

The 2nd Annual
Middle East

FREE
International
Webmasters Association
Membership

Webmaster Forum

International Expert Speaker Faculty

Idyll Mountain, USA

W3C - World Wide Web Consortium,
France

Bayt.com, UAE

Sapphire Technologies Ltd., UK

Cyber Gear, UAE

Advanced Technology Group, UK

Gerry McGovern, Ireland

Diamond Bullet Design, USA

Arabia Online, Jordan

Horizons, Qatar

26th – 30th October, 2002

The World Trade Centre Hotel, Dubai

Official E-Business Partner



www.cyber-gear.com

Pre-Forum Workshop:

26th October, 2002

The A-Z of Webmastering

2nd Middle East Webmasters Forum

27th & 28th October 2002

International Expert Speaker Faculty

Post-Forum Workshops:

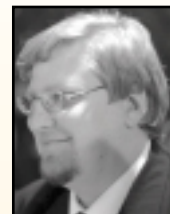
29th October, 2002

**Designing A Robust Information
Architecture For Your Website**

30th October, 2002

**Controlling The Web - *The Security
Implications Of Using The Internet***

Endorsed by:



Kynn Bartlett

With contribution from:



Dr. Daniel Dardailler



"The International Webmasters Association (IWA) & the HTML Writers Guild (HWG), as recognized global leaders for the advancement of the Web Professional, are very pleased to endorse the 2nd Middle East Webmasters Forum and to support the Institute for International Research in this important regional event."



Roberto Scano, EMEA Coordinator, IWA & HWG

International Expert Speaker Faculty



Neil Pawley, Senior Technology Analyst [neilpawley@hotmail.com]
Advanced Technology Group (UK)

Neil presented at the last year's Middle East Webmasters Forum and was rated the top speaker by the delegates. His recent publication, "Guidelines for UK Government Websites", has been validated and recommended by both the Royal National Institute for the Blind (RNIB) and the W3C and is now mandatory in the United Kingdom. Neil has been a member of W3C since 1996 and his major interests included the use of WiFi technology and RDF, metadata and the Semantic Web. Neil will be the Forum's Co-Chairperson.



Daniel Dardailier, Director of W3C Europe Operations [daniield@w3.org]
W3C World Wide Web Consortium (www.w3c.org)

The World Wide Web Consortium was created in October 1994 and Daniel joined the European team in July 1996. His technical duties include Technical Management of the Web Accessibility Initiative and activity leading the Quality Assurance of W3C Recommendations, and Project Manager of the European Commission Information Society Technologies (IST) Program QUESTION-HOW. Daniel's participation in the 2nd Middle East Webmasters Forum will provide delegates with a unique insight into the latest and future developments on the web.



Stephen Markel, President & CEO [sim@diamondbullet.com]
Diamond Bullet Design (www.diamondbullet.com & www.usabilityfirst.com)

Stephen is a pioneer in web design & usability services and a recognised expert in human interfaces and usability science. The events of September 11th prevent his participation in last year's Forum. Stephen's presentation, "Delivering Actual Return on Investment Through User Testing", will be of particular interest to this year's delegates.



Kynn Bartlett, Chief Technologist [kynn@idyllmntn.com]
Idyll Mountain (www.idyllmntn.com)

The official representative of the International Webmasters Association (IWA) and former President of HTML Writers Guild, Kynn oversaw the merger of the Guild with the IWA. An author, an educator, and public speaker Kynn is a renowned expert in Internet Accessibility. In addition to a presenting a paper Kynn will lead the workshop, "The A-Z of Webmastering" and act as the Forum's Co-Chairperson.



Gerry McGovern, (www.gerrymcgovern.com) [gerry@gerrymcgovern.com]

Gerry has spoken, written and consulted extensively on Web content and knowledge management issues over the last eight years. Of his published work *Design Research News* stated that Content Critical (2001), "should be on the reading list of every course in Web design." *Knowledge Management Review* described it as a "bible" of content management.



