

# TheLandmark*News*



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World-class offices in the heart of Baku

  
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*...setting the standards*

  
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# PLAN YOUR MEETINGS HERE

The Landmark Business Center is an ideal place for all your business needs.

We provide 8 conference rooms:

**QARADAG, QALA, LAHIC, ARES, KHAZAR, AZIKH, KISH, ATESHGAH**

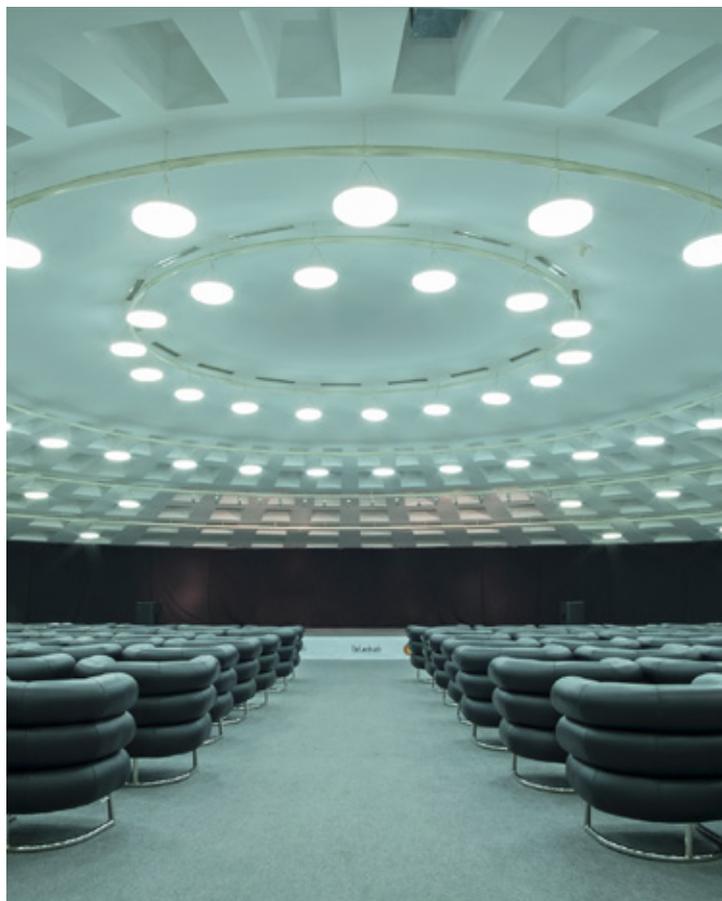
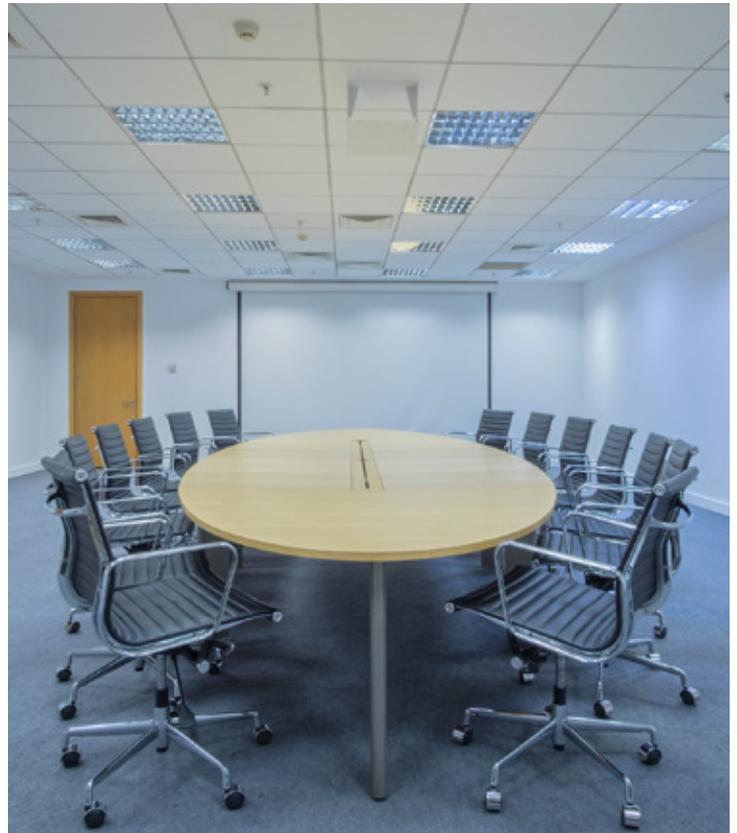
And 2 banquet halls:

**ROTUNDA, ROTUNDA - 1ST FLOOR**

Our conference rooms are the ideal venues for presentations, corporate get-togethers and business meetings, seminars, trainings and parties.

The Landmark conference rooms are available by the hour, half day or full day and can accommodate up to 100 people.

Depending on the purpose of the meeting, the conference rooms may be set up in various styles. The furnishings may even be moved easily before a meeting to accommodate the particular needs of each meeting.



