

KHALEEJ TIMES | DECEMBER 14, 2017

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- Salation

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We are based in Cyprus, at the crossroads of Europe, Asia and Africa. Through our state-of-the-art global network, we provide a wide range of international telecommunications products, services and total solutions, making Cyprus a major telecommunications hub in the Eastern Mediterranean and a telecommunications bridge between East and West.

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From East to West we keep you in touch





Editor

Vaman Vassudev Kamat Supplements Editor Suchitra Steven Samuel Assistant Editor Ishtiaq Ali Mehkri Reporters Farhana Chowdhury Deepa Narwani

Senior Designers

Mohammad Ejaz Khan M A Aroos Mohamed Imaging Venugopal Prabhu Aurangzeb Mehar Baksh Murshid Baloch Musthafa Peruvallithodi Graphic Designer Mohammed Yousufuddin

Senior Vice President Ravi Raman **Financial Controller** Shishir Kapadia **Advertising Director** Mukhtar Qureshi Assistant Advertisement Manager (Supplements) **Bilal Saeed** Senior Account Group Manager **Debashish Shome Circulation Manager Constance Louis Moraes** Head – Production and IT Operations Mohan Kumar Shetty **Commercial Printing Head CPO** Imran Shariff Assistant HR Business Partner Aditi Sharma Manager - Brand and Audience Development Tina Malhotra

Dubai Head Office

P.O. Box 11243 Tel: +971 4 3383535 Fax: +971 4 3383345/46 Website: www.khaleejtimes.com

Abu Dhabi

P.O. Box 3082 Tel: +971 2 6337666 Fax: +971 2 6351122 E-mail: ktimesad@eim.ae

A Publication of GALADARI PRINTING & PUBLISHING LLC



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Cyprus is one of the most preferred destinations for not only tourists and investors, but also for all those who want to make the European country their second home. It is full of natural beauty, and an ultimate transit point for navigation through the Mediterranean. Its industrial profile is encouraging and has become a hub for quality education and culinary excellence in the region. Its economy is poised for robust growth as it consolidates its credit rating. At the crossroads of Europe, Asia and Africa, Cyprus boasts an ancient civilisation, which makes it the centre of gravity for all those interested in history and cultural diversity.

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EXITING 2017 IN FLYING COLOURS!

Cyprus is viewing the future with unprecedented optimism

Vasilis Polemitis

yprus's economic performance throughout 2017 has been nothing less than exemplary. The annual rate of GDP growth will average close to 4 per cent, and unemployment is rapidly receding with the labour market showing its potential to approach conditions of perfect employment within the short to medium time frame. Capitalising on a series of prudent fiscal policies and reform measures that transcended domestic politics, and actively taking advantage of the favourable macroeconomic environment, Cyprus manages to close the current year in conditions of moderate to low inflation, and with the public budget balance as a percentage of GDP on the positive. In short, the Cyprus turn around, on which this column was devoted last year, has been completed successfully.

Currently, Cyprus is viewing the future with unprecedented optimism since a number of major multimillion dollar projects are underway, and the trickle-down effect on the entire spectrum of economic activity is becoming more evident by the day. New businesses are registered, new operations are launched in the key maritime, tourism and financial services fields, and massive landmark real-estate and infrastructure works are under construction with more entering the pipeline continuously. Within this promising environment, more people choose to make Cyprus their business base, and second home, taking advantage of the stable conditions, good and transparent governance, and first-rate social, health and education services.

Cyprus attracted more than 3.5 million visitors in 2017, thus breaking the previous record year of 2016. This performance comes as no surprise since Cyprus hosts the most Blue Flags per capita in the world. Although



His Highness Sheikh Hamad bin Mohammed Al Sharqi, Supreme Council Member and Ruler of Fujairah, with Vasilis Polemitis, Ambassador of the Republic of Cyprus. – *Wam*



Vasilis Polemitis is the Ambassador of the Republic of Cyprus to the UAE.

this is in no way a small feat, Cyprus fully understands that Blue Flag beaches in and by themselves are not enough. As a result, Cyprus continues to invest in value-added projects and facilities, works with current markets and opens up new ones, utilising, to this extent, the existing network of air transport connections through the UAE and the rest of the Gulf. In addition, newly established Cypriot airlines are actively pursuing their plans to connect Cyprus and the UAE, and the rest of the Gulf, with several distant destinations, thus offering the opportunity to even greater numbers of travellers to visit Cyprus.

People-to-people contacts, such as those cultivated through tourism, cultural exchanges and international business, were one of the embassy's main objectives for 2017. In 2017 we saw record numbers of participants from Cyprus in the major trade fairs in the UAE, which in turn led to a number of Cypriot products and businesses enhancing their foothold in the UAE market. On the cultural front, the Embassy was happy to assist a group of university students from Paris Sorbonne Abu Dhabi to organise a successful field trip to Cyprus. Furthermore, the pivotal regional role played by the UAE in commerce, politics and culture, and the equivalent role that Cyprus increasingly plays in the East Mediterranean, through a series of trilateral frameworks with all of its neighbours willing to adhere to the same principles of peaceful cooperation, provides an additional avenue of positive activity between our friendly countries for the future.

A RELIABLE INTERNATIONAL BUSINESS CENTRE

Cyprus has a number of **comparative advantages** that have contributed towards its establishment as a reliable international business centre:

- Strategic geographical location at the crossroad of Europe, Asia and Africa
- EU and Eurozone Member State
- Stable, reputable political and legal system
- Stable business environment, accompanied by simple administrative procedures
- Simple, low taxation
- Double taxation treaties with about 60 countries
- Broad range and international quality of professional services- legal, tax, accounting
- Advanced business infrastructure
- Newly restructured banking sector for all financial transactions
- · Highly educated, qualified and multilingual human talent
- Enviable quality of life

MINISTRY OF ENERGY, COMMERCE, INDUSTRY & TOURISM

6 Andreas Araouzos Street, 1421 Nicosia, Cyprus | T: +357 22 867100 | F: +357 22 375120 E-mail: ts@mcit.gov.cy | www.mcit.gov.cy/ts

CYPRUS TRADE CENTRE – DUBAI

Hamsah Bldg. A, 2nd floor, office no. 215, Khaleed Bin Waleed Street P.O. Box 11294, Dubai, UAE. T: +971 4 3575592 | F: +971 4 3577554 E-mail: cycentre@emirates.net.ae | www.ctcdubai.org





Resilient economy in Eurozone

Investment, tourism and merchant shipping are buoying growth for the island-nation state

Ishtiaq Ali Mehkri

gyprus has a high-income economy, and despite somersaults after the recent recessionary trends is counted among the most promising growth modules in the region. It is also the emerging destination for businesses and investment at the crossroads of Asia, Europe and Africa. With a per capita income of around \$23,400 and a GDP of \$19 billion, it is a success story in itself. The present growth rate is projected at 2.8 per cent, and the International Monetary Fund has included Cyprus in the list of advanced economies.

