

# SALAM EAST GROUP

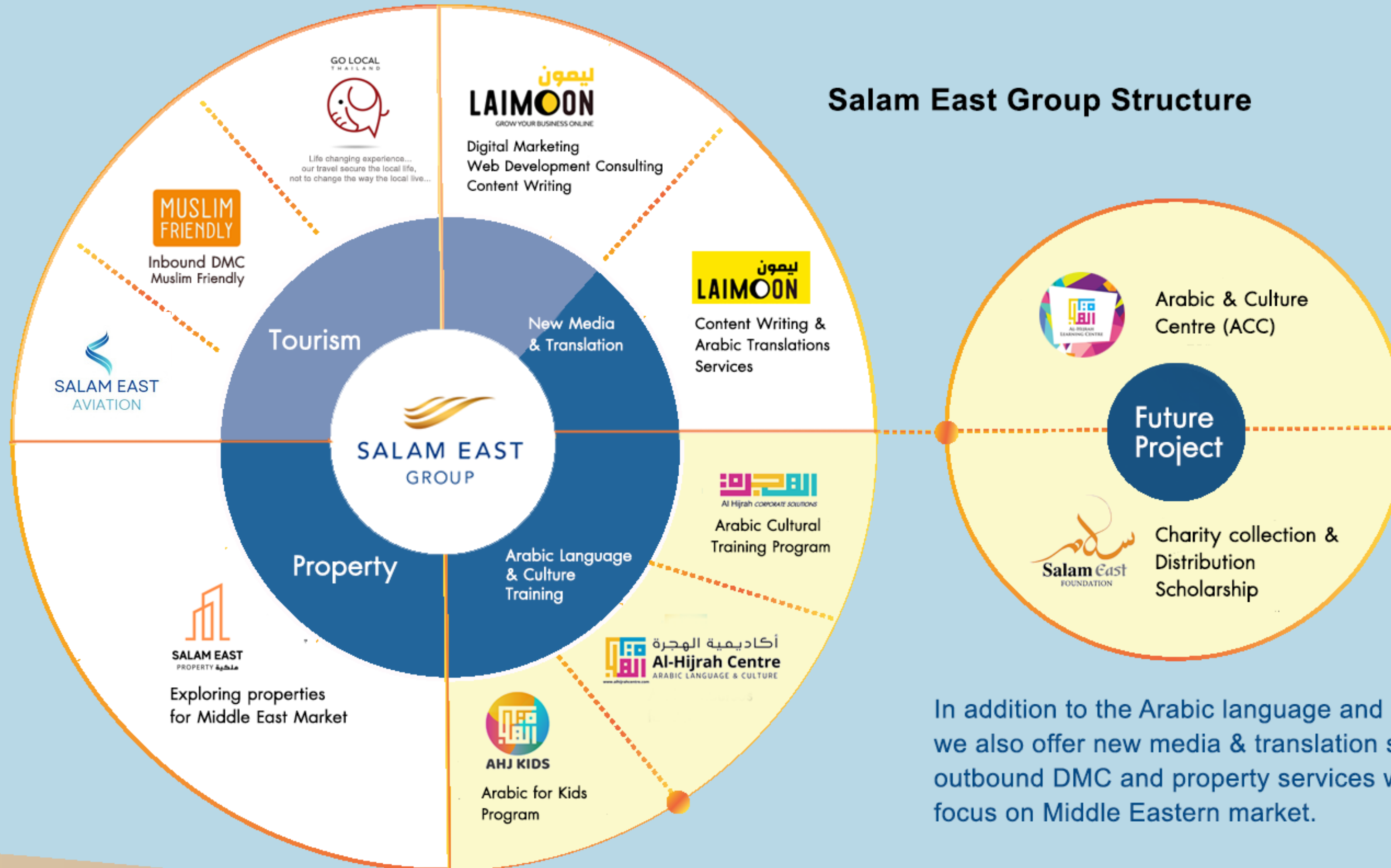
Entering the Middle East Market

الع



**Training - Translation - Tourism - Property**

## Salam East Group Structure



In addition to the Arabic language and cultural training, we also offer new media & translation services, outbound DMC and property services which focus on Middle Eastern market.



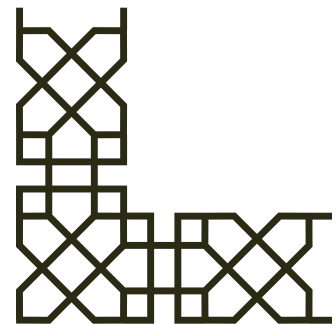
أكاديمية الهجرة  
**Al-Hijrah Academy**  
ARABIC LANGUAGE & CULTURE

[www.alhijrahcentre.com](http://www.alhijrahcentre.com)

# ALHIJRAH ACADEMY



## TO OFFER ONE STOP SERVICE CENTRE FOR THE MIDDLE EASTERN MARKET



Salam East Group most notable offer is the customisable Arabic Language and Culture for Beginners program, which has been designed with hotel and restaurant workers in mind. Lessons are taught by a seasoned expert from the service industry who has been taking care of Middle Eastern customers for more than 15 years.

In addition to the Arabic language, we also offer cultural training, which focuses on Middle Eastern etiquette and how to treat Middle Eastern customers.

