then it offers top brands like

Cornelliani, Gucci, Dolce & Gabbana, Ralph Lauren, and Armani; we have more than 80 brands for men and women. In terms of items, we offer everything a person could need. Jackets, pants, ties, cufflinks, socks, shoes, bags, jewelry... everything.

IIG: Is there a specific brand that you think executives need to know about?

ÖG: Kition. It's an Italian brand from Napoli, and it's the best quality you can find in Kurdistan... and, to be honest, anywhere else in the world. Most of Kition's products are hand made. You can feel how good the quality is as soon as you put it on; it makes you feel good just to touch it.

IIG: Do you think that the current global fashion trends are starting to take root here in Erbil?

ÖG: It's different depending on the area. For example, just because the color blue is fashionable in Istanbul doesn't mean that it's fashionable here. You can wear lots of different colors or patterns in Europe and look quite fashionable, but here, you will stand out. Most of our local customers prefer light brown or beige clothing. They start wearing those colors at an early age, and those colors become very ingrained in their fashion preferences. However, we want to expose them to lots of different options.



Noura Jewellery & Watches

The Kurdistan Region has become known internationally as an excellent place to do business. Now, however, boutique stores and globally recognized brands are eager to cement the Region's growing reputation as a luxury-shopping destination. One shining example of this paradigm shift is Noura Jewellery and Watches (NJW), the premier stop for fine jewelry and watches in Erbil. Located on the first floor of the Divan Hotel, NJW offers its customers the world's most prestigious brands [Rolex, Hublot, and Chopard], as well as brands more identified with the Middle East (the Al-Kurdi collection). NJW also

features handcrafted, one-of-a-kind pieces of jewelry, as well as the latest edition of Vertu phones. The store, which is owned by Iraqi investor Noura Al-Souhail, also provides repair and adjustment services. The design of the NJW store itself reflects Noura Al-Souhail's attention to detail, with the carpet, chairs, and the rest of the décor all designed by the owner. A visitor to NJW comes away with the feeling that each item or piece for sale has its own unique story that reflects a blend of the traditions of the Kurdistan Region and the luxury of the modern world.

Location: Divan Erbil





Executive Flights to the Kurdistan Region— Turhan Güngör

Director, T Jets
An Istanbul-based executive aircraft charter company, T Jets, guarantees a safe and fast flight experience to your preferred destination.

IIG: Can you please tell us more about your service and its advantages?

TG: The main advantages of our service are speed, privacy, and comfort. When you choose to utilize a private jet, you are able to fly to a greater number of airports than is possible with the standard commercial airlines. As a result, you get to your final destination faster and more directly. In fact,

two-thirds of our business flights are between cities not served by daily scheduled flights.

Another advantage is the privacy the charter service offers: you can freely discuss important and confidential matters with your colleagues. Whether privacy is important to you for business or personal reasons, private jets offer a discrete travel environment.

IIG: As a luxury brand, how do you ensure you stay at the top of your game?

TG: In order to stay at the top, we pay great attention to the quality of our service. From catering to greeting passengers at the terminal, no detail is ignored. We have a database for the food and drink preferences of our passengers so that when they fly with us again, they will have their favorite foods during the flight. Accessibility is another

important feature in this business. Our aircraft is registered in the most frequently utilized internet-based sales systems and our Commercial Department can respond by telephone or e-mail to any flight request within an hour.

IIG: Has there been a significant increase in executive charter flights to the Kurdistan Region since the opening of the Erbil International Airport in 2010?

TG: We see the most potential growth in the Kurdistan Region; the increasing GDP thanks to its natural resources makes the Kurdistan Region an ideal market for growth.

The main factors in the growth of business aviation are increased spending power, the globalization of large companies, new business models for the high-income segment, and

travelers who are less willing to accept the hassles of traveling via scheduled airlines. All of these elements are currently present in modern the Kurdistan Region.

Moreover, with the very recent decision of the US Federal Aviation Authority (FAA) to lift its ban on commercial planes flying from the US into the Kurdistan Region, we strongly believe there will be a tremendous amount of executive charter traffic on par with scheduled services, which have grown more than 400% in just 4 years.

IIG: Are there any regions or countries in which TJets is not presently operating or refuses to carry passengers?

TG: We have very good insurance coverage and as long as our aviation safety standards are met, TJets and its highly experienced crew can fly to any part of the world.



Shopping in Erbil

Considerable foreign investment, a growing population of both local and foreign residents, and a median income per capita rate that is approximately 20-25% higher than in the rest of Iraq have all led to the development of a strong consumer industry in the Kurdistan Region. In no area is this change clearer than in the wealth of shopping opportunities now present in the Region.

Currently, three facilities (all located in Erbil) have set themselves apart in terms of the services and overall environments they offer: Majidi Mall, Family Mall, and Royal Mall.

Majidi Mall is comprised of three floors and features a total of 67 shops, a cinema, an entertainment center, a supermarket, and multiple dining options. The mall, which was opened in 2009, features high-end

boutiques and a relaxed shopping environment.