## Commonly used styles include:

- Auditorium style
- Banquet style
- Classroom
- U-Shape style
- Conference style
- Round style
- Theatre style

## Meeting facilities

All our conference rooms offer free wireless broadband and the latest AV technology, providing complimentary basis: v

- whiteboard
- markers, pens, pencils
- flipchart, notepads
- screen
- water etc.

Quality catering can be arranged by request, assisted by our professional events team.

# TREASURES AND WINES AROUND THE WORLD



On **February 16**, the annual charity gala evening “**Treasures and wines around the world**” organized by the Head of Missions’ Spouses (HOMS) in Baku was held at the Landmark’s 20th floor.

The guests of the event had the great opportunity to taste the best and various wines (red, white, sweet, dry etc.) from renowned vineyards around the world (Japan, UK, Argentina, Nederland, Israel, Switzerland, Belgium, USA, Croatia, Germany, Romania, Mexico, Italy, France, Hungary, Moldova, Kazakhstan, Bulgaria,

Greece, Spain, etc.) with traditional sweets and snacks presented personally by the diplomatic missions.

Along with the wines the event also included an open buffet with delicious food prepared by professional chefs of the Landmark, live music, DJ performance and lottery.

The raised funds were donated to several local charity organizations supported by **HOMS**.



# TRAVELERS CLUB DISCOVERING OF THE MYSTERY ISLAND



On **February 28**, the most recent session of the **Travelers Club Baku** presented by the passionate and experienced traveler, **Denis Daniilidis**, was held at the Cinema Club of The Landmark Center III.

The gathering was dedicated to one of the most appealing and most mysterious islands of South America, the Robinson Crusoe Island.

Denis shared interesting facts, stories and photos (historical, geographical, cultural, etc.) with the audience based on his personal experiences that he collected during his trip to the enchanting island. Additionally, a stimulating promo video and a documentary film dedicated to the history of the island were screened during the session.

The Robinson Crusoe Island, also known as Juan Fernández Island, is located in the archipelago of Juan Fernández, 414 miles off the coast of South America. It owes its name to the story of the shipwreck of Alexander Selkirk, immortalized in the famous novel "Robinson Crusoe" by Daniel Defoe.

True to its description in the story, the island is a fascinating lost paradise with an endemic flora and fauna that is unknown in other latitudes. Seventy percent of the plant species in the island are endemic and you may see the Juan Fernández fur seal or the Juan Fernandez firecrown, both unique to this area.

The archipelago is currently a World Biosphere Reserve. Its landscape does justice to the novel with peaks rising up to 1,500 m above sea level, paths for walks and a beach with temperate waters where one can swim or scuba dive in places with sunken ships or fish and lobsters. The island is a utopia come to life.

The island receives a special kind of tourists such as naturalists or divers and also demanding adventurers because there are very few comforts to be found here. Instead, you may enjoy a savage and virgin nature that captivates and causes quite an impression on everybody who goes there.

## DUTCH CONTEMPORARY FILM FESTIVAL

From **March 1st to 3rd**, the **Dutch contemporary film festival** was held at the Landmark Cinema Club. During the festival, five carefully selected Dutch contemporary films (Brimstone, Layla M., Tonio, Waterboys, Those Who Feel the Fire Burning) were introduced to the public for the first time in Baku.

These films represented the great variety of today's Dutch filmmaking, ranging from a Western (Brimstone), to tragic and tragicomic family dramas (Tonio and Waterboys) to real life issues related to radicalization (Layla M.) and the plight of refugees (Those Who Feel the Fire Burning).

The first day of the festival started with the welcome speech and opening reception.

### Short description of the films:

**“Brimstone”**(2016). A triumphant epic of survival and a tale of powerful womanhood and resistance against the unforgiving cruelty of a hell on earth. Main heroine is Liz (Dakota Fanning), carved from the beautiful wilderness, full of heart and grit, hunted by a vengeful Preacher (Guy

Pearce) - a diabolical zealot and her twisted nemesis. But Liz is a genuine survivor; she's no victim - a woman of fearsome strength who responds with astonishing bravery to claim the better life she and her daughter deserve. Fear not. Retribution is coming.

**“Layla M.”**(2016). Layla, 18-year old Muslim girl born and raised in Amsterdam joins a group of Muslims who fight for their practice of Islam.

**“Waterboys”**(2016). Both newly single, a Dutch crime author and his cellist son attempt to rekindle their feeble bond as the latter joins the former on a publicity trip to Scotland.

**“Those Who Feel The Fire Burning”**(2014). A story, told by the wandering ghost of a dead man, about the hopeless existence of refugees stuck at the edge of Europe

**“Tonio”**(2016). After 21-year-old student Tonio dies in a traffic accident his parents face sorrow and regret as they suffer the agony of losing their only child.



# INTERNATIONAL WOMEN'S DAY WAS CELEBRATED WITH ITALIAN JAZZ



On **March 8**, on the occasion of the **International Women's Day**, the talented Italian jazz musician, winner of several jazz festivals and worldwide famous **Fabio Lepore** performed in Baku for the first time with a special music program dedicated to the International Women's Day.

