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*In the presence of Deputy Minister of Industry and Trade,
Non-resident Ambassador of Sweden and many businessmen*

El-Aghil Trade Co., Ltd celebrates inauguration of New Volvo Car Showroom

Deputy Minister of Industry and Trade Mr. Ali Ahmad Al-Sayyaghi inaugurated last Sunday the New Showroom for World Volvo Cars, affiliated with El-Aghil Trade Group, the sole agent for Volvo automobiles in Yemen.

During the cheerful ceremony, attended by His Excellency Non-Resident Ambassador of the Kingdom of Sweden Mr. Yan Thiesliev, a large number of businessmen and chairmen of trade companies and agencies, Al-Sayyaghi delivered a speech during which he stressed the necessity of expanding the scope of honest competition in the Yemeni markets, on the basis of offering top quality and most appropriate products, particularly cars and other transportation means.

According to Deputy Minister of Industry and Trade, most of the automobiles entering the Yemeni markets lack the required standards of quality and safety, and therefore are responsible for increasing the number of traffic accidents that cost the government and society heavy material losses. He also held automobiles lacking the required quality and safety standards responsible for the rising number road accident's victims who number up to thousands per year. "This means several families are tragically bereaved and children orphaned while mothers become widows," he went on to say.

During his speech given at the

ty and safety constitute the topmost requirement that must be satisfied by automobile manufacturers in order to help our society avoid potential road accidents, as well as ensure a safe and clean environment in Yemen.

Concluding his speech, Deputy Minister of Industry and Trade wished El-Aghil Trade Co., Ltd further success and prosperity in its business.

On his part, Mr. Abdullah Ahmad El-Aghil, Honorary Consul of the Kingdom of Sweden to Yemen and Deputy Chairman of the Board of Directors at El-Aghil Trade Group, reviewed the numerous activities that have been so far undertaken by the group since it was established in the 1960s, mainly in the area of World Volvo automobiles, which satisfied all the internationally recognized standards of quality and safety. According to him, products of the Swedish Volvo Company gained a worldwide reputation, thanks to their top quality.

"As our group is the sole agent for Volvo automobiles in Yemen, the Project Manager of Volvo car showroom Eng. Hussein Al-Azzani and his team paid great attention during arranging for and establishing the New Volvo Car Showroom to studying how we can offer complete, distinctive and top quality service with regard to Volvo car maintenance, and provide all the parts needed by Volvo vehicles in all branches of El-Aghil Trade Co., Ltd based in the



inaugural ceremony of New Volvo Car Showroom, the Yemeni official said that Volvo Company is one of the first automobile manufacturers that entered Yemen and marketed its cars in the country. "Volvo vehicles are famous for their internationally recognized quality and safety standards, not only in Yemen but in the whole world," Al-Sayyaghi reiterated.

Al-Sayyaghi continued that quali-

main governorates as well as the Sana'a-based Headquarters. We also prepared and trained a specialized Yemeni staff with a high level of expertise and technology to be in charge of providing maintenance for Volvo cars," El-Aghil noted.

Facilities and complete services:

El-Aghil added, "As part of our plan we have been pursuing since the very beginning of our business, we

have concentrated on the quality of products we offer to citizens including Volvo vehicles, which Yemeni citizens have been testing since the 1960s, thereby certifying to their quality. Yemeni citizens also acknowledged that Volvo vehicles satisfy all the safety requirements and are durable and suitable for Yemen's harsh topography."

Mr. Abdullah Ahmad El-Aghil, Honorary Consul of the Kingdom of Sweden in Yemen and Deputy Chairman of the Board of Directors at El-Aghil Trade Group conveyed good news to Yemeni citizens who are willing to get Volvo cars with top quality. He said that his company provides several facilities to clients including sale by installments via the different banks, specifically as the new batch of Volvo vehicles is considered the most modern and luxurious in the world of cars.

According to El-Aghil, the new batch of Volvo vehicles have unlimited specifications and technical advantages, which is the fruit of ten years of experience and development regarding the advancing technology and update of Volvo automobile products, be they small cars or trucks.

Mr. Thomas Erinburge, Regional Director of Volvo Company gave a speech at the ceremony in which he

said, "It is my pleasure to welcome you all at the New Volvo Car Showroom in Sana'a. I am pleased to be available in Yemen, the country of civilization and history. I congratulate the El-Aghil family for investing in Volvo automobiles in Yemen."

