



## NEWS:

Is it the e  
the Harry  
phenome

UAE, Wednesday September 7th 2005



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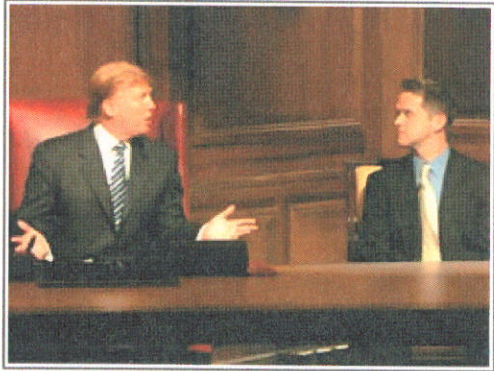
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## The Apprentice Comes Of Age

Sunday, 04 September 2005

Nine months after winning The Apprentice, former software executive Kelly Perdue is bringing Donald Trump to the **UAE**. When Donald Trump spoke at the Leaders in **Dubai** conference last year, he said he was excited by Dubai and was considering doing business here.



The expectation among most of us was that the world's most famous real estate mogul would join the Dubai real estate boom and create a landmark tower of some description.

At the time there were also plans to bring his TV show The Apprentice to the **Middle East**, to be fronted by Mohamed Ali Alabar, CEO of **Emaar** Properties, but that fell through following some unwanted publicity.

Now, eventually, the Trump Organisation is coming to Dubai, through his most famous emissary, Kelly Perdue, winner of season two of The Apprentice.

Perdue has not yet graced Dubai with his presence, but he has bestowed upon us the gift of Trump Ice, Donald Trump's foray into the designer mineral water market.

Originally created for consumption in his casinos and hotels, Perdue has been tasked with taking the brand nationwide in the US, and looking into international distribution. The first on his list of international targets is the UAE.

So what have the residents of the United Arab Emirates done to deserve the gift of Trump Ice before places considerably closer, such as Canada, Mexico, or the numerous countries making up Europe.

"The UAE has one of the highest per capita consumption of bottled water in the

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