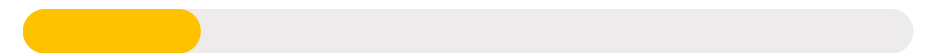
**TO PROVIDE ARABIC LANGUAGE AND CULTURAL TRAINING** 70%



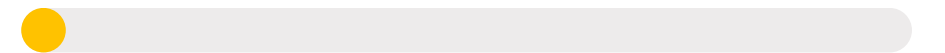
**TO OFFER NEW MEDIA & TRANSLATION SERVICES** 15%



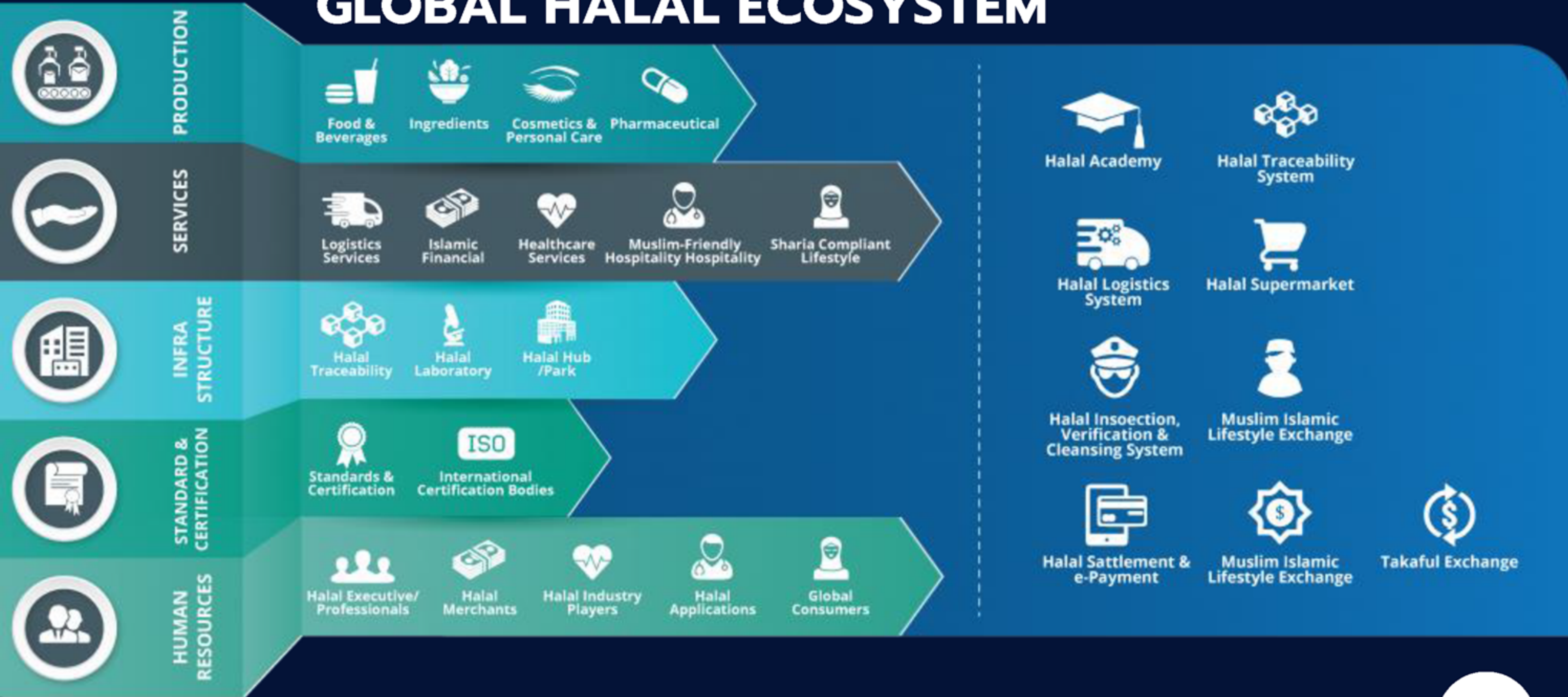
**TO PROVIDE OUTBOUND DMC** 10%



**TO PROVIDE PROPERTY SERVICES** 5%



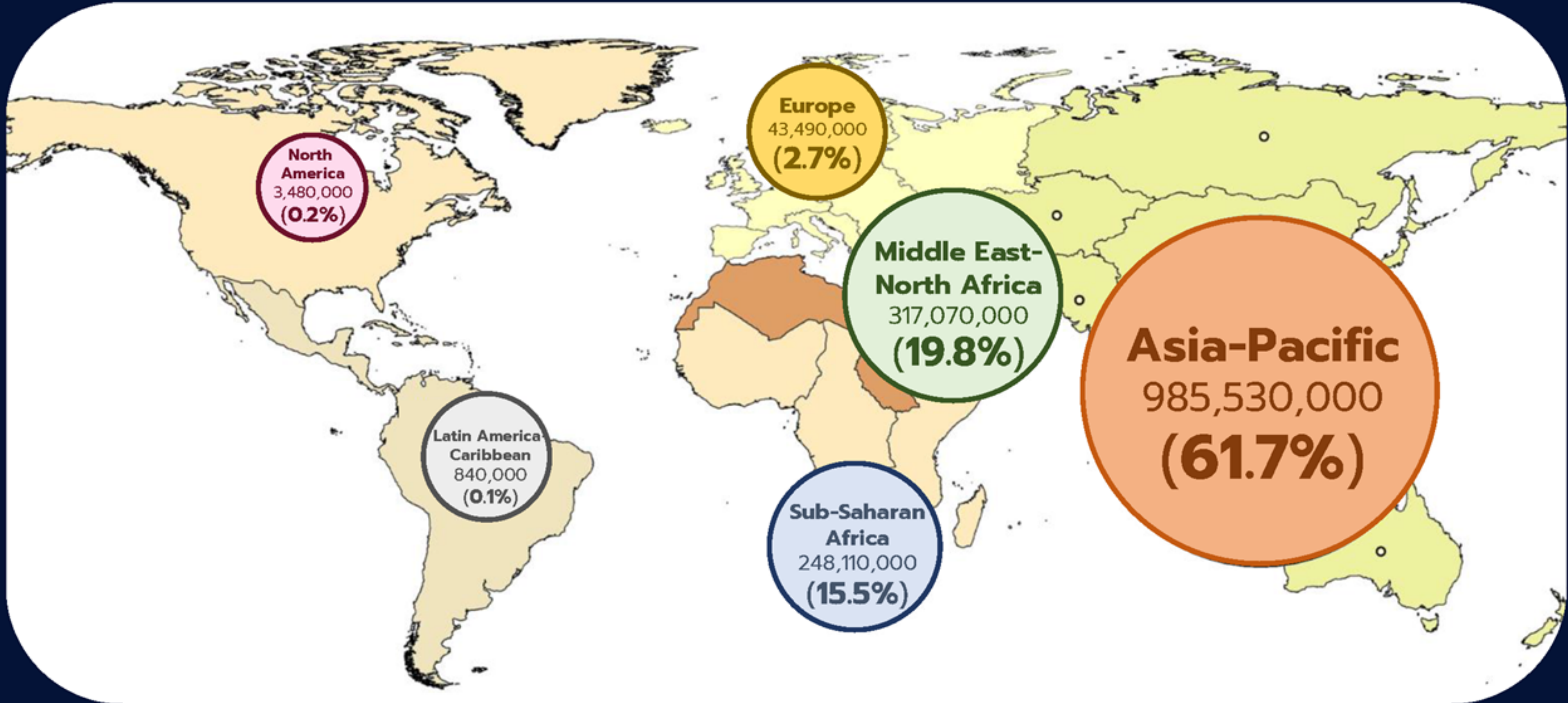
# GLOBAL HALAL ECOSYSTEM



SOURCE : Islah Venture | Halal Ecosystem



# MUSLIM POPULATION



SOURCE : Pew research Center, 2012





# ARAB CULTURE & LANGUAGE COURSE

Our latest Arabic cultural curriculum for the non - natives is composed of all cultural aspects in the service industry.