Keith Foggon, Director of Security [keith.foggon@sapphire.net]
Sapphire Technologies (www.sapphire.com)

Keith has spent 20 years in the information security sector and chairs the International Information Security Special Interest Group. In researching the issues to be discussed at the 2nd Middle Webmasters Forum Keith commented: "Hacking into an organization's I.T. infrastructure not only results in the loss of information, but even more disastrously, a loss of reputation. Organizations cannot afford to lose customer confidence."



With Regional Contribution From:

Shadi A. Eideh, IT & Projects Director [shadieideh@corp.arabia.com]
Arabia Online (www.arabia.com)



Rabea Ataya, CEO [ra@bayt.net]
Bayt.com (www.bayt.com)



Sharad Agarwal, CEO [sharad@cyber-gear.com]
Cyber Gear (www.cyber-gear.com)



Mohamad Takriti, CEO [takriti@ihorizons.com]
Horizons (www.ihorizons.com)



The A - Z Of Webmastering

Registration and coffee will be at 08:30. The workshop will begin punctually at 09:00 and conclude at 16:00 with breaks for lunch and refreshments.

New to Webmastering or just want to review what it is all about? This workshop is a comprehensive tutorial, which looks at the field of Webmastering as a whole, putting it all in perspective and dispensing plenty of advice and practical knowledge along the way. Be prepared to participate and share your own experience in this interactive workshop.

Basic Principles Of Webmastering

What are the core concepts essential for anyone working on the Web, and what do you specifically need to know in order to do your job?

This is the foundation material, which all Webmasters should know, although not all of them do!

- A:** Access by Everyone
- B:** Browser Compatibility Challenges
- C:** CGI and Server-Side Programming
- D:** Design

The Roles Of The Webmaster

As the person responsible, in part or in full, for an organization's Web presence, the Webmaster does more than just create HTML pages.

Each Webmaster wears a number of hats, sometimes simultaneously, and we will look at the most common roles besides simply making a Website.

- E:** eMarketing
- F:** Fall Guy
- G:** Graphic Artistry
- H:** Human Factors Engineering
- I:** Integration and Programming

Making The Most Of Web Technology

The Webmaster is often expected to know everything about the Web; that may have been reasonable in the mid-1990s, but these days there are many technologies out there. Which are the most useful, and how do you master them? What tools and support exist for each?

- J:** Javascript, Dynamic HTML, and Java
- K:** "K"ascading Style Sheets
- L:** Log Analysis and Evaluation
- M:** Multimedia and Flash
- N:** Net Life: Interactivity and Participation
- O:** Online Commerce
- P:** Programming the Back End
- Q:** Query Languages and Databases

Best Practices For The Web

So how do we do our jobs effectively? What sort of professional standards should we hold ourselves to, and how does that affect how we do our jobs?

- R:** Record-keeping and Planning
- S:** Standards Adherence
- T:** Testing and Quality Assurance
- U:** Usability and User Testing

The Future Of Webmastering

Will there be such a thing as a Webmaster in the future? As the jobs on the Web diversify, there is a greater move to specialization and that is helped by the advent of XML-based technologies.

- V:** Variety of Job Roles
- W:** Webmaster -- Is the term obsolete?
- X:** XML on the Web
- Y:** Your Role in the Web's Future
- Z:** Zzzzzzz...

Meet Your Workshop Leader

Kynn Bartlett has been working on the Web since 1994 and is especially interested in universal accessibility. As president of the HTML Writers Guild, Kynn founded the AWARE Center in 1999 to promote accessible Web design, and he teaches online courses in Web accessibility. In addition to writing, speaking at conferences, and teaching online courses, Kynn is the cofounder of Idyll Mountain Internet, a Web development company. In his free time, he has an assortment of geek hobbies, documented in detail at <http://kynn.com/>. Kynn lives somewhere in southern California with his wife Liz and three large black dogs. His first book, "Teach Yourself Cascading Style Sheets in 24 Hours" was published in July 2002.

Who Should Attend:

Webmasters, Website Developers, Web Designers, Graphic Designers, Programmers, multimedia specialists, System Administrators, educators, eCommerce specialists, Network Administrators, IT Managers, System Managers, Intranet/Extranet specialists, and others who participate in the development, monitoring and management of Web sites.