The country's industrial format and innovations in the fields of science and technology act as a magnet for big-ticket projects. Its market economy is dominated by the services sector, which accounts for more than four-fifths of GDP. Tourism, financial services, shipping, and real estate are some of the most important sectors, and in the last two decades have done a roaring business.

Cyprus-based entrepreneurs' and industrialists are quite popular in the European Union and beyond, and products made in the islandstate have a competitive mark of their own. Cyprus has a broad market for all kinds of produce from food and beverages to cement, iron ore, light and heavy-duty industry products. Its chemical, electrical and non-organic sector is rated as some of the most sophisticated in the world.

The island-nation state is set to embark on a new era of sustainable economic growth, as the country has won the confidence of international donors and stood fast in times of extreme financial crunch. It has come a long way since it bagged a lifeline of \$13 billion bailout in 2013, and successfully merged its banks and other financial entities. Since then there has been no looking back for Nicosia,



and last year it successfully completed the ESM-IMF Economic Adjustment Programme, a year ahead of schedule.

The country's financial discipline, farsighted strategy and resilience have made it hub for investment and businesses. While unemployment is around 10 per cent, and the country's external debt is accumulating, the positive side of the story is that it is overcoming stagnation. Institutional reforms, on which Cyprus has embarked, are sine qua non for success, and to keep the international community engaged in its progress.

Real estate and tourism are two of the tangible sectors of its economy, which has attracted worldwide attention. Cyprus quest to grant citizenship to promising investors has led to massive inflow of capital, and people from all walks of life are eager to make Cyprus their second home, and grab the benefits of living in the European Union. Also popularly known as 'cash for passports' scheme, it has led to boost in construction and real estate. Moreover, the competitive education sector has acted as a catalyst in seeking students for higher education, by granting them degrees and diplomas that are recognised worldwide.

The island is considered as the perfect holiday destination for a diversity of tastes and interests. The southern-most island in the Eastern Mediterranean offers year-round sunshine, and is famous for its state-of-the-art tourism facilities. It annually attracts more than three million visitors from Asia and neighbouring European states, as it proudly boasts its blue water sandy beaches, pineforested mountains, picturesque villages and a history dating back 10,000 years. Tourists from Japan and South America take a special interest in its archeological sites, and are fond of its cultural diversity. Tourism, of late, has become one of the major foreign exchange sources for the economy.

Cyprus is gradually emerging as the hub for investments, especially in the Eurozone, owing to its liberal policies and investor-friendly legislation. Foreign investment - and ownership stakes - is permissible up to 100 per cent in many sectors, as the government acts as custodian in mediatory affairs. So is its tax regime, considered as one of the lowest in the EU. Cyprus has treaties on double taxation with dozens of countries, and, as a member of the Eurozone, has no exchange restrictions, and investors are free to move their profit proceeds out of the country at ease. Despite differences with Turkey, both the neighbours have a harmonious trade relationship with Ankara supplying 55 per cent of imports and absorbing 48 per cent of exports.

The success story of Cyprus will be incomplete without mentioning the merchant shipping. It is one of the largest flagship careers, and berths vessels from all over the world. Maritime business in the region is routed through Cyprus waters and ports, and its time zone and geographical proximity are high in demand.

The European Commission, which also acts as a watchdog for Cyprus after pumping in billions of dollars, has posted a very positive picture of its economy. It says growth has exceeded expectations in recent quarters, and is expected to 'remain robust' in the next couple of years. It has forecasted a growth rate of 3.5 per cent with unemployment and inflation taking a nosedive. With macroeconomic stability taking roots, Cyprus has a role to play as Europe's next growth engine.

GATEWAY TO GLOBAL CONNECTIVITY

Cyta is a satellite hub for the Mediterranean region and beyond



yta is the dominant telecommunications provider in Cyprus and its product portfolio covers the whole spectrum of electronic communications, ranging from fixed and mobile telephony to Internet service provision and broadband applications.

Cyta, through its strategic business unit Cytaglobal, is particularly active in the area of subsea cable systems and satellite communications, providing wholesale products and services on a global basis. Taking advantage of the island's strategic geographical position, Cytaglobal has developed an extensive undersea fibre optic cable network, which connects Cyprus with its neighbouring countries in the eastern Mediterranean, and thereafter with the rest of the world.

In addition to its extensive subsea cable network, Cyta has been active for years in satellite communications and provides links and associated support services to major international customers. Cyta operates more than 35 major satellite earth stations to provide access to global satellite providers, such as EUTELSAT, INTELSAT, SES, AVANTI and ASIASAT. Cyta has established three satellite teleport sites named MAKARIOS, ERMIS and PERA that enhance the resilience and diversity of its operations. All its services enjoy professional certifications and comply with all relevant international standards.

The services offered via Cyta's satellite teleports include a broad collection of products, ranging from satellite television to broadband gateway services, satellite control and monitoring services, data and Internet connectivity. The satellite teleports also offer VSAT services, hosting services to third parties and serve as a video head-end for Cyta's IP-TV product in the Cyprus market and other global wholesale customers.

Supporting the international market

With the rapid development of a global fibre network, attention has shifted from international telephony to services supporting the international telecommunications market. Today, one of the core products offered at Cyta's satellite teleports is gateway services to modern broadband satellites, bundled with international fibre connectivity. This makes it possible to establish large gateways to High Throughput Satellites (HTS) that offer broadband services in selected regions around the globe.

Hosting and support services

Cyta offers dedicated secure areas with full facilities and regulated access for business partners to install and operate their own equipment. Full operational support is provided and customers are offered the option for remote operations and monitoring. Cyta offers support services to satellite operators to ensure the health of the satellite fleet, enforce compliance of the customers to the terms of their leases, verify the quality of satellite transmissions and identify sources of unauthorised transmissions.

VSAT links

VSAT links enable instant connectivity to remote regions around the globe and offer modern communications solutions. Cyta offers VSAT reliable services and field support in association with specialised partners.

TV content collection

Cyta's teleport facilities also serve as satellite content collection nodes for its own IP-TV Cytavision service and its wholesale customers. This includes reception of hundreds of TV channels from numerous satellites using a large antenna farm that can provide visibility to most broadcasting and contribution satellites covering the region. The content is transcoded as needed and is fed to local and international nodes for distribution to the customers, while it is actively monitored on a 24-hour basis.