Each curriculum is customized based on students need regardless the type of industry they are involved in.





أكاديمية الهجرة  
**Al-Hijrah Centre**  
ARABIC LANGUAGE & CULTURE [www.alhijrahcentre.com](http://www.alhijrahcentre.com)

العربية للجميع  
**ARABIC FOR ALL**

PSU







العربية للجميع  
ARABIC FOR ALL



# EXPLORE

customer/problem fit

# LEARN

problem/solution fit

# EXECUTE

product/market fit



PROBLEM SPACE  
Problem Finding

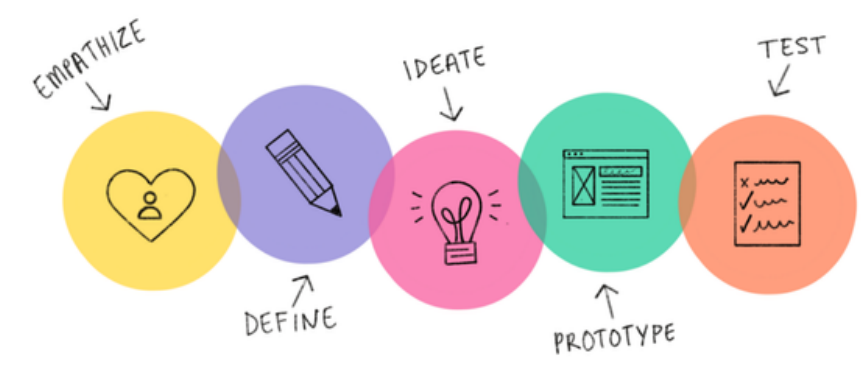
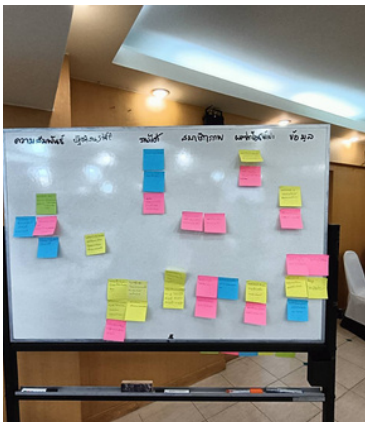
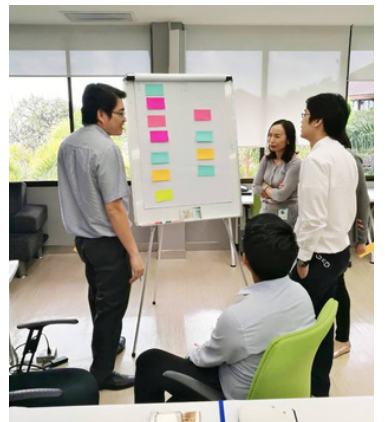
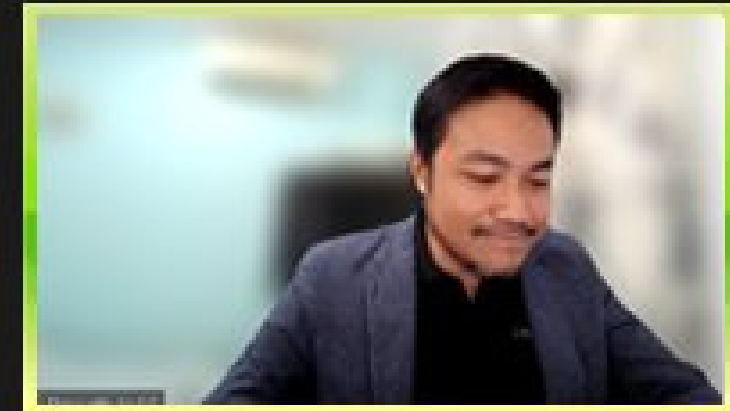
SOLUTION SPACE  
Problem Solving

