

Ford Middle East commemorated Mustang's 50th anniversary at a massive event in Dubai's **Meydan Hotel**.

Under the auspices and presence of Lama Tammam Salam, the **Grand Serail** opened its doors for the public through its weekly program 'Date at the Serail'.

Grohe restated its commitment to ending the counterfeit trade worldwide by extending its warranty in Lebanon on its genuine products to 10 years.

Hilton Beirut Habtoor Grand recently welcomed a new partnership with renowned beauty and rejuvenation expert Dr. Pauline Burgener.

Dunes Center, in association with **Empire Cinemas** and **Jaguar Film International**, invited local media representatives to the Avant-Premiere of the movie *Transcendence*.

LG Electronics' reputation for excellence in the field of design has been recognized with 33 **Red Dot Award**.

For the 12th consecutive year, **Boecker** participated in the annual **HORECA** exhibition and were Gold Sponsors for the fourth year in a row.

Khoury Home celebrated Fitness Month during April as part of their initiative which empowers individuals to challenge themselves and include fitness in their daily lives.

American denim brand **True Religion** is now open in the **Beirut Souks**, following its first shop at **Beirut City Center**.

GE Ecomagination and **Aramco Entrepreneurship** launched an open global technology challenge to accelerate the development of solutions focused on improving energy efficiency of seawater desalination.

Credit Libanais announces the launching of PayMobey service that enables you to transfer and receive money instantly through your mobile phone at any CCM-affiliated merchant accepting PayMobey.

Cadbury Adams Middle East s.a.l. brings **Côte D'Or** chocolates for a better quality time with loved ones.

Wild Discovery has recently joined the newly launched loyalty program "ABC Travel Privileges" as the sole and exclusive affiliated travel agency.

On the occasion of World Autism Awareness Day, the Blue Energy Team of the **Hilton Beirut Habtoor Grand & Hilton Beirut Metropolitan Palace** extended their support to the **Lebanese Autism Society** by participating in their Autism Awareness Campaign.

The world's first sports car in the compact SUV segment, the **Macan**, has been revealed to an excited audience by **Porsche Centre Lebanon**.

Beirut's Biggest Writing Marathon was held at **AltCity** on April 5th, 2014 and was organized by Hasmig Boyadjian and hosted by **AltCity**.

Last June's memorable new record of 8m13.878s for the ascent of Pikes Peak confirmed that **Peugeot Sport** had lost none of its taste for motorsport.

Pencell PR & Events Beirut was approached by Lebanese branding boutique agency, **Stro-berry d-zines**, to come up with an out-of-the box PR stunt for its client **Ahwak** restaurant.

Microsoft Corp. announced it has completed its acquisition of the **Nokia Devices and Services** business. The acquisition has been approved by Nokia shareholders and governmental regulatory agencies around the world.

LG Electronics recently added the Magic Remote to the host of innovative options it offers with its curved OLED TV.

Yachting Pages Media Group has recently gone into partnership with **Dolphin Wear**, a leading superyacht uniform manufacturer.

Chloé hosted an exclusive trunk show at the French house's Downtown Beirut boutique.

In 2014, **Officine Panerai** celebrates the tenth edition of the leading international classic sailing circuit: a decade of passion and unforgettable stories.

Nokia announced that the **Nokia X**, part of the new **Nokia X** family of affordable smartphones that run **Android™** apps, has begun selling in Lebanon.

Model and television host **Heidi Klum** is joining forces with **New Balance** for an exclusive, ultra-feminine shoe and apparel collection.

Celebrating this success after one full year of operations in the country, **Karadeniz** held a high profile luncheon for VIP representatives from across the media spectrum in Lebanon.

Microsoft Lebanon held a workshop on Cloud Technology and its effectiveness of governments and the public sector at their offices in downtown, Beirut.

Lebanese restaurant brand **Babel** was recently recognized as the 'Best Restaurant Group in the Middle East' by the UAE-based **Tatweej Academy** in Dubai.

Initiative MENA, a regional media communications network, has marked its first quarter of 2014 operations by securing three new accounts.

Four pioneering women from the Middle East will be emphasizing "the power of trying new things" to women across the region through the **MAGGI Diaries**.

Memac Ogilvy Beirut conducted a series of workshops defining social media as an expertise that delivers clients business value.

The **Leading Hotels of the World** hosted their Middle East Spring Roadshow at **Le Royal Hotel Beirut**, their first property in Lebanon.

Air France unveiled its new advertising campaign « Air France, France is in the air » in print media, with coverage in 12 countries as well as on the internet, social media and radio.