TV turnaround services

IRIS, a wholly-owned subsidiary company of Cyta, provides TV turnaround services, including satellite broadcasting on multiple satellites covering Europe, the Middle East and Asia. IRIS also offers occasional services for video turnaround of special events around the globe. The subsidiary company provides dedicated satellite links for broadcasting and distribution, as well as hybrid solutions with a combination of fibre and satellite means.

Cyprus provides an ideal geographical location with optimal conditions for satellite communications. Cyta has the necessary tools to bring together fibre and satellite products and offer integrated solutions.

Cyta possesses a set of important capabilities that make it an attractive partner to the prospective customer. These include extensive experience in the provision of international telecommunications products, a modern fibre network with international points-of-presence (POPs) and dedicated teleport facilities for satellite access. Cyta enjoys a solid reputation of providing reliable quality services to its customers.

Cyta's capabilities have been subject to external reviews by major satellite operators, specialised service providers and industry partners. MAKARIOS Teleport has been included in the Teleport Partner Network of the global satellite operator, EUTELSAT, and has successfully completed certification by the World Teleport Association.



Preferred destination in Europe

Nicolaou Estates' eases investment and residency in Cyprus

N icolaou Estates is a licensed estate agent based in Cyprus with focus on citizenship by investment in real estate. The company was established in 2004, with offices in the capital city of Cyprus, Nicosia (at Hilton Cyprus Hotel) and on the desirable and cosmopolitan sea front city of Limassol. The real estate market in Cyprus is very vibrant, with investors from all over the world buying, especially in the last three years.

Why are Investors buying in Cyprus?

Cyprus is a full member of the European Union since 2004 and has adopted the Euro as its currency in 2008. Most investors are citizens of non-EU countries who are interested in securing a better future for themselves and especially for their children in Europe. In Cyprus English is spoken by everyone, so communication is easy. It has an excellent education system, with several UK universities represented in Cyprus. Crime rate is almost non-existent and climate is mild both in summer and winter.

Where is Cyprus located?

Cyprus is located at a crossroad between Europe and Asia. It is a short four-hour flight to either France or the UAE and a one-hour flight to Cairo or Athens.



Panicos Nicolaou, Director

What type of properties do people invest in?

Nicolaou Estates proposes properties that can easily be rented and which are expected to appreciate in value. Given the growing demand, capital appreciation is expected from 5% to 10% per year over the next three years. The company focuses on properties near the Universities in Nicosia, which are always in high demand for rent by students and on apartments, or houses near the sea front of Limassol, which are in high demand by professionals who have relocated to work in Cyprus.

Which Investment programmes are recommended?

Cyprus offers two great investment programmes, which are very straight forward without unnecessary bureaucratic procedures: **CITIZENSHIP BY INVESTMENT PROGRAMME**: Under this programme, the applicant, his spouse and children under 28 can become Cypriot Citizen and obtain a European Union passport, provided they invest at least 2,000,000 Euros in real estates in Cyprus. These investments must be maintained for three years, after which they can be sold freely in the market, with the exception of one residence, which must worth over 500,000 Euros. Citizenship is granted within three months from the day of application.

CONDITIONS FOR CITIZENSHIP

Clean Criminal Record:

Certificate of Clean Criminal Record from the country of origin and the country of residence (if different).

Opening a local bank account:

Part of our service is to help investors open a bank account in Cyprus so that funds can be transferred for this transaction. The source of funds will need to be properly explained to the bank.

Approval of application:

The applicants need to be present in Cyprus (a) when they apply for an interview, (b) when their citizenship is approved in order to collect documents. The applicants become EU citizens, and can live and work anywhere in the EU. It is not necessary to live in Cyprus in order to become a citizen.

Person included in application:

Husband and wife are included in the application, as well as children under the age of 28, provided they are at university. If the applicant wishes to make application for their parents as well, they need to invest an additional ξ 500,000.

PERMANENT RESIDENCE PROGRAMME:

Under this programme, the applicant, his spouse and children under 25 can obtain a permanent residency visa in Cyprus, provided they invest at least 300,000 Euros in residential properties in Cyprus. The permanent residence visa is granted within three months from the day of application.

For further information and a free consultation, please email us on *pnicolaou@nicolaouestates.com* or reach us *through WhatsApp* on +35799119922. We are happy to answer all your questions and arrange to meet with you either in Cyprus or in the UAE.

Nicolaou Estates

Specializes in EU Citizenship and Permanent Residency (PR) through investments in Cyprus

- EU Citizenship for Individuals and Family members granted within 3 months
- Immigration counseling and guidance
- A large selection of prime property investments with guaranteed rental return and good capital appreciation
- Whole residential or commercial buildings available for investors on request
- Properties available near Universities or on the sea front

To plan a meeting you may reach them on:



WhatsApp Solution in the second secon



House of cheese



Papouis Dairies is a brand to be reckoned with and has top of the range products

Paper apouis Dairies was established in 1967 as a family-run business in the village of Athienou, Cyprus, and uses traditional methods of producing *halloumi* and *anari* cheese. In 2006, the family founded a limited company under the name, 'Papouis Dairies Ltd'. Located in Athienou Industrial Area, with up-to-date and modem machinery, the new dairy was built in accordance with the EU regulations, covering 1,500m². This enabled the company to meet the standards of ISO and HACCP.

In 2012, Papouis Dairies was sold to the Pancyprian Organisation of Cattle Farmers Public Ltd (P.O.C.F Ltd). The new owners invested in extending the dairy, which now covers 4,500m², is equipped with hi-tech machinery, as well as being staffed by trained personnel. Following these improvements, the company now has the ability to produce 6,500 tonnes annually of *halloumi* and 400 tonnes of *anari* and *ricotta*.

The factory exports to over 30 countries, mainly in Europe, U.S., Australia and the

Middle East. The retail and HoReCa sector are supplied under its own brand label, its customers' own label and the supermarkets' private label. Its products can be found worldwide in the most reputable and well-known chains of supermarkets. The factory upholds the highest production and hygiene standards, is regularly audited and has the following certifications: ISO 22000:2005, BRC and IFS.

In 2015, Papouis Dairies was awarded the Silver Award for its excellence in quality by The International Cheese Awards. In 2016, Papouis Dairies was once again awarded the Silver Award for its excellence in quality by The International Cheese Awards. In 2017, it bagged both the Silver and Bronze Awards for its excellence in quality by the International Cheese Awards.