Design Thinking

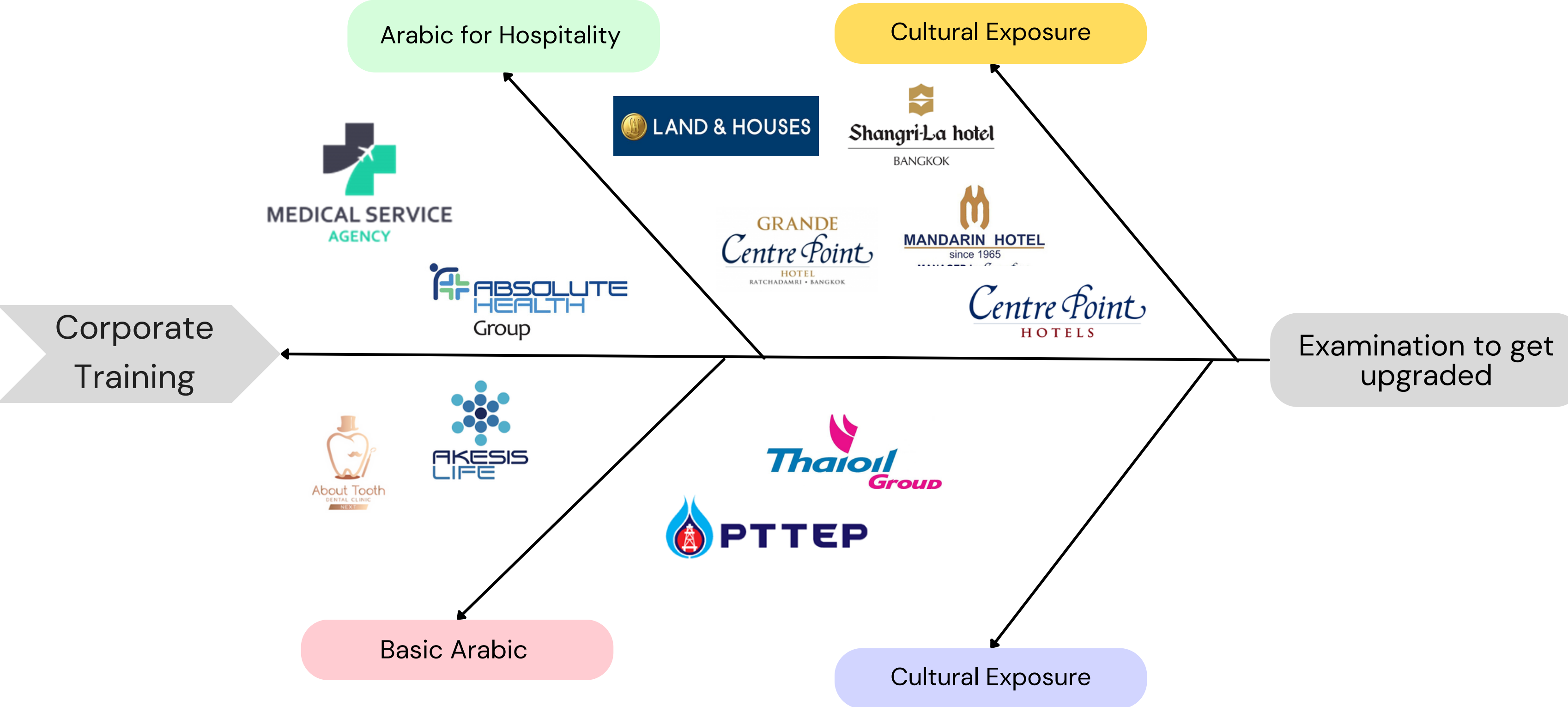
Understand & Adapt

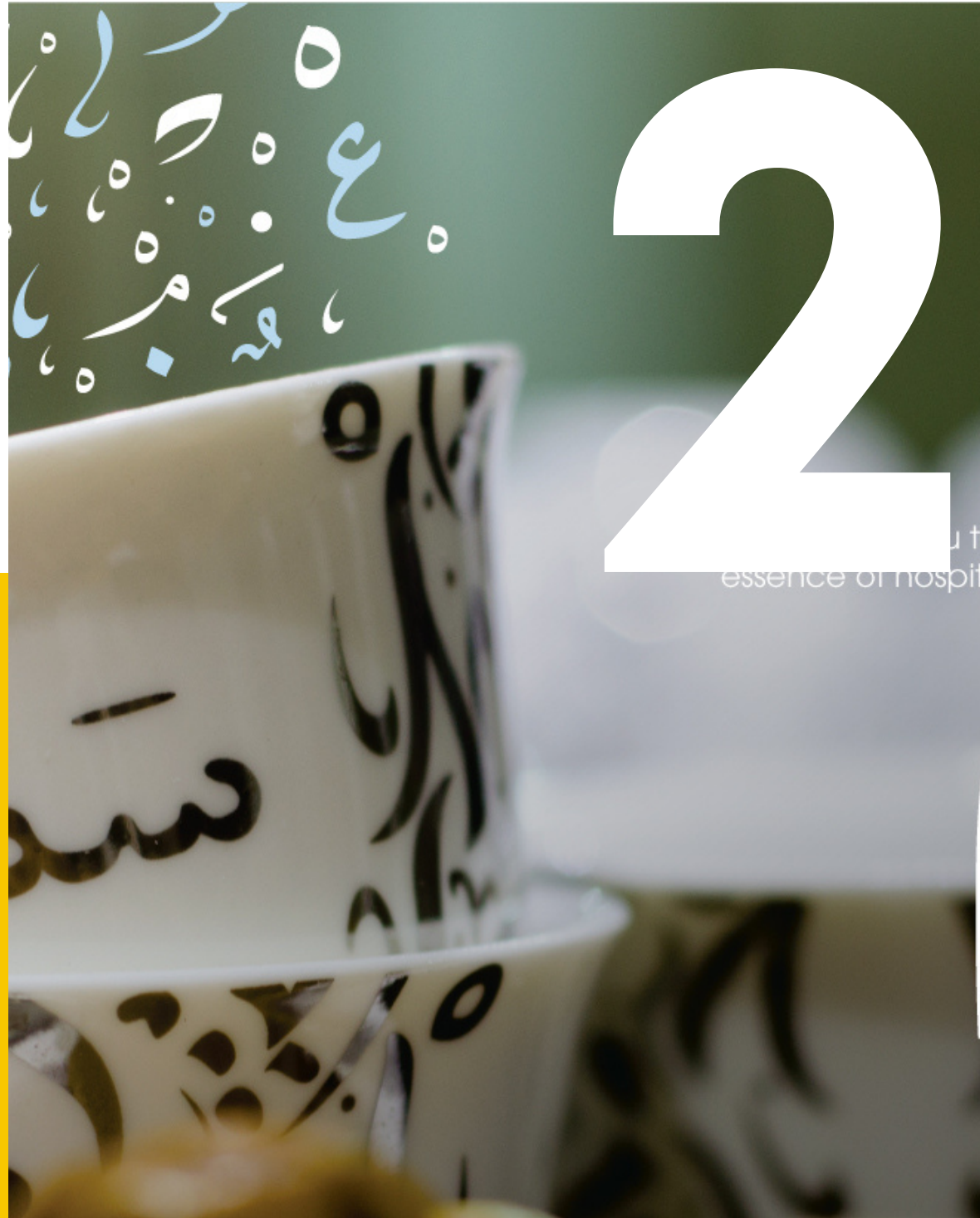
Listen & Speak

Converse Confidently



# BUSINESSES, INDUSTRIES AND CLIENT SECTORS





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DUBAI  
دبي

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do.We.  
Go

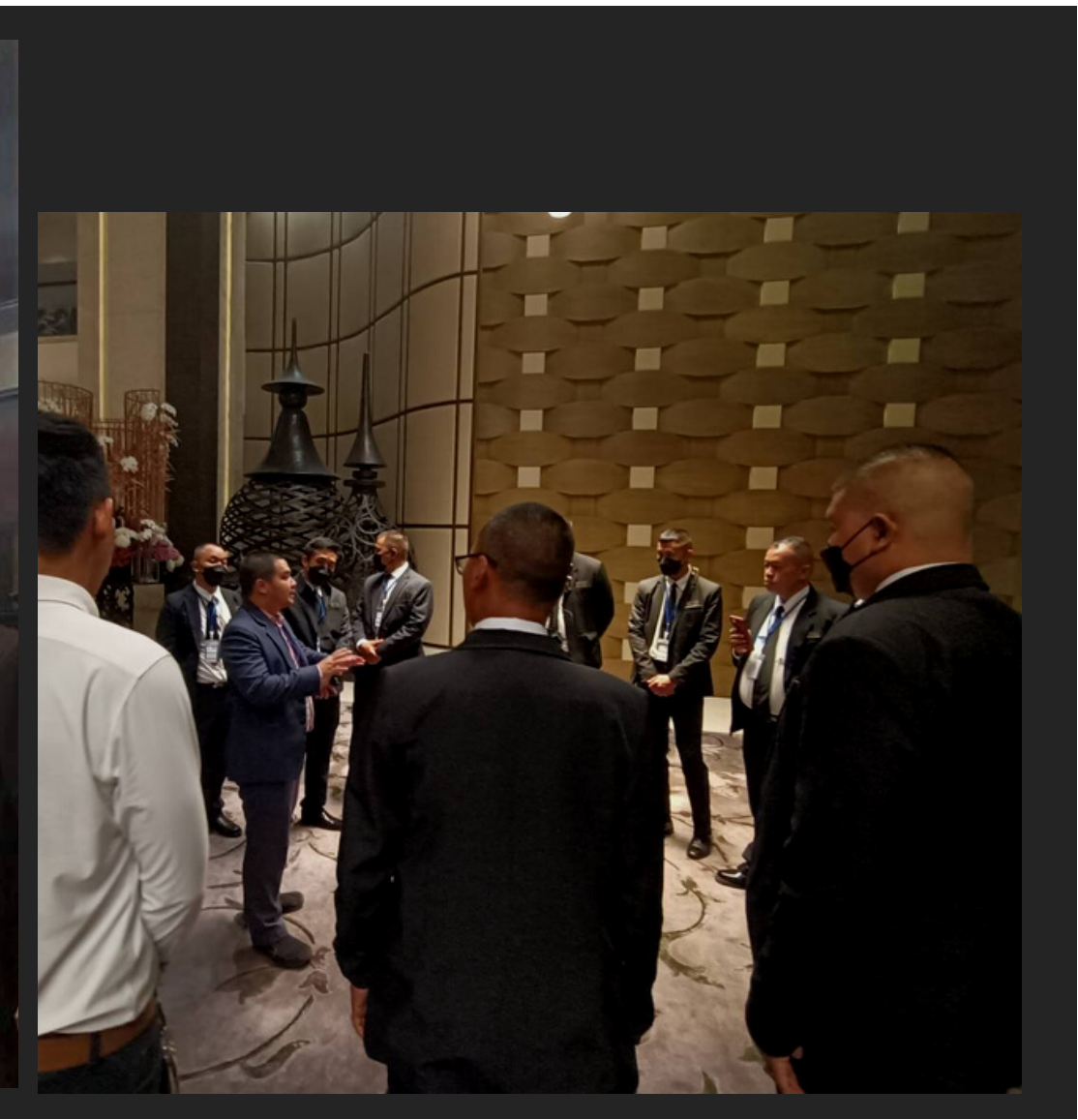
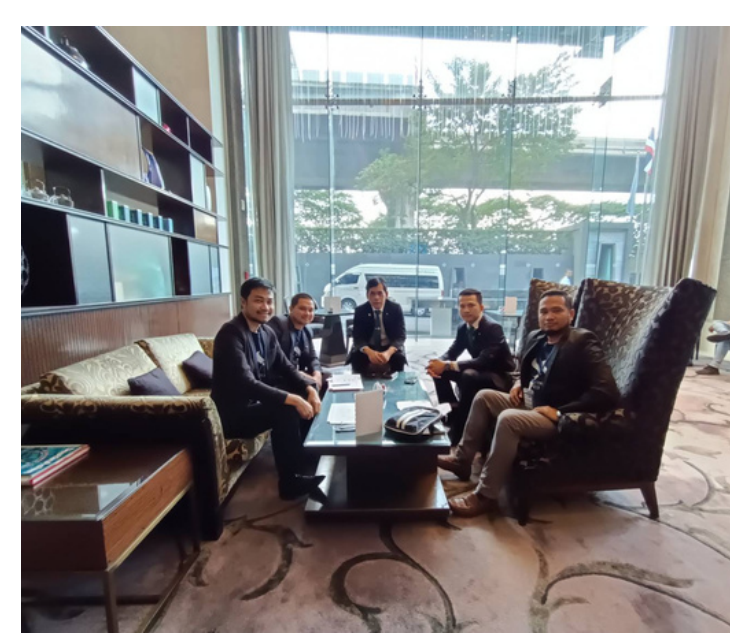
Dubai Frame / Burj Khalifa / Yellow Boat Cruise / Dubai Creek  
Gold and Spice Zouk / Dubai Aquarium & Underwater Zoo  
Dubai Desert Sand Dune Safari / Burj Al Arab



## TO OFFER NEW MEDIA & TRANSLATION SERVICES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





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GRAND  
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ERAWAN BANGKOK

  
FOUR SEASONS



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# Brand Consultancy



