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MENA region identified as a high potential economic partner for developed countries



Humawealth introduced by GCEL to connect the strengths of world community

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 Staff writer

KUWAIT: Global Coalition for Efficient Logistics (GCEL) introduced its Humawealth program at a press conference held on Sunday at the Marriot Courtyard.

Present at the conference were Co-Chairman GCEL Captain Salloum and three GCEL

executive members: Drabenstott, Luca Barbareschi, and Kamurazzaman Abu Kassim. Explaining about GCEL and the Humawealth program, Salloum said Humawealth will be introduced at the Arab Economic, Social, and Development Summit due to begin today. He said Humawealth had identified Middle East and North Africa region (MENA) as a high potential economic partner for developed countries, particularly those in the Mediterranean region.

Introducing GCEL, Salloum said: "GCEL is a non-profit Swiss-based public/private partnership whose private sector members includes 2.5 million manpower in 130 countries servicing 60 percent of the world's GDP including finance, technology, and insurance firms."

Salloum said membership to GCEL is free of charge. " We are looking for members who share our vision and goals and are ready to work with us to address the security, efficiency and capacity issues facing global trade logistics industry for a more secure and robust global economy," he said.

Explaining the goals of GCEL, Salloum said: "GCEL will bring together regional business partners in the finance, insurance and technology industries to ensure the participation of regional companies that are known and trusted to deliver access to this truly innovative network. This soft-infrastructure" will serve the need of reducing trading costs as a foundation for a new global economic stimulus, at no cost to the end user," he said.

Humawealth would take place in Jordan in March, 2009. The event will be followed by similar events in Asia in April, Europe in May and the Americas in June. The event will bring government officials together with the top regional and global technology, finance and insurance companies to become an integral part of the network and to offset any geopolitical or monopolistic concerns.

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