

TheLandmark*News*



P. 4
**CELEBRATING BELGIUM
NATIONAL DAY**



P. 8
**YOSUKE IRIE TO
PERFORM IN LANDMARK**



P. 13
**INTERVIEW WITH
BRITISH AMBASSADOR**

Contents:

Published by

United Cultures MMC
96 E Nizami Street, The Landmark,
AZ1010 Baku, Azerbaijan

Art Direction

124 Studios MMC

Editor In Chief

Paola Casagrande

Editorial Staff

Sabina Rzayeva

Graphic Designer

Agnessa Tariverdiyeva

Photo Credit

Giordano Sotiriou
Fariz Nadir Rzayev
Sabina Rzayeva

90A Nizami Street,
Baku AZ 10 10, Azerbaijan

TheLandmark
World-class offices in the heart of Baku


TheLandmark
Hotel Baku
...setting the standards


UNITED CULTURES


studios

04 Events in Landmark Belgium National Day

06 Costa Rica By Travelers Club

07 Upcoming Event Famous Japanese Shakuhachi player Yosuke Irie to perform in Landmark

08 Coming News Landmark Welcomed Two More New Companies

09 Eating in Landmark Seto Agedashi Tofu

10 Wellness in Landmark Landmark Health Club by Yana Yeremicheva

12 Landmark Team "Landmark is not just a workplace for me it's a sweet home bringing a big family together!" Mehpara Ismailova

13 Interview in Landmark Interview with British Ambassador Dr Carole Crofts



SKY

Bar & Lounge



**90A Nizami Street, 19th Floor,
The Landmark Hotel Baku**

**(+994 12) 465 20 00
(+994 55) 596 99 67**

BELGIUM NATIONAL DAY



On July 19th, government officials and representatives of the diplomatic missions accredited in Baku gathered together at the Landmark Hotel's highest floor (22nd floor) for celebrating annual official Belgium National Day organized by the Embassy of Belgium in Azerbaijan.

It is no secret that the 22nd floor has become a favorite venue for the most prominent events, thanks to high hospitality and professional service of the landmark team.

An official reception started with the opening speech of the Ambassador of Belgium to Azerbaijan Bert Schoofs. Speaking at the reception Mr. Bert Schoofs mentioned that over the last years the relations between the two countries have been developing

successfully and he expressed gratitude to those who have done their best for the development of these ties.

Ambassador also congratulated all Belgian people for great achievement winning 3rd place at the World Cup Championship 2018.

On behalf Azerbaijani government, Deputy Foreign Minister Mahmud Mammadgulyev positively evaluated the bilateral relationship and warmly congratulated Belgium and Belgians on the occasion of National Day.

After the speech, all guests of the event were warmly invited to enjoy deliciously prepared Belgium cuisine and world-famous Belgian draft beer while spending a pleasant summer evening under the Belgian flag.





COSTA RICA BY TRAVELERS CLUB



On Sunday 22 July, at the Jazz Hall of Landmark Complex was held another session of Travelers Club Baku dedicated to one the most beautiful central American country-Costa Rica.

For the traveler's club fans Costa Rica has been discovered and presented by **Jairo Lopez**-Charge d'Affaires of Costa Rica to Azerbaijan.

During the presentation Mr. Lopez spoke about cultural heritage, natural beauty of the country, the essence of the Costa Rican soul, food, traditions and the way of thinking of its people-Ticos.

Also, several interesting books dedicated to nature, cultural and art life of the country were presented to the audience. While enjoying the presentation about the country, guests of the event also had an opportunity to taste delicious Costa Rican coffee which is considered one of the best in the world.

After the presentation guests were invited to watch movie about the first lady of the revolution, the remarkable story of **Henrietta Boggs**, a young Southern belle from Alabama who fell in love with a foreign land and the man destined to transform its identity. This is not only a depiction of the momentous struggle to shape Costa Rica's democratic identity, it's also a portrayal of how a courageous woman escaped the confines of a traditional, sheltered existence to expand her horizons into a new world, and live a life she never imagined.



