



عاماً من المصالح  
المشتركة في العلاقات  
السعودية الأمريكية  
الرقم الصعب في  
المعادلات الدولية

# 83

years of common interests  
The American-Saudi  
relations, the Hard Number  
in the International Equation



ملف إكسبو ٢٠٢٠ تغطية شهرية  
لنادي المال والأعمال منذ تقديمه  
إلى موعد انطلاق الحدث

**Business and Finance  
Club covers Expo 2020  
right from start to end**

أول تقنية في الاعلام التفاعلي  
دليل المسافر الإلكتروني.  
بوصلة أكثر من ٣ ملايين مسافر  
لـ ١٢٢ دولة

**The first technology  
in the interactive media.  
The traveler's electronic  
guide handles over 3 million  
travelers for 122 destinations**

عين على الاقتصاد يرصد أداء أهم  
المحاور الاقتصادية في ٢٨ دولة

**Eye on economy monitors  
the performance of the most  
important sectors in 28 countries**

محمد بن حسين العمودي أول من لبى نداء خادم الحرمين  
في دعم الأمن الغذائي السعودي  
وتوج الشخصية العالمية الأولى لعام ٢٠١٣ لدعم هذا القطاع

**Mohammed Hussein Al Amoudi...  
The first person who fulfilled the call of the  
Custodian of the Two Holy Mosques  
and he is Person of 2013 for Food Security Support**



The first complete shop, home to the best international brands

## Guess

أسس أربعة أشقاء من أصل مغربي ماركة Guess التي تضم اليوم الملابس و الحفائب، و الإكسسوارات والعطور، وقد ترعرع كل من جورج، أرمان، بول وموريس مارسيانو في مارساي في فرنسا، لينتقلوا سنة 1977 إلى ولاية كاليفورنيا الأمريكية ويطلقوا سنة 1981 ماركة Guess التي تتميز عطورها بشعبيتها بين الشباب من الجنسين، وتنوعها و رقيها، إلى جانب أسعارها التي يراها البعض مقبولة مقارنة بماركات عالمية أخرى.

### Guess Seductive Homme•

يتألق عطر Seductive Homme من بين باقة عطور Guess . الجذابة وهو أحدث عطر رجالي يأتي ثمرة تعاون شركة عطور كوتي الشهيرة مع بيت أرباء Guess العالمي. ويعد عطر Seductive Homme من أحد عطور الأخشاب الأروماتيك، إذ يحتوي على مزيج من الفلفل الوردى و البرتقال و العنبر و الأخشاب العطرية مع الحبهان و الفيتيفير .

### (Guess) Seductive from Guess for men

Guess was created by four brothers of Moroccan origin. Today, the brand includes clothes, bags, accessories and perfumes. George, Arman, Paul and Morris Marciano grew up in France, to move to California in 1977. Guess was released in 1981. Guess Perfume is characterized by its popularity among young men and women, for its diversity and luxury, along with their acceptable prices compared to other global brands.

Seductive Homme is the latest men perfume within the package Perfumes Guess. Seductive man fragrance is the fruit of cooperation between Coty Perfumes Company and the famous global fashion house Guess. Seductive Homme is considered as one of the timber Aromatic perfume, as it contains a blend of pink pepper, orange, amber and wood with aromatic cardamom and Alviever.



عضوية بطاقة  
مصدر أجمل هدية  
لمن تحب



By scanning the barcode, shop now within the Top 100 Brands Portal and take advantage of the discount that is available to you and it will be delivered to you wherever you are, in less than 72 hours.



امسح الآن  
Scan now



## كتلوج أفضل 100 علامة تجارية

اشتركي سيدتي وتسوقي من أضخم متجر يضم أكثر من 1000 منتج لمستحضرات التجميل لأهم الماركات العالمية

### MAC

أصبحت اليوم ماركة المستحضرات التجميلية Mac من الماركات الأكثر شعبيةً ونغوداً في العالم، خصوصاً أنها تلبي احتياجات المرأة من مختلف الطبقات الاجتماعية، وحاجة المشاهير أيضاً. انضمت Mac إلى شركة إستي لودر عام 1998. عام 2007، أصدرت ماك مستحضرات للعناية بالبشرة، وهي تباع اليوم في أكثر من 50 بلد حول العالم.

Day Glow تألق النهار 2014

الأثونة الخاصة هي العنوان الرئيسي للعصرية، والحيوية الطبيعية فيتم التركيز على ألوان أحمر الخدود الوردي والزهري، حيث تكون البشرة مائلة لمحاكاة تأثير الضوء، و السحر المشرق المتناسب مع الماكياج الناعم الخفيف، من خلال مستحضرات عدة أبرزها Pearl Cream Colour Base و Copper Beach Pro Sculpting Cream.

MAC - The Essence of the Modern Woman

We selected for you one of the most popular and high-quality make-up products in the world from the top 100 brands catalog: MAC. It meets the needs of women from all walks of society, as well as the needs of the famous. It is sold in more than 50 countries throughout the world. We provide you with the best 100 brands through the Portal. Pure femininity is the essence of the modern-day woman. Natural vitality is the quality that defines the colors of MAK make-up products this year, where attention is riveted on the rose and pink blushes that go in harmony with the effects of light and add a radiant charm to the feminine features- matching the soft and delicate make-up. You can keep up with this trend through many products such as Pearl Cream Color Base, and Copper Beach Pro Sculpting Cream. You can finally find the summer look you're looking for at MAC's.

### Estée Lauder

شركة عالمية رائدة في صناعة مستحضرات التجميل لصاحبها إيستي لودر. هي إحدى أغنى النساء في أمريكا، بنت إمبراطورية مستحضراتها على حلم كل امرأة: أن تشعر أنها جميلة.

Mesmerize Your eyes 2014

لا يختلف اثنان على جمال عيون المرأة العربية التي تتميز برونق خاص وجاذبية ساحرة، السبب الذي من أجله أطلقت ماركة Estée Lauder مجموعة جديدة للمكياج الخاص بالعيون تحت عنوان إيهريفهم يعنيك "Mesmerize Your Eyes"، منتجات راقية ابتكرتها الماركة العالمية من أجل إبراز جمال عيون المرأة وتمنحها اطلالة مميزة و ملفتة للأنظار في جميع المناسبات.

Estée Lauder - Mesmerize them with your eyes

You can't but trust our choice of Estée Lauder, the international company pioneering in the creation of beauty products. Estée Lauder exhibits to the clients and lovers of the brand soft breezes of femininity and elegance.

The beauty of the Arab woman's eyes is indisputable: it has a special glamour and a seductive charm. This is the reason why the Estée Lauder brand launched a new make-up collection for eyes- Mesmerize Your Eyes- which are high-quality products created by the worldwide brand to highlight the beauty of the woman's eyes, and grant her a special and outstanding look for all occasions.



### Rimmel

تعود نشأة الماركة المعروفة بال Rimmel Londo إلى العام 1834 حيث تم تأسيسها من قبل أوجين ريميل في شارع Regent في لندن. وهي اليوم من أهم الماركات العالمية التي تنتج مستحضرات وأدوات الماكياج تحت شعار «الحصول على الإطلالة اللندنية»، وهي من الماركات التاريخية التي تحافظ بمنتجاتها على عراقة جمال المرأة الإنكليزية. منذ البداية عرفت هذه الماركة قيمة التعاون مع النجمات، حيث عيّنت أجملهن في موقع السفيرات لها، أبرزهن كيت موس، ميك جاغير، والعارضة الكندية كوكا روكا.

Rimmel - The Ideal London Look

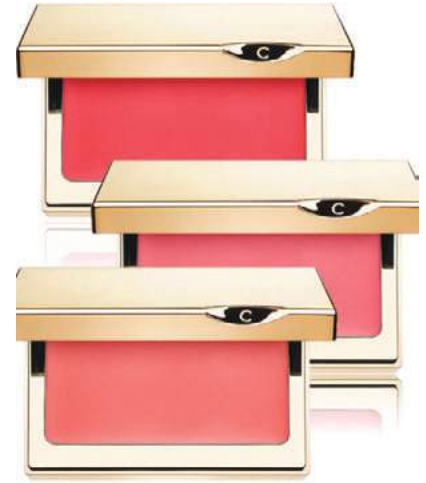
From the top 100 world brands catalog, that spends time, effort, and money for the sake of shopping lovers, we selected the well-known brand Rimmel. This London brand was founded in 1834 by Eugene Rimmel in Regent Street, London. It is now one of the most prized world brands in the top 100 catalog, launching make-up products and tools under the slogan: "Get the London look". It is one of the brands historically known for taking care of the beauty of the English woman through its products. The Scandal Eyes Retro Glam mascara stands out with its hourglass-shaped brush that has curves in just the right places to match the shape of your eyelashes. It lifts your eyelashes upwards and gives them a volume so you can enjoy bigger and bolder eyes. It has been uniquely designed to reach even the shortest and smallest eyelashes, in order to provide you with a strong presence and an outstanding look.

حدد يوم وتاريخ مشترياتك عبر هذا التقويم وكن أحد المميزين بحصولك على خصم إضافي عند شرائك بوليصة التأمين الدولي

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
October 2014				1	2	3	4	5	6	7	8	9	10	11
	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	26	27	28	29	30	31								
November 2014							1	2	3	4	5	6	7	8
	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	23	24	25	26	27	28	29	30						
December 2014								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30	31										
July 2014								1	2	3	4	5	6	7
	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	27	28	29	30	31									
August 2014							1	2	3	4	5	6	7	8
	10	11	12	13	14	15	16	17	18	19	20	21	22	23
	24	25	26	27	28	29	30	31						
September 2014								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30											

The largest shop covering more than 1000 beauty products of the best international brands

Open-up for Women and Women



### Clarins

بعثت كلارنس عام 1954 من قبل جاك كورتان-كلارنس الذي إنكر يدويا مستحضرات علاجية للبشرة تحتوي على خلاصات من الأعشاب. تتمتع كلارنس بمركز متقدم جداً في مجال العناية بالبشرة والماكياج والعطور. مع 6000 موظف حول العالم، مجموعة أوباليشناس قدمت كلارنس تشكيلة جديدة من مستحضرات التجميل لهذا العام، والتي ضمت كريم أساس، ظلال للعيون، ماسكارا، وكريم أحمر خدود. و تتميز هذه المجموعة بألوانها الرومانسية الناعمة التي تمنح البشرة بريقاً وجمالاً طبيعياً.

#### Clarins - Romantic Colors for a Radiant Skin

Clarins appears in the top 100 world brands catalog, since it is a worldwide pioneer in the field of skin care. Its products have been and still are so diversified; they even include the first make-up collection. This brand occupies a prominent place in the field of skin care, make-up, and perfume, and seeks to provide women with the newest advanced cosmetics that ensure her a healthy beauty. This year's Clarins' new collection, Opalescence, includes cream foundations, eye shadows, mascara, and cream blush. This collection is unique with its romantic soft colors that add a natural radiance and beauty to the skin.

أفضل هدية فائضة اشترك الآن  
تحتل 100 علامة تجارية  
U R the Main أنت الأهم

تملك عضوية بطاقة أنت الأهم، خصومات حصرية على برنامج المسافر الذي يهلك للحصول على أسعار خاصة من قبل شركات الطيران والفنادق، وتأجير السيارات حول العالم.

By scanning the barcode, shop now within the Top 100 Brands Portal and take advantage of the discount that is available to you and it will be delivered to you wherever you are, in less than 72 hours.





# كتلوج أفضل 100 علامة تجارية

الإشتراك السنوي يؤهلكم من التميز والتسوق والخصومات الحصرية عبر أضخم متجر لعروض الأزياء للأطفال والرجال والنساء



## Emporio Armani

تعتبر Emporio Armani من أجمل وراقى وثاني أعلى ماركة في مجموعة Armani التي انفراد يصنعها المصمم الإيطالي Giorgio Armani و تلاقى هذه الماركة الاخاذة رواجاً وشهرة فائقة خاصة لدى الشباب وتتضمن مجموعة Emporio Armani للرجال والنساء الملابس الجاهزة، والنظارات الطبية والشمسية و العطور والأكسسوارات والساعات.

### أزياء خريف 2014 للنساء

جاءت مجموعة إمبريو أرماني للأزياء النسائية لما قبل خريف 2014 بخطوط أنيقة ومريحة تنوعت بين التايورات والبذلات والتنانير الطويلة لامرأة عملية وأنيقة وقد صممت من خامات فاخرة من الصوف والكشمير والغرو..

Emporio Armani Modern lines with youth spirit

This Brand is considered the second most expensive brand in Armani's collection presented by the Italian designer Giorgio Armani. It is popular among the youth and includes a collection of cloths for both men and women, as well as glasses, perfumes, accessories, and watches.

The pre-fall collection for women from Emporio Armani was characterized by its elegant and comfortable lines which were designed with luxurious fabrics of wool, cashmere, and fur varying between suits and long skirts for every practical and elegant woman.



## Dolce & Gabbana

افتتح الثنائي دولتشبي وستيفانو غابانا أول متجر لهما في اليابان سنة 1989. وقد اشتهر الثنائي، من خلال تصاميمها لأزياء المغنية المشهورة مادونا خلال جولتها الغنائية بعنوان Girlie Show وقد جلبت هذه التصاميم اهتمام مشاهير الغناء والفنون مما جعل الثنائي سنة 1994، يطلقان خط دولتشبي أند غابانا D&G الذي ضم ملابس تناسب الشابات.

### مجموعة شتاء 2014/2015 للنساء

أطلقت عارضات دار «دولتشبي أند غابانا» خلال تقديمهن لمجموعة شتاء 2014/2015، بأزياء حملت نقوشات متنوعة، بدءاً من الورد إلى العصافير، والبط، والأشجار وغيرها، وهي تصاميم استوحيتها دار «دولتشبي أند غابانا» من حديقة خلّفتها مترامية على جزيرة صقلية الإيطالية

### Dolce & Gabbana, Charming Sports Stars and Celebrities

The couple Dolce and Stefano Gabbana founded Dolce and Gabbana house where they opened their first store in Japan, in 1989.