He added, "Today, Volvo vehicles have become linked with all the means of safety. When people talk about Volvo cars, they usually talk about a product, which they know well and know what the Volvo products available in the market mean."

A history full of quality:

According to Erinburge, people's talk about Volvo products has not come from vacuum. Instead it is related with Volvo Company's commitment to safety criteria in manufacturing of Volvo vehicles. Concluding his speech, Regional Director of Volvo Company expressed his gratitude and appreciation to the Yemeni government that promotes honest competition in its markets, and provides a variety of options for Yemeni citizens to choose the best and safest products including Volvo vehicles.

Sales and Marketing Manager of Volvo Car's Department at El-Aghil Trade Co., Ltd: Good exhibition represents a chance for Volvo fans and adores

Mr. Mohammed Al-Khayyat, Head of Automobile Department at El-Aghil Trade Co., Ltd clarified that the new generation of Volvo cars is comprised of numerous models (Sedan Taxi and Four-Wheel Drive). Al-Khayyat maintained that the new showroom is pondered upon as an opportunity for all Volvo fans and adores who want to get ancient and old vehicles at ease with an internationally recognized luxury, as well as Swedish manufacturing style, famous for its safety-related advantages. "We promise the public to bring a variety of other models in the near future," he affirmed.

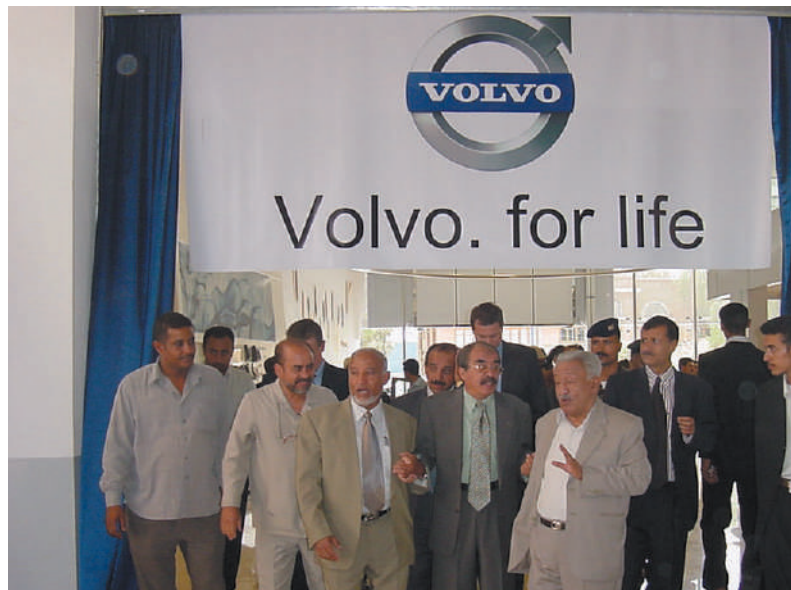
The Swedish diplomat continued, "Here I confirm that the Swedish-Yemeni ties reflect a great possibility of establishing mutual cooperation, and by this I don't only mean economic cooperation that may be limited to the transfer of technology and exchange of commodities, products and services, but I talk also about the strong desire to develop joint business and work hard for building permanent partnership. I also reiterate the strong desire to construct bridges of mutual understanding and an edifice of everlasting friendship between both countries, of which the positive outcome become apparent in the various commercial, tourist and educational areas.

His Excellency Mr. Yan Thiesliev, Non-Resident Ambassador of Sweden praised the efforts expended by Mr. Abdullah Ahmad El-Aghil, Honorary Consul of the Kingdom of Sweden to Yemen, in strengthening relations between Yemen and Sweden. This came in a speech Thiesliev gave while handing a meritorious award to El-Aghil.

"It is my pleasure to be in the company of my dear friend the Honorary Consul of the Kingdom of Sweden Mr. Abdullah Ahmad El-Aghil at the time of inaugurating the

New Volvo Car Showroom in Sana'a, the capital of history and civilization," Thiesliev expressed. "I am pleased to give him a modest gift in recognition of his sincere efforts in consolidating mutual relations between Yemen and Sweden. The El-Aghil's family played a prominent role in establishing relations between both states, as well as in arranging political meetings I had and will have with His Excellency Dr. Abu Bakr Al-Qirbi, Yemeni Minister of Foreign Affairs and other senior officials in the friendly government of Yemen."