OUR CERTIFICATIONS







OUR AWARDS







Culinary guide to Cypriot cuisine

The dishes are prepared from fresh products with lots of vegetables, delicious dips and marinated meats

* Deepa Narwani

editerranean cuisine is known to be one of the healthiest in the world. Research has found that a Mediterranean diet improves longevity and goes a long way in preventing obesity and high blood pressure. The diet includes a combination of locally available fresh ingredients such as grains and pulses, fruits, vegetables, herbs, lean meat, seafood and olive oil.

Cypriot delicacies form an integral part of Mediterranean cuisine thanks to its strategic location at the intersection of Europe and the Middle East. Every table on the island includes several types of cheese, olives, bread, and fish fresh from the sea and succulent meats.

The menu boasts a number of dishes that offer local twists made on traditional dishes from neighbouring Greece, Lebanon and Turkey. The art of grilling and use of ingredients such as parsley, garlic and yoghurt, came to Cyprus from these countries. However, Cypriot dishes have their own distinguishing characteristics that set them apart.

The meals are prepared from fresh products with lots of vegetables, delicious dips and marinated meats that are seasoned with light spices, which make them flavoursome





as well as healthy. Herbs such as mint, parsley, dill, cumin, and cinnamon, among others, are lavishly used.

The cooking methods include baking, roasting, grilling and deep-frying, all with copious amounts of olive oil. A traditional method of cooking involves roasting meat and vegetables over coals or sealed in an oven. Barbecue dishes are an integral part of the cuisine and popular meat dishes include *souvlaki* (skewers of chicken or lamb) and *sheftalia* (barbecued lamb dish served with pita bread).

A breakfast would typically comprise fresh bread, olives and cheese, along with tomatoes and cucumber. Snacks include a variety of dips such as hummus, and *tzatziki* (yoghurt with cucumber, mint and garlic) and are consumed with pita bread. Street food includes decadent meals such as *tiropita* (cheese pies) and *spanakopita* (spinach pies). Some of the other staples include *moussaka*, a traditional dish of minced meat and eggplant topped with béchamel sauce and *pastitsio*, a baked pasta dish.

One way to sample different authentic dishes all at once is by tasting mezedes at the many authentic tavernas (restaurants) across the country. Similar to meze served in Lebanese restaurants, mezedes is an assortment of around 20 appetisers and includes the cho*riatiki* salad with feta cheese and peppers, as well as hot meat and fish dishes. Some of these include cracked green olives with coriander seeds, koupepia, (stuffed vine leaves with minced meat and rice), taramosalata (fish roe dip), grilled halloumi cheese, and kleftiko (lamb baked in a clay furnace). The plates are small, but the variety makes sure you have a fulfilling meal. The locals are known to relish the mezedes siga siga (slowly) and don't like to rush.

The desserts are indulgent and include a number of jams, cakes and pastries that prominently feature honey, fruits, and nuts as ingredients. Local favourites include *loukou*- mades (similar to the Emirati luqaimat), small doughnuts served with honey and kalo prama, a semolina cake. Tahinopita, a cake flavoured with sesame paste, and anari cheese, with its mild sweet creamy taste and drizzled with honey, are also much loved. A spoon of glyko, a preserved fruit in syrup is customarily offered with coffee or a glass of water.

The unforgettable taste and variety of dishes are tempting enough to give the country a top spot on your upcoming travel itinerary!

- deepa@khaleejtimes.com



THE HOME OF HALLOUMI

Halloumi cheese originated from Cyprus and has become a popular snack all around the world. The cheese is unique. as it does not melt when cooked. The semi-hard, un-ripened, brined cheese is made from a mixture of goat, sheep and sometimes cow's milk, and mint. The cheese has a high melting point and can easily be fried or grilled. The texture is similar to mozzarella and has a salty flavour. The cheese is widely used as an independent dish as well as in salads. It is also often served with vegetables. seafood or sausages. Grilled halloumi is crispy on the outside and chewy on the inside and makes for a great appetiser. When hot, it goes well with watermelon and makes for a great teatime snack when paired with honey and nuts.

STANDOUT DISHES TO TRY



Moussaka

It is a baked lamb and eggplant casserole covered with a thick layer of béchamel sauce and grated cheese that becomes crusty when baked. It can be made with other ingredients such as beef, zucchini or potatoes. The Cypriot version sometimes uses *anari* or *halloumi* cheese, with cinnamon sprinkled on top. The dish is decadent but delicious!



Koupepia

The filing is made of minced meat, rice, onions, tomatoes, cinnamon and a mixture of herbs, which is wrapped in fresh vine leaves. It is served cold and can be consumed as part of the *meze*, a salad or can be eaten as a main dish.



Souvlaki

The dish is often referred to as 'healthy fast food'. It is made of pieces of chicken passed on a wooden skewer, which is grilled. It is served with pita bread, cucumber, tomatoes, parsley, onions, and dips such as *tzatziki* or yoghurt. Slices of lemon are always served with the dish, as they are with all meats in the country.

Kleftiko

A leg of lamb is sealed and roasted slowly along with garlic, lemon and herbs, and potatoes to create this succulent dish. Kleftiko means 'stolen' and the cooking



method dates back centuries when the meat would be cooked for several hours in a hole in the ground, sealed with mud.



Loukoumades

These are made by deep frying dough balls, soaking them in honey and then coating them with crushed nuts or sesame seeds. The dessert has a light and spongy texture, crispy on the outside, gooey on the inside, making it the perfect sweet treat to end a meal.









New Sevegep was established in 1972 as a cooperative company, at the Morfou plain, Cyprus' biggest citrus growing area pioneering in the production and export of Fruit Juices, Juice Concentrates and related by-products.

Through commitment, hard work and innovation the Company progressed from a local cooperative fruit juice producer to an international player in the juice industry. New Sevegep operates at modern processing facilities, utilising cutting edge machinery equipment from Tetra Pak and highly trained personnel ensuring the highest quality and safety of its juice products. Our Company is ISO22000:2005, HACCP and Halal certified while we undergo the AIB audit on a yearly basis.

Today New Sevegep is a Cypriot firm that looks to the world with exports to more than 70 countries in Europe, Middle East, Asia, Africa and the Americas. International recognition and the progressive growth of New Sevegep's markets at world level prove its great capacity to discover and interpret the market's needs.