To offer new media & translation services



## 9 فوائد من بيور هرب

يُزيل بقايا الأكل ويبيض الأسنان  
(مع إستمرارية الإستخدام مرتين باليوم)

- 1
- 2
- 3
- 4
- 5

يُزيل البقع أثار القهوة، الشاي والسجائر

حماية ونفس منعش تستمر لمدة أطول

تبع رائحة الفم الكريهة

يقلل من إلتهاب اللثة



To offer new media & translation services





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استقبال من المطار

استقبال من الفندق الى المستشفى

متابعة المريض بعد العملية

خدمة التوصيل الى المطار

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MAKE UP  
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This is a great space to write long text about your company and your services. You can use this space to go into a little more detail about your company. Tell about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competitors. Make your company stand out and show your visitors what you are.

**Blogs**

ENGLISH COURSE ARABIC COURSE BAHASA MALAYSIA COURSE

Teach Less Learn More!

News & Updates

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TOUR TRAVEL VISAS AIR TICKETS

TOUR TRAVEL VISAS AIR TICKETS

TOUR TRAVEL VISAS AIR TICKETS

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**Thai Muslim Trade**

Latest Posts

- THAI Muslim Trade Show 2017
- Business Opportunities between Malaysia and Thailand
- Brunei International Trade And Consumer Exhibition



To offer new media & translation services



## TO PROVIDE OUTBOUND DMC

Our Thai-Arab Inbound team takes a very personal approach in creating your perfect personal Thailand holiday (tour package or tailor-made).

## TO PROVIDE INBOUND DMC

Our Thai-Arab Inbound team takes a very personal approach in creating your perfect personal Thailand holiday (tour package or tailor-made).