The Swedish diplomat continued, "Here I confirm that the Swedish-Yemeni ties reflect a great possibility of establishing mutual cooperation, and by this I don't only mean economic cooperation that may be limited to the transfer of technology and exchange of commodities, products and services, but I talk also about the strong desire to develop joint business and work hard for building permanent partnership. I also reiterate the strong desire to construct bridges of mutual understanding and an edifice of everlasting friendship between both countries, of which the positive outcome become apparent in the various commercial, tourist and educational areas.



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WHO wants total ban on tobacco advertising

The World Health Organization (WHO) urged governments to protect the world's 1.8 billion young people by imposing a ban on all tobacco advertising, promotion and sponsorship on the eve of World No Tobacco Day, May 31, 2008. This year's campaign focuses on the multi-billion dollar efforts of tobacco companies to attract young people to its addictive products through sophisticated marketing.

Recent studies prove that the more that young people are exposed to tobacco advertising, the more likely they are to start smoking. Despite this, only five percent of the world's population is covered by comprehensive bans on tobacco advertising, promotion and sponsorship. Tobacco companies, meanwhile, continue targeting young people by falsely associating use of tobacco products with qualities such as glamour, energy and sex appeal.

"In order to survive, the tobacco industry needs to replace those who quit or die with new young consumers," said Dr. Margaret Chan, the Director-General of the WHO. "It does this by creating a complex 'tobacco marketing net' that ensnares millions of young people worldwide, with potentially devastating health consequences."

"A ban on all tobacco advertising, promotion and sponsorship is a powerful tool we can use to protect the world's youth," Chan added.

Since most people start smoking before the age of 18, and almost a quar-



Ever-present advertising lures young people, especially in developing countries, to try smoking or other tobacco products that usually result in dangerous addictions.

ter of those before the age of 10, tobacco companies market their products wherever youth can be easily accessed - in the movies, on the Internet, in fashion magazines and at music and sports venues. In a WHO study of 13 to 15-year-olds in schools worldwide, more than 55 percent of students reported seeing advertisements for cigarettes on billboards in the previous month, while worldwide approximately 20 percent owned an item with logo of a cigarette brand on it.

The developing world, of which Yemen is a part, home to more than 80

percent of the world's youth, is most aggressively targeted by tobacco companies. Young women and girls are particularly at risk, with tobacco companies seeking to weaken cultural opposition to their products in countries where women have traditionally not used tobacco.

"The tobacco industry employs predatory marketing strategies to get young people hooked to their addictive drug," said Dr Douglas Bettcher, Director of WHO's Tobacco Free Initiative.

"But comprehensive advertising bans do work, reducing tobacco consumption by up to 16 percent in countries that have already taken this legislative step."

"Half-measures are not enough," added Dr Bettcher. "When one form of advertising is banned, the tobacco industry simply shifts its vast resources to another channel. We urge governments to impose a complete ban to break the tobacco marketing net," he said.

The WHO released a report earlier this year that showed that not one single country in the entire world fully implements important tobacco control measures. The full adoption of these strategies to lessen tobacco use, including monitoring usage, public awareness campaigns, advertising bans and increased taxes on tobacco products, could prevent millions of premature deaths.

Source: World Health Organization



The World Health Organization's World No Tobacco Day urges all countries to adopt bans on tobacco advertising. There are more than 1.1 billion smokers worldwide.

Safety measures during lightning high season

By: Khaled Al-Hilaly

With the coming of the rainy season in Yemen, which commences in May every year, lightning-related incidents make news headlines on television and in newspapers. More than three such incidents have been reported so far this year since the rainy season began.

"Lightning struck and killed a boy and his sister and injured their father last month in the Old City of Sana'a," reports Col. Abdulkarim Al-Bukhaiti, director of civil defense for the capital secretariat of Sana'a. "The strike also damaged their home." Lightning bolts are electrical discharges caused by imbalances between storm clouds and the ground or between the clouds themselves. Lightning strikes the earth approximately a hundred times every second.

Just because this year's rainy season was short doesn't mean lightning accidents will decrease; to the contrary, the peak season for lightning in Yemen is next month.