45 Troodos Avenue, CY 2722 Astromeritis, Cyprus P.O.Box: 24851, CY 1304 Nicosia, Cyprus Tel: +357 22821121, Fax: +357 22823442, e-mail: info@sevegep.com.cy www.new-sevegep.com.cy



Cyprus is a perfect blend of flavours, all year round

The Mediterranean island is the perfect holiday destination in any season, and less than four hours away from the GCC







yprus is a mosaic of nature and culture, a whole magic world concentrated in a small warm and hospitable island in the Mediterranean Sea. It is located at the crossroad of three continents between East and West, offering a multidimensional qualitative tourist experience.

The island has established itself as a quality destination with constant investment in tourism, welcoming 3.19 million visitors in 2016. This year has been another year of top results for Cyprus' tourism. Overall, arrivals have already surpassed the 3.4 million mark during the first 10 months.

An island of contrasts, Cyprus has a long history and rich culture that spans more than 10,000 years, offering visitors an engaging and authentic experience, matched with iconic ancient ruins and sites scattered across its vast and awe-inspiring landscape. With an idyllic coastline, it provides numerous luxury resorts, hidden coves, golden sandy beaches, and beautiful blue-flagged shores. Venturing in-land, the island's ancient pine-forested mountains and picturesque villages celebrate ancient traditions, encapsulating legends and history within their rituals and culinary delights. Ranging from pure rest and relaxation, mountains walks, exploring the many cultural attractions, playing golf, diving or bird watching, Cyprus is a perfect blend of flavours for a diversity of tastes and interests.

Spring is an ideal time to visit Cyprus if you like to play golf or take a walk in the Troodos Mountains in the centre of the island, or explore the Akamas Peninsula in the west or Cape Greco to the east. It is also a time for watching the migration of flamingos from Africa to Europe and to see the unique flora and fauna of Cyprus – there are more than 1,700 flower species. Summer provides the opportunity for families to make the most of the beautiful beaches and warm sea. There is a wide range of water sports on offer as well as theme water parks for all to enjoy. During the warm summer evenings you can experience the delights of eating al fresco at one of the many delightful restaurants.

Autumn in Cyprus is still warm enough to enjoy a late summer holiday as the sea is still warm. The climate is also perfect for exploring the island by car and visiting some of the interesting historical and cultural sites, with a backdrop of the beautiful changing colours of autumn. Visitors can enjoy a jeep safari to see places off the beaten track or try their hand at sub-aqua activities.

Winter is the season for those who enjoy tranquillity and want to take things at their own pace. As Cyprus is located in the southern-most part of the Mediterranean, temperatures drop no lower than 15 degree Celsius in December and January. Hotels in Cyprus maintain high standards; in fact, some of the best hotels in the region can be found in the country. Visitors can expect a high level of quality and service with most offering great facilities such as indoor swimming pools, spas, health and beauty treatments and entertainment programmes.

The unique advantage of Cyprus is its compact size, which offers a variety of experiences within easy reach. There is a wide range of special interest activities to cater to every taste, and the friendliness and hospitality of the Cypriots enhances the holiday experience for visitors.

NEW DEVELOPMENTS: The Cyprus tourism industry has become more competitive and a number of infrastructure projects in tourism resorts have improved the overall

look and feel. Major projects are on the pipeline such as the Agia Napa Marina and the Paphos Marina. In addition, a theme style casino resort will be developed in the next three years in the west of Limassol.

NATURE: The environment has lent itself to the creation of a number of nature trails and cycling routes. Seven beverage routes have been developed in partnership with the EU to promote the island's long tradition of beverage production. In addition, the Cyprus Sustainable Tourism Initiative, set up in conjunction with the Travel Foundation, has organised a series of six village routes to encourage visitors to 'Discover the real Cyprus' and promote the protection of the environment so that future holidaymakers can continue to enjoy the island.

SKIING: Skiing is probably not something that you associate Cyprus with, but believe it or not, during the winter the Troodos Mountains are a popular destination for those looking for some snow-filled fun. There's usually enough snowfall from late December to March, and even if you're not into winter sports, it's worth spending time in the mountains to enjoy the beautiful landscapes. The whole place turns into a winter wonderland!

DIVING: Enthusiasts can enjoy spectacular sea caves and tunnels, a dazzling array of marine life, and the Zenobia, one of the top 10 wreck sites in the world. New sites, recently created, offer more choice for divers to explore the marine life and wrecks of the island.

GOLF: The island boasts four first-class, 18-hole golf courses in the Paphos region and its mild year-round climate makes it an ideal golf destination, even during the winter months.





CONFERENCES: Cyprus has gained a reputation as a first-class meetings destination. Hotels are constantly being upgraded to maintain high standards. The Filoxenia Conference Centre in Nicosia has been refurbished with a capacity for 800 delegates, and boasts a modern media centre. Professional destination management companies (DMCs) are on hand to assist with every aspect of an organisation's needs - from meetings to events.

GASTRONOMY: The ritual of sharing good, fresh local cuisine is an important part of the island's culture, and is intrinsically linked with every social event, from family gatherings and special occasions, each marked with its own distinct delicacies and recipes. From hearty meat dishes and speciality cheeses to unique desserts of carob and grape, the Cypriot cuisine is an exotic blend of Greek and Middle Eastern cultures, sprinkled with remnants of



ancient civilisations such as indigenous Roman root vegetables or old Phoenician delicacies. And it is no secret that the 'Mediterranean diet' is considered to be one of the healthiest, thanks to its abundance of heart-healthy olive oil, pulses, lean meat, local herbs and freshly grown fruits and vegetables. Add to this the favourable climate – that gives the fresh produce its intense flavour – and a celebration around every corner, complete with special treats, and you will find that a big gastronomic adventure awaits on this tiny island.

SPORTS: There is no better incentive than practising and preparing for a sport you love on an island where pleasant climate combines with beautiful Mediterranean surroundings and first-rate amenities. The most attractive reasons for choosing the island is indeed its almost-guaranteed daily sunshine, mild winter temperatures and minimal rainfall, and this is further enhanced and complemented by a host of other benefits; state-of-the-art training facilities, sports medicine, accommodation for all budgets, professional support, easy access, a reliable communications and telecommunications network, and an enviable standard of living.

WELLNESS: Combining the allure of a sunshine island with first-rate healthcare facilities and attractive fees, Cyprus is fast becoming a favoured option for medical and wellness tourism. With relaxing surroundings that are conducive to healing, it is no wonder that an increasing number of people choose the island for treatments and relaxation. The island is home to luxury spa resorts and rural retreats, where comfort and nature harmoniously intertwine with health.

WEDDINGS: Cyprus is one of Europe's leading destinations for weddings, blessings and honeymoons, and is famed for its wonderful climate, beautiful scenery and myriad options for venues, ceremonies and celebrations.



