



TV

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HOLY WATER – A MESSAGE OF PEACE...AND ENTREPRENEURSHIP

VIDEO

ESTABLISHING SHOTS AMMAN,
PAN, CITY, HISTORIC BUILDINGS
ROMAN RUINS

MOHAMMED SHOMALI W/
OTHER MEN AT THE BAPTISM
POND/ CU- BOTTLE OF HOLY
WATER

MOHAMMED SHOMALI,
ENTREPRENEUR, ON CAMERA

UNIDO OFFICE IN AMMAN,
BUSINESS CONSULTATION

AUDIO

NARRATION:

The city of Amman in Jordan is built on seven hills and millennia of history. Today, history is one of the resources for innovative entrepreneurs to develop unique business ideas. (12")

Mohamed Shomali, for example, makes water from a very special place along the Jordan River available for blessings and baptisms around the world. (8.5")

MOHAMMED SHOMALI: (Arabic) **M**

"When I started, one of the difficulties was that this had not been done before and there was no system to follow." (6")

NARRATION:

In the beginning...was a business plan – and a three-month entrepreneur training, organized by UNIDO, the UN's Industrial Development Organization. Jordan Team Leader Monica

Carco. (11.5)

MONICA CARCO, UNIDO
INVESTMENT PROMOTION, ON
CAMERA

MONICA CARCO: (English) **F**

"We have trained 120 entrepreneurs; we have carried out eight training programmes. We have mobilized, through the training programme and the counselling activities, 8.8 million U.S. dollars of local investment." (15.5")

MR. SHOMALI AT THE JORDAN,
MOSAIC FOUNTAIN

NARRATION:

Entrepreneur Shomali researched that Bethany-beyond-the-Jordan is where Jesus of Nazareth was baptized. Water from this location is considered holy by millions of people around the world, says curator Rustom Mkhjian: (14.5")

RUSTOM MKHJIAN, ASSISTANT
ROYAL COMMISSION DIRECTOR

RUSTOM MKHJIAN: (English) **M**

"This site was reopened as a direct piece of the peace agreement between Jordan and Israel. Now, after 1997, many sites were discovered: churches, baptisteries, monasteries; the monastic life east of the Jordan." (15.5")

TOURISTS TAKING PICTURES

NARRATION:

This year, 100,000 tourists of different faiths are expected to visit, following a global trend towards pilgrimage and inner journeys. For Mohammed Shomali's company this means more than a market, it's a mission. (13.5")

MOHAMMED SHOMALI, HOLY RIVER ESTABLISHMENT	<u>MOHAMMED SHOMALI:</u> (Arabic) M <i>"Our goal is a bottle of holy water in every home spreading a message of peace to the whole world."</i> (6.5")
BUSINESS NETWORK GROUP	The UNIDO-trained entrepreneurs, like Mr. Shomali, have formed their own business networks to help each other, says IT developer Samer Jabari: (7.5")
SAMER JABARI, CEO FOCUS SOLUTIONS	<u>SAMER JABARI:</u> (English) M <i>"The important [for an] entrepreneur is to survive and survive and survive. And he should take very strategic and good decisions, because if he decides on something bigger than his resources, he might lose."</i> (13.5")
WOMEN FILLING BOTTLES WITH OIL, CU OF BOTTLES	<u>NARRATION:</u> In a country with an estimated 30 percent unemployment rate entrepreneur Amina Ramadna created jobs for local women – her black seed oil is a bestseller, since it works against wrinkles and hair loss as well. (13.5")
CHEMIST MIXING CRÈME, PAN OVER DEAD SEA PRODUCTS, CU MUD	Dead Sea Mineral Cosmetics is another growth industry for small entrepreneurs in Jordan. Already Cleopatra and King Herod used Dead Sea mud to enhance their beauty. Now it reaches world markets. (12")
MAN WORKING ON COMPUTER HOLY RIVER WEBSITE	Through trade shows and the Internet Mohammed Shomali's company has also

WATER PURIFICATION PLANT,
AT BAPTISM POND
MKHJIAN & SHOMALI
DISCUSSING

reached markets as far away as the US, Spain or the Vatican. A royal commission and the churches have certified only this company to officially bottle water at the baptism site. sSoon an interfaith dialogue centre will be built here too. (20)

RUSTOM MKHJIAN ON CAMERA

RUSTOM MKHJIAN: (English) **M**
"This site is actually important for Jews, Christians and Moslems alike. All the prophets who are mentioned in the Old Testament, the New Testament and the Koran, they have either crossed from the East to the West, or came from the West to the East, or have dwelled here."
(14.5")

TRUCK LEAVES WITH TOURISTS

TOURISTS IN DUTY FREE SHOP

JORDAN RIVER

NARRATION:
Today's tourists are heading back quickly to their busy lives. A bottle of Jordan water, available even in the duty free shops, will remind them of their pilgrimage. But no matter how successful Mohammed Shomali is in expanding his business, he assures that, Insh'allah, the river Jordan...will never run dry. (20")

UN LOGO

This report was prepared by Ingrid Kasper for the United Nations. (4)