"The lightning season starts in the middle of May and continues to the end of July," notes Rashid Al-Ariqi, director of the forecasting administration at the Yemen Meteorology Service, which is part of the Civil Aviation and Meteorology Authority. He adds, "Lightning reaches its prime time in June."

Rural residents in Yemen are particularly unaware of how to protect themselves from lightning and thus, are exposed to more risk.

Those governorates experiencing the most lightning throughout the year are Hajjah, Ibb, Taiz, Raymah, Dhamar, Al-Mahwit and Sana'a. "There are high mountains in these areas, which is where lightning chooses the nearest point on the ground to discharge its electricity," Al-Ariqi explained.

Worldwide, some 2,000 people are killed and many others are injured by lightning every year. There are no available statistics in Yemen regarding the number or severity of lightning-related incidents, nor are there records concerning its victims, as the media only reports fatal strikes, not lightning injuries.

There are likely far more lightning-related accidents and fatalities than the actual number reported to authorities because victims of lightning accidents in rural areas don't seek help, doctors don't record the incidents as being related to lightning strikes and lightning-related deaths often go unreported.

However, "Dozens of incidents occur weekly," Al-Ariqi notes.

In an effort to avoid accidents, the Yemen Meteorology Service periodically distributes forecasts and lightning warnings via television and radio channels to those governorates exposed to lightning storms. "Don't remain on house roofs or mountaintops and don't use any electrical equipment or computers during rain and lightning storms," the YMS warning states.

Additionally, Al-Ariqi warns, "People shouldn't remain outdoors on flat ground, use umbrellas or seek shelter under tall isolated trees. If you're in a vehicle, make sure all doors are closed, windows are rolled up and don't use the car antenna." Metal rods such as those found in umbrellas and car antennas conduct electricity and readily attract lightning.

If inside, avoid showering or washing dishes during a lightning storm. The meteorology service also advises avoiding the use of telephones, televisions or any other electronic equipment that conducts electricity.

Lightning strikes can cause cardiac arrest (when the heart unexpectedly stops

beating) or severe burns, with some victims suffering a variety of lasting symptoms such as memory loss, sleep disorders and joint stiffness. Al-Ariqi urges further studies in order to determine which Yemeni areas most frequently are struck by lightning. Once identified, these areas can be provided rods and other protective measures to conduct a lightning bolt's electricity to the ground without harm.

As he explains, "A lightning rod is a common method of protection against lightning strikes because the rod allows the electrical current from the strike to flow to the ground without causing any heat damage."

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60th anniversary of Nakbah commemorated with folk dance-theatre performance

By: Fahad Faruqui
For The Yemen Times
mff11@columbia.edu

Yemen and Palestine have a special relationship; Palestinians make up one of the largest expatriate communities in Yemen, and President Ali Abdullah Saleh's initiative to reconcile rival Palestinian factions Fatah and Hamas is more proof of the bond. The United Kingdom, which also has a sizeable Palestinian population, commemorated their plight with a performance combining traditional dabke folk dancing of the Levant region with modern theatrical production.

A new adaptation of renowned Palestinian writer Ghassan Kanafani's story, "Ila Haifa" (Returning to Haifa), showed British audiences a personal account of the Nakbah, meaning "the catastrophe," in 1948 when 418 Arab

villages in Palestine were reduced to dirt and some 800,000 people were displaced.

Performed by the British dabke dance troupe, Al-Zaytouna, the show ran from May 8 to 10 at London's Greenwood Theater to commemorate the 60th anniversary of the Nakbah.

The story recounts the tragic tale of a couple torn from their infant daughter, left behind in Haifa during the Nakbah, using a combination of acting, song and dabke, which is a traditional form of Arab folk dancing. Dabke, which means "stomping [of the feet]," is danced by both men and women at weddings or other celebrations. The story of Ila Haifa and its inventive use of dabke counter the notion that the occupation has stripped away the Palestinian people's identity.

"Ila Haifa" epitomizes the agony and struggle of Palestinians, depicting what it would be like to open your eyes to an occupied territory, walk timidly through checkpoints to go to school every morning, become an adult in a marred atmosphere of curfews and

body searches, find love amid a canvas of hatred and have children who likely will endure the same ordeal.

While there's no immediate answer to all of these questions, the performance portrays the cyclical life of exiled Palestinians and how they long to return to their homeland.