Most famous stars in art and sports love this brand and one of the international figures representing this brand is the beautiful American actress Scarlett Johansson.

The Dolce and Gabbana Fall/Winter collection 2014/2015- was inspired by a background garden on the island of Sicily, Italy, where models starred in outfits decorated with different patterns of roses, birds, ducks and trees.

## roberto cavalié

أطلق روبرتو كافاللي سنة 1970 أول مجموعة له مليئة بالفساتين المطبعة كانت نقطة انطلاقه في حياته المهنية وقد لمع اسم روبرتو كافاللي الذي ولد في 15 نوفمبر سنة 1940 مع بداية التسعينيات، من خلال إدخاله تقنية التطبيغ على الجينزات، ثم ادخل المصمم الشهير سنة 1995، فماش الليكرا إلى عالم الجينزات وسنة 2000، أطلق مجموعة Cavalli Jeans التي لاقت رواجاً منقطع النظير أصبح فيما بعد يطلق عليها مجموعة Just Cavalli.

### مجموعة خريف 2014

تميزت مجموعة روبرتو كافاللي لخريف 2014 بتصاميم جريئة تميزت ضمن عرض المجموعة على منصة أسبوع الموضة في ميلانو عكست كافاللي الشهير بنقشاته الاستوائية، التي فضلت السراويل من جلد الأفعى المتنوع بين الرمادي والأسود والأبيض.



### Roberto Cavali Dynamic and Innovative Designs

The Italian designer Roberto Cavali was born on November 15, 1940 and became famous for his lacy designs which formed the starting point of his career. With the beginning of the nineties, Roberto Cavali became famous for introducing the technique of printing on jeans; his brand has become international ever since. Roberto Cavalli's collection for fall 2014 was distinguished for its bold and distinguished designs that were staged on the runway during the Milano Fashion Week. The collection reflected Cavalli's famous style with his exotic patterns and snake-leather pants that varied between grey, black and white.

حدد يوم وتاريخ مشترياتك عبر هذا التقويم ولكن أحد المميزين بحصولك على خصم إضافي عند شرائك بوليصة التأمين الدولي

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>October 2014</b>				1	2	3	4	5	6	7	8	9	10	11
	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	26	27	28	29	30	31								
<b>November 2014</b>							1	2	3	4	5	6	7	8
	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	23	24	25	26	27	28	29	30						
<b>December 2014</b>								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30	31										
<b>July 2014</b>														
				1	2	3	4	5	6	7	8	9	10	11
	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	26	27	28	29	30	31								
<b>August 2014</b>														
							1	2	3	4	5	6	7	8
	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	23	24	25	26	27	28	29	30	31					
<b>September 2014</b>														
								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30											



The largest shop for men, women and kids' fashion

لكل عملية شراء  
تحصلون على نقاط  
تمنحكم التسوق  
المجاني

تسوق الآن وتمتع  
بخصوصية الحصول على  
أهم الماركات العالمية  
وبأسعار تشجيعية مع  
ضمان الجودة والنوعية  
والتوصيل المجاني



By scanning the barcode within the Top 100 Brands Portal and take advantage of the discount that is available to you and it will be delivered to you wherever you are, in less than 72 hours.

## Prada

أسس Mario Prada ماركة برادا سنة 1913 في ميلانو وكانت البداية مع الحقائب الجلدية فقط، ثم اطلق سنة 1989 أول خط للأزياء النسائية الجاهزة اشتهرت بتصاميمها بقصات الخصر المميزة والمزينة بالأحزمة، والتي تقبل عليها النساء الانبيات لتمتلكن طلة أكثر جاذبية وسحرا وها هي اليوم تضمّ إلى جانب الثياب والحقائب، العطور والنظارات الشمسية وغيرها من الإكسسوارات، الانيقة.

### Prada - the Number One Choice for Hollywood Stars

Prada was established by Mario Prada in 1913 in Milano designing only leather purses. In 1989 Prada released the first line of ready-to-wear fashion clothes, and it attracted elegant women with its bold magical cuts and designs. Today, Prada includes men's collections, perfumes, sunglasses and a variety of accessories that attract Hollywood stars.



## giorgio Armani

أنشس المصمم المشهور جورجيو أرماني داره سنة 1975 حيث اطلق أول مجموعة ملابس رجالية له، اعتبرت حينها جريئة وملفتة لما ضمّتها من قصات مريحة وضيقة، ولاققت تصاميم ارماني شهرة واسعة ورواجا منقطعاً في الولايات المتحدة الأمريكية سنة 1980، عندما اختار الممثل الهوليوودي ريتشارد جير ان يرتدي تصاميم أرماني في فيلم American Gigolo، مجموعة خريف 2014. أطل جورجيو أرماني على منصة عرض أزياء ميلانو الفخمة، مقدّمًا تصاميمه لخريف وشتاء 2014-2015 التي تعكس صورة المرأة العملية التي تستوحى أنافتها من تصاميم الرجل وأزيائه، كالسراويل وسترات البليزر والقمصان.

### Giorgio Armani - Designs for the Successful

The designer Giorgio Armani founded the brand in 1975 and released the first men collection that was considered bold at the time. Armani's designs got famous in 1980, when he chose Richard Gere to wear Armani. in his movie American Giolo. Giorgio Armani staged the runway of Milano presenting his Fall/Winter designs of 20142015- which reflect the image of the practical woman who inspires her elegance from the way men dress, like pants, blazers and shirts.





## كتلوج أفضل 100 علامة تجارية

لقاء اشتراكك السنوي تحصل على التسوق بسعر خاص لأرقى متجر لماركات الساعات للنساء والرجال والأطفال



### Patek Philippe

هي شركة سويسرية متخصصة في صناعة الساعات الفاخرة، وتعد من أبرز الماركات العالمية في هذا المجال لإنتاجها أوفر الساعات بتصاميم مختلفة ومبتكرة وقد كانت بداية الشركة مع ساعات الجيب عام 1839 في جنيف.

#### ساعة كالترافا 2014

ساعة كالترافا من باتيك فيليب، المصنعة من الذهب الوردي و ذات الهيكل المصنوع من الكريستال والزفير الأسود والحزام الأسود من جلد التمساح، تقاوم الماء وتلائم تماما الملابس الرسمية والثياب العادية لطلب المنتج المعروض امسح الآن.

#### Patek Philippe Calatrava - Pink Gold Prestige around the Hollywood Stars' Wrists

Patek Philippe watches are manufactured by a Swiss company specialized in the watch industry. The company started manufacturing pocket watches in 1839 in Geneva, and now it sells some of the most expensive watches in the world.

The Calatrava 2014 is a watch from Patek Philippe made of pink gold and its structure is made of crystal and black zephyr while its black strap is made of crocodile leather. It is water resistant and perfectly fits both formal and casual wear.



### اروليكس ROLEX

أسس Alfred Davis و Hans Wilsdorf سنة 1905، شركة W&D في لندن، التي كانت تستورد تقنيات السويسري Hermann Aegler ، وتستخدمها في الساعات التي يتم بيعها إلى محلات المجوهرات. وقام Wilsdorf بتسجيل ماركة روليكس قانونياً سنة 1908 ثم أصبحت في سنة 1915 شركة مسجلة لطلب المنتج المعروض امسح الآن.

#### Rolex - Elegance and Splendor of colors

Rolex was founded by Hans Wilsdorf and Alfred Davis in London in 1905. The company imported Swiss techniques and used in manufacturing watches that were sold to jewelers. Then, in 1908, Wilsdorf registered the brand Rolex legally , but in 1915, Rolex exceeded being only a brand to become a registered company that manufacture the most luxurious watches in the world. Rolex has presented for the year 2014 a wide variety of luxury watches marked by bold and distinctive colors.



### Chopard

تم إنشاؤها سنة 1860 من قبل لويس شوبارد وهي شركة سويسرية متخصصة في صناعة ساعات اليد الفاخرة، وساعات الجيب، والمجوهرات، والإكسسوارات. وتعد شوبارد إحدى أهم وأبرز الشركات العالمية المصنعة للساعات.

#### La Strada 2014

قامت شوبارد بتحديد مجموعتها La Strada المستوحاه من الفيلم الايطالي، الذي يحمل نفس الاسم وتتميز المجموعة بألوانها الراقية المتمثلة في اللون الذهبي والفضي والأبيض. إلى جانب كونها مرصعة بالألماس مما يجعلها خياراً ممتازاً لمحبي الألماس والساعات الفاخرة لطلب المنتج المعروض امسح الآن.

#### Chopard - Unique Designs with Italian Rhythms

The company was established in 1860 by Louis Chopard. It's a Swiss company known for its luxurious watches, jewelry and accessories. Chopard is one of the most important watches brand in the world.

#### This Year's Collection: La Strada

Inspired by the Italian film "La Strada". The new collection features a group of high-end colors in gold, silver and white. It is also diamond-encrusted, making it an excellent choice for lovers of diamonds and luxury watches.

حدد يوم وتاريخ مشترياتك عبر هذا التقويم وكن أحد المميزين بحصولك على خصم إضافي عند شرائك بوليصة التأمين الدولي

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>October 2014</b>				1	2	3	4	5	6	7	8	9	10	11
	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	26	27	28	29	30	31								
<b>November 2014</b>							1	2	3	4	5	6	7	8
	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	23	24	25	26	27	28	29	30						
<b>December 2014</b>								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30	31										
<b>July 2014</b>								1	2	3	4	5	6	7
	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	27	28	29	30	31									
<b>August 2014</b>							1	2	3	4	5	6	7	8
	10	11	12	13	14	15	16	17	18	19	20	21	22	23
	24	25	26	27	28	29	30	31						
<b>September 2014</b>								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30											

Elegant watches' brands for men and women

Piaget

بياجيه هي شركة سويسرية لتصنيع الساعات والمجوهرات الراقية، أسسها عام 1874 جورج بياجيه في قرية «لا كوت-أو» فيه. تملكها مجموعة ريشمونت السويسرية المتخصصة بصناعة الترف. وتتميز ساعات Piaget بتصاميمها التي تشبه المجوهرات إلى حد كبير، لذلك فإن هذه الماركة تستقطب النساء بشكل كبير.

الساعة البراقة 2014

أحدث ما قدمته بياجيه Piaget هذا العام هو ساعة براقية يدها باللون الأسود ومرصعة بأكملها بالألماس لتضفي على الإطلالة رقياً وسحراً غير عادي لطلب المنتج المعروف امسح الآن.

Piaget - The Luxury You Are Looking For

Piaget stands out as a luminous star. It is a Swiss company for manufacturing fine watches and jewelry. Piaget was founded by George Piaget in 1874 in "La Côte-aux-Fées" village. Piaget is owned by the Swiss group Richemont which is specialized in the manufacture of luxury. Piaget watches are distinguished by their designs that look like jewelry to a large extent, making them attractive to women significantly.



عضوية بطاقة الولاء «أنت الأهم» تمنحك خصوصية التسوق من العالم لأفضل الماركات العالمية وأكثر

By scanning the barcode, shop now within the Top 100 Brands Portal and take advantage of the discount that is available to you and it will be delivered to you wherever you are, in less than 72 hours.







## كتلوج أفضل 100 علامة تجارية

أرقى متجر يحتوي على أكثر من 1000 صنف من الحقائب اليدوية والأحذية ومحافظ الجيب

**سيلين..** صيحات بألوان متنوعة عندما أطلقت ماركة سيلين كانت فقط من أجل تصميم أحذية للأطفال، ولكنها توسعت فيما بعد لتصمم أيضاً أحذية نسائية، وتدخل سنة 1960 عالم الثياب وهي تشتهر أيضاً بمنتجاتها المتنوعة خاصة في عالم الحقائب الذي أبدعت فيه، وجعلت من أشهر فناني هوليوود عملاء لها مثل ديمي مور و نعومي كامبل.  
تتميز حقائب سيلين 2014 بالرقي، وتنوع الأشكال والألوان والتصاميم لتناسب جميع الأذواق والأعمار، وتتميز بكونها مريحة جداً في استخدامها، بعيدة كل البعد عن التكلفة والتعقيد.

**Céline** - Colorful Trends  
Shopping through our Top 100 Brands catalog has a new flavor. Céline is one of the brands we have. It is a French brand that has a long history and a worldwide fame in this domain. When Céline was launched it was only meant for designing baby shoes; but it expanded later on to design women's shoes as well and in 1960 it entered the clothes world. Today Céline is famous for its diverse products especially when it comes to bags where it excelled and gained Hollywood famous actors like Demi Moore and Naomi Campbell.



**جيفنشي..** لا حدود للجمال يقدم لكم كاتالوج أفضل مئة علامة تجارية، الماركة التجارية الأكثر ألقاً، جيفنشي، لمؤسسها الأرستقراطي، هوبرت جيفنشي الذي بعث سنة 1902، إدار جيفنشي، هذه الدار التي أطلقت تصاميم ما تزال حتى الآن مشهورة ومنها Bettina التي سميت تيمناً بعارضة الأزياء الشهيرة آنذاك Bettina Graziani، وبعد سنتين من إطلاق دار جيفنشي، تمكن جيفنشي من إطلاق أول خط للأزياء الجاهزة وكان ذلك عام 1904. وتشتهر اليوم، ماركة جيفنشي بتصميمها لأرقى وأفخر الأحذية، والتي تلقى رواجاً كبيراً بين المشاهير والعامّة على حدٍ سواء.

**Givenchy** - no beauty limits with Givenchy  
The Top 100 Brands catalog presents to you the classiest brand. Givenchy, founded by the aristocrat Hubert de Givenchy, came to life in 1952. This brand launched unforgettable designs that remain famous until our present day. Let's not forget Bettina shirts that were named after the famous top model Bettina Graziani. In 1954, two years after unveiling Givenchy's house of couture, Givenchy was able to launch the first fashion line. Nowadays, Givenchy is known for the classiest and most luxurious shoes and has a great popularity among celebrities and the rest of the population.