08:00 Registration And Coffee

09:00 Welcome And Opening Remarks From The Forum

Co-Chairman

Kynn Bartlett

Chief Technologist

Idyll Mountain, USA

09:30 Protecting Your Innovation Through Web Standards

- Explores the mission, principles and operational process of the W3C
- Overview of current technologies such as:
 - Web Services
 - Semantic Web
 - Graphics
 - Mobile Computing
 - Accessibility
 - Agent Software
- Demonstrate the benefits of using Web standards
 - Vendor independence
 - Interoperability
 - Evolveability

Dr Daniel Dardailler

Director Europe Operations

W3C - World Wide Web Consortium, France

10:30 Networking Break With Coffee And Refreshments

10:45 Web Development Methodologies: What Works And What Does Not

The Internet has thrown into sharp focus the developers' perennial and paradoxical challenge: produce better quality products in less time. This presentation examines the essential processes and workflows that are needed to have a solid, and at the same time a versatile software development process, which delivers the shortest time to market and quality applications

Shadi A. Eideh

IT & Projects Director

Arabia Online, Jordan

11:30 Information Security And BS7799: A Code Of Practice For Information Security Management

- Brief history of the Code of Practice
- Description of the key points from the standard
- How can your organisation be formally certified?

BS7799, the British Code of Practice for Information Security Management Systems, is being adopted globally as the definitive text on a standardised means of measuring security

Keith Foggon

Director of Security

Sapphire Technologies Ltd., UK

12:30 Networking Luncheon For Delegates And Speakers

14:00 Web Usability And Accessibility – Go The Extra Mile

- Evaluates the benefits of ensuring universal accessibility to data in both government and corporate websites
 - Correct implementations of HTML
 - Access for all
 - Mandatory UK Government guidance
 - W3C WAI guidance
 - The use of specialist browsers
 - Multi-modal publishing
 - Validating a website

Neil Pawley

Senior Technology Analyst

Advanced Technology Group, UK

14:45 How We Wrecked The Web: Avoiding The Mistakes Of The Early Pioneers

In the early to mid '90s, the World Wide Web was just beginning to take off, and had a bright future ahead of it. Unfortunately, much of this potential was squandered by short-term thinking resulting in excluded users, poor design, and unrealistic goals. Today's Web developers can learn a lot from the mistakes of last century and hopefully avoid re-treading those dead-ends paths which even now hold the WWW back from reaching its potential

Kynn Bartlett

Chief Technologist

Idyll Mountain, USA

15:45 Networking Break With Coffee And Refreshments

16:00 Developing A Professional Content Management Strategy

Whether you are managing an eCommerce website, an Intranet, a government website or a business-to-business portal, content is your most valuable resource. Developing a professional content management strategy will mean that you be able to:

- Make sure that you are getting the right content to the right person at the right time at the right cost
- Make it easier for your staff to create, edit and publish content, and make it easier to manage all these processes
- Eliminate technical hurdles in the publication of content, thus reducing the need for training
- Allow for the design of a common information architecture, dealing with metadata, classification, navigation, search, design and layout

Gerry McGovern

Author, Speaker and Consultant

Ireland

17:00 Open Forum Discussion

17:30 Close Of Day One And Remarks From The Co-Chairman

08:30 Opening Remarks From The Forum Co-Chairman

Neil Pawley

Senior Technology Analyst

Advanced Technology Group, UK

08:45 Delivering Actual Return On Investment Through User Testing

This paper will examine, review and analyse actual case studies of deployed web projects that return real monetary gains

Stephen Markel

President and CEO

Diamond Bullet Design, USA

09:45 Web Services: Make Or Subscribe - It Is Your Call!