The tragedy of "Ila Haifa"

The story's protagonists are Sa'eed and Safiyyah, a Palestinian couple eventually exiled to London following the Nakbah and forced to leave behind their young daughter.

Sa'eed and Safiyyah are villagers living a happy pastoral life with their infant daughter, Layla. They eventually move to Haifa, where they live contentedly. Songs using the oud, a type of lute, hail the hospitality of village life and the strong ties between city folk and those living in the countryside.

The songs, music and colorful costumes represent the carefree life Palestinians cherished until the day when their songs of love, hospitality and friendship were replaced by gunfire and jackbooted soldiers marching into the city of Haifa.

Their gaiety suddenly was replaced by despair as soldiers took up their positions and overpowered the residents of Haifa, who subsequently were expelled.

During this turmoil, Safiyyah manages to locate a bruised Sa'eed, but they are ousted from Haifa before they are able to find their daughter. Safiyyah wails out her child's name - "Layla!" - as she's forced from her home.

Days in exile

In the second act, Sa'eed and Safiyyah are living in London and attempting to embrace the cultural norms of the West. Every day, Sa'eed goes to work



Al-Zaytouna dance troupe performs "Ila Haifa," which tells the story of two Palestinians forced to leave behind their infant daughter during the catastrophic events of 1948, for audiences in London.

in his very proper suit, holding an umbrella, but despite the garb, he's unable to integrate into society.

As soon as he returns home from work, Sa'eed removes his coat in a rage and wraps his head in a kuffiyeh (a men's checkered headscarf) to regain his Palestinian identity. He later attempts to dance dabke for a group of women in a bar, who are appalled his movements.

One evening, as Safiyyah and Sa'eed reminisce about their life in Haifa, they decide that now, 20 years later, it's time to visit their former homeland.

Back to occupied territory

In the following scene, they return to occupied Palestine, lining up with the other refugees to cross the border checkpoint. They feel disgraced at how the Israeli soldiers treat

Palestinians, preventing some from entering their homeland, but they remain patient. However, after crossing the border, Sa'eed becomes enraged.

He says to his wife, "Finding one's true home means searching below the dust, but when we [Palestinians] look beneath the dust, we only see more dust."

Once back in Haifa, Safiyyah recognizes her old house; it hasn't changed at all. A Jewish woman opens the door and listens as she and Sa'eed inquire about their daughter Layla. The woman tells them that she's at work and invites them inside.

Layla returns home in a uniform - one belonging to an Israeli soldier. Safiyyah reaches out to embrace her, but the daughter shuns her, telling her parents that DNA doesn't make one a Palestinian and that she was brought

up speaking Hebrew, listening to Israeli songs and partaking in Israeli dance and culture.

Listening to Layla, Sa'eed and Safiyyah are reduced to tears, but accept that the daughter they knew has died. Following this disheartening reunion, the couple finally rejoices at their return to their homeland and dance the dabke as they did before the Nakbah.

As one of the performers at the show's finale said, "We're telling people that no matter what happens to us, we'll always be joyful as we resist the occupation."

Fahad Faruqui is a writer who studied philosophy of religion at Columbia University in the United States before pursuing a master's in journalism. He also has hosted a talk show on Aaj TV.



An advertisement poster for "Ila Haifa," depicting Palestinians' forced expulsion during the Nakbah, through song and traditional dabke folk dancing.

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Invitation for General Bid NO. (7) 2008 year

The TV and Radio General Corporation declared its interest in inviting for general bid number (7) 2008 year for importing, supervising installment, checking, operating, confirming, submitting, and guarantee of ELECTRICITY GENERATOR DYNAMOS WITH ITS STUFF FOR YEMENI TV CHANNEL.

All the interested participants apply with their written request for this bid during the official work time to the following address:

The TV and Radio General Corporation - Engineering Section - General Administration for Projects - tel: (01/ 230751)

For buying and having the entire bid documents with receipt: (500 \$) non refund. The deadline of selling the documents is: 18/6/2008.

