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HPN Global Announces New Business Partnership with AI Ketbi Consultancy in GCC Market

Scottsdale, Ariz. (June 1, 2010) [Hospitality Performance Network](#) (HPN) Global, the world's most global site selection and meeting procurement company, has partnered with AI Ketbi Consultancy, a leading specialist in the regional tourism industry, in order to serve the GCC market.

AI Ketbi Consultancy will promote HPN Global's unique range of customized services among target markets across the region and will oversee all marketing initiatives of HPN Global in various GCC countries.

They will also help shape HPN Global's marketing strategy in the region, with the ultimate goal of penetrating new markets and fast-growing tourism segments such as meetings, incentives, conferences and exhibitions (MICE), business travel, and entertainment.

"HPN Global believes it is critical to have a well-respected, highly experienced local partner for us to succeed in growing our business in the MENA region," said Kip Horton, Senior Vice President of HPN Global's EAME and India division. "We have joined forces with AI Ketbi Consultancy because we believe in their capability to help us achieve our business objectives in the region. This partnership will be particularly crucial in promoting our unique brand of services in the GCC, which has emerged as a very important growth market for us. Moreover, the HPN

Global brand is being positioned as a powerful source of business for hotels and meeting venues in the Middle East and we are confident that Al Ketbi will be able to support us not only in growing the brand but also in establishing HPN Global as a leader in the regional industry."

Commenting on the appointment, Gamal Sadek, General Manager of Al Ketbi Consultancy, said, "We are fully prepared to support HPN Global in all its strategic initiatives in the GCC. Al Ketbi Consultancy will leverage its in-depth knowledge and extensive experience in the regional market to generate awareness and create interest in the services being offered by HPN Global. Moreover, Al Ketbi Consultancy's comprehensive business network all over the region will surely play an important role in establishing HPN Global as a dominant solutions provider in the region's fast-growing MICE industry."

About HPN Global

Scottsdale-based HPN rebranded under the name HPN Global in March 2010 to better align with its mission of becoming the world's most global site selection service provider. With meeting procurement professionals all over the world, HPN Global is committed to being an industry leader – not one founded on being the largest company, but one focused on being the best. The new international division of HPN Global is the result of a joint venture between HPN and Meetings International. Both companies have been serving the needs of association, non-profit, corporate and government agencies for 18 years collectively. To learn more, visit www.HPNGLOBAL.com.

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