CASE STUDY

The question: "Make or buy?" has now been replaced with the Internet version: "Make or subscribe?" With the need to focus on the core value business, accompanied with the growth of service providers, Arabia Online were faced with the decision to build their own applications or subscribe to an existing one. This presentation examines the evaluation process undertaken by Arabia Online

Shadi A. Eideh

IT & Projects Director

Arabia Online, Jordan

10:30 Networking Break With Coffee And Refreshments

11:00 Building A Brand, Click By Click

CASE STUDY

Press Release Network (www.pressreleasenetwork.com)

Many, seemingly, 'sure-fired' web enterprises have failed. There are many catchy web addresses and well-designed website that do not get traffic. This presentation examines how you build a successful website 'click by click'

- Fine tuning the web site
- e-Marketing

Sharad Agarwal

CEO

Cyber Gear, UAE

11:45 Bayt.com – Key Components For Successful Web Implementation In The Middle East

CASE STUDY

In this presentation Bayt's CEO examines how the Strategic, Technical, Creative and Pedagogical considerations were resolved to allow for the development of one of the regions most successful Internet adventures

- Strategic Issues: Degree Of Online Offering, Value Proposition, Quality Vs. Price

- Technical Issues: Software, Hardware And Hosting Choices
- Creative Issues: Content Selection And Implementation
- Pedagogical Issues: Implementation Of Marketing, Sales And Customer Care

Rabea Ataya

CEO

Bayt.com, UAE

12:45 Networking Luncheon For Delegates And Speakers

14:15 Better Information Faster - Metadata Is The Key

Metadata is the key element for efficient access and retrieval of data resources. But implementation needs to be coordinated and standardised for it to be of use

- What is metadata?
- Examples of metadata implementations
- Using correctly
- Can standards such as Dublin Core be enforced?
- What is the UK government doing?
- What about the international community?
- Extending metadata elements
- RDF and the future of data cataloguing
- What is the Semantic Web?

Neil Pawley

Senior Technology Analyst

Advanced Technology Group, UK

15:15 Al Jazeera - Creating An Arabic-Rich Presence On The Web

CASE STUDY

Mohamad Takriti

CEO

Horizons, Qatar

16:15 Panel Discussion

Delegates will be able to address all of the speakers from the preceding two days and put their most provoking questions to our panel of international experts

Led by:

Kynn Bartlett

Chief Technologist

Idyll Mountain, USA

and

Neil Pawley

Senior Technology Analyst

Advanced Technology Group, UK

17:00 End Of Forum And Closing Remarks From The Co-Chairman

Designing A Robust Information Architecture For Your Website

Registration and coffee will be at 08:30. The workshop will begin punctually at 09:00 and conclude at 16:00 with breaks for lunch and refreshments.

This workshop deals with the effective organization and layout of content on a website so that your content can be found quickly and read easily. You will learn about the critical building blocks of information architecture: metadata and classification; navigation; search; layout and graphic design. You will learn about best practice in the above areas through extensive examples and practical exercises.

The Workshop Is Broken Down Into Five Parts:

- ◆ **Part 1:** Information architecture fundamentals
- ◆ **Part 2:** Metadata and classification
- ◆ **Part 3:** Navigation
- ◆ **Part 4:** Search
- ◆ **Part 5:** Layout and design

Part 1: Information Architecture Fundamentals

You will learn:

- What information architecture is
- Why it is so important
- Why there are four key pillars of information architecture (metadata and classification; navigation, search; layout and graphic design)
- Why standards are so important in information architecture design
- The key differences between information architecture design and graphic design, and why information architecture design should always lead
- The role of the information architect
- Why, as always, the reader is king of information architecture design

Part 2: Metadata And Classification

You will learn:

- What metadata is
- Why XML is an emerging metadata standard
- The purpose and benefits of metadata
- Metadata design guidelines
- Why document templates are important
- What classification is
- Why the larger the website is, the more critical classification becomes
- Guidelines for better classification
- A step-by-step approach for classification design

Part 3: Navigation

You will learn:

- What navigation is and why it's so critical
- Why navigation has little to do with graphics and everything to do with functionality
- The relationship between navigation and classification
- The relationship between navigation and search
- Why navigation should be 'written in stone'
- Ten principles for better navigation design
- Thirteen navigation options that give the reader control over how they would like to navigate through a website

Part 4: Search

You will learn:

- The fundamentals of quality search
- How to present basic search
- How advanced search should be designed
- Best practice in laying out search results

Part 5: Layout And Design

You will learn:

- How web publishing principles should always drive layout and graphic design
- Web layout and design fundamentals
- The importance of headings and summaries in homepage design
- Layout design principles for documents, forms and email newsletters
- Layout and graphic design issues relating to mastheads
- Layout and graphic design issues relating to footers
- Why accessibility is a crucial part of web layout and graphic design

Meet Your Workshop Leader

Gerry McGovern has spoken, written and consulted extensively on Web content and knowledge management issues over the last eight years. His areas of speciality are:

- ◆ Development of a knowledge and content management strategy, for which he has created a proprietary methodology.
- ◆ Writing and laying out content for the Web
- ◆ Information architecture design (metadata, classification, navigation, search)

In October 2001, he published two books with Financial Times Prentice Hall, entitled: *Content Critical* and *The Web Content Style Guide*. Design Research News stated that *Content Critical*, "should be on the reading list of every course in Web design." *Knowledge Management Review* described it as a "bible" of content management.

Gerry is editor of the e-business section of *BOSS*, a one-stop reference and interactive tool embracing all aspects of the world of work. *BOSS* is published by Bloomsbury, and at over 3 million words, is one of the largest publishing projects of its kind.

He is a member of *Financial Times Knowledge Dialogue*, a select group of 'thought leaders' who advise senior executives on organizational issues. For *Knowledge Dialogue*, Gerry's area of specialty is knowledge and content management. In October 2000, he received the Web Ireland Internet Industry Person of the Year award.

Previously, Gerry was founder and chief executive officer of Nua, a developer of content management software and solutions. Nua customers included Lucent Technologies and Thomas Publishing. In 1996, Nua received the *Best Overall World Wide Web Business Achievement* award from the European Union. Nua is perhaps best known for *Nua Internet Surveys*, a popular publication tracking Internet trends.

Since 1996, Gerry has written *New Thinking*, a widely read weekly email newsletter covering the role of content on the Web. In 1999, Gerry published *The Caring Economy* (Blackhall Publishing), which was voted 25th out of the top 50 new economy books by Middleton/Capstone. Gerry McGovern holds a B.Sc. Man. from Trinity College, Dublin.

Who Should Attend:

Webmasters, Website Developers, Web Designers, Graphic Designers, Programmers, multimedia specialists, System Administrators, educators, eCommerce specialists, Network Administrators, IT Managers, System Managers, Intranet/Extranet specialists, and others who participate in the development, monitoring and management of Web sites.

Controlling The Web – The Security Implications Of Using The Internet

Registration and coffee will be at 08:30. The workshop will begin punctually at 09:00 and conclude at 16:00 with breaks for lunch and refreshments.

The workshop will introduce delegates to the security issues of using the Internet for business functions. Whether it is for email, Web access or the transfer of files or data, this workshop will highlight the critical areas of security, which all organisations should address.

Objectives:

To focus upon the security issues of the Internet and to raise awareness of the means by which these security concerns can be addressed. Concentrating on the range of Internet-borne threats and recommended countermeasures the Workshop will cover the range of issues from computer viruses, hacking, intrusion detection, spamming, defacements, firewalling and Internet abuse

The Workshop Will Cover:

- ✓ Building security into website design
- ✓ Security policies and procedures
- ✓ A summary of the British Code of Practice (BS7799)
- ✓ The primary protection mechanism - firewalls
- ✓ Intrusion detection practices
- ✓ Risk assessment and management
- ✓ Gaining security buy-in from management
- ✓ Hacking exploits
- ✓ Computer forensics
- ✓ Remote Access
- ✓ Virtual private networks
- ✓ Encryption
- ✓ PKI (Public Key Infrastructure)
- ✓ Computer viruses
- ✓ Audit and security

Meet Your Workshop Leader

Keith Foggon is the Director of Security for Sapphire Technologies Limited. Spending over 20 years within the fields of IT Audit and Security, and working in both public and private sectors Keith brings a wealth of experience in all aspects of information security management.