The file should be enveloped and sealed with the red wax and submitted to the secretary of bids and out-bids committee of the corporation. The file should be addressed with name of the authority, the name of the project, the number of the bid, and the name of the applicant, and the file should include all the following documents:

- 1- Submitting unconditional banking warranty with amount 7000 \$ valid for 120 days starting from the day of opening the files.
- 2- Submitting a copy of the taxing card valid 2008: all the foreign bidders, who don't work, submit a copy of the register documents for extra cost taxation from their countries.
- 3- Submitting a copy of the insurance card valid for 2008 year (the insurance cards are only requested from those companies which have assets in Yemen and have the right to utilize from the revenues given from the general corporation for social insurance in Yemen).
- 4- A copy of the alms tax valid for 2008 year.
- 5- The deadline of receiving the documents and opening the files at 11:00 am on Sunday morning 22/6/2008 at the main branch of the corporation.

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Socotra archipelago in the eyes of a Yemeni visitor

By: Amin Dirhem
For the Yemen Times

My trip to Socotra Island during this spring was in the company of Mr. Peter Hellmuth the Chairman of the German-Yemen Friendship Association (GYFA) who arrived in Yemen with the purpose of arranging a special visit for some of the GYFA members to both Socotra and Kamaran Islands in 2009. The Germans began preparing for their prospective trip one year ago.

The Socotra Airport now looks clean and tidy, luggage pushcarts are available, other timely services are offered to passengers upon their arrival and departure, and workers appear in clean uniforms. This is a tribute to those who care about offering top quality services, mainly managers of Socotra Airport and Yemenia Airways' office, based in Hadibo, the capital of Socotra.

The archipelago is comprised of five islands: Socotra, Abd Al-Kuri, Samha and Darsa with a total population between 50,000 and 60,000 inhabitants.

The area of Diduah Lagoon in Qalansya is marvelous and eye-catching, but two tribes in the area are disputing over plots of the land that the government designated as a protectorate. Local counselors and other executive officials are requested to immediately resolve the dispute before it grows into a complicated problem and has a negative effect on tourism.

The island's capital Hadiboh still looks like it did two years ago as my last visit, as its roads still lack pavement and light while hotels and restaurants in the city are worse now than they were in the past. The city lacks planning and there is no government agency to provide the required facilities for any investor planning to initiate his or her business.

Entry of qat into the island banned
I was very glad to hear that the island's local councils unanimously decided five months ago to ban qat imports to the island, but such a decision lacked an effective implementation mechanism. Yemenia Airways is still transporting the harmful narcotic substance to the island three times a week.

The Cabinet, the Parliament and the Shoura Council will need to help reinforce the qat ban on the island and impose firm punishment for any individuals who may violate the ban.

Culture & Awareness
It would be wonderful if all those concerned cared for the delivery of newspapers, magazines and other publications to the island in the same way that they care for the transportation of qat, which is shipped in an accurate and well-organized program. The island still needs to be provided with a local



radio station since the Sana'a-based radio programs do not transmit well throughout the island, which obliges the island's inhabitants to listen to Iranian radio stations that come in

clearly. The Socotran language, culture and traditions should be conserved via the establishment of a radio station and including these elements in school curriculum. The island is in need of a well-equipped cultural center to contain some of the artistic, sporting and entertainment events that will also help citizens avoid chewing qat.



Socotran culture needs to be preserved, says the author.

Tourism
The relevant authorities should open an institute on the island for teaching English, German and Italian languages, plus other centers for training locals on how to provide high quality tourism services.

Hadiboh Greenhouse
Ahmad Yahya Ali of the Socotra Maintenance Fund suggested establishing a greenhouse for all the available saplings and plants on the island, particularly the ones close to extinction. As of now, small plants and grass are hardly seen on the island anymore because they are frequently eaten by sheep and goats.

Adeeb Abdullah Hadeeb, a Hadiboh local, got the idea from Ali and began establishing the greenhouse. He recruited one of his children to gather saplings for up to 120 kinds of plants and started his job that is cultivating and growing plants.

Currently Hadeeb's son Ahmad and daughter Fatima are growing rare plants on the island. They distribute saplings of rare plants to those who want to grow them in the island for free, but nobody is allowed to take them to outside the island.

Socotra as an independent governorate

I suggest that Socotra should be made an independent governorate apart from Hadhramout. Its total area is 3,600 square kilometers, which means that it is roughly four times larger than the Kingdom of Bahrain. When Socotra becomes an independent governorate with an autonomous budget and management, it will flourish very rapidly while preserving its natural elements and amazing environment.

Raising bees in the island
On the island, there are French volunteers who give guidelines to locals and instruct them on how to raise bees. There is plan for registering a trademark to carry name of the island's honey that will be marketed at the international level.

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