

## Iranian composer Bolourchi awarded in Akademia Music Awards



### Arts & Culture Desk

Renowned Iranian composer Pejman Bolourchi was honored with an esteemed accolade at the prestigious Akademia Music Awards in the United States for his exceptional composition, 'Nature Dance.'

This remarkable achievement adds to the accolades received earlier this year when 'Nature Dance' was also bestowed with an esteemed recognition at the Global Music Awards in January 2022, as reported by Mehr News Agency.

Bolourchi, a highly accomplished composer, dulcimer player, and the esteemed director of the Nahaleh Rudaki Cultural and Art Institute, stands as one of the venerable pillars in the realm of Iranian music publishing.

Over the years, he has released numerous captivating works, encompassing solos, ensembles, and compositions, leaving an indelible mark on the Iranian music scene.

The Akademia Music Awards, a prestigious platform dedicated to acknowledging exceptional musical talent from around the world, meticulously assesses hundreds of music submissions each month across various genres. With an unwavering commitment to excellence, the executive team of this esteemed event diligently identifies and handpicks the crème de la crème of artists who have demonstrated unparalleled prowess in their craft.



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# Tehran International Book Fair fetches nearly \$9.5m

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Tehran International Book Fair (TIBF), in its 34th edition, achieved remarkable sales of \$9,468,713 throughout its ten-day duration, as stated by the book fair's vice president, Ali Ramezani.

Ramezani, also the director of Iran's Books and Literature House, emphasized that this amount encompasses both online and in-person transactions, IRNA wrote.

Notably, book enthusiasts purchased books worth \$5.9 million in the physical sections, while the online sections accounted for \$3.5 million in book sales.

The event witnessed the sale of 1,369,606 books in the online realm and 2,297,529 books in the in-person domain.

Reflecting on the success of the fair, Ramezani suggested that conducting anthropological and sociological research would shed light on the event's reception and sales figures.

Furthermore, Ramezani



highlighted the potential to leverage the findings from each edition of the book fair to benefit policymakers, planners, university professors, and individuals seeking valuable insights.

Alongside the significant book sales and related news, disseminating the research outcomes could enhance the visibility and appreciation of the fair's activities and services.

While the virtual sale of books emerged as one of the advantageous features of this year's book fair, it is evident that the majority of individuals, particularly in the Children and Adults

sections, still prefer the tactile experience of purchasing physical books. The 34th edition of the event was held from May 10 to 20 with Tajikistan as its guest of honor.

## Iranian, Chinese universities ink MoU for cooperation

In a significant move towards fostering collaboration in education and research, Allameh Tabataba'i University of Iran and Beijing International Studies University (BISU) of China have formally entered into a memorandum of understanding.

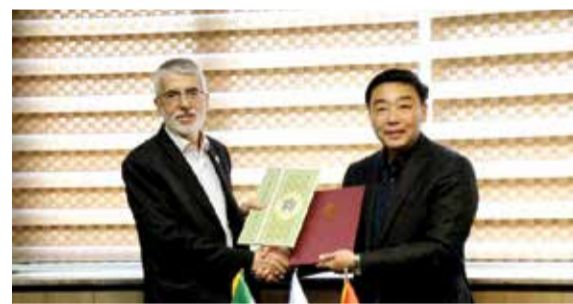
The signing ceremony took place on Sunday, marking the beginning of a promising partnership between

the two esteemed institutions.

The meeting between the two university representatives, Abdullah Mo'tamedi, the president of Allameh Tabataba'i University, and Chang Yu, accompanied by a delegation as the secretary of the CPC BISU Committee, aimed to solidify the foundation for joint educational and research endeavors. Their discussions

revolved around enhancing cooperation in various areas of mutual interest.

During the productive meeting, Mo'tamedi highlighted the existing collaboration between Allameh Tabataba'i University and the Chinese Embassy. He revealed that a dedicated section of the university's central library and documentation center has been allocated for Chinese litera-



ture, providing professors and students with access to a wide range of resources.

In response, Chang introduced the distinguished Beijing International Studies University and shed

light on its extensive capabilities. He emphasized the university's prominence in foreign languages, tourism, economy, trade, communication, and commerce, making it one of the premier institutions in China

in these fields. Notably, BISU offers courses in an impressive array of 29 languages. Recognizing the importance of Farsi, Chang stressed the need for reciprocal faculty and student exchanges between the two nations.

This memorandum of understanding between Allameh Tabataba'i University and Beijing International Studies University signifies a pivotal step in strengthening educational and research ties, fostering cultural exchange, and facilitating academic growth between Iran and China.

## Iran, Saudi Arabia ...

Notably, the developments surrounding cooperation with Saudi Arabia in the hotel construction sector have spurred a series of significant events. Following the announcement of renewed relations with Saudi Arabia, multiple Saudi tourism delegations have embarked on visits to Iran.

One delegation, in particular, revealed their readiness to organize comprehensive tours encompassing various Iranian cities, including sacred pilgrimage sites like Mashhad and Qom, as well as popular tourist destinations in the northern regions and other provinces.



These tours, however, hinge upon the establishment of direct flights between the two countries, paving the way for seamless travel experiences. Delving deeper into the Saudi engagement, the head of the Iranian Hoteliers

Association highlighted a noteworthy visit from a delegation of private sector representatives in the Saudi hotel industry. These influential figures engaged in constructive negotiations pertaining to the construction of new hotels in Iran,

exploring both independent and collaborative possibilities. Their visit stands as a testament to the mutual interest and eagerness to seize promising opportunities emerging between the two nations.

In a broader context, the association's efforts to expand cooperation extend beyond Saudi Arabia and encompass China as well. During the ECO member countries summit in Ardebil, productive meetings and discussions were held with the Chinese Ambassador to Tehran Chang Hua.

Addressing concerns voiced by Chinese hoteliers, the lack of Chinese food and

restaurants in Iran was identified as a significant challenge for attracting Chinese tourists.

The Iranian Hoteliers Association has expressed their readiness to address this matter promptly, pledging to establish Chinese restaurants of the highest quality in their hotels, catering specifically to the preferences of Chinese visitors.

These culinary initiatives will be meticulously tailored to the provinces frequented by Chinese tourists, ensuring an authentic experience aligned with their itinerary. While collaboration in the hotel industry with China is yet to be pursued, the as-

sociation is keen to explore potential avenues for cooperation, recognizing China's remarkable success in the realm of luxury and standard hotel construction.

Furthermore, the issue of foreign exchange rates for international hotel guests was a topic of discussion during a recent meeting in Ardebil. Representatives from the Iran Hotel Association and Iranian Tour Operators Association engaged in fruitful deliberations, focusing on various aspects of inbound tourism, such as providing discounts for active travel service offices, enhancing service quality, diversifying offerings, and revisiting hotel rates for foreign visitors. Currently, foreign guests

enjoy low rates at Iranian hotels, with a five-star hotel costing a mere \$20 to \$25 for a foreign visitor. This affordability has come as a pleasant surprise to many travelers.

Saudi Arabia's increasing interest in hotel construction in Iran has paved the way for substantive discussions and negotiations between Iranian and Saudi entities. These efforts signify a promising step towards fostering cooperation in the realm of tourism and hotel industry development. Additionally, Iran's intention to address the needs of Chinese tourists by establishing Chinese restaurants in hotels demonstrates the commitment to enhancing the overall visitor experience.