

Finally, a guide book that gives you the inside scoop on how to really interact with locals – written by a local. Ali Alsloom is one of the fastest rising media stars and public speakers in the Gulf. His TV show, Ask Ali, reaches thousands, as does his column in the weekly magazine M. For his work as a cultural ambassador, Time Out even recognized him as one of their 40 local heroes in 2008.

Add to that Ali's extensive worldwide travels and you can see why he is considered the pre-eminent Emirati expert on intercultural affairs, with a special sensitivity to the expat experience.

After reading Ask Ali: a guide to Abu Dhabi, you will know:

- ✓ How the UAE went from the Camel to the Cadillac
- ✓ The essential information for relocating, exploring and settling in Abu Dhabi
- ✓ The best way to get a bargain when you visit the souq
- ✓ Where to find the best local restaurants
- ✓ How to show respect during Ramadan

The Mini Guide is available in English language and soon to be available in other 3 languages including Arabic.

Pass by at the Embrace Arabia Stand (hall 8 stand G02).

Ali Alsloom and the Embrace Arabia team are looking forward meeting you!

The book-fair is open from the 2nd until the 7th of March:

On the 2nd till 4th of March opens from 9:00 to 13:00 and 17:00 to 22:00; And from the 5th of March opens from 16:00 to 22:00, and on 6th 7th of March opens from 9:00 to 22:00.

Be one of the first Ask Ali friends to receive your signed copy from @li himself, the mini guide project is one of @li's first books to be published this year.

Ask Ali

www.ask-ali.com

Abu Dhabi Book Fair

<http://www.adbookfair.com>