To provide outbound/ inbound DMC



SALAM EAST  
AVIATION

# SALAM EAST AVIATION

# TO PROVIDE OUTBOUND DMC



Expo / Event



World wide Air Ticket



Travel + Leisure



# TO PROVIDE OUTBOUND DMC

**ชมงาน 5 วัน 3 คืน**

**SAUDI** งานแสดงสินค้าและบริการฮาลาลที่ใหญ่ที่สุดในประเทศ

**International Halal Expo 2022**

สร้างเครือข่ายทางธุรกิจ

**TMTA** THAI MUSLIM TRADE ASSOCIATION

**halal** SAUDI INTERNATIONAL HALAL EXPO 2022

ช่วงเวลาเดินทาง  
เดินทางคณะเดียว  
**8 - 12 พ.ย. 22**

• Saudi International Expo 2022 • โครงการริยาด ซิดี บุเลอวาร์ด  
• KINGDOM CENTRE • ทิวรทะเลทราย • สถานเอกอัครราชทูตไทย/THAIKSA

**ราคาพิเศษ**

Alhijrah | [www.tmtaagm2022.info](http://www.tmtaagm2022.info)

ลายการบิน 5 ดาว  
น้ำหนักกระเป๋า 25 KG  
โรงแรม 3 ดาว

เยี่ยมชมงาน ATM 2022

ชมงาน Arabian Travel Market

**5D3N** งานส่งเสริมการขายทางการท่องเที่ยวที่ใหญ่ที่สุดในภูมิภาคตะวันออกกลาง พร้อมทัวร์ทะเลทราย

**arabian travel market** DUBAI  
Mon 9 • Thu 12 May 2022

สร้างเครือข่ายทางธุรกิจ

ช่วงเวลาเดินทาง  
เดินทางคณะเดียว  
**11-15 MAY 2022**

• Arabian Travel Market (ATM) • ดูไบมอลล์ • พิพิธภัณฑ์แห่งอนาคต  
• ดูไบเฟรม • Heritage Village • ทิวรทะเลทราย • ตลาดเมดิคัล จูโมร่า

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ลายการบิน 5 ดาว  
น้ำหนักกระเป๋า 23 KG ไป-กลับ  
โรงแรม 3 ดาว

# 20 countries take part in Food & Hospitality Oman trade exhibition

Our Correspondent  
Muscat

The 13<sup>th</sup> Food & Hospitality Oman trade exhibition began on Monday under the patronage of H E Ahmed bin Nasser bin Hamad al Mehrzi, Minister of Tourism. Twenty countries are taking part in the three-day expo being held at the Oman Convention & Exhibition Centre.

Speaking to *Muscat Daily*, H E Mehrzi said, "The number of countries participating in this exhibition is evidence that the hospitality sector in the sultanate is growing. The exhibition is an opportunity to find right products for the sultanate. I am proud that there are many Omani companies participating in this exhibition."

The annual trade show is once again offering its audience about 100 top local and international products from close to 100 companies

representing 20 visiting countries, cover the gamut of the food and hospitality sector, with products and services related to food products, beverages, agriculture and fisheries, ingredients and packaging systems, catering and kitchen equipment, and spa facilities, hotel and hospitality tech



H E Ahmed bin Nasser bin Hamad al Mehrzi (second right) at the exhibition (*Muscat Daily*)

There are country representations from Belarus, China, Egypt, India, Iran, Italy, Malaysia, Saudi Arabia, South Africa, South Korea, Spain, Thailand and the UAE. A dedicated Omani products' pavilion features the leading food brands in the country.

A special attraction this year is the first time participating of

These companies are producers of meat and dairy products, as well as food producers. Belarus is known for its high-quality food and food products and gourmet cuisine.

As is customary, this year's edition will treat the visitors to a showdown of well-renowned and respected chefs in Oman

Oman Chefs Guild.

The much sought-after Barista Competition is a crowd-drawer, fully making its mark on the scene after five years.

Omanexpo has the show's offering of new culinary competitions of the Bahraini



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# TO PROVIDE INBOUND DMC



Hotel / Service Apartment



Halal Food



Domestic Air ticket





รางวัลหมู่บ้านท่องเที่ยวเชิงสร้างสรรค์ยอดเยี่ยม อันดับที่ ๒  
Best Creative Experience 1<sup>st</sup> Runner up

# Baan Laem Homestay

## Mangrove Forest Conservational Community Enterprise (Baan Na Tab) Nakorn Sri Thammarat

วิสาหกิจกลุ่มอนุรักษ์ป่าชายเลนบ้านแหลมโฮมสเตย์ (บ้านหน้าทับ) จังหวัดนครศรีธรรมราช

"ที่นี่ไม่มีอะไรจะให้ มีแต่หัวใจและความสุข" สโลแกนจากใจของ ชุมชน สะท้อนวิถีชีวิตชาวเลดั้งเดิมที่เชื่อมโยงความเรียบง่ายจากผืนน้ำและแหล่งกำเนิดชีวิตของผู้คนในชุมชนสู่การท่องเที่ยวชุมชนได้อย่างน่ามหัศจรรย์ จุดเริ่มจากภูมิปัญญาชาวบ้าน ใครจะคาดคิดว่า หางวนของชาวประมงที่ใช้ช้อนปลาช่อนกึ่งจะกลายเป็นกระเป๋าเสื้อผ้าและผลิตภัณฑ์มากมาย ดินโคลนที่ใช้วางลอบดักปูกลายเป็นเครื่องสำอางที่ส่งออกไปต่างประเทศ รวมถึงพืชพรรณเครื่องสมุนไพรที่ปลูกไว้รับประทานในครอบครัวได้กลายเป็นเครื่องพริกแกงได้จำหน่ายไปทั่ว แม้แต่อาหารทะเลสด ๆ จากการทำประมงพื้นบ้านก็กลายเป็นสินค้าชูโรงชวนให้ไปลิ้มรสความอร่อยของอาหารถิ่นผ่านการสร้างสรรค์

This community's slogan is "We have nothing to offer but our hearts and happiness" represents the traditional, simple fishermen's way of life that has found a way to incorporate community tourism, all starting from the local wisdom. Part of the charm of this village is its incredible innovations; for instance, you'll see how the fishing net has been turned into bags, clothes and many other products; mud, where crab traps are laid, is turned into cosmetic products for export; herbs and plants are turned into southern-style spice paste. Even the locally caught seafood is creatively processed and turned into best-selling products.