**أفضل ماركات محافظ الجيب والحقائب والأحذية**  
أبرمت مجلة نادي المال والأعمال اتفاقيات خاصة لعملائها المستهلكين مع أهم الشركات المنتجة للحقائب ومحافظ الجيب الخاصة بجواز السفر وبطاقات الائتمان، وتتميز هذه المحافظ بكونها مصنوعة من الجلد الطبيعي، ما يمنحها أناقة خاصة بها.  
يتمتع التسوق ضمن بوابة أفضل 100 علامة تجارية فرصة الاستفادة من منتجك المفضل مع الخصم الخاص بك، ولا تقلق بشأن مشترياتك، فهي ستصل إليك أينما كنت، وفي أقل من ٧٢ ساعة، فقط عليك القيام بالمسح الضوئي للباركود الموجود بجانب العلامة التجارية والذي سيحوك فوراً إلى استمارة التسجيل، وما هي إلا دقائق للانتقال إلى عالم آخر من التسوق الا محدود مع منظومة التسوق الإلكتروني.

### Top Wallets, Purses and Shoes Brands

Business and Finance Club magazine concluded special agreements with the most important companies that produce wallets and purses for passports and credit cards so its consuming customers could benefit from the best qualities. These classy wallets are special for being made of genuine dark color leather. Shopping from the top 100 brands portal gives you the opportunity to possess your favorite products and to benefit from the special discounts. Don't you worry about your purchases it will be delivered to you wherever you are in less than 72 hours. All you have to do is scan the barcode present next to the brand and you will be redirected immediately to the registration form. Only a few minutes separate you from entering to another world of unlimited shopping with the E-commerce system.



**جوتشي... مدينة الحقائب الأشهر عالمياً**  
بدأت هذه الماركة كشركة صغيرة تصنع الجلبديات وكان جوتشيو جوتشي أول من أطلق ماركة جوتشي عام 1906، حيث افتتح أول متجر كبير له في روما عام 1938، ليختار ميلانو المركز الثاني لمتجره الثاني الذي افتتحه عام 1951. أما بالنسبة لتمثيلها إعلامياً فقد اختارت جوتشي وجهان فنيان جديان لتمثيلها هما أماندا ويلش وإليزابيث إيرم، وبدأت بإطلاق الإعلانات والصور للترويج لمجموعتها المميزة.  
أحدث منتجات جوتشي هي محافظ جيب ذات تصاميم أنيقة وألوان راقية للرجال والنساء، متعددة الاستخدامات، فهي حافظة لجوازات السفر وبطاقات الائتمان، والنقود.

### Gucci - World Most Famous Purse City

Guccio Gucci was the first to launch the Gucci brand in 1906; he opened his first big shop in Rome in 1938 and chose Milano to open his second shop in 1951. As for the celebrity brand ambassadors, Gucci has chosen two new faces to represent the brand and launch it. Advertisements and pictures were used to promote the special collection. The two faces used were Amanda Walsh and Elisabeth Erm.

حدد يوم وتاريخ مشترياتك عبر هذا التقويم وكن أحد المميزين بحصولك على خصم إضافي عند شرائك بوليصة التأمين الدولي

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>October 2014</b>				1	2	3	4	5	6	7	8	9	10	11
	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	26	27	28	29	30	31								
<b>November 2014</b>							1	2	3	4	5	6	7	8
	9	10	11	12	13	14	15	16	17	18	19	20	21	22
	23	24	25	26	27	28	29	30						
<b>December 2014</b>								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30	31										
<b>July 2014</b>								1	2	3	4	5	6	7
	13	14	15	16	17	18	19	20	21	22	23	24	25	26
	27	28	29	30	31									
<b>August 2014</b>								1	2	3	4	5	6	7
	10	11	12	13	14	15	16	17	18	19	20	21	22	23
	24	25	26	27	28	29	30	31						
<b>September 2014</b>								1	2	3	4	5	6	7
	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	28	29	30											

The most elegant shop, covering more than 1000 varieties of handbags, shoes, and wallets



**فندي..** ازدواجية مبتكرة في الخطوط والألوان هل تعلمين أن (فندي) إحدى العلامات التجارية المتوفرة في كتالوج أفضل مئة علامة تجارية فندي ماركة إيطالية أصبحت النور عام 1925 ، وقد سميت تيمناً بشهرتها مؤسسها (إدواردو فيندي). بدأت كمتجر في روما يبيع تصاميم مصنوعة من الجلد والفرو، لتتطور لاحقاً إلى ماركة تجارية عالمية تملكها الشركة العالمية في عالم الموضة LVHM وتضم خط أزياء، حقائب، أحذية ، نظارات شمسية وإكسسوارات أخرى، إلى جانب العطور. وقد أظهر الإعلان الأخير لدار فندي أن عارضة الأزياء الأشهر في العالم كارا ديليفين ستكون الوجه الإعلاني لمجموعة الشتاء 2014.



**Fendi** - Innovative Duplication in Stripes and Colors

Do you know that Fendi is one of the existing brands in the Top 100 Brands catalogue? Fendi is an Italian brand that saw the light in 1925 and was named after its founder Eduardo Fendi. It started as a shop in Rome selling designs made of leather and fur to develop later on and become a worldwide brand owned by a worldwide company in the fashion world LVHM. It includes clothes, purses, shoes, sunglasses and other accessories along with perfumes.

**تودز....** رمز الغضامة الإيطالية

من منا لا يتمنى أن يقفني حذاءً من تودز، كتالوج أفضل مئة علامة تجارية يمنحك فرصة اقتناء منتجات هذه الماركة العالمية بثمن أقل من المتوقع. تعد تودز أفضل ماركة عالمية لصناعة وتصميم الأحذية الفاخرة، وهي ماركة إيطالية المنشأ تأسست في نهاية العشرينيات من القرن الماضي. فتحت أبواب الشهرة لهذه الماركة في بداية السبعينيات حين أطلقت تشكيلة من الأحذية الراقية تميزت بالشرائط الرفيعة والمزخرفة. وتلقى هذه الماركة رواجاً كبيراً بين أشهر النجوم العالميين ومنهم ماثيو ماكوهني، وجوستين تيمبرليك، وسارة جيسيك باركر وجيسيكيا بيال.

**Tod's** - Symbol of Italian Luxury

Who doesn't wish to have a Tod's pair of shoes? The Top 100 Brands catalog gives you the opportunity to possess this worldwide brand product with prices less than expected. Tod's is considered one of the most luxurious worldwide brands that produces and designs the most luxurious shoes. It is an Italian brand established in the late 20s of the past century. The brand became famous in the beginning of the 70s when a new collection of luxurious shoes was launched. It was distinguished by the thin and decorated laces. This brand has a big popularity among celebrities from all over the world like Matthew McConaughey, Justin Timberlake, Sarah Jessica Parker and Jessica Biel.



اشترك الآن مجاناً للانضمام مثلاً لنا  
TOP 100 BRANDS  
U R the Main  
انت الأهم

امسح الباركود من خلال هاتفك النقال وتمتع بخصوية الخصومات الحصرية واحصل على برنامج تأمين المسافر الذي يعطي جميع أنحاء العالم مجاناً

By scanning the barcode, shop now within the Top 100 Brands Portal and take advantage of the discount that is available to you and it will be delivered to you wherever you are, in less than 72 hours.





## كتلوج أفضل 100 علامة تجارية

اشترك وتسوق عبر أكبر صالة عرض لتأثيث المنازل والفنادق والمطابخ المركزية أكثر من مئة ألف صنف تحت سقف واحد



أكثر من مئة ألف صنف  
لأثاث المنازل والفنادق  
والمستشفيات والمطابخ  
المركزية



لمناسباتكم الخاصة  
والعامية تسوق وادفع بنظام  
التأجير المنتهي بالتملك  
فقط لمفروشات المنازل  
والمطابخ



نظام الاستبدال  
للقديم بالجديد مع  
ضمان جودة المنتج



حدد يوم وتاريخ مشترياتك عبر هذا التقويم وكن أحد المميزين بحصولك على خصم إضافي عند شرائك بوليصة التأمين الدولي

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Month
October 2014				1	2	3	4	5	6	7	8	9	10	11	July 2014
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
	26	27	28	29	30	31									
November 2014							1	2	3	4	5	6	7	8	August 2014
	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	30							
December 2014															September 2014
		1	2	3	4	5	6	7	8	9	10	11	12	13	
	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
	28	29	30	31											

The largest showroom for home, hotel and kitchen furniture, more than 100 varieties under one roof



انضم الآن وتسوق من أي مكان في العالم واستلمه لأي مكان في العالم



انضم الآن وتمتع بضمان الجودة والسعر الأقل عن الغير



انضم الآن واستفد من نظام النقاط لمساعد البيع واستلمه في أي مكان في العالم

اشترك الآن وتسوق من العالم أينما كان تواجدك في العالم، وتميز ببرنامج تقاضي واستبدالها بال نقد

By scanning the barcode, shop now within the Top 100 Brands Portal and take advantage of the discount that is available to you and it will be delivered to you wherever you are, in less than 72 hours.



امسح الآن Scan now

agencies to offer special discounts to subscribers of the magazine.

Advantages offered by loyalty card "Priority is you" for subscribers of the magazine

### The monthly edition of the "Business and Finance Club" Magazine

Upon completion of the subscription process, you will receive your copy of the monthly magazine "Business and Finance Club" to your address in any place in the world, so you do not only have a magazine, but a portal that gives you a chance to get the most promotional offers for the top 100 brands and receive your purchases in a duration that does not exceed 72 hours. These offers could be found in the monthly magazine in one of the themes of the magazine, printed monthly under the name "Top 100 Brands catalog" where you can find the most important international brands including clothing, watches, accessories, fragrances, eyewear, cosmetics bags, shoes, hotels, airline offers and car

rental companies in addition to insurance and telecommunications...

### The "Business and Finance Club" daily Magazine - "Masdar" news service

Subscribers also get "Masdar" service that allows them to be updated minute by minute including: the exchange rates and global stocks, data and news about venture investment projects like real estate development projects, agricultural and petrochemicals projects. For the first time, the subscriber can get a reliable real estate evaluation service, and once the search and inquiry starts about this service electronically via the interactive program; the client can know the approximate value of a property, in any location in the world.

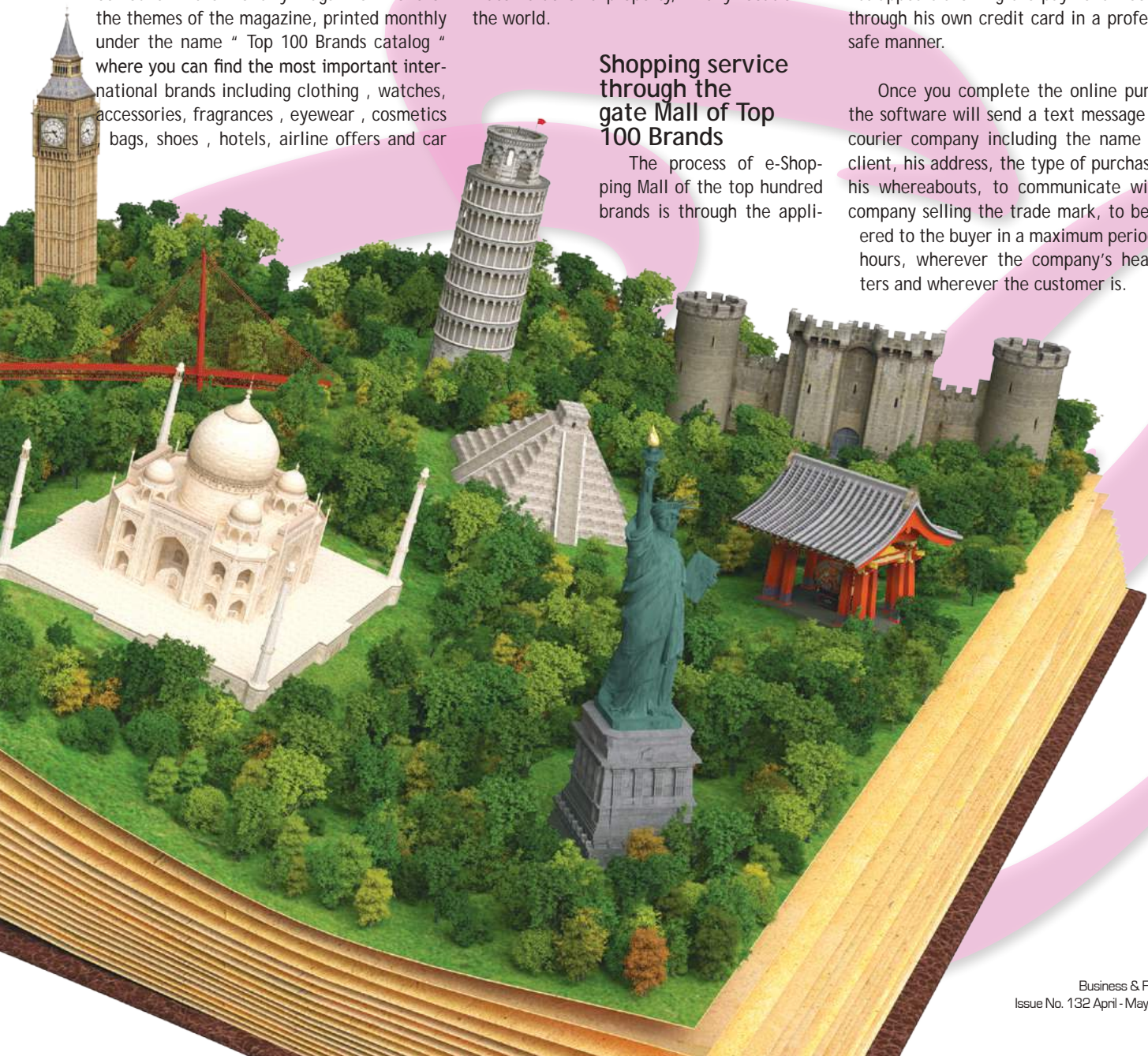
### Shopping service through the gate Mall of Top 100 Brands

The process of e-Shopping Mall of the top hundred brands is through the appli-

cation of "Priority is You" for smart phones where the subscriber chooses the type of product of the brand he desires, then he identifies the common elements and product specifications, style, color and sizes and the number of pieces he wants, then he can reimburse the value of purchases through credit card.