A Qualification in Computer Auditing (QICA) professional Keith Chairs both the UK's BS7799 User's Group Steering Committee and the Institute of Internal Auditor's Information Security Special Interest Group. Keith is also registered by the British Computer Society as a Security Practitioner, approved by Communications-Electronics Security Group (CESG) as a CLAS consultant, the CESG Listed Adviser Scheme, and has written professional briefing notes on information security issues

Who Should Attend:

Webmasters, Website Developers, Web Designers, Graphic Designers, Programmers, multimedia specialists, System Administrators, educators, eCommerce specialists, Network Administrators, IT Managers, System Managers, Intranet/Extranet specialists, and others who participate in the development, monitoring and management of Web sites

SPONSORSHIP & EXHIBITS

Are you looking for a creative way to reach top-level decision makers? Why not consider sponsorship or exhibiting? Sponsorship or exhibit space at this conference offers you the perfect forum to showcase your products and services. This is your chance to make valuable contacts and have your exhibit space serve as your communications centre. For more information on sponsorship and exhibit opportunities call **Angela McGlinchey** on 971-4-3365161 or email angela@iirgulf.com

The 2nd Annual Middle East Webmaster Forum

Sealed under Permit No. 29 Dubai

If undelivered please return to:
P.O. Box 21743, Dubai
United Arab Emirates

FIVE EASY WAYS TO REGISTER

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P O Box 13977, Muharraq, State Of Bahrain

REGISTRATION FORM

Please do not remove this label

WHERE? The World Trade Centre Hotel, Dubai

WHEN Please the sessions you would like to attend:

- Full Day Pre-Forum Workshop – The A-Z Of Webmastering
26th October 2002
- 2 Day Forum: **27th-28th October 2002**
- Full Day Post-Forum Workshop I – Designing A Robust Information Architecture For Your Website: **29th October 2002**
- Full Day Post-Forum Workshop II – Controlling The Web – *The Security Implications Of Using The Internet*: **30th October 2002**

HOW MUCH? 2-Day Forum: US\$ 1,495/ Dhs. 5,490
Any Full Day Workshop: US\$ 995 / Dhs. 3,654

- **SAVE \$100** When you book the Forum and One Workshop
US\$ 2,390 / Dhs 8,777
- **SAVE \$500** When you book the Forum and Two Workshops
US\$ 2,985 / Dhs 10,962
- **SAVE \$1,000** When you book the Forum and Three Workshops
US\$ 3,480 / Dhs 12,780

Loyalty Bonus: Claim your **US\$100 Loyalty Bonus** if you have attended last year's **Middle East Webmasters Forum!**

Early Bird Discount: Save US\$100 if you register **before 24 August 2002.**

Free Annual IWA Membership (normal price US\$ 49): Delegates attending the 2nd Middle East Webmaster Forum will automatically receive International Webmasters Association (IWA) membership **FREE OF CHARGE!**

Fees include documentation, luncheon, refreshments and a certificate of attendance.

HOTEL RESERVATION DETAILS

The World Trade Centre Hotel, Dubai
Tel: 971-4-331 4000 Fax: 971-4-331 7368

IIR have negotiated discounted room rates for our delegates -
BOOK NOW by contacting the hotel directly!!

Delegates please book your bedrooms before 5th October, after which they will be subject to availability.

PAYMENTS

Please tick if you would like to pay by Visa, Mastercard or American Express. A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US cheques and draft should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. **All payments should be in favour of IIR Holdings Ltd.**

CANCELLATION

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a \$200 service charge will be payable. Registrations cancelled less than 7 days before the event must be paid in full.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the Venue and/or Speakers.

WEB D0665

If your address above appears incorrectly, please fill in the correct details below

YES. Please register the following delegate/s for

The 2nd Annual Middle East Webmaster Forum

(for additional delegates please photocopy this form)

1 Name (Mr/Ms) _____

Position _____

Email _____

Department _____

2 Name (Mr/Ms) _____

Email _____

Position _____

Department _____

Company _____

Address _____

Country _____ ZIP Code _____

Tel: _____ Fax: _____

Approving Manager _____

Position _____

Email _____

Department _____

Training Manager _____

Position _____

Email _____

Department _____

Number of employees at your site:

0 - 49 50 - 249 250 - 499 500 - 999 1000+

Please indicate the nature of your business: Public Sector Financial

Retailing Distribution Services Technology Construction

Oil & Gas/Chemical Utilities Manufacturing

Other (Please specify) _____

PG T105

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