FAMOUS JAPANESE SHAKUHACHI PLAYER YOSUKE IRIE TO PERFORM IN LANDMARK



Embassy of Japan in Azerbaijan in collaboration with The Landmark and United Cultures Baku organizes a concert of famous Japanese shakuhachi player Yosuke Irie. The concert will be held at the premises of the Rotunda Jazz hall (Nizam 90A Street) on Saturday, September 15th.

Yosuke Irie is a renowned Japanese shakuhachi player who has so far performed in many countries, promoting Japanese culture, as well as peace among the nations he visits through his music. Irie's style is specific in the fact that he combines traditional and modern playing techniques, creating a unique sound, and communicating a specific message. It will be the first visit of the Japanese composer to Azerbaijan. The flute player will perform his works as well as famous traditional and modern shakuhachi compositions.

Shakuhachi is a Japanese traditional flute which was brought to Japan from China at the start of the Edo period (17th century AD). The instrument was sometimes used by Buddhist priests in meditation. It is conventionally made out of bamboo.

Nowadays, many contemporary Japanese traditional instrument players play their instruments in non-traditional ways such as for Jazz, Rock or Metal. These new styles of playing have started to attract many music fans and the Japanese traditional instruments, such as shamisen, koto, or the shakuhachi flute are gaining popularity all over the world.



LANDMARK WELCOMED TWO MORE NEW COMPANIES!



ارامكو السعودية
Saudi Aramco



We are happy to announce that from August 2018, 2 more companies-ARAMCO and SOCAR-UNIPER joined the Landmark family.

Aramco is the state-owned oil company of the Kingdom of Saudi Arabia and a fully integrated, global petroleum and chemicals enterprise. Over the past 80 years Aramco has become the world's largest integrated oil and gas company.

Saudi Aramco's scale of production, operational reliability and technical advances makes it world's

largest producer of crude oil and condensate.

In May, 2018 Azerbaijan's energy giant SOCAR (The State Oil Company of Azerbaijan Republic) and Uniper Energy Company created a joint venture for manufacturing a steam turbine generator.

Uniper SE is a German energy company based in Düsseldorf, North Rhine-Westphalia.

The name of the company is merged words of "unique" and "performance".



If you like Japanese food then this is right place to step in...

Seto Japanese Restaurant located on the ground floor of The Landmark Hotel. Beautifully designed with Japanese ornaments and design Seto is a vibrant and elegant restaurant in Baku offering a traditional Japanese cuisine. Whatever you choose, you can expect delicious, beautifully presented dishes and excellent service.

Seto offers a great variety of appetizers, noodles, soups, tempura and teriyaki, variety of sushi rolls etc.

Here you can witness Teppanyaki tables and large sushi bar, which are the dining style of Japanese hot cuisine prepared by professional Japanese chef Masashi Nonaka.

Teppanyaki is a style Japanese cuisine that uses an iron griddle to cook food in the presence of the customers who sit around.

The word **teppanyaki** is derived from **teppan**, which means iron plate, and **yaki**, which means grilled or pan-fried.

Seto is an excellent place to gather with your colleagues

during the business lunch, as well as with family and friends after hard working days.

The restaurant is open from Monday to Saturday, offering business lunch and dinner.



AGEDASHI TOFU

Agedashi Tofu is deep-fried Tofu blocks in savory Dashi sauce. It is one of the most popular appetizers at restaurant bars in Japan, but also a great home-cooking dish. Freshly fried Tofu in a very hot, soup like sauce will warm you up in a cold season.

Instructions:

1. Cut Tofu into 10 blocks of generally equal size. Put a paper towel on a sheet pan, and arrange the Tofu cubes on the paper towel in one layer. Cover the Tofu with another paper towel. Place another sheet pan (the same size) on top and add a small amount of weight on the upper sheet pan. Leave for 20 minutes to press the Tofu.
2. In a pot, boil Soy Sauce, Mirin, Sake and Dashi together. Keep the sauce warm.
3. Heat deep-frying oil at medium heat. Coat the pressed Tofu with Katakuri flour, and deep-fry. Cook a couple of minutes, turn once and cook a couple of minutes longer. Try not to disturb the coating. Remove from oil.
4. Immediately place Tofu in a serving dish and pour the hot sauce over the Tofu. Top with green onions and grated Daikon if you like.