Once the subscriber enters the Gateway Mall of top 100 brands electronically through his phone, a map appears showing him the commercial sections covered by the e-mall, and then he chooses the product or service he desires, for example; If a shopper is looking for style of clothes, a list of the available clothes will appear for him to choose from, then another list appears to choose the color, size, quantity and price. After that another list appears showing the payment mechanism through his own credit card in a professional safe manner.

Once you complete the online purchase, the software will send a text message to the courier company including the name of the client, his address, the type of purchase, and his whereabouts, to communicate with the company selling the trade mark, to be delivered to the buyer in a maximum period of 72 hours, wherever the company's headquarters and wherever the customer is.



Your own application, "You are the main" through your mobile phone.

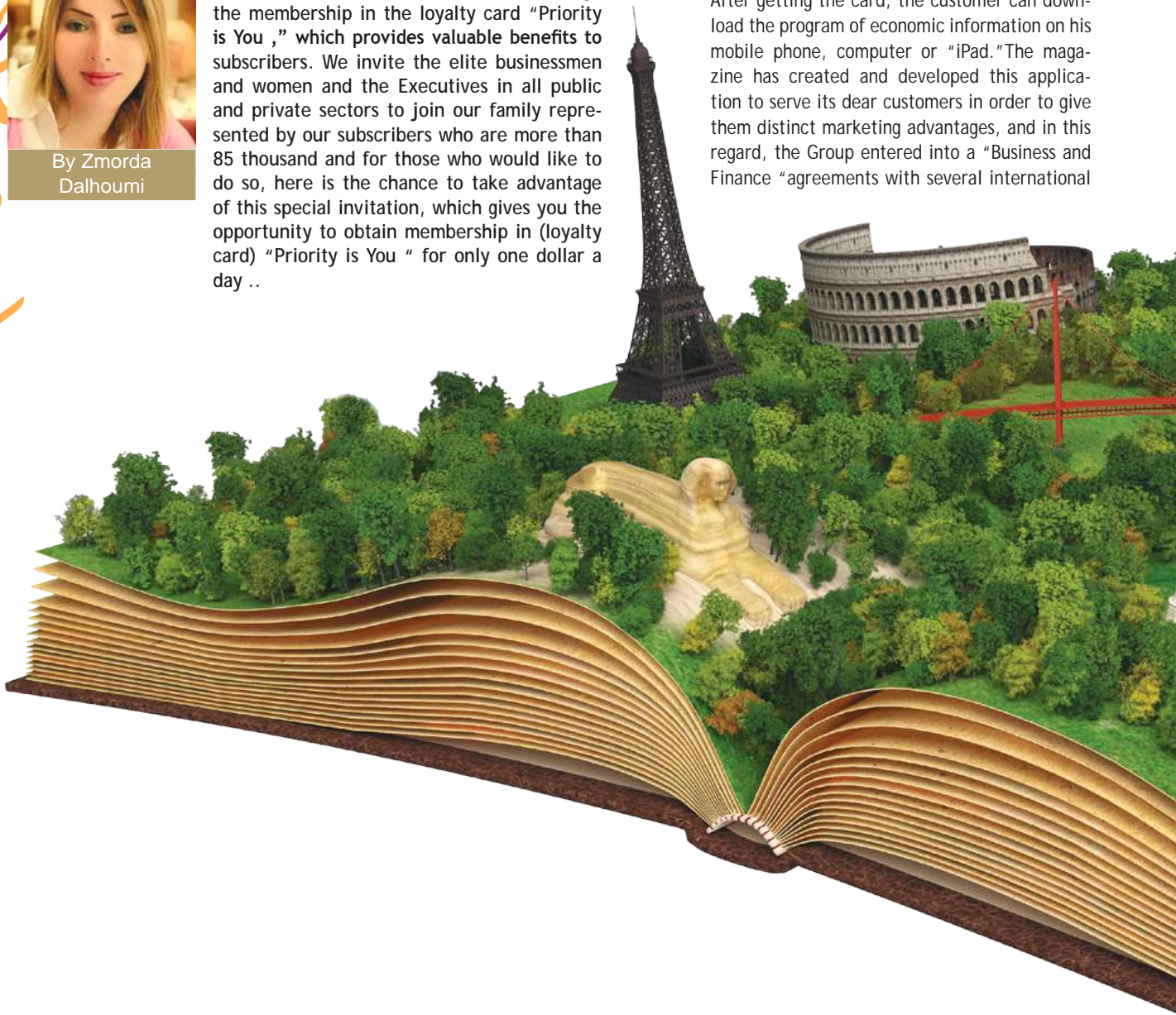
It allows you shopping, payment and receiving within 72 hours of the most important brands, airlines and international hotels, i.e. every place in the world



By Zmorda Dalhomi

The " Business and Finance Club" Magazine is keen to provide a high quality of the services for its customers through the membership in the loyalty card "Priority is You ," which provides valuable benefits to subscribers. We invite the elite businessmen and women and the Executives in all public and private sectors to join our family represented by our subscribers who are more than 85 thousand and for those who would like to do so, here is the chance to take advantage of this special invitation, which gives you the opportunity to obtain membership in (loyalty card) "Priority is You " for only one dollar a day ..

The new card gives the clients the ability to join the elite or so called the "velvet class". After getting the card, the customer can download the program of economic information on his mobile phone, computer or "iPad."The magazine has created and developed this application to serve its dear customers in order to give them distinct marketing advantages, and in this regard, the Group entered into a "Business and Finance "agreements with several international





Order Your Loyalty Card By Scanning  
The Above Qrcode  
**72 Hours Delivery WorldWide**

The monthly edition of the “Business and Finance  
Club” Magazine

The “Business and Finance Club” daily Magazine –  
“Masdar” news service

**Shopping service through the gate Mall of Top 100  
Brands**

International Insurance Policy with a Coverage Reaching a Million and a Half Dollars  
Travel with peace of mind with “Travel Sim”

The Electronic Travel Guide - make it your pocket-mate at all times

The first complete shop, home to the best international brands

The largest shop covering more than 1000 beauty products of the best international  
brands

The largest shop for men, women and kids› fashion

The best offers throughout the year, on airplane tickets, hotels and car rentals  
worldwide, with booking assurance

Elegant watches› brands for men and women

The most elegant shop, covering more than 1000 varieties of handbags, shoes, and  
wallets

The largest showroom for home, hotel and kitchen furniture, more than 100 varieties  
under one roof



## E-shopping through, "You're The Main" TOP 100 BRANDS With Amazing Discounts



Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

[www.bfg-globals.com](http://www.bfg-globals.com)





International  
Insurance  
Policy

Embassies  
Information in  
122 Countries

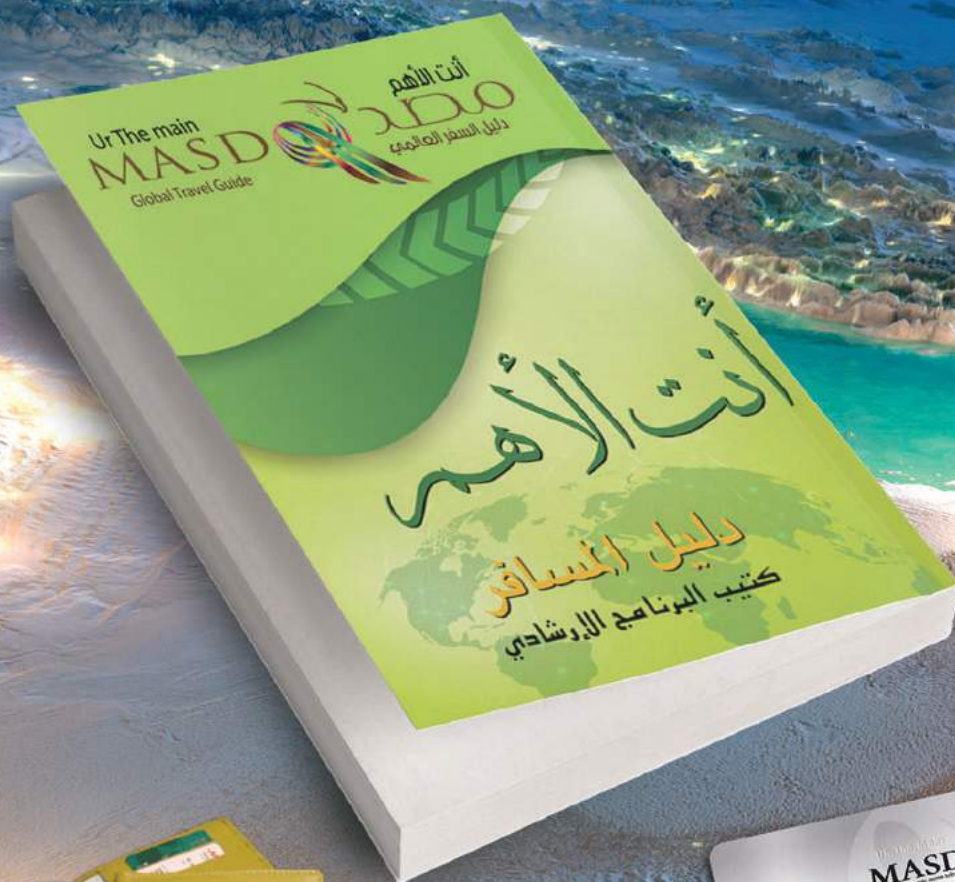
Info About  
Hosting  
Countries

Info About  
Kingdom of  
Saudia Arabia

Prayers &  
Athkar of the  
Prophet

Hijri & Greg.  
Calendar

Traveling  
Prayers



Traveler Guide Available at:  
business companies  
tourism companies  
and public libraries



For only **100\$**, Scan the QRCode on the card and enjoy the free  
international Services with the Traveler's Guide

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388

Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

Top 100  
Brands, E-Mall

Inter.  
University  
Information

Worldwide  
Card Rental  
Offers

International  
Hotel Offers

Tourism  
Offers World  
wide

Inter. Hospital  
Worldwide

Traveler Sim  
Roaming  
Service

## The Compass for More than 3 Million Travel Accepted in more Than 122 Countries

Categories:

- Businessmen
- Traveling Families
- Diplomats
- Abroad Students



that present primary directions to travelers. Downloading the application "UR the main" is very important to the traveler as it provides all the contents of the traveler's Guide with directions and details included in ten chapters.



The TV episodes include the scene of travel procedures through the airway employee and completing the travel procedures through the passports employee.



The program will be produced in a series of episodes each one is 3 minutes long, where they include the guiding role of the government institutions supporting the development of society, in addition to the main instructions and alerts of the host countries and key information on the Kingdom's embassies around the world.

This great national effort is the first visual program with high quality technology



in various media means aiming at enhancing the awareness of citizens in various areas.

The episodes will be presented through all multimedia screens, on road ads, on domestic and foreign aircraft carriers, and on some television channels. The full implementation of the program episodes shall take one year, with the participation of



some of Saudi acting icons. As mentioned before, we are producing 122 episodes, each episode presents the stages of the family travel from one country to another,



highlighting their needs such as buying their supplies, visiting hospitals or making deals, visit educational institutes, as well as various scenes to give it a social and humorous flavor to attract the viewer, away from the



atmosphere of boredom, warnings and instructions.

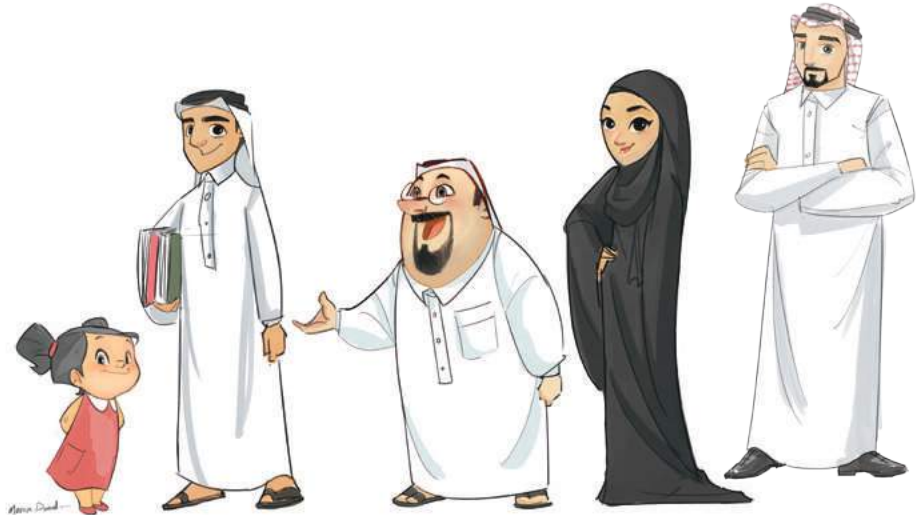
**The first interactive media means combining the most important government facilities that support the development of the community services.**

The paper electronic Traveler's Guide, this little valuable booklet, gathers all the joint efforts and support directed by the national institutions which targets the development of community services. The official authorities that support this development play an important role in the production of this national epic in all its stages starting from the Traveler's Guide booklet with more than one million copies to cover more than 122 countries through the embassies of the Kingdom. In addition to the electronic version of the program that enable the traveler to view it through his mobile. Such supporting agencies supporting community development are working silently to provide all categories of the society with great valuable services. The program reviews also in detail the role of its sponsoring entities.



Third phase: Develop the contents of the paper electronic travelers> guide into television series that covers 122 countries with 122 episodes that will be presented soon

Business and Finance Group has finished its third survey on the importance of customer satisfaction, where the results were positive. The study covered more than 50 thousand persons from all Saudi society classes including students, managers, and officials in the public and private sectors. So the Group has taken upon itself to implement a new phase of the program "Priority is you" to respond to the public demands, where it will produce the first and most prestigious television work in the form of television series that include all of the Guide's contents. The magazine contracted with leading global production companies, and transformed the guide from paper to visual in both Arabic and English. In addition to cartoon personalities representing the family members who travel, and introduce all the stages starting from verifying



cinations for protection against possible infections, etc.