THREE **DECADES** of **EDUCATION** EXCELLENCE



The European ERASMUS Mobility Programme celebrates 30 years of quality learning and training



By Gregoris A. Makrides

The ERASMUS mobility programme of ERASMUS+ categorised under KA1 is the oldest programme name since 1987 and its success passed its name to the all Key Actions programme ERASMUS+ in 2014. Besides having multiple importance, its main characteristic is that it allowed the study and internship mobility of university students in Europe and beyond since 2015, by launching ERASMUS International. It also allowed the mobility of university professors and staff for teaching and training.

The experience of students studying abroad goes beyond the study action itself. It is an opportunity to become more international, linguistically skilled, independent, and culturally aware of the histories and societies of neighbouring European countries. It facilitates the development of communication skills, skills for problem-solving, and much more. This should be of obvious benefit to Europe, to European countries and societies, as well as for non-European countries that are now participating. Erasmus students who return home after studying abroad tend to maintain ties to the countries they have visited or lived for a while. On many occasions, they also become friendly ambassadors.

In the ERASMUS Congress and Exhibition (ERACON 2017) organised by the European Association of ERASMUS Coordinators in Maribor, Slovenia from May 9 to 13 this year, some interesting and useful practices for the ERASMUS mobility programme were presented and discussed, including results from different actions of ERASMUS+. During the event, the European Association of ERASMUS Coordinators together with 300-plus participants celebrated the 30-year anniversary of ERASMUS (1987-2017). Participants had the chance to discover new partners and develop new cooperation prospects. The participation of non-EU institutions started to grow from this year, increasing the number of represented countries to 37.

It should be noted that the ERASMUS+ Programme is financed by the European Union through three main key actions: the KA1, KA2 and KA3.

The KA1 mainly covers the credit learning mobility of students, mobility of teachers and staff, grants for joint Master Programme and the Master Student Loan Guarantee. The KA2 covers projects under the Strategic Partnership with priorities covering the full phase of education and training, the Knowledge and Sector Skills Alliances and some other bilateral programmes. The KA3 covers the Policy Support and different priority areas. Every year, for all these actions, there are calls for proposals that undergo competitive assessment for funding. Every call may have different rules explained in the ERASMUS+ Programme Guidelines. The total budget for the seven years period 2014-2020 for ERASMUS+ programme is more than 15 billion euro.

The number of students who have participated in the ERASMUS mobility programmes



is now over 4.5 million. The culture is different now, as we have many new technologies and social media. Communication has become easier and

faster, and this makes everything easier. Students do not become homesick easily anymore because of these digital communication technologies, and the ERASMUS programme has been the only opportunity for some students to study abroad.

I am sure that the European Commission will continue the ERASMUS programme in the programming period 2021-2027, as I cannot imagine discontinuing this very successful and useful programme. Whatever it is named in the post-2020 period, it does not matter anymore; what is matters is the set of actions and funding programmes that it provides and the opportunity for growth and development of the people involved in education. Education is the future of Europe and the future for the world, so any systematic support like what ERASMUS+ provides can only bring good to the societies of the world.

Dr. Gregoris A. Makrides is a Professor of Mathematics; President of the European Association of ERASMUS Coordinators; President of the European Association of Career Guidance; President of the Mathematical Society of South-Eastern Europe; President of the Cyprus Mathematical Society; President of the THALES Foundation; and CEO of PROGNOSIS.

For more information, contact: makrides.gregory@gmail.com and info@eaecnet.com or visit: www.eaecnet.com and www.eracon.info



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Introducing students to effective learning methods

Cyprus Mathematical Society and experts utilise interesting approaches to instil math knowledge in students



By Professor Gregoris A. Makrides

t is well known nowadays that the teaching of mathematics, and most subjects, continue to follow the same format for the last 100 years or more. When one views a photo of a classroom 100 years back and a photo of today's class, the only difference may be the colour.

The challenges for teachers to keep up the interest of pupils in the learning process is increasing, as students nowadays have access to learning resources through new technologies and media, which in most cases make today's teaching and learning environment look primitive in comparison.

One could try to discover the best method for teaching pupils by watching what they do after they depart from the school every day until the time they go to bed. Teachers need to adapt to the ways pupils like to learn and escape from the traditional approaches. In other words, teaching methods have to compete with what pupils enjoy outside the classroom environment.

In the sections below I chose to present four different approaches in learning and a challenge for teachers to apply them in teaching mathematics at different ages – from primary education to adult learners. Each section describes a completed or ongoing project co-funded by the European Union under the programme ERASMUS+. Each project is producing a new method/



Le-MATH: Learning mathematics through new communication factors (project 2012-2014) www.le-math.eu and www.euromath.org

This methods uses theatre and ideas from the well-known TV game *X-Factor* to motivate pupils to participate in MATH-Theatre activities and in the so called MATH-Factor competition. In the MATHeatre, one can see the use of communication skills mixed with cooperative learning to discuss through theatre mathematical ideas and knowledge that both actors and audience can understand and enjoy. The MATHFactor requires a pupil to explain mathematics knowledge in an attractive and sometimes funny approach to be understood by non-expert audience. Today, this is done in a competition form with jury and audience in an international playground, the EUROMATH annual pupil's conference (www.euromath.org) targets ages nine to 18. One should remember that when a teacher enters a classroom they have to do one simple praxis – transfer new knowledge to non-experts – therefore they need to have excellent communications skills to do this.



MATH-Debate: The Voice of Students – Searching excellence in math education through increasing the motivation for learning (2016-2018)

http://mathdebate.eu/

Students' attitudes towards mathematics are not at the optimum level. In this project, the idea is to let them approach it with a choice of teaching method they prefer, making them major actors of the learning process. In addition, this project uses the debate approach between students on mathematics problems and ICT methodology, so that students' mathematical skills and their abilities to solve practical problems improve. The project promotes an excellent opportunity for making arguments between minds, criticising different opinions on some topic, all of it with one goal – achieving improved students' skills and motivation in the learning of mathematics.



MATH-Labyrinth: Increasing the level of knowledge through solving mathematical problems (project 2015-2017) http://www.math-labyrinth.eu/

This project developed new methodologies in learning and teaching mathematics to students of ages 14 to 18, which can be used in any school environment. The aim was the development of methodology in teaching and learning mathematics with the creation of an interactive book that can be used by teachers and pupils. The interactive guidebook comprises mathematics that is relevant and applicable to everyday situations. It is developed to enhance the brain's ability to visualise and transform knowledge into a solution of a real-life problem. Almost all problems developed and presented in the portal are word problems. Word problems are found to be very important to develop analytical skills for pupils, and at the same time, improve the skill of understanding languages. The name Labyrinth refers to the complexity of providing solutions. In order to solve a problem, several operations are

required and students need to go back and forth through all the acquired knowledge they have during



their education.