Ingredients

- 1 package Tofu (about 400g)
- Katakuri (potato starch flour)
- Deep-frying oil
- 2 Tbsp Soy Sauce
- 2 Tbsp Mirin
- 2 Tbsp Sake
- 2 cups Dashi (480ml)
- Chopped green onions
- Grated Daikon radish



LANDMARK HEALTH CLUB

BY YANA YEREMICHEVA



In our current issue Landmark health club will be introduced by Yana Yeremicheva-the manager and personal trainer of the Landmark Health Club. Yana Yeremicheva owns 10 years work experience at the Landmark Health Club and 20 years experience in the fitness field.

"Located at the centre of the Hotel, Landmark Health Club allows our guests to experience a whole spaciousness and an astonishing view of the city! Most of our guests say that when they visit the club it feels as the centre "soars over the clouds".

Two-floored Landmark Health Club was opened in 2009, at the end of February.

During the operation of the centre-which is more than 9 years – our health club was visited by more than 15.000 people. In 2016, centre was expanded with outdoor pool and vitamin bar which is an excellent place for resting and for summer tanning.

Our guests who familiarized with the centre by years ago still continue to visit us. Even the guest who left country, comeback to the club while visiting Azerbaijan.

Except location and great view, warmly welcoming reception and high service is another key to our success. Our team is attentive and professional, due to this, many of our employees have merits and regalia. And I'm sure that love and interest to their work is the main reason to this achievement.

Landmark Health Club offers many services including massage, personal trainings, swimming lessons and also hold group lessons like Yoga, Aerobics, Oriental,

Taibo, Spinning class, Aqua aerobics and Ballet bench. Consider a wide variety of program we have a complex approach to our guests.

Our professional masseurs carry out various types of massages which are stone therapy, classic massage, and aroma massage. The guests who visit our spa say that we have best masseurs which is always pleasant to know.

Our fitness instructors train and give recommendations on a proper nutrition and create an individual program.





"LANDMARK IS NOT JUST A WORKPLACE FOR ME IT'S A SWEET HOME BRINGING A BIG FAMILY TOGETHER!"

Mehpara Ismailova

I have started my adventure in Landmark over 16 years ago, and since then I have never had doubts that this is one of the best places to work and grow professionally.

The Landmark Complex has always been a centre of high quality standards. These standards were set by our leader, an outstanding businessman, Efruz Sami Muduroglu whose name is always remembered with great respect and warm regards. That is because of him today one of the historic buildings in the heart of Baku, The Old Mill, given a new life through architecture and design, became an A class office building, our first building, for many years. Further constructed Landmark II and III towers and the Rotunda building completed the complex with the mixture of historic and modern architecture.

In today's real estate marketing it is one of the most challenging skills to successfully manage the office building together with the hotel complex. It is not easy to have each asset properly maintained, filled with tenants, guests and staffed with the highest quality managers to promote constructive tenant and guest relations. We do our best to keep our name among the best office and hotel buildings in Baku. Landmark's experience for many years in real estate market sets its own quality, its own brand which is a brand of Excellence. We provide the same level services to all our tenants no matter if it is an embassy, diplomatic institution, big oil company or a small organization. Good service is not always about knowing the right answer, it is about finding a right and immediate solution so our tenants do not have to. We create a perfect work environment for our tenants from desired temperature to sufficient lighting, from health, safety and security to flexibility making them feel as comfortable as at home so they concentrate on their business.

I can proudly say that Landmark has become a centre for different events with national days for different embassies, film festivals, theatres, concerts, photo or art exhibitions and other cultural events. Starting from 2016 we host one of the prestigious festivals, Baku Jazz Festival in Landmark. We are happy to have world famous jazzmen gathering here for competitions, concerts, workshops and the most interesting jam sessions. For the past few years we had a number of Argentine Tango concerts with El Cachivache and



Martin Troncoso, different flamenco concerts with Mabel Millan and many other concerts with well-known musicians like Joss Stone, Ahmed Dickinson, Sonia Amelio and many more. There are a lot more interesting events planned for the coming months.

