

partners and individual pilgrims accepted for this year's Hajj. Dr. Sindi reaffirmed Ithraa Alkhair's commitment to providing exceptional services for the Guests of Allah, aligning with Saudi Leadership directives.

The seminar featured a company introduction film, a speech by Deputy CEO Mohammed Saad Khan, and presentations by prominent religious leaders. These included Sheikh Tahir Tajikani, President of the European Council of Moroccan Scholars and the Council of Local Scholars in Belgium, who addressed Hajj's virtues, rulings, and etiquette. Sheikh Khammar el-Bakkali, Head of Dutch Imams and member of the European Scholar Council, discussed vital health guidelines, while Imam Moad Bouchrif presented religious training resources.

Alongside these insights, the seminar introduced Ithraa Alkhair's updated brand identity, promoted its Hajj and Umrah services, aimed to strengthen brand credibility, and sought to attract new clients in target markets.

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