

Partnership agreement between BEST MOMENT and ONPASSIVE

For the first time...twinning and partnership between artificial intelligence and art in the Emirate of Dubai.



Abu Zabi, United Arab Emirates Feb 23, 2023 ([Issuewire.com](https://www.issuewire.com)) - Partnership agreement between BEST MOMENT and ONPASSIVE

A collaboration and cooperation agreement was signed by Best Moment Events, represented by Mr. Omar Aldahmany, and ONPASSIVE company, represented by Engineer Mohammed Kamal, in front of a huge audience of statesmen, officials from the Dubai government, celebrities, and members of the media.

As a result of this new partnership between the two large companies, BEST MOMENT and O-MEDIA, the media arm of ONPASSIVE, represented by Prof. Suzan Elkalliny, a number of prestigious events and artistic concerts for prominent Arab stars will be planned, assisting Dubai's tourist industry to retrieve.

This agreement is for a full year and can be renewed by mutual agreement of the parties.

The new partnership between Best Moment Event and O-Media, ONPASSIVE's media arm, focuses on organizing and hosting music concerts, poetry, and cultural events in Dubai, Abu Dhabi, and other Arab countries.

Mr. Omar Dahmani, President of Best Moment Event Company, stated during the ceremony that our partnership is looking forward to helping to increase, develop, and revitalize the country's tourism sector because it is one of the partnerships that help to acquire new experiences for all parties and works to support various sectors and develop strategic partnerships in line with the United Arab Emirates' 2030 vision.

Mr. Ashraf Mufarreh, the founder and CEO of ONPASSIVE, confirmed in a speech delivered remotely via the Internet that artificial intelligence plays an important role in painting the future picture for future generations and in facilitating life matters. He added that it was extremely crucial to forming a partnership with a prestigious company like Best Moment Event in order to organize events that contribute to the revitalization of the arts and tourism in the UAE.

Eng. Mohamed Kamal, Chief Operational Officer of ONPASSIVE, expressed his delight with the collaboration of such a large company with a long history of organizing events like Best Moment Event, as this helps showcase world-class exhibitions to the audience and allows for the exchange of intellectual and practical experiences between ONPASSIVE and Best Moment Event, which supports the tourist revival of Dubai, the United Arab Emirates, and the Arab world.

Prof. Dr. Suzan Elkalliny, Executive director of O-MEDIA, the media arm of ONPASSIVE, reaffirmed that this type of corporate collaboration between businesses helps both parties achieve more success and presents the artwork of a high caliber, which helps to support tourism in the Emirate of Dubai.

It should be highlighted that Best Moment Event has approximately 10 million followers on both the company's page and the pages of the celebrities and artists with whom they have contracts. In addition, the company's email comprises a database that directly addresses the audience and has more than 80,000 people.

In contrast, ONPASSIVE is a pioneer in the development of artificial intelligence and information technology, and one of its main objectives is to assist its clients in building strong relationships with one another, broadening their scope of work, boosting sales, identifying new opportunities, and analyzing marketing data to improve their businesses.

In addition, O-Media, ONPASSIVE's media division engages in the production, media, platform launches, and a variety of events and gatherings.



Media Contact

ONPASSIVE

monagabr.media@gmail.com

0506721383

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