I enjoy working under a professional and kind management and with a good, helpful and friendly team. It is important to feel support of both management and team to go forward. Landmark is not just a workplace for me, it is a sweet home bringing a big family together and I am happy to be a part of it.



INTERVIEW WITH BRITISH AMBASSADOR DR CAROLE CROFTS

Q: I understand that the British Embassy's links with the Landmark go back many years.

A: The UK and Azerbaijan have enjoyed a strong bilateral relationship for over a quarter of a century. Over this time the British Embassy has been housed in various locations before moving to the Landmark in 2003. Many of my local staff still remember the excitement of that time, packing up boxes and wondering what to expect from the new premises.

From the beginning they tell me they felt the warm and friendly atmosphere of the building and our hosts, Eran and Nargiz. They were delighted with the new location near the centre and surrounded by a wide variety of shops. They remember the care and attention given by Eran and his father Efruz-bey, who would typically be there on site and hard at work before embassy staff arrived.

Eran and his team have continued this approach: they have a seemingly infinite capacity for hard work and are always looking for new ways to make us feel valued and included.

Eran and Nargiz's interest in promoting various countries' cultural events is second to none. I have never experienced so many interesting films, concerts and exhibitions anywhere else in the world. We really do feel that we are part of one big global family.

Q: How would you describe the bilateral links between the UK and Azerbaijan.

A: Our links are strong and growing ever stronger. The UK and Azerbaijan's trading links started many centuries ago. More recently, it was the 1994 Contract of the Century which opened the door for BP to become the largest foreign investor in this country. We now have some 500 British companies active here with 4,000 British nationals working in Azerbaijan.

The British education system also enjoys a high reputation in Azerbaijan. The Foreign & Commonwealth Office has its own scholarship scheme, the Chevening Award, which is more popular than ever. Last year we received over 250 applications for 10 places to study in the UK for a Master's degree. The deadline for this year is November so if anyone reading would like to apply, there is still time to do so.

Most of our education and cultural work is led by the British Council. The British Council is based in the Landmark Complex and aims to improve the teaching and learning of English and support educational opportunities for Azerbaijanis, equip them with skills for employability and enable more students to study in the UK.

Let me illustrate this with three highlights: The British Council is working with the Ministry of Education on the SABAH programme for 800 of Azerbaijan's most promising undergraduates; in June 2018 the British Council launched a new programme, Creative Spark, to set up links between UK and Azerbaijan universities to develop creative

entrepreneurship; over the next year some 10,000 people will engage face to face with UK arts, particularly in music, film and theatre.