MATHGAMES - Games and mathematics in education for adults (2005-2018)

www.math-games.eu

This project developed a Compendium (a set of traditional games that require use of basic mathematics), a Guidebook with lesson plans that can be used by adult trainer for training adults and a Course for Numeracy Learning Methods Based on Games to be offered as a European course. The Compendium and the Guidebook is published in nine languages, which should give the answer to two main questions, while raising numeracy in education:

1. How can we reduce the number of underskilled adults to promote social integration and participation into our society?

- How can we increase incentives for adult training by using games?
- How can we offer tailored learning opportunities to individual learners by using games?
- How can we provide information on access to the services of adult learning?
- 2. How can we save traditional and famous games in different countries from disappearing over time?

approach in teaching and learning mathematics that is considered innovative. The project websites are shown for those who like to discover more. The approaches can be used in all sciences. Professor Gregoris A. Makrides is the President of the Cyprus Mathematical Society, President of the THALES Foundation of Cyprus, and President of the Mathematical Society of South-Eastern Europe.

22.5%

17.2%

Gateway to global commerce

Cyprus is the hub for services, quality education and merchant shipping in the region

yprus and the Arab world have always shared strong trade links. The GCC region is an important trading partner for Cyprus. Domestic exports of goods from Cyprus to the GCC increased marginally, whereas total imports of goods increased from €52m in 2015 to €93m in 2016. Whereas, the total reexports of goods from Cyprus stood at €1.8 billion in 2016.

In 2016, imports from the UAE stood at €62.5 million, representing an increase of 269% from 2015. Whereas total imports by Cyprus during the period Jan-Aug 2017 were €4.9 billion (+7.3%). Likewise, domestic exports to the UAE in 2016 were recorded at €16.4 million, posting an increase of 19 per cent. Moreover, total domestic exports during Jan-Aug 2017 stood at €828 million, including mineral fuels.

Cyprus gross value added contribution from various sectors of economy was registered in 2016 at around €16 billion. In 2017 it is estimated that GDP will increase by 3.8%.

The UAE continues to be the





most important trading partner for Cyprus in services among the GCC countries, followed by Saudi Arabia.

Services is the most important sector of the economy of Cyprus and continues to show rapid growth every year. The services sector includes banking and financial services, insurance, advertising, legal, architecture and civil engineering, market research, medical, printing and publishing, public relations, education, software development, tourism and related services.

There is an enormous potential for Arab entrepreneurs to use the







10.7% Germany 6,5% **USA** Other 43.1%

UK

Russia

tering activities, aiming to export to European or African markets.

Since becoming a full member of the EU in 2004, Cyprus has enhanced its position as a reputable international financial and business centre. Bolstered by a highly skilled workforce, Cyprus has plenty of supply of qualified professionals with extensive experience in providing tax, accounting, administrative and consulting services to investors from all over the world.

Cyprus has achieved prominence for its excellent healthcare system offering value for money and quality medical treatment for patients from all over the world. In recent years, the Cyprus healthcare system has improved tremendously and is something that both the administration and practitioners can be justifiably proud of.

The Ministry of Energy, Commerce, Industry and Tourism of Cyprus invites Arab companies to explore the endless business potential that Cyprus has to offer.

For more information please contact the Ministry of Energy, Commerce Industry and Tourism of Cyprus at ts@mcit.gov.cy or Cyprus Trade Center, Dubai: e-mail: info@ctcdubai.org or cycentre@emirates.net.ae

SOURCE: Ministry of Energy, Commerce, Industry and Tourism.

strategic location of Cyprus as a platform for companies focusing on warehouse and logistics services, distribution and headquar-



Maritime centre of excellence and quality

Cyprus Merchant Shipping is a jewel in the crown of navigation

A "Flag of Progress"

The Cyprus Registry of Ships has shown phenomenal growth in the last 30 years. In the early '80s Cyprus ranked 32^{nd} on the list of leading maritime nations. It now ranks among the top international fleets – with more than 1,000 ocean going vessels having in total a gross tonnage exceeding 22.6 million – and has the third largest fleet within the European Union with a percentage of 12 per cent of the total fleet of the 28 EU Member States.

The classification of Cyprus flag in the "White List" of the Paris, Tokyo and other MoUs on Port State Control, demonstrates Cyprus Merchant Shipping's commitment to safety and quality. The high quality standards of the fleet and the services provided, in combination with a number of fiscal, economic and other benefits offered, make the Cyprus flag the ideal choice for every successful entrepreneur.

The continuous improvement of the existing infrastructure, the safeguarding of the incentives available and the enhancement of the international reputation of the Cyprus flag as a quality flag, are its main objectives.

A leading maritime centre

There is no doubt that Cyprus has firmly established itself as an international business and maritime centre. The efficient corporate planning opportunities, well-regulated solid infrastructure and the sound business platform, are key advantages that encourage entrepreneurs to establish their business on the island.

Cyprus is a major base for international shipping operations and for other shipping-related activities. In fact, Cyprus has, over the years, become one of the largest and widely known shipping centres in the world, comprising both ship owning and ship management companies. More than 3,000 vessels are managed from Cyprus, which represents about 20 per cent of the world's third party managed fleet. Several of the ship management companies, which operate on the island, rank among the largest of their kind in the world.

In addition, more than 200 companies have been established with shipping-related

WHY CYPRUS

- Well-established and quality registry.
- A leading maritime centre with a well-organised and represented resident shipping industry.
- Comprehensive and favourable Tonnage Tax System, approved by the European Union.
- Special Taxation for Shipping companies applicable to Ship Owners, Charterers and Ship managers.
- Competitive ship registration costs and fees.
- Efficient, qualitative and reliable services to the shipping industry, offering professional 24/7 service.
- Maritime offices in Piraeus, London, Hamburg, Rotterdam, New York City and Brussels.
- More than 50 Double Tax Avoidance Treaties.
- Twenty-three Bilateral Agreements on Merchant Shipping.
- Strategic location with easy access to emerging markets and ideal time zone for running international operations.
- Strong professional services infrastructure with high quality and minimal costs.
- Skilled and multilingual shipping workforce.
- Web services for the registration of seafarers and recognition of Certificates of Competency.



activities ranging from marine insurance, ship-chartering, ship-broking, financial services, marine equipment suppliers and telecommunications, to port services, transhipment operations, ship bunkering and shipping agency services.