The series include also the stages of production of each TV episode starting with travel procedures through logging to the link : (UR the main.bfg.globals.com) or through scanning the barcode printed in the traveler's Guide. The traveler could also get the service through the fairs available in different airports for such purpose



the passports validity, obtaining the relative visas, ensuring safety of the house before leaving, such as using monitor systems and ensure power and water consumption rationalization, taking the necessary vac-



## economy community Development

### Possibility of citizens registration remotely in Saudi embassies around the world

The importance of the application on phones and smart devices is that it allows subscribers to register data remotely at the embassy of the country they are visiting and this technical role which was carried out by the Business and Finance Group to invest huge financial application development, gave distinctive results and advanced practical solutions to one of the most prominent problems facing any embassy and its citizens when traveling.

Now, with this intelligent application, a citizen can travel and register at the Embassy of his country without the need to visit the

embassy in person, it is worth mentioning that the traveler can do so using the application and with confidentiality and privacy as when he checks his bank account via Internet or an ATM machine, which means that the information is only recorded in the embassy's database. This leaves the embassy with non-stop communication with the citizen via SMS and is able to inform him of any developments and information, for example, early warning or call for a public event or other.

Traveler's Guide and online fun shopping through the gate of Top 100 Brands

The magazine succeeded in seizing opportunities, it has been able to innovate and successfully apply this information interactive program, making a dream come true, a dream

to provide the Saudi traveler a new experience in the world of shopping and enable him to get the item that he wanted from the best brands at a competitive price, through Gate Mall (Top 100 Brands).

In addition, the magazine concluded a number of agreements with the owners of global brands and the most important representatives of agents and distributors. This agreement grant significant and exclusive discounts for barcode holders, thus launches the most important electronic market called "The E-Mall", which offers a choice to the client and his family to get any item of their choice from more than 100 brands, where the purchases are delivered in a period of a maximum of 72 hours with exclusive discounts.



## Second part of the project 'priority is you': Traveler's guide

The Group, through its media wing, the Business and Finance Club magazine launched the second part of the national indicative program (Priority is you) which was the issuing of traveler e-paper guide. The group worked on it with self-funding and hard work over more than a year and a half, due to the growing demand of the survey result, which included more than one hundred thousand passengers distributed among businessmen, postgraduate students, members of the diplomatic corps, the survey also recorded travelers' relentless desire to find those services.

Since the citizen is the Kingdom's priority as evident in the project's name; this project complements the Custodian of the Two Holy Mosques word and it is a response to his appeal when he, King Abdullah bin Abdul Aziz - may God protect him - has ordered all honorable ministers to treat citizens as they treat him personally. He particularly called HRH Foreign Minister Prince Saud al-Faisal asking him to generalize that on all Excellencies and ambassadors of the Custodian of the Two Holy Mosques abroad.

Traveler's e-paper guide contains important information organized in guidance chapters in addition to important data and answers to the questions related to the travelers' destinations, such as adopted laws in these countries with the visa systems for education, treatment, investment and trade, etc..., the services provided by Saudi Arabia embassies and consulates in different countries around the world as well as providing comprehensive information on all embassies of the Custodian of the Two Holy Mosques deployed in 122 countries around the world including their telephone numbers and geographic locations and ways for communication via fax or Website etc...

The booklet targets important categories in travelers like businessmen and businesswomen, families traveling for tourism, travelers for the purposes of treatment, people of the diplomatic

community and graduate students.

## Technical information about the traveler's guide paper and e-paper...

### The best travel companion

The booklet was issued in one million copies, in paper and e-paper, to efficiently meet all the requirements, and the booklet is composed of approximately 200 pages where the size of the page is 13 cm /10 cm and it includes clear and detailed articles, including:

It is worth mentioning that the magazine had already contracted with major insurance companies around the world to provide international quality services to subscribers under the name of (international traveler insurance policy), which covers up to one million five hundred dollars, and includes coverage of the most important advantages such as: Life insurance, medical evacuation, air medical expenses in case of emergency, medical telephone consultations, hospital admissions, medication dispensing, loss of baggage, delayed arrival of baggage, flight cancellations, or delay the date of take-off, loss of connectivity between flights, the loss of PC, loss of travel documents, robbery, personal responsibility, allowance attorneys' fees if you encounter a legal problem - God forbid -, medical translation service, arrange and cover emergency situations.

The cost of a medical emergency, flight cancellation, baggage loss, and many other benefits as covering attorneys' fees in case there was a legal dispute with the traveler in the visited country, and in case of loss of documents, and air evictions, as well as life insurance. The magazine also concluded deals with the most important telecommunication companies to provide travelers with roaming service by giving them specialized chips that only work outside their home country, the magazine also concluded deals with the most important airlines, hotels and car rental companies to get the best bargains for its clients and the possibility of reservation and payment via the application "Priority is you", through their smart phones.

## Travelers e-paper guide via mobile... with you wherever you are around the world:

Business and Finance Club magazine, and as it had always accustomed its clients and readers, is walking on successful paths of excellence and unique services, which made it successful in the launch of the pilot project and program, prompt to all travelers in various spots and international destinations. The gesture is considered the first of its kind for the magazine, and the first of its kind at the regional and international level.

The magazine has worked on the development of this book electronically to become the first electronic application downloaded via scanner "bar code" of every subscriber, through the website) UR the main.bfg-globals.com), through advertising campaigns, such as display screens available at airports, or public libraries, as well as through more than 200 aviation and tourism agencies through a barcode image printed out, making it easier for asylum service acquisition, and is worth noting that each of the book "barcode" special and a sequential number private, and is activated by scanning this barcode with smart phones, which allows subscribers to get their own application.





His excellency Ossama Al Sinousi, Ambassador and deputy of the consular affairs in the Ministry of Foreign Affairs

Ossama Ahmad Al Sinousi occupies the position of deputy ministry of the consular affairs in the Ministry of foreign Affairs. He joined Ministry of foreign Affairs in 1979 G as a diplomatic attaché between the year 2001 and 2005. He was distinguished ambassador for the Iranian Islamic Republic. Al Sinousi, the ambassador acquired a degree in political science from the university of King Saud and master degree in management art from Redlands University In USA.



King Fahd International Airport in Dammam. The Agency of Consular Affairs at the Ministry of Foreign Affairs has entrusted the Business and Finance Group with the task of managing these models for four months, which allowed the Group to take a closer look at the travelers' needs, their feedback on the provided services and what they look for as basic and complimentary services. In-

formation were collected and classified as important information bank that they can rely on for the development of the performance and its elevation in order to reach a better service for travelers around the world. These information contain the citizen's most important needs when he is abroad in addition to his name, passport number, destination, phone number and email.

### Quality services... priority is you:

Business and Finance Group sought to secure all travelers' needs, as the project's motto shows, through the models created at the Kingdom's airports and through a barcode that only allows the transmissions of indicative information.



## Prince Abdul Aziz Bin Abdullah, Deputy Minister of Foreign Affairs



His Royal Highness, Prince Abdul Aziz Bin Abdullah Al Saud, Deputy Minister of Foreign Affairs in the Kingdom of Saudi Arabia, is the third son of King Abdullah Bin Abdul Aziz Al Saudi. He is the chairman of the board of Centennial fund trustees. Prince Abdul Aziz Bin Abdullah in Riyadh city on 28 Jumada Awwal in 1382H Corresponding to 27/10/1962G. He acquired his education in the same city. He has bachelor degree in political and economic sciences

from Hertfordshire University; it is one of the British renown universities. He joined advanced courses specialized in economy science. He worked in the government national guard. He occupied many positions and duties for 15 years; then became an advisor in the court of the crown prince as per a Royal decree issued by King Fahd Bin Abdul Aziz, the custodian of the two holy mosques in 1991G.

## Prince Khalid Bin Saud, Asst. Minister of Foreign Affairs



His highness prince Khalid Bin Saud Bin Mohd Bin Abdul Rahman Bin Faisal Al Saudi occupies the position of Asst. Minister of Foreign Affairs, his grandfather is prince Khalid Bin Mohd Bin Abdul Rahman Al Saud; the oldest son of prince Mohd Bin Abdul Rahman Bin Faisal Al Saud.

The Ministry of Foreign Affairs has recognized the need of citizens, who travel abroad, for clear and practical guidance that helps and reassures them during their stay outside the country. Proceeding from the Ministry's support and its permanent care of Saudi citizens, headed by PM, Minister of Foreign Affairs, Prince Saud Al Faysal, his deputy Prince Abed El Aziz Ben Abdullah and undersecretary, Prince Khaled Ben Saud, the indicative program (Priority is you) was adopted under the supervision of the Ministry for Consular Affairs, represented by under-

secretary and Ambassador Ossama Ben Hamad Al Sinousi. Business and Finance Group was entrusted in the execution of the project being a distinct and reliable group able to come up with the best results thanks to its experienced staff and cadres that were invested in the best manner to accomplish this outstanding national project in a record time not exceeding ten days.

The first successful result of the partnership between the Saudi Ministry of Foreign Affairs and Business and Finance Group through the project (Priority is you)

was in building huge models of the project equipped with the newest and best technologies. The models included 3D displays that were executed on an area of 16 square meters. Their work began in King Khalid International Airport in Riyadh then in King Abed El Aziz International Airport in Jeddah and in



## Prince Saud Al Faisal to the Saudi Ambassadors : Hope you take care of the Saudi Nationals and protect their interests (it is a supreme task )

التشرق الأوسط  
ASHARQ AL-AWSAT

**H**is Royal Saud Al Faisal, Minister of Foreign Affairs indicated that the media and communication development and direct affect on the world general opinion imposed the kingdom missions outside to face create challenge, especially regarding the ideal image of the kingdom outside; this is in addition to the wrong concepts outside. This makes us pool efforts qualitatively and quantitatively; so that to carry out the duties of the ambassadors to correct this wrong image about the kingdom, especially in the light of spreading of the information quickly.

Prince Saud Al Faisal indicated in his word yesterday the works of the 3rd meeting of the ambassadors of the custodian of the two holy mosques, missions heads outside in the head quarter of the ministry in Riyadh. He concentrated that the work team shall be formed from the officers in the ministry to carry out a study of this issue including all the related aspects. This shall be through limited and clear recommendations circularized to all embassies of the custodian of the two holy mosques outside. He called all the kingdom ambassadors to provide their points of view and their suggestions to the work team depending on their experiences in the countries where they wok. Prince Al Faisal said : "Conforming with the supreme state mission regarding this duty, and as you represent the custodian of the two holy mosques, the father and guardian of his sons and nation, this means that you should be guided by the directives of taking care all the kingdom national as a supreme task and confirmed duty of priority compared to your other duties".

Source : Middle East Newspaper



**P**rince Saud al Faisal Bin Abdul Aziz Al Saud , Minister of Foreign Affairs in the Kingdom of Saudi Arabia since 1975. His is the son of King Faisal Bin Abdul Aziz Al Saud, his mother is princess Iffat Al Thunaiyan Al Saud. He acquired bachelor degree in economy from Princeton University, New Jersey , USA in 1963 . He joined Ministry of petroleum and minerals. He worked as an economy advisor, member of the supreme coordination committee in the ministry. After that he transferred to Petromin where he became responsible for petrol relations office supervising coordinating the relation between the ministry and Petromin. He was appointed as a deputy of the governor of Petromin for the planning affairs in 1970. In 1971 , he was appointed deputy of the ministry of Petroleum and minerals. In 1975 a Riyal Decree issued to appoint his as foreign

minister after his father , King Faisal Bin Abdul Aziz who was Minister of foreign affairs. He occupied many other positions as : member of the supreme council of petroleum , member of the national authority for protecting the and developing wild life; he was representative of the board of directors since foundation date up to 1427 H. He was member of the trustees in the King Faisal Philanthropic Enterprise. He participated in many memberships of Arab and Islamic committees ad the Arab special committee, Arab steadfastness committee, Arab 7th committee, Quds committee, Arab tripartite committee regarding Lebanon including the Ministers of foreign Affairs of the three countries, etc. He is fluent in 7 languages in addition to Arabic; as English, French, Italian, German, Spanish and Hebrew.




## Word of His Highness The Custodian of The Two Holy Mosques regarding the importance of providing the necessary support for Saudi citizens outside their country

التشرق الأوسط  
ASHARQ AL-AWSAT

Praise be to Allah Almighty for this blessed hour enabling me to serve the religion, nation and people; it is a service for everybody who asks for any help from the Kingdom Government or any service for the Islam and Muslims usually and forever. If Allah almighty helps me with my brothers, the ministers to carry out their duties sincerely and honestly; fearing your Lord (Allah) who has not any obstruction between you and Him; Hope your success and progress. I hope the ministers meet their all the people young and old on my behalf, especially Minister of Foreign Affairs Mr. Saud al Faisal. Hope our ambassadors meet the nationals outside their country, May Allah grant you success. If is there a shortage in your country money, Allah will compensate this for you; the good things in our country are by the grace of Allah . Thank you,

Source : Middle East Newspaper





The first technology in the interactive media that provides remote registration and transmission service between the traveler and the Embassy

among Saudi travelers.

**It concentrates on 4 categories: business men and women, traveling families for tourism, travelers for treatment; this is in addition to representatives of the kingdom as diplomatic persons, scholarship for higher studies .**

### **Strategic partnership between Saudi Ministry of Foreign Affairs and Business and Finance Group**

Based on the high and precious directions and the great care that the government of the Custodian of the Two Holy Mosques, presented by His Highness, King Abdullah Ben Abed Al Aziz Ben Saud- God Save him- gives to care for and protect its citizens, and to extend the patronage of such care to all citizens, especially those outside the Kingdom. In the framework

of the efforts made to serve citizens and through our follow-up of the project developments (Priority is you), we have noticed the great attention from the wise leadership on the level of the government, its bodies and institutions that support community development regarding the Saudi traveler to guide him and accompany him during his stay outside the country.



