Corporate

Islamabad, November 17, 2018

**Heritage Fair at Serena Business Complex**

Heritage fair organized at Islamabad Serena Hotel on Saturday drew huge interest of all and sundry, which was evident from participation of people hailing from various walks of life. The heritage fair, was organized to help local industries promote their products as well look for prospective collaborators and business partners from other countries also. The exhibitors displayed the hand-made products including shawls; carpets; fancy dresses with embroidery work and many other items depicting the heritage of Pakistan.

The heritage fair is a regular feature of the hotel organized every year in order to encourage and promote indigenous items. The exhibiters while talking to media on the occasion thanked the hotel management for providing them with free space and hoped they will continue extending this cooperation even the coming days. The exhibitors seemed quite happy with the response of the people. Some of them were able to attract potentials buyers for their products.

**ABOUT SERENA HOTELS**

Serena Hotels has established itself as one of the world’s leading hospitality brands offering quality accommodation, unique holiday and conference solutions, cultural heritage and adventure tourism. Its collection of 35 unique hotels, resorts, safari lodges and camps, palaces and forts located in East Africa (Kenya, Tanzania, Zanzibar, Rwanda and Uganda), Mozambique and South Asia (Pakistan, Afghanistan and Tajikistan) are in some of the world’s most interesting, enchanting, historic and exotic settings.

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