ราคา ๑,๘๕๐ บาท/ท่าน  
(ขั้นต่ำ ๔ ท่าน ราคาไม่รวมค่าเดินทาง)  
rice 1,850 Baht/Person  
(minimum 4 persons excluding transportation)



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**SALAM EAST**  
PROPERTY ملكية

# SALAM EAST PROPERTIES



# بيت باي تابرا

## **TO PROVIDE PROPERTY SERVICES**

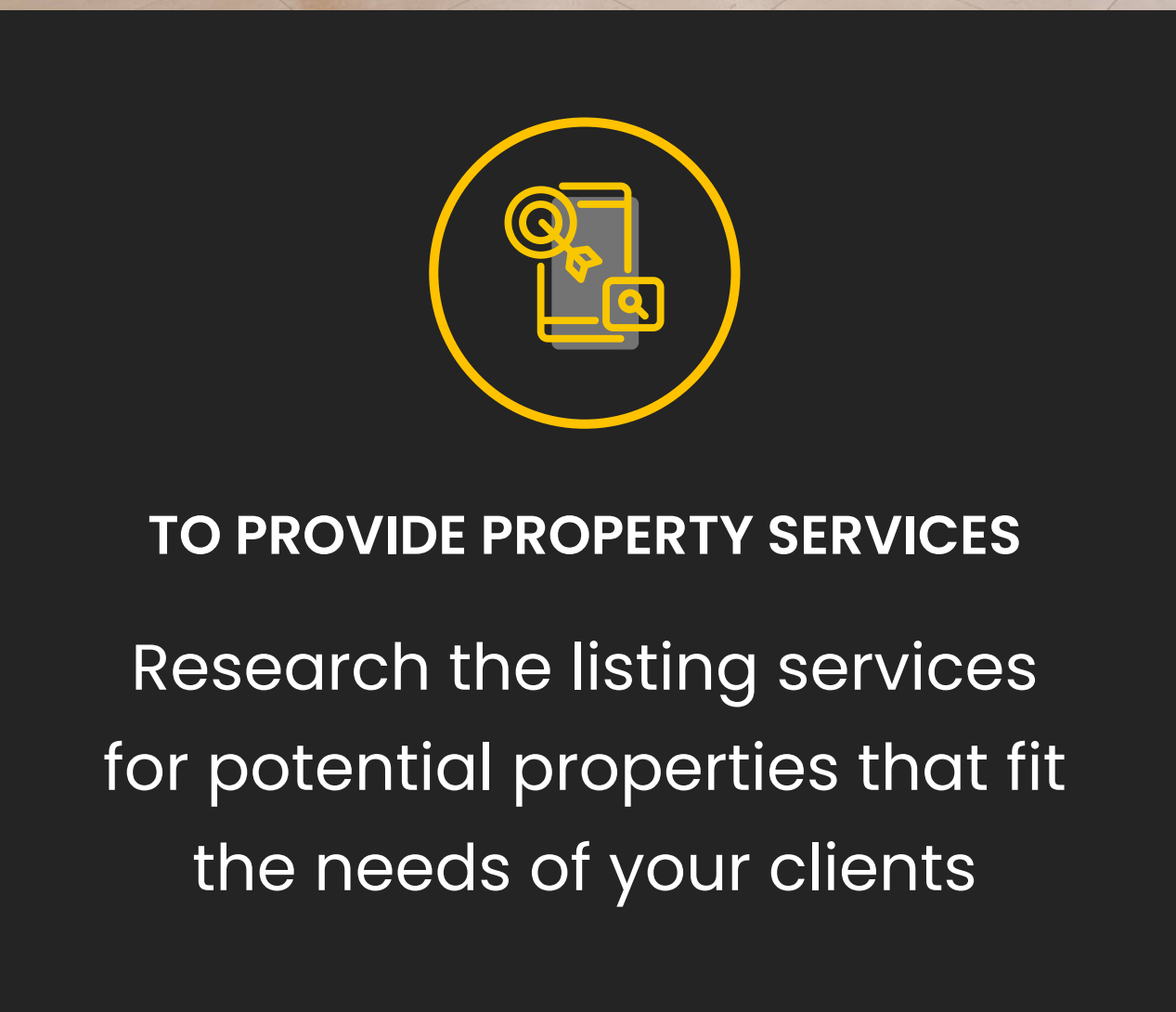
With now 5 years of experiences in property brokerage, Salam East Properties can prove to be your most trusted partner in property.





## TO PROVIDE PROPERTY SERVICES

Meet with, interview, understand, and qualify prospective buyers.



## TO PROVIDE PROPERTY SERVICES

Research the listing services for potential properties that fit the needs of your clients



## TO PROVIDE PROPERTY SERVICES

Plan property showings for buyers, and set up appointments that fit their schedule

# CASE STUDY

Through a strategic partnership with Taj Hana, Retaj Hotels and Hospitality operates more than 27 hotels in Asia.



Welcoming you to the  
experience of hospitality

# Thank You

شكراً جزيلاً