Economy  
 Community  
 Development

The traveler's electronic guide handles over 3 million travelers  
 And launches the first Islamic Shari'a compliant insurance policy for the traveler  
 'You are the most important one' is a project for travelers' comfort and safety  
 in more than 122 destinations



بقلم : زمردة دلهومري



Every year, millions of travelers dash from Saudi Arabia airports heading to different countries for various reasons; which led the Ministry of Foreign Affairs in the Kingdom of Saudi Arabia (KSA) to

act quickly achieving an important goal reflecting its approach to facilitate its citizens' lives. The ministry concluded a contract with Business and Finance Group through its media department to take further steps be-

cause citizens are the backbones of homelands. The most prominent and newest step that the ministry took in this regard was a project called "Priority is you", the national indicative program that aims to raise awareness



# Business & Finance Club Magazine

Annual Subscription For only 1\$ a day



You Will have this Free International Traveler's Guide and a Luxurious Wallet, with a 24 hours World Wide Services in more then 122 Countries



### Offer Also includes:

- Car Rental
- Hotel Services
- Travel Services & Insurance
- Global Phone Sim Card
- Monthly Magazine Subscription
- Daily Online Magazine

Scan the QRCode on the card to Join the Largest Subscription campaign for Business & Finance Club Magazine and get the most Five-Star Meal and enjoy a membership loyalty card that has Fantastic Benefits

Gentlemen: Business and Finance Club magazine adopted our yearly participation with a total annual amount of only three hundred and fifty U.S. dollars (\$ 350):

Payment Method    

And the payment amount as follows:  cash  check  credit card  Payment through POS  payment transfer to account of Business and Finance group.

Personal subscription:..... Mobile Number:.....E-mail: .....

Business subscription:.....Tel:.....P.O.Box: .....E-mail : .....

Customer Credit card number: ..... Last three digits behind the card .....Card Type ..... Expiry date:.....

Customer Name: .....Position : .....Signature : .....Date:.....

Full Payment Of The Annual Subscription To Be Paid In The Name Of Business And Finance Group For More Information Please Contact The Subscriptions Department, Dubai Tel: 009714-3910808 Riyadh: 009661- 4650980, Post Mail To Sent United Arab Emirates Po Box 502188 Dubai Media City - Branch Kingdom Of Saudi Arabia. Po Box: 54909 Riyadh 11524. To Send The Subscription Card Through Dubai Fax Number: 009714-3908388 Or Saudi Branch Riyadh Fax Number : 009661- 4166800, For More Information Sent Email: Info@Bfg-Golobals.Com



Top 100 Brands, shopping online

Inter. University Information

Worldwide Card Rental Offers

International Hotel Offers

Tourism Offers Worldwide

Inter. Hospital Worldwide

Traveler Sim Roaming Service

International Insurance Policy

Embassies Information in 122 Countries

Info About Hosting Countries

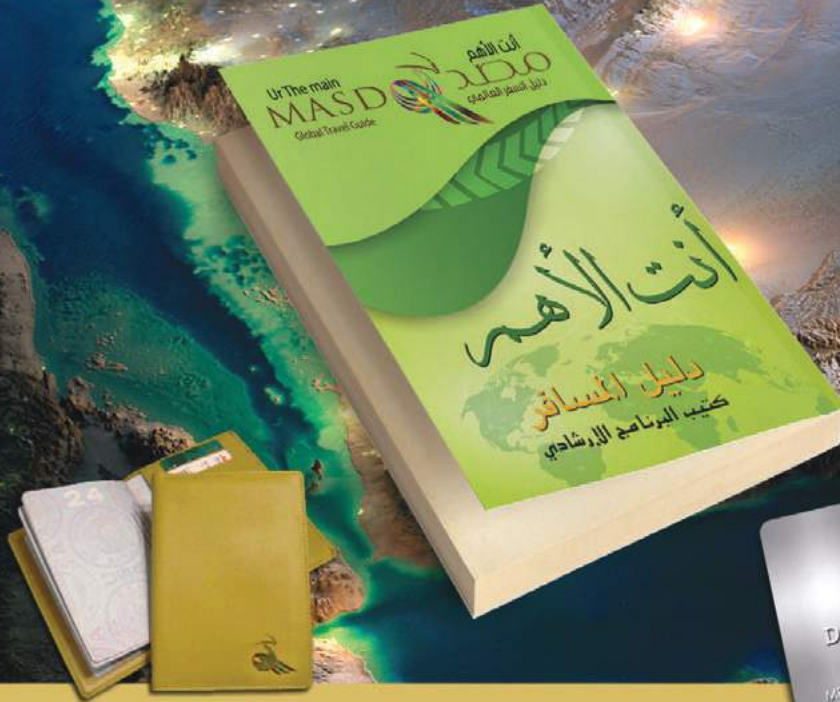
Info About Kingdom of Saudia Arabia

Prayers & Athkar of the Prophet

Hijri & Greg. Calendar

Traveling Prayers

## The Compass for More then 3 Million Travel Accepted in more Then 122 Countries



### Categories:

- Businessmen
- Traveling Families
- Diplomats
- Abroad Students

Traveler Guide Available at airlines companies, tourism companies and public libraries



Free leather wallet for passport and money holder

For only 100\$, Scan the QRCode on the card and enjoy the free international Services with the Traveler's Guide

Gentlemen: Traveler Guide adopted our yearly participation with a total annual amount of only three hundred and fifty U.S. dollars (\$ 365):

Payment Method    

And the payment amount as follows:  cash  check  credit card  Payment through POS  payment transfer to account of Business and Finance group.

Personal subscription:..... Mobile Number:..... E-mail: .....

Business subscription:..... Tel:..... P.O.Box: ..... E-mail : .....

Customer Credit card number: ..... Last three digits behind the card ..... Card Type ..... Expiry date:.....

Customer Name: ..... Position : ..... Signature : ..... Date:.....

Full Payment Of The Annual Subscription To Be Paid In The Name Of Business And Finance Group For More Information Please Contact The Subscriptions Department, Dubai Tel: 009714-3910808 Riyadh: 009661- 4650980. Post Mail To Sent United Arab Emirates Po Box 502188 Dubai Media City - Branch Kingdom Of Saudi Arabia. Po Box: 54909 Riyadh 11524, To Send The Subscription Card Through Dubai Fax Number: 009714-3908388 Or Saudi Branch Riyadh Fax Number : 009661- 4166800, For More Information Sent Email: Info@Bfg-Globals.Com



# GCC Top 100 Companies Encyclopedia

## GULF DAVOS

Invitation to the elite of businessmen to join Gulf's top economic event in its 20<sup>th</sup> round

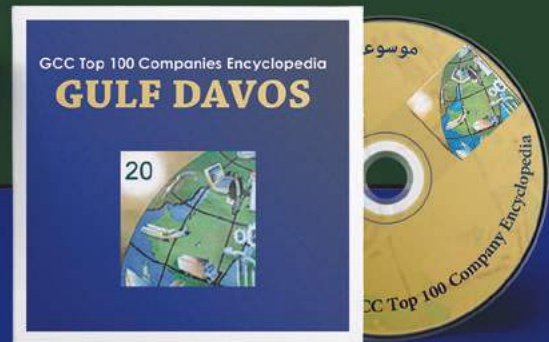


- The first global gulf event transmitted live to honor the GCC top 100 companies.
- Official hosting by the hosting Country and official presence and representation for inauguration of the galleries.
- The first gulf economic event that involves US \$ 800 billion, the total sales of 100 GCC companies.
- Twelve workshops representing twelve economic sector, in which the elite of economy makers talk, and more than four thousand individuals participate. It approves the systems in the terms of quantity and quality, and will last for four days.
- The first gallery that includes the GCC countries under one roof through a gallery for every Gulf country covering the most prominent firms

**Special Offer**



Insert the name of your firm before 2014-2015 encyclopedia of the GCC top 100 companies and get for free a written advertising for a full year in the monthly and daily electronic



The event is organized by the  
**Business & Finance Group**

**BUSINESS & FINANCE** CLUB

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966 114650980 - Fax: +966 114166800

[www.bfg-globals.com](http://www.bfg-globals.com)



Chris Hues, a young man with an estimated fortune of 100 million dollars

## Jeddah Economic Forum hosts one of the founders of Facebook



**J**eddah Economic Forum, launched on March 19th, hosted Chris Hues the partner of Mark Zuckerberg in founding the social network Facebook. Hues spoke during a panel discussion titled “Entrepreneurship Challenges and Empowerment”.

Chris Hues, whose wealth is estimated to be about hundred million dollars, was a teenager who contributed to the creation of Facebook where he was Zuberbeg’s roommate in a dorm at Harvard University. Hues worked as the spokesman of Facebook. He became a rich man only at 23 years old.



The challenges that Hues has faced in the beginning were not founding the website for he knew nothing about IT and programming but he believed in challenge to achieve goals. “Hues” was raised in Hickory, North Carolina and it seemed he knew exactly what he wanted. He wanted to leave Hickory. So at the age of 15, he applied for an elementary school affiliated to Philips Academy in Andover, Massachusetts which was a big surprise for his parents Ray the sales manager in a paper company and Brenda the mathematics teacher.

Hues got accepted, the only child so he joined school with a scholarship. Soon he became a star in Andover Academic where George Bush and George W. Bush have graduated. Hues got another scholarship but this time to Harvard University. He was lucky that its roommate in 2002 was a student from Philips Exter school, the programming genius Mark Zuckerberg.

Hues, who was studying literature

and history, had no love for IT but he was fascinated by the website project that Mark and his two friends were working on. Hues presented his suggestions and showed his unique personality. Compared to Zukerberg’s sharp style and rational thinking, Hues was friendly, fluent and had a unique personality. He was the sales manager for the group and later its spokesman.

The project was of course Facebook, which was founded in Zukerberg and Hues dorm, has become a giant social network. Hues left Facebook for few months after his graduation from Harvard in 2006.

And Hues, the 30 years old man is known in the American media “the guy who brought the president”, left Facebook in 2007 to work in the presidency campaign of Barak Obama by creating Obama website for social networking during his historical campaign in 2008.

In his third project, Chris Hues the

pioneer of the modern media wanted the old media. He decided to enter a new challenge by buying The New Republic newspaper on March 9, 2012. He saluted New Republic readers by an article in which he introduced himself as the new owner of the newspaper and its editor in chief and he promised its readers to adapt with the newest information technologies without affecting the his obligation to present serious work.

This sudden surprising deal made a limited noise in money and authority corridors. Why did the 28 year old guy want to buy a newspaper that had a brilliant history but it was also facing critical situation? In the newspaper’s offices in K- Street, Hues was greeted as the editor in chief and the savior. This optimism paid big time as he added more pages to each issue. He also supported the editors team and accelerated the delivery of the printed newspaper.



es and making visions become real projects that push the Saudi economy forward. Such visions contribute in the continuity of the cooperation between the private and public sectors as long as the pursuing of dialogue to solve all issues facing the national economy by studying today's economy, evaluating challenges that face the investment and finding proper solution to keep the national economy thriving.

The organizers of the Forum confirmed to the "Business and Finance Club" Magazine that the issuance of recommendations is not their biggest concern because the forum does not have any legislative power. The forum discusses every year a major subject on the local and international scale. It brings international expertise to discuss solutions for a problem. Usually forums are sponsored by enterprises and private sector companies which sponsor this forum by about 15 million SR each year. This sponsoring proves that the forum is economically convincing for the companies that participate in its sponsorship. The budget of all forums between 2000 and 2001 varied between 13, 14 and 15 million where the average budget of all forums is 15 million riyals.

Since its launch in 2000 to 2007 ( the first to the eighth), the forum has been sponsored by the former Emir of Mecca, Prince Abdul Majeed bin Abdul-Aziz Al Saud - may God have bless him - and from 2008 till 2013, it has been held under the patronage of Emir of Mecca , Prince Khalid Al-Faisal (the ninth to fourteenth), while the Forum this year (2014) shall be sponsored by Prince Mishaal bin Abdullah , current Governor of Mecca, as Forum has witnessed the succession of seven heads of the Jeddah Chamber of Commerce and Industry who are: Abdullah Zainal , Engineer Adel Al- Faqih , Dr. Ghassan Al-Sulaiman , Abdullah Al Moalemi , Saleh El Terky , Mohammed Fadl and Saleh Bin Abdullah Kamel .

It should be noted that the Forum of Jeddah was held for the first time in 2000 under the title of "Steady Growth in the Global Economy", and then it has adopted other themes and headlines: "Development Resources of Wealth in an Economy Based on Knowledge and Science" in 2001, "Management in a Complex Global Environment" in 2002, "Global Competition... Thinking from a Global Perspective and Application



Prince Mishal Bin Abdul Azi

from a Local Perspective" in 2003, "Achieving Accelerated Economic Growth" in 2004, "Capacity Building and the Development of Individuals to Achieve Sustainable Growth" in 2005, "To New Heights of Economic Growth" in 2006, "Economic Reform... Promising Grounds and Extended Prospects" in 2007, "Development of Wealth Through Partnerships and Alliances" in 2008, "Global Presence... Determination Defines the Future" in 2010, "Changes of the Twenty-First Century" in 2011, "Beyond Horizons ... Today we Build the Economy of Tomorrow" in 2012, and "Housing and Population Growth" in 2013,. This year's session was held under the title "Development through Young People."

### Unemployment and Job Creation: Topics to be discussed in Jeddah Economic Forum 2014.

Jeddah Economic Forum held its sessions for this year under the title of "Development through the Young People" in the presence of princes, ministers and the forum's guests from inside Saudi Arabia and abroad. This year, the forum aims at finding job opportunities for more than 15 million people over the next ten years in the Middle East. Saleh Kamel, the Chairman of Jeddah Chamber said: "the sponsorship of the Emir of Mecca for this forum reflects the State's interest in supporting such international forum which enhances the importance of Saudi Arabia on the map of the international economy."