Family Mall is an attractive destination for families and younger people who wish to blend their shopping and social experiences. The facility includes over 120 stores, multiple restaurants, a Carrefour, and the most modern movie theater in the Kurdistan Region.

Located closer to the heart of the old city, Royal

Mall is home to more than 70 stores, 15 restaurants (which offer a range of local and international cuisines), and a huge market. On its top floors, the mall boasts a large-scale movie theater and multiple other entertainment and gaming options, making it an ideal setting for a wide range of potential shoppers.

Majidi Mall

One of the largest premier shopping and entertainment centers in all of the Kurdistan Region, Majidi Mall has serviced the residents and visitors of Erbil since November 2009. The facility is comprised of three floors that feature a total of 67 shops, a cinema, an entertainment center, a supermarket, and multiple dining options. A secure 2,000 vehicle capacity parking lot provides

safe and easy access to the building. Shopping highlights include brands like Brioni, Vakko, and Sarar, as well as globally recognizable retailers like Adidas, Nike, Levi's, and United Colors of Benetton. The third floor of Majidi Mall houses the center's dining options. Amongst fast food offerings like Fatburger, New York Fries, Wienerwald, Peppe's Pizza, and Chester's Chicken

exist more up-scale establishments like Venezia Café (which serves Italian sandwiches, pastas, and pizzas) and Kahve Diyarı (which features traditional Ottoman and Turkish cuisine). Perhaps most notably, Majidi Mall offers the most consistently reliable ATMs in all of Erbil, a city in which finding an accessible, fully-stocked bank machine can be at times challenging.



Kurdistan-Iraq Oil and Gas Conference

Bringing together over 800 leaders from the public and private sectors, the Kurdistan-Iraq Oil and Gas Conference is viewed by many to be the largest and most influential gathering of its kind in the Kurdistan Region. The 2013 event brought together 45 speakers, 45 sponsors, and over 850 delegates to discuss and help determine the policies and strategies that will guide the future of the oil and gas industry in the Kurdistan Region. Speakers at the event included KRG Prime Minister Nechirvan Barzani, Iraqi Deputy Prime Minister Dr. Rowsch N. Shaways, and KRG Minister of Natural Resources Dr. Ashti Hawrami, as well as influential figures from the private sector. The four-day international event is usually held in December.



Erbil International Fair

For the past nine years, the Erbil International Fair (EIF) has served as the premier showcase event for the Kurdistan Region. The EIF, which is the largest general trade fair in all of Iraq, features a variety of goods and services from a diverse range of economic sectors, including electronics, telecom, fashion, banking, energy, and construction. The annual event is generally held in late September, and draws thousands of exhibitors and patrons from across the MENA Region. The EIF enjoys the enthusiastic support of numerous trade agencies, chambers of commerce, trade unions, ministries, and international embassies.

Erbil Building

The 8th annual "Erbil Building" exhibition will take place in May 2014, and will serve as an international showcase event for construction equipment and associated materials. Exhibits generally demonstrate the most recent trends, developments, products, and services in the industry, including construction materials, building systems, prefabricated structures, and modern machinery.



Erbil Real Estate Fair

Each year, the Erbil Real Estate Fair (E.R.E.F.) brings together hundreds of influential executives, developers, and investors to promote and evaluate the numerous development opportunities present in the real estate sector of the Kurdistan Region. The three-day international fair, which is usually held in June, also allows for strategic networking opportunities and serves as a valuable tool for local, regional, or international entities contemplating entry into the Kurdistan market. The E.R.E.F. regularly features hundreds of exhibits and displays, and draws over 10,000 visitors from the Kurdistan Region and beyond.

Iraq Agro-Food 2014

With over 300 regional and international exhibitors at the 2013 event, Iraq Agro-Food (IAF) has become the leading agriculture and agro-food trade exhibition in Iraq. Held in Erbil in late November, the event attracts the most influential decision makers from the KRG and the Iraqi Federal Government, as well as industry experts and private sector executives. The IAF offers visitors the opportunity to interact with national and international manufacturers, suppliers, traders, and business leaders, and stay up to date with the latest industry standards, equipment, research, and general practices.



British Film Festival

In 2011, in an effort to forge stronger political, educational, and cultural connections between the United Kingdom and the Kurdistan Region, the British Consulate-General and Bankside Films established the "British Film Festival in the Kurdistan Region". The festival has since become an annual tradition, with thousands of visitors traveling to Erbil to enjoy the wide selection of films on offer. The festival also features a series of workshops for aspiring Kurdish filmmakers, including students from the Cinema Department of the Fine Arts College in Erbil.



Erbil Autoshow

2014 will see the capital city of the Kurdistan Region play host to the 5th annual Erbil Autoshow. The international event stands as the premier automobile, automotive, commercial vehicle, and spare parts exhibition for both the Kurdistan Region and greater Iraq. In 2013, 85 exhibitors took part in the four-day event, which saw approximately 7-10,000 visitors in attendance.





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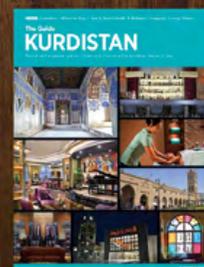
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