Fabio Lepore, participant of the London Jazz Festival, Boston Green Festival, Blue Bay Jazz Festival and many other festivals and events, presented an impressive, cheerful and particularly elegant concert program together with other musicians.

His performance pleased not only the souls of jazz lovers, but also the spirits of music lovers who search original colors and uniqueness in traditional music.

One of the most interesting features of the musician is that he can attract the attention primarily with the performance in his native language and the traditional jazz music: the precious compositions of the golden age of vocal jazz.

The magnificent concert was held at the popular venue of the Landmark Complex, the Rotunda Jazz Club.



# CONCERT OF SOFAR SOUNDS BAKU

On **March 15**, the Landmark Caspian Hall hosted the **Sofar Sounds** event in Baku for the first time.

Sofar Sounds Baku is the representative of the worldwide famous musical event Sofar Sounds Show.

Sofar Sounds Baku realized its 14th concert at the Landmark with participation of popular artists and musicians such as **Rasim Muzaffarli**, **Orkhan Afandi**, **Nilufar (pianist)** and **Mugham Trio**. The three-hour concert left a huge musical impact and excitement among the music lovers.

For further information about Sofar Sounds Baku check the Facebook page @SofarBaku and the website - **www.sofarsounds.com/baku**.

## What's a Sofar Sounds show?

Sofar Sounds is a startup musical event company based in Shoreditch that was founded in 2009. The company calls itself a global community where guests and artists come together.

Today, Sofar Sounds is a community of thousands of artists, hosts, fans, travelers and many more, putting on hundreds of secrets and intimate events per month, across 428 cities around the world.



# ESTONIAN NATIONAL DAY AT LANDMARK



On **March 6**, at the Caspian Hall of the Landmark was celebrated **National Day of Estonia**, organized by The Embassy of Estonia in Azerbaijan. In a grand reception representative of Embassy of Estonia brought together the public figures and the heads of diplomatic missions accredited in Azerbaijan. The annual official reception started with the play of the national anthem of Azerbaijan and Estonia and continued with the welcome speech of the Ambassador, **Marin Mõttus**.

After the speech, all guests of the event were warmly invited to enjoy deliciously prepared Estonian cuisine.

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.



# FRANCOPHONIE WEEKS



The Landmark Baku will host the next edition of the **Francophonie Weeks**, the event that unites the French speaking people all over the world.

The days of the French language will start from **March 30** and continue until **April 15**.

Within the framework of the weeks, the embassies of France, Belgium, Costa Rica, Greece, Hungary, Morocco, Mexico, Moldova, Romania, Switzerland, Estonia, Lithuania, Latvia in Azerbaijan and the delegation of the European Union to Azerbaijan will join the festival.

Several events dedicated to the French language and culture will be organized as part of the Francophonie Weeks.

The International Organization of La Francophonie (IOF) was created in 1970. Its mission is to embody the active solidarity between its 88 member states and governments (61 members and 27 observers), which together represent over one-third of the United Nations' member states and account for a population of over 900 million people, including 300 million French speakers.

IOF organizes political activities and actions of multilateral cooperation that benefit French-speaking populations. Its actions respect cultural and linguistic diversity and serve to promote the French language, peace and sustainable development.

Shared by 274 million people worldwide, the fifth-most-spoken language on the planet, French is along with English the only language spoken on all five continents.



## **INTERVIEW WITH RUFAT HAJIALIBAYOV, MANAGING DIRECTOR OF SAP AZERBAIJAN**

**Q: As SAP AZLLC is based on the Landmark premises since 2016, what is your main experience here?**

**A:** The hotel, which is on last few floors, is very useful for our business visitors who wish to have continuous access to the office. The large number of business venues at the Landmark gives us the opportunity to run different business events at the plaza itself. We really like the high level of provided services, the pleasant staff, and the large number of small restaurants and cafes where we can run business meetings or simply have a rest.

**Q: What are the main facilities you like at the Landmark?**

**A:** The Sky Bar on the 20th floor with a diamond view to the sea is the most attractive facility we use.

**Q: What is the main activity of your company in Azerbaijan?**

**A:** SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP system. Our

machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. Our end-to-end suite of applications and services enables our customers to operate profitably, adapt continuously, and make a difference. Presented since 2007 through its channel partners in Azerbaijan, SAP serves a large number of customers in Azerbaijan and helps in digital transformation in private and public sectors. We also established three University Alliances with the Higher Oil School, the Azerbaijan State Engineering University, and the State Azerbaijan Industrial University.

**Q: What is/are the latest achievement(s) of the company and the future plans in Azerbaijan?**

**A:** Having the largest install base in Business Application in Azerbaijan, we have clear visions and plans to improve our presence, and stay close to our partners and customers. Being one of the strategic partners of the oil and gas industry, we play a critical role in the digital transformation agenda of the government, and will expand our positive experience further.



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