He also said: "The Forum has reached its 14th year with the help of God and the collaborative efforts of the Chamber and the participants in this demonstration that was able to gather more than 26,000 participants from more than 60 countries and 6 continents since its launch in 2000." Saleh Kamel said that women were present during the forum sessions, stressing on the fact that women represent the half of the society and development does not concern only men, women form an integrant part in this process especially since statistics show that unemployment percentages are higher between women than men. Kamel affirmed that choosing the speakers in this forum was based on what serves the subject of unemployment the best in addition to offering job opportunities in different domains.



Sheikh Saleg Kamel,  
Board Chairman of Jeddah Chamber  
of Commerce and Industry

On the first day of this year's forum, the program included four sessions titled: "The Reform of Business Environment", "Educating Investors", "Encouraging the Initiative Spirit of the Youth and "Focusing on Challenges and Initiative in Business Sector". On the second day four sessions were held. The first: behavior, aspiration and work ethics in the youth. The second: building fundamental skills in the youth. The third was about continual development and investing from future's leaders and the fourth session was about focusing on challenges and initiatives in business sector.



# Jeddah Economic Forum: Second biggest forum after Davos



By Samia Jebali



Jeddah Economic Forum has proven its capabilities to be the second economic forum in the world after Davos, the economic forum yearly held in Switzerland. Jeddah Economic Forum has changed its strategies for looking for people to looking for subjects. The forum is now interested in actual economic concerns without

paying attention to politicians and stars. The forum that was launched as economic compass to Red Sea Bride Jeddah in 2000 has evoked local, regional and international affairs and discussed in its 13th round the changes happening to the entire region.

The yearly-held forum draws the headlines for Saudi and Gulf economies for the coming years, where it has become more than just a platform to speak, present agendas and engage in dialogue in its sessions which host presidents, ministers and economic and political decision makers from around the world. It has become due to its great acquired importance a project with an aspiration of being an institutional entity like organizations and institutions that draw plans and adjust directions after

a 13 year journey during which infamous political and social persons headed it.

The forum became an international event attended by businessmen, businesswomen, governmental and private sectors concerned in the economic growth in the Middle East and the world. Figures and facts show that since its launch in 2000, 24,000 people from around the world participated in Jeddah Forum (2000 people per year). Attendants were over 60 countries. Speakers' number in the biggest economic event in the Middle East surpassed 600 people from 40 countries while the number of participating heads of states reached 23 presidents and the number of sponsoring companies and institutions reached 320 sponsors. The forum has achieved a widespread fame with wide media coverage of its events. In the last 13 years, more than 14,000 news, report and interviews in local, Arabic and International media while more than 60 newspapers and radio stations interacted with the event. Jeddah Chamber of Commerce benefited from organizing such a forum on an annual basis because where the Chamber has become an umbrella of the private sector. Its role exceeded being a place to provide services for the participants to become another vital sector in the state.

The organizers of the Forum believe in the major role of the private sector in developing the national economy to face economic and social challenges like raising the income level of individuals, increasing employment opportunities, and discussing business opportunities with investors. The forum had also put the corner stone of the futuristic economy by looking for new chanc-





# Special Invitation

Under the generous sponsorship of His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, a member of the Supreme Council of the United Arab Emirates, the Ruler of Sharjah

Sharjah's Chamber of Commerce has organized the event from 19 - 20 March, with coordination of Ministry of Commerce, Federation of UAE Chambers of Commerce & Industry and Islamic Chamber of Commerce, Industry and Agriculture



The 16th Private Sector Forum of Organization of Islamic Cooperation Countries



The attendees included their excellencies Ministers of Trade and Economy from Islamic countries, Chairmans and members of the Board of Directors of Chambers of Commerce and Industry, Managers of regional and international organizations, and an elite distinctive group of businessmen and investors who represented 56 participating countries in this event



Exclusively, the event hosted Kingdom of Saudi Arabia as "Guest of Honor", honoring the mutual Saudi Emirate relationships and the diverse Saudi achievements in Sharjah

The event honored the top 10 unique Saudi investment facilities, as the best investment project in Sharjah



The forum has coincided with the launch of The Saudi Investing Companies Exhibition in Sharjah, along with workshops of new investment chances between 19 - 20 March



The honoring ceremony was broadcasted live, and the event's activities has been covered through all media

الموظفون والشركاء الإستراتيجيون:

الرعاية الرئيسيون:





## Honoring the participants

At the end of the ceremony, HH Sheikh Sultan bin Mohammed bin Sultan Al Qasimi - may God protect him - and their Excellencies Mr. Ahmed Mohammed Al Madfaa and Mr. Hussein Al Mahmoudi honored the sponsors and speakers at the forum sessions. HH Sheikh Sultan bin Mohammed bin Sultan Al Qasimi - may God protect him - received a commemorative gift from the Chamber of Commerce and Industry of Sharjah.

The heads of the delegations participating in the forum sent an appreciation thank you letter to His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, for sponsoring this event and in recognition of his keenness to support the efforts that are being exerted to achieve growth and development and to strengthen the joint cooperation the Islamic states.

Board Chairman of the Islamic chambers :

## Sheikh Saleh Kamel... A Prominent Saudi Businessman and an Economic Global Figure

Sheikh Saleh Kamel is a Saudi businessman and one of the renowned investors in the field of media through ART Enterprise "Arab Radio and Television". He was born in 1360 AH, 1941 AD, in Mecca, for a family working in Tawafa. His father worked as a Director General of the Office of the Council of Ministers. He received his primary and middle education in Mecca and Taif, and his secondary education in Jeddah. Sheikh Kamel obtained a Bachelor of Commerce from the University of Riyadh in 1383 AH, 1963 AD. As a student, he established a small enterprise under the name of "House and Office of Saudi Scouts" and began his career in Tawafa, his family's occupation. He then joined the Ministry of Labor and Social Affairs, where he managed the department of young people affairs. Shortly after that, he moved to work at the Ministry of Finance. After ten years of working at the Ministry of Finance, Sheikh Kamel left government work and moved to the private sector, where he owned and managed more than 12 billion riyals distributed over 300 companies, banks and enterprises in the Kingdom and in about 45 countries around the world.

Sheikh Saleh Kamel is the Chairman of the Board of Directors of "Dallah Al Baraka Group," which includes a group of companies, namely: Al Baraka for Investment and Development, Al Baraka Banking Group, Al Tawfeek Financial Group, Asir, Arab Media Company, Arab Radio and Television (ART), Dallah Group Company, Dallah Real Estate



& Tourism, Durrat Al Arous Company and others... Likewise, he chairs the Board of Directors of the Islamic Chamber of Commerce, the Committee of Participants in the Portfolio of Islamic Banks and the General Council of Islamic Banks and Financial Institutions. He is a member of the Board of Trustees at King Abdul Aziz and his Companions foundation for Giftedness and Creativity, the Arab Thought Foundation and the Arab Est. for Media. The non-profit facilities that were established by Sheikh Saleh Kamel include Research Center for Islamic Economics at King Abdul Aziz University in Jeddah, Saleh Abdullah Kamel Center for Islamic Economy at Al-Azhar University in Egypt and Jeddah Science and Technology Center in Jeddah.

Saleh has received numerous international awards including the "Businessman of the Gulf Award" in 1993, "Man of Banks" from the Islamic Development Bank in the years 1995 and 1996 AD. And Saleh was ranked in seventh place in terms of impact on the scene according to the rating conducted by the "Arabian Business Magazine" among the strongest 50 Arab figures in the region and the world in 2006. He also has an honorary doctorate for his efforts in the development of the concepts of Islamic economics and Islamic media performance from the Open University of New Life in 2011.

Dr. Abdul Rahman Al Zamel, Board chairman of Riyadh chamber of commerce and industry, is a leader of the first class :

He acquired PhD in law form Cairo University, PhD in Int'l relations form the South California in Los Angles, USA .



Dr. Abdul Rahman Al Zamel started his practical life in 1973 as asst professor in kind Fahd University for Petrol and Minerals in Dhahran, Kingdom of Saudi Arabia; then he was appointed as governor General Electricity Company; then as deputy of Minister of commerce in Kingdom of Saudi Arabia in 1980 up to 1996. Starting from 1997, he served for 12 years as a member of Shura Council in Kingdom of Saudi Arabia .

Dr. Abdul Rahman Al Zamel, board chairman of Al Zamel Co. for industrial investment starting from its foundation in 1998 . He is the board chairman of the Al Zamel Holding company. He started his professional life in 1973, he assumed the position of the board chairman of Riyadh Chamber of Commerce and Industry, board chairman of the Saudi Export Development Center, board chairman of the national company for power, board chairman of the industrial Emirates city and supreme committee of endowments in King Saudi University. He is the author of a number of publications.



Mohammad El Shehi

Commerce, Industry and Agriculture Mr. Saleh Kamel, delivered a speech, voicing pleasure over the participation of more than 30 countries of the member states of the OIC at the sixteenth forum of the private sector, and this is another sign of the advanced position that neighboring UAE in general, and Sharjah in particular, occupies in the worlds of economy and commerce .

He added, "the reinforcement of intra-regional trade and the explanation of the advantages of the Trade Preferential System (TPS) of the member states of OIC is a slogan that reveals significant meanings and reflects the importance of trade protocols and agreements in boosting the economic cooperation and the importance of maximizing the usefulness of TPS of the member states of OIC, in order to raise the rate of commerce exchange between Islamic countries to the highest levels.

The Islamic Chamber's activities are focused on many key areas namely, providing job opportunities, boosting intra-regional tourism, enhancing trade, developing investment opportunities in the Islamic States, in addition to strengthening the role of Zakat, spreading the culture of endowment, developing capacities and achieving value-added modeling.

Representative of the Ministry of Economy, the Engineer Mohammad El Shehi, says that this event is quite important for it is held on the land of Sharjah which deserved to be the capital of the Islamic culture in 2014. He added, "We, in the UAE, have reached, globally, to this advance position in the vital sectors because we maintained our identity and originality and we cemented the Islamic principles in every project, initiative and achievement. Our commitment is revealed through the rapid pace of our state and our establishments.

## Dr. Abdul Rahman El-Zamil Represents Saudi Arabia in the forum and Receives an Award Honoring the Chamber of Commerce and Industry of Sharrjah

Business and Finance Club magazine in cooperation with the Chamber of Commerce and Industry hosted Saudi Arabia as a guest of honor. Chairman of the Board of Directors of Riyadh Chamber of Commerce & Industry, HE Dr. Abdul Rrahman Al Zamil, attended the forum as a representative of the KSA and upon a special invitation from the magazine. It is worth mentioning that Dr. Abdul Rahman Al Zamil began his career in 1973 as an assistant professor at King Fahd University of Petroleum and Minerals in Dhahran, Saudi Arabia. He currently serves in several positions including: Chairman of the Board of Directors of Riyadh Chamber of Commerce and Industry, chairman of the Board of Directors of Saudi Export Development Center (SEDC), chairman of the Board of Directors of National Power Company, chairman of the Board of Emirates Industrial City (EIC). He is also a member of the Board of Directors of the following institutions: Sahara Petrochemicals Company, Saudi International Petrochemical Company (Sipchem) and Supreme Committee for the Endowments of King Saud University. He has represented the Government of the Kingdom of Saudi Arabia and headed many delegations to international conferences on industry and development. Dr. Zamil has a bachelor's degree in law from the University of Cairo and received a Ph.D. in international relations from the University of Southern California and he is the author of various publications.

## Business and Finance Club Magazine Covers Events Honoring the Best Ten Facilities in Saudi Arabia

The Business and Finance Club magazine exclusively contributed to the coverage of this important event in order to highlight the experience of Saudi investments in the United Arab Emirates in general and in the Emirate of Sharjah in particular, where the number of Saudi investments exceeds 200 facilities. On this occasion, the best 10 Saudi investment facilities located in Sharjah were honored.

## Director General of the Sharjah Chamber of Commerce and Industry Hussein Al Mahmoudi



With a strong economic vision, to apply the best international practices to develop and activate the chamber's function in order for it to become a driving force for the commercial and industrial development of activities and businesses in the Emirate.

Mr. Al Mahmoudi got a Bachelor's Degree in Economics and Communications from Pacific University in the USA and a Master's Degree in Business Administration from the American University. Before being the chamber's Director General, Mr. Al Mahmoudi held the position of Corporate Communications Manager at the Emirates National Oil Company (ENOC). He developed the company's sponsorship strategies; besides, he activated the management of media marketing as he headed the marketing management at Dubai Internet City (DIC). While serving as the foreign affairs manager at the Royal Dutch Shell Group, Mr. Al Mahmoudi was chosen as Senior Advisor of New business Development for the Middle East, Caspian and East Asia. He launched various community projects with motivational awards such as the Middle East Award for the outstanding executive leadership in the Arab region.



## On the margin of the meeting, Sharjah chamber of commerce and industry honors Kingdom of Saudi Arabia as honorary guest

### A Well Experienced Manager & Successful Businessman

#### Ahmad Mohammad Al Madfaa... Investor in Youth Energy

He is an Emirati businessman who has been the chairman of the Board of Directors of Sharjah Chamber of Commerce and Industry since 1997, and the chairman of the Board of Directors of Expo Center Sharjah. His private investments vary between real-estate and industrial fields. Mr. Al Madfaa is also the chairman of "Rawad" Corporation, where he was keen to hire youth in an oriented and systematic way. This is because his main concern was and still, how to invest in the energy and abilities of today's generation in order to build a better future by benefiting from his long-term experience.

Mr. Al Madfaa benefited from the economic theories and the analysis methodology that he studied by taking the suitable administrative decisions in order to maintain high standards for work, and subsequently he gained several skills in the administrative field. This made him a first-class figure in both administrative and economic fields in the United Arab Emirates.

After he earned his Bachelor degree in Commerce and Accounting from Cairo University, Mr. AL Madfaa returned to his country, UAE, to occupy several important administrative positions in the Sharjah emirate and at the Arab regional level, where he served as the Vice Chairman of the Board of Directors of the Arab Federation of Leather Industries. He also ran the office of His Highness the Ruler of Sharjah from 1973 to 1976. Furthermore, Mr. AL Madfaa worked as the Director General of the Department of Sea-



ports and Customs in Sharjah in 1976, as he served as the director of the regional office of the International Body of Exhibitions in Sharjah at the level of the Gulf States.

Mr. AL Madfaa was not only a well experienced manager in his field, but he was a quite successful businessman as well; for he employed his cumulative experience in the economic management in the fields of real-estate, industry, stocks and other fields. Since he was appointed as the chairman of the Board of Directors of Sharjah Corporation, "Rawad", Mr. AL Madfaa's main concern has been finding a way to take advantage of youth energy investment. So he launched an initiative, which is the first of its kind in UAE, by forming teams of young people who undergo training workshops as a prelude to performing promotional tasks for the summer camp projects. He did not count heavily on the circumstances and the external factors to achieve his success, but he developed unique mentality that made him adopt a number of proper systematic trends that guided his behavior to achieve and shape his goals.

medium projects, handling several active issues and overcoming the obstacles that would face investment development and capital and experience flow; especially, in light of the efforts of the OIC, Islamic Chamber and specialized bodies and foundations.

Mr. El Madfaa concluded the speech by hailing the establishment of this forum within Sharjah's World Trade Week, he views it a valuable and serious opportunity to launch practical initiatives and common projects for the benefit of the participating states and the business sector's representatives. He expressed hope that the forum will be a successful model for fruitful and constructive cooperation in order to benefit from investments in the commercial, industrial and service domains.

### Reinforcement of Cooperation & Commercial Exchange

Director General of Islamic Center for Development of Trade, Mr. Hassan Al Zein, said that the forum coincides with essential changes that are affecting the business climate at both Islamic and global levels, so it is now obvious that the cooperation between private and public sectors is a successful model of managing the commercial and economic affairs. Indeed, a country won't occupy an advanced position in the global economy unless it has a powerful private sector and the leading role of the UAE is the best evidence.

Head of the General Union of Egyptian Chambers of Commerce, Mr. Ahmad El Wakil, on behalf of head of the Islamic Chamber for



Mr. Ahmad El Wakil



# Investment opportunities in Sharjah under best standards to attract investors

## Sharjah Investment and Development Authority, Shurooq, Promises a Brighter Future



Sharjah Investment and Development Authority "Shurooq" was established in 2009 by virtue of an Emiri decree issued by His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council, and Ruler of Sharjah, to oversee the development of social, cultural, environmental and economic development in Sharjah, in order to entrench its unique Arab and Islamic identity. The Board of Directors is headed by Sheikha Bodour, the daughter of Sultan Al Qasimi, and managed by Marwan bin Jassim Al Serkal, who serves as an Executive Director of the Authority.

"Shurooq" provides high standard services that are considered the best of their kind to attract local and foreign investors to the Emirate of Sharjah, it also provides facilities and incentives that help overcome any obstacles that would face the investment activities. "Shurooq" evaluates and follows up with major investment projects that are linked to heritage and tourism projects that are related to infrastructure. Beside it develops programs

## Strives to Deliver the intellectual and cognitive production of the United Arab Emirates' culture

Sheikha Bodour bin Sultan Al Qasimi represents the experience of Emirati women who grew up in Union School and adopted its values, and thus provides an advanced model of a successful businesswoman. The most important positions held by Her Highness are: Head of Sharjah Investment and Development Authority "Shurooq", head of Al Qasba Development Authority, Vice President of the Sharjah Ladies Club, chairman of the Board of Directors of Emirates Publishers Association, head of the organizing committee of the "Culture Without Borders" campaign, head of the UAE Board on Books for Young People (UAEBBY), head and founder of Kalimat publishing and consultant of Arab Children's Book Publishers Forum. Those positions reveal the tasks and responsibilities of Sheikha Bodour in addition to her remarkable potentials and capabilities in creating, achieving and launching projects in several fields and domains.

Her success in achieving aspirations and reaching goals is nothing but a translation of the vision, mission and strategy of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, who aims at developing all sectors in the Emirate of Sharjah and on its top education, culture and economy. Sheikha Bodour Al Qasimi strives to deliver the intellectual and cognitive production linked to the cultured Emarati national; and one of her most desired ambitions is transferring it to the international arena of culture.



that are necessary to achieve the objectives of each project.

"Shurooq" works on three main activities

namely investment, development, and asset and property management. Regarding investments, Shurooq focuses on exploring investment opportunities in Sharjah and connecting promising projects with the right investors; besides it offers them technical and economic advice. Shurooq provides potential investors with assessment of investment opportunities and required studies through the enactment of investment laws in the Emirate of Sharjah.

In appreciation for its role in supporting the regional economy, Sharjah Investment and Development Authority, Shurooq, won the prize of Foreign Investment Agency for 2013, presented by British magazine, The European, within Banking Awards 2013 - the Middle East and North Africa region.





## Crowning Al Sharjah as the culture capital



### Objectives of the Forum

Fifteen forums for private sectors have been organized to this day in various Islamic states, and it was held in deference to the desire of the National Chamber of Commerce and Industry and received best care from the heads of states, prime ministers and economic and industry ministers in the member states. These forums succeeded in gathering large number of taskmasters, traders and industrialists from the Islamic countries, as they paved the way for them to discuss economic and commercial issues and areas of cooperation. The sixteenth forum this year which last two days, was an opportunity to exchange views and display the best practices and experiences about Islamic economy and the ways to enhance commercial relations between Islamic countries and the economic associations in the Islamic organization, and to activate the private sector role through enhancing the interfacial trade and the role of commercial organization and financial foundations in the trade development between the member states of the organization.

Director General of Chamber of Commerce and Industry of Sharjah, Mr. Hussein Mohammad El Mahmoudy confirmed that the planning of this forum aim to enhance the great and unremitting efforts that are being exerted by the UAE, which is represented by Sharjah, in order to develop Commercial relations between the states of the OIC, noting that the forum "offers an opportunity for private sector representatives to meet their counterparts from the member states of the OIC and to increase trading volumes between the members of the organization, furthermore it sheds light on the major investment projects, addresses the possibility of cooperation, and gathers project sponsors and potential investors from the member states of the

organization and the financial foundations.

### Activities

The activities of the forum this year included direct individual meetings, offers for investment opportunities and investment trends in Sharjah in UAE, KSA, and other states of OIC; The forum was held in the presence of representatives of private sectors in the member states and businessman from Islamic societies of non-member states, alongside the representatives of financial foundations who keen to finance the private sector activities and commercial institutions which are located in the member states of OIC.

### Participating figures

Sharjah's forum was honored by the presence of the president of the Consultative Council of Sharjah, Mr. Abdul Rahman Al Hajiri, the Head of the Board of Directors of the Chamber of Commerce and Industry in Sharjah, Mr. Ahmed bin Mohamed Al Madfaa, head of the Board of Directors of the Chamber of Commerce and Industry in Riyadh, Dr. Abdul Rahmabn Al Zamil, representative of the Ministry of Economy, the architecture Mr. Mohammad Al Shehi, director of the Chamber of Commerce and Industry of Sharjah, Mr. Hussein Al Mahmoudy, Senegal's Minister of Commerce Mr. Alyon Sar and Senior men of business and industry in the states of OIC.

The chairman of the Sharjah Consultative Council delivered the opening statement of the Chamber of Commerce and Industry at the forum ceremony, saying, "This event that organizes these diverse programs and activities coincides with the most important issue that is being sparks celebrations in the Emirate which is naming Sharjah the capital of the Islamic Culture for this year. This event

confirms that the UAE occupies a high position regionally and internationally and reflects the leading role of Sharjah in promoting this position, thanks to the view of his highness the governor of Sharjah that paves the way to the future and helps achieve the goals of the sustainable development."

On the first day, a documentary was presented tackling the potentials that Sharjah has, namely, a developed infrastructure that makes it an attractive environment, in addition to the facilities that it offers to businessmen and investors from around the world.

It is worth mentioning that Sharjah stride towards excellence in quality investment projects. Such excellence is supported by a great edifice founded through development of social, cultural and economic environment in the Emarah, and was named «Sunrise».

### Speech of council chief of Sharjah's Chamber of Commerce and Industry

Mr. El Madfaa tackled in the speech that he delivered in the forum opening, the World Trading Organization efforts that succeeded during the last meeting in Bali, Indonesia last December, in reaching to an agreement over the first global trading reform since the organization establishment in 1995, saying "This step aims at opening new prospects for the growth of the global economy and raising the rate of foreign trade between the countries of the world". He pointed to the necessity of enhancing the economic and investment cooperation between the Islamic States and finding further opportunities to expand the private sector partnership through raising the rate of commercial exchange, enhancing the quality and number of investment projects that have economic feasibility.



He restored status, identity and address of culture in the Arab World

## Sheikh Sultan Al Qassimi builds Arabic and Islamic Cultural Capital

**H**is Highness Dr. Sheikh Sultan bin Mohammed bin Saqr Bin Khalid Bin Sultan Bin Saqr Bin Rashid Al Qasimi was born on Sunday, on the fourteenth of Jumada I of the year 1358 AH, corresponding to the sixth of July, 1939 in Sharjah. His mother, Sheikhha Mariam bint Sheikh Ghanim son of Sheikh Salim bin Abdullah bin Said, son of Sabt bin Matar bin Sultan bin Fares bin Chehwan Al Shamsi.

His Highness married Sheikhha Mozah bint Salim bin Mohammed, son of Manii El Falasi (her grandmother is Sheikhha Mozah bint Sheikh Ghanim son of Sheikh Salem Al Shamsi, aunt of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi), who gave birth to his son, the late Sheikh Mohammed, who died when he was young, and his daughter, Sheikhha Azza. His Highness, the Ruler of Sharjah has also married HH Sheikhha Jawaher bint Sheikh Mohammed bin Sultan bin Saqr Al Qasimi who gave birth to his children, Sheikhha Bdour, Sheikhha Nour, Sheikhha Hour and Sheikh Khalid.

HH preserved patriotism and the love of science and knowledge since his childhood; he was passionate about his country's history. As a youth, he dedicated himself to learning, so he moved between Sharjah, Kuwait and Egypt to receive his education. HH began his public education in September 1948 at Qasimia Reform School and he was at that time nine years and two months old. Before that, he had studied the Quran with Sheikh Fares bin Abdul Rahman. In 1954, HH the Ruler of Sharjah joined the English Private School to study English language. He moved between Sharjah and Kuwait to receive his preparatory and secondary education to end up at the end of 1965 in Cairo, where he began receiving university education at the Faculty of Agriculture at the University of Cairo.

HH has worked for two year, from February 1961 to September 1963, as an English and mathematics teacher at the Industrial School in Sharjah. Then, he was appointed as head of municipality in 1965. After returning to Sharjah and completing his university studies in 1971, His Highness, the Ruler of Sharjah, became the Director of the Office of HH Sharjah Ruler. Just days after the declaration of the Federation of the United Arab Emirates, on the second day of December in 1971, precisely on the ninth day of December, the Cabinet was formed where His Highness Sheikh Sultan Al Qasimi was appointed Minister of Education. On Tuesday, the ninth of Dhu al-Hijjah, the day of Arafah in 1391, corresponding to the twenty-fifth of January 1972, His Highness Sheikh Sultan bin Mohammed Al Qasimi took over the reins of power of the Emirate of Sharjah after the assassina-



tion of the Ruler of Sharjah at the time, Sheikh Khalid bin Mohammed Al Qasimi following the coup that was led by Sheikh Saqr bin Sultan Al Qasimi, where he became a member of the Supreme Council of the United Arab Emirates, and he was then 32 years old.

HH is the eighteenth Ruler of the Emirate of Sharjah, which dates back to 1600 AD. HH has led the cultural, economic and social development in the Emirate of Sharjah, where he worked hard to provide sources to encourage interaction and cultural dialogue locally, regionally and internationally among all peoples.

Over the past four decades, he dealt with culture as one question in multi-concept, as a passion and love, and (this reflects part of his genius) as an integral part of the sustainable development, which is a bright title in Sharjah and UAE. Culture in Sharjah is part of the development, where they are considered

mutually complementary, hence when cultural projects succeed, all developmental goals shall be achieved.

Sheikh Dr. Sultan restored the status, name and address of culture in the Arab world, and he connected culture with thought and science, so he founded for this sake a college town which is the largest and most important in the Arab World (this is considered one of his main achievements). He believed in education as a way to progress and in science as a building method, making Sharjah a cultural capital in the Arab and Islamic countries. And in all entitlements, Sharjah has met the challenge, where it has proven to be eligible for the institutional work accumulated over decades. Indeed, the cultural project in Sharjah is a foundation for the present and the future and a firm sustainable project.



## 16th Forum of the Private Sector in the OIC states

Under the patronage of his Highness Sheik / Dr. Sultan Bin Mohd Al Qasimi:

# Thirty countries discuss the development of the investment map for Islamic economy in El Sharjah



Bay Eman Aljabri



The Business and Finance Club magazine has played a leading role in supporting investment government and semi-government facilities and also in supporting private facilities through actively participating and covering the economic forums and events, as well as supporting the programs that they create and offer; in addition to its important participation in covering the sixteenth forum organized in Sharjah. It has been a pioneer in covering and hosting the event and welcoming the Kingdom of Saudi Arabia in cooperation with the Chamber of Commerce and Industry in Sharjah, as an exclusive guest like never before.

The magazine, which has been a platform of Arab economy for more than 20 years, aims

at attracting the elite of economy makers in various economic fields and supporting the effective establishment to deliver its economic information, for it serves as a qualitative information reference through the particular addressing and the professional coverage.

Its headquarters is located in the United Arab Emirates, specifically in Dubai media city. The magazine is issued at the end of each calendar month and its copies are distributed to the subscribers who are spread in 22 Arab and International countries.

The magazine participated in the sixteenth forum for the private sector in the states Organization of Islamic Cooperation (OIC) and covered the event then prepared this report.