Tonnage Tax System

The Cyprus Tonnage Tax System, which has been approved by the European Commission as compatible with the Guidelines on State Aid to Maritime Transport, provides a stable fiscal environment for Cyprus Shipping in the long-term.

Beneficiaries

- Owners of Cyprus ships
- Owners of foreign ships
- Charterers
- Ship managers

Qualifying owners, charterers and ship managers are subject to an annual tonnage tax, which is calculated on the net tonnage of the qualifying ships they own, charter or manage.

Exemption from Income Tax

- NO TAX on the income of a qualifying owner/charterer derived from the operation of a qualifying ship engaged in a qualifying shipping activity.
- NO TAX on the income of a qualifying ship manager derived from the rendering of crew and/or technical management services to a qualifying ship.
- NO TAX on the income or profit made from the sale of a qualifying ship (only for owners).
- NO TAX on the profit dividends paid to shareholders directly or indirectly from the operation / ship management of a qualifying ship.
- NO TAX on the profit dividends paid to shareholders directly or indirectly from the sale of a qualifying ship (only for owners).
- NO TAX on the bank interest earned on working capital or shipping revenue, provided that the said working capital or shipping revenue is used by a qualifying:
 - Owner to pay expenses for the financing and/or operation and/or maintenance of the ship,
 - Charterer to pay expenses arising out of the charter party,
 - Ship manager to pay expenses relevant to the management of the ship.
- NO TAX on the wages and other benefits of officers and crewmembers of a qualifying Cyprus registered ship.



COMMITMENT TO EXCELLENCE



- Quality Registry
- Leading Maritime Centre
- Favourable Tonnage Tax System
- Competitive Ship Registration Costs and Fees
- Professional 24/7 Services



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LAKE DESPINA





Leader in dairy products Founded in Tradition! Matured in Quality!

Established in Cyprus (1939) long before the Republic of Cyprus (1960)

BUILDING ON a heritage of cheese that goes back several millennia, it was in 1939 that two brothers, Andreas and Costas

Pittas founded Pittas Dairy Industries Ltd, bringing traditional cheese-making into the modorn era. Blending traditional recipes and methods with modern efficient equipment has been the



hallmark of the business ever since.

Pittas Dairy Industries Ltd has continued to innovate, being the first to use pasteurisation during production of traditional Cypriot dairy products such as Halloumi®, Fetta, Kefalotyri Cheese and Yogurt. Today the company employs over 200 people making the traditional cheeses of Cyprus with the simplicity, efficiency and sanitary standards of modem manufacturing processes.

With over 100 quality dairy items distributed to nearly 3,000 outlets all over Cyprus, the company's brand position has been built on a reputation for superior product and consumer service. Today Pittas is a leader in the dairy industry, the



number one brand both domestically and in export markets,

Pittas cheeses - that are exported to more than 40 countries in almost all the continents including Europe and other major cities in the United States, the Middle East, Australia,

Japan and China - account for more than 50 per cent of the total exports of Cyprus dairy products. The company's exports have increased dramatically with the rise in demand for traditional Mediterranean diet and healthy natural foods.

Over the centuries, Cyprus has been influenced by many cultures that left their mark on the island's rich traditions. This is certainly true of Cypriot cuisine, which resembles that of Greece but retains its unique character. Nowhere is this more evident that in the production of cheese, notably Halloumi, which is now officially recognized as a distinctive cheese indigenous to Cyprus and loved throughout the world.

In tune with the multiple needs and inclination of a continuing evolving market. Pittas produces a number of cheese varientals all made from traditional recipes and methods.

Halloumi@ is the national cheese of Cypros. A soft, springy



cheese made from sheep's or goat's and cow's milk or a mixture, Halloumi is more than just a cheese, it is an entire cuisine. It is so versatile you can grill it or saute it and it doesn't melt! Or simply grate it or dice it straight into a salad.

Graviera is a hard natural rind cheese, long matured within strict temperature and moisture levels.

Anari, a ricotta/paneer style cheese rich in protein, is made from the whey that drains off during the making of Halloumi®. Anari is ideal for paneer dishes.

Traditional Cypriot Fetta, developed by Pittas, is specially matured to provide a cheese with a soft crumbly texture contrasting its sharper matured taste.

Pittas Diary has received many awards for its commitment to superior product quality.

In the World Cheese Awards 2009 held in Canary Islands, three of the Pittas products were awarded among thousands of competitive cheeses. The company received gold award for Kefalotyri cheese, and bronze awards for Ricotta and Halloumi sheep's milk.

In 2008, the company received Gold awards for Halloumi cheese, sheep's milk with fresh basil and Halloumi cheese, sheep's milk with fresh mint at the London International Cheese Competition.

In 2005, the company received silver award for Anari cheese and bronze award for Kefalotyri at the UK International Cheese Competition.

In 2004, it received silver award for Fetta cheese at the UK International Cheese Competition.

In 2003, bronze awards for Halloumi cheese, Halloumi cheese goat's milk and Extra mature Kefalotyri sheep's milk at the UK International Cheese Competition.

In 2002, silver award for Halloumi light, bronze awards for Kefalotyri light and Kefalotyri sheep's milk.

In 2001, it received the silver award for Kefalotyri Light at the London International Cheese Competition; in 2000 the silver award for Halloumi® Cheese at the Somerset International Cheese Competition in the UK and in 1997 the company received two additional awards for Halloumi® and Halloumi® Light at the Cheese and Dairy Competition in London.

Pittas Dairy Industries was certified with the CYS EN ISO 9001/2008, Quality Management System for the production, packaging and distribution of Halloumi cheese. It is also certified with the CYS EN ISO 22000/2005, Food Safety Management system for the production, packaging and distribution of Halloumi cheese.

Pittas Dairy Industries applies quality and food safety systems based on the Global Standard for Food Safety Issue: 7 (BRC) - Grade AA+.



PITTAS FRESH ANARI for PANEER DISHES

PITTAS PRODUCTS for SALADS and GOURMETS









For over 75 years **PITTAS HALLOUMI** the CHEESE that GRILLS









CYPRUS HALLOUMI



CYPRUS From the purity of nature

to the warmth of hospitality in no time.

Aphrodite, the goddess of beauty, emerged from the turquoise waters of Cyprus. It's no wonder that the island's divine natural beauty merges so immaculately with heavenly traditional villages. Enjoy Cyprus, from historical bridges to picturesque mountain settlements and from the tranquility of the land to the traditions and culture of the country. Follow your heart to experience the island's breathtaking beauty and you'll find that everything in Cyprus is a mere heartbeat away.



www.visitcyprus.com