

PRESS RELEASE

## **MAJOR BAGHDAD HOTEL/THEATRE PROJECT TO BE UNVEILED AT 3RD REBUILDING IRAQ CONFERENCE**

Washington -- DC -- January 14, 2004 -- An important step in the revitalization of downtown Baghdad will take place at New Fields Exhibitions' 3rd Rebuilding Iraq Conference on February 25-26. Notable Iraqi-American architect Dr. Hisham Ashkouri will unveil his plans for Cinema Sinbad, a 31-story hotel and theatre complex in the heart of the Iraqi capital. Cinema Sinbad has support from the U.S. government and the Starwood Hotel and Resort Company and will generate over 1400 local jobs.

Dr. Hisham N. Ashkouri, AIA, was born in Baghdad, and is an American based architect with over 37 years of experience in the field. His work includes the \$400 million expansion of Baghdad University and a \$190 million design and construction project for Massachusetts General Hospital. Dr. Ashkouri graduated with honors from Baghdad University in 1970 with a Bachelors of Architecture and received his Masters of Architecture from the University of Pennsylvania in 1972. He also received a MAUD from Harvard University and MIT in 1975 and a Ph.D. in ergonomics from Tufts University in 1983.

Dr. Ashkouri is the founder of ARCADD, Inc., a multidisciplinary architectural/engineering firm in practice since 1986. ARCADD has completed feasibility studies, facilities audits, renovation/addition and new building construction projects for a myriad of international and US clients. Current building projects include facilities in the Middle East, Great Britain, South Africa, Ireland, Canada, and USA.

"Dr. Ashkouri's exciting project and his support from both the U.S. government and the private sector demonstrates that Iraq is now open for business," said Samir Farajallah, President and CEO of New Fields Exhibitions. "The unveiling of Cinema Sinbad is certain to be a highlight of two days devoted to the rebuilding of a vibrant Iraqi economy."

The conference will also feature other Iraqi government and business officials eager to form partnerships with companies from the United States and elsewhere in the world. Mrs. Nasreen Mustafa Sadiq Barwari, the Iraqi Governing Council's Minister of Public Works, will address the conference and decision-makers from Halliburton, Bechtel and the U.S. Army Corps of Engineers will discuss continuing contracting

and sub-contracting opportunities.

Following February's 3rd Rebuilding Iraq Conference and Expo, New Fields plans to hold its next exhibition in Iraq itself.

Four hundred attendees from companies and organizations in 30 countries attended the 2nd Rebuilding Iraq Conference in December, which was covered by the front page of The New York Times, Reuters, MSNBC, and in dozens of other media outlets throughout the world. The event was sponsored by DHL, Microsoft, the Baghdad Museum Project, and the Foreign Policy Research Institute.

To obtain further information about the conference, please contact our Washington DC office at 202.496.4976.

<http://www.new-fields.com/>