



■ Mr Dadabhai, sixth from right, receives the award from Mr Steele, fifth from left, in the presence of Tamkeen chief executive Abdul Elah Al Cassimi, fifth from right, and other officials

## Hospitality campaign wins praise

A CAMPAIGN to woo Bahrainis into the hospitality industry has won international praise.

American Hotel and Lodging Educational Institute (Ahlel) president Robert Steele particularly applauded the role of Tamkeen (formerly the Labour Fund).

He said its contributions to developing a strong partnership between the public and the private sectors had borne fruit, with scores of Bahrainis now taking up positions they were not interested in earlier.

Mr Steele was speaking as he presented Ahlel's Best Licensee in the Middle East award to the Bahrain Institute of Hospitality and Retail (BIHR), at its premises in Budaiya.

"The BIHR has done a good job, not only with Bahraini students, but has felt the pulse of the region by successfully translating and customising more than 8,000 pages of study material into Arabic for distribution around the Middle East. This is a great achievement by any standards," he said.

### Award

BIHR chairman Qutub Dadabhai said the award was testimony to the government's efforts to promote the kingdom as the regional training hub.

"Tamkeen, through its collaboration with us and others in the private sector, is actively encouraging this effort, which is ultimately helping Bahrain as a beacon of hospitality training in the region."

Mr Dadabhai said the accolade would not have been possible without the support of Bahrain's leadership and policies aimed at promoting reform in the country.

"We are proud that the BIHR has become the first-ever recipient of this honour in this part of the world and we hope we will continue to offer the best-possible services in training to everyone in our efforts to develop human capital for the hospitality sector."