

The journey continues and 2006 will also witness the launch of new Cham Palaces & Hotels in Egypt and Africa. As we strongly believe in innovation as the way to success, we are looking to expand, mainly throughout the Middle East, because we believe in the future of this region, a land rich in archeological sites, exceptional climate and religious centres.

We target both corporate and leisure markets, introducing various tourist activities. We started by developing vacation tourism and archeological missions and will begin to develop incentive and convention tourism.

Our contribution is mainly through building and operating more than 7000 hotel rooms, it has also been reflected in many other activities like participation in major conventions and meetings worldwide and by maintaining active roles with major international associations like IHRA, ASTA & UFTAA.

Our expansion will develop the scope of the hotel group from a local owner group to a regional hotel management operation.

We are leaders in hospitality and our goal is to earn our guests loyalty and exceed their expectations by delivering the highest levels of luxury products and services through teamwork, innovation and empowerment.

Al Hamdi, director of operations - Cham Palaces and Hotels, oversees all operations, marketing and development of the Cham brand of luxury hotels on a worldwide basis. His wealth of extensive international operations experience with major hotel chains including Marriott, Hilton, Sheraton, Clarion and Radisson continues to serve him well in his capacity.



Cham Palaces and Hotels represents 20 luxury properties, including several under development in Egypt, Africa and U.A.E. scheduled to open between 2006 and 2008. Currently, Cham Palaces and Hotels are located in Syria and Jordan.

Under Hamdi's leadership, Cham Palaces and Hotels plan to grow its portfolio of luxuriously-appointed contemporary hotels and resorts to 30 properties by 2010, achieving the brand's vision of becoming a truly global player in the luxury hotel industry.

Prior to his appointment as Director of Operations Cham Palaces and Hotels, Hamdi most recently served as General Manager for Multiple properties in the USA - where he was responsible for franchised and managed hotels, overseeing hotel operations that drive over \$40 million in revenues. Hamdi also held several General Manager assignments with Hotel Management Companies including Prime Hospitality, Remington Hotels, Magna Hospitality and GF Management.

A 25-year veteran of the hospitality industry, Hamdi has been instrumental in the creation and development of a service culture that places emphasis on employee development and delivering unique memorable experiences in every detail of the operations.

Hamdi grew up in Washington, DC and currently resides in Damascus, Syria with his wife Kelly and three children.