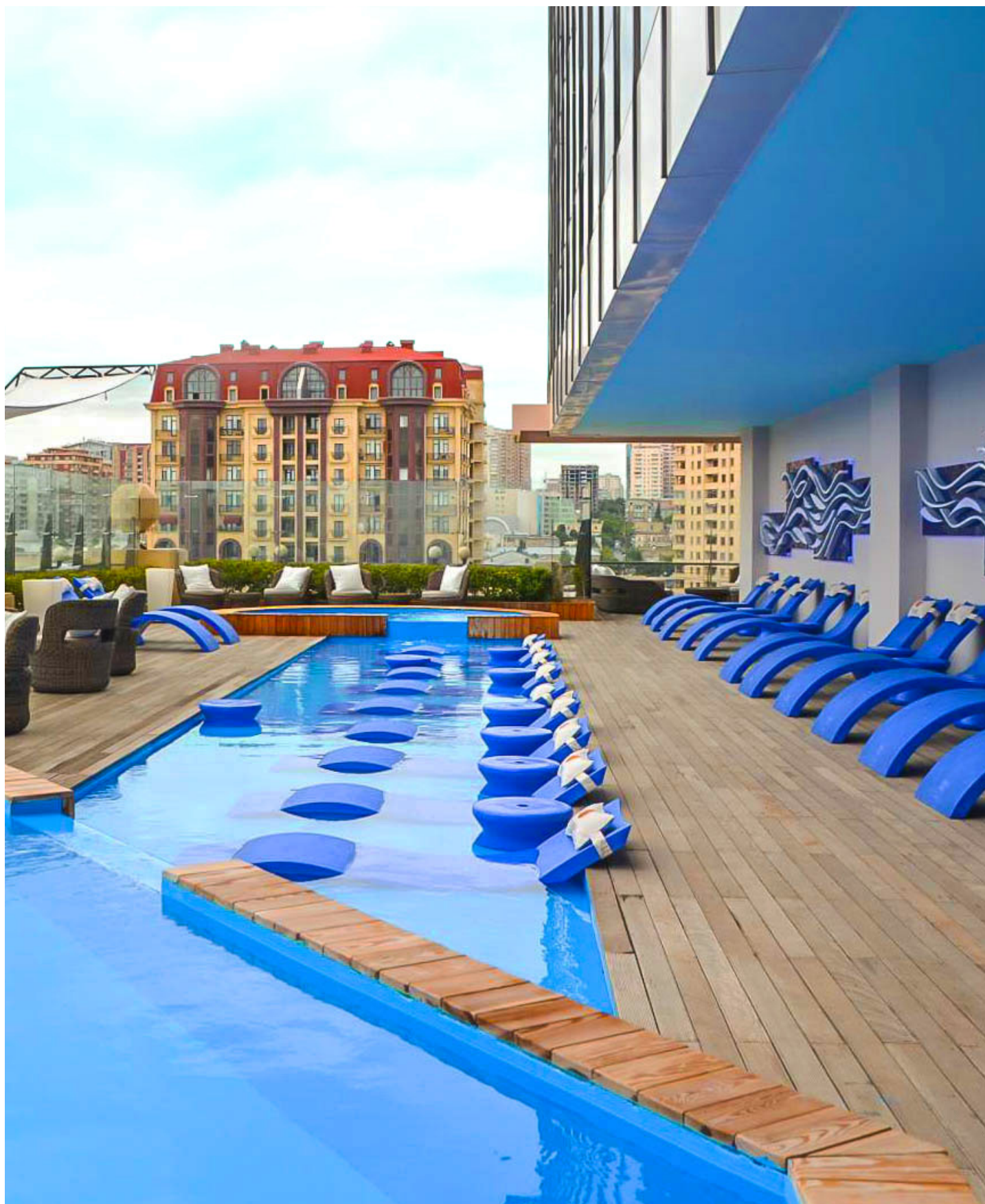
Q: You have been in Azerbaijan for over two years now. How would you describe your experience so far?

A: It is a privilege for me to serve here as the UK's Ambassador. We have a broad range of interests and there is always plenty to do to take our cooperation to the next level. And outside the office there is a wide variety of things to see and do. I have been made to feel very welcome in Azerbaijan, not just by the Landmark, but everywhere I travel. I have been to many areas outside Baku, including Nakhchivan, Genje, Astara, Lankaran, Ismaili, Shahdag, Sheki, Qabala and Lahic. The hospitality of the people, the wonderful food and the beautiful mountains will remain amongst my lasting impressions.

While there are many things which are different from the UK, I think even more are similar: both our countries love music and sport, value education highly and respect our family traditions.

Both our countries are also very keen to protect the environment and our ecosystems. This is one of the issues which I am particularly keen to focus on over the last year of my posting to Baku. Following Sir David Attenborough's amazing Blue Planet 2 series, global awareness of plastic pollution in our oceans has grown. I am working to make my embassy free of single use plastics by next year. We have already started to discuss with the Landmark and other hotels how we might work on this together. I am also working with the British Business Group, with my diplomatic colleagues and with the Azerbaijani authorities to raise awareness of the challenge we face and to promote initiatives which will reduce our plastic waste and leave the planet in better shape for future generations.

The Landmark health club



90A Nizami Street, 9th Floor,
The Landmark III

(+994 12) 465 20 00
(+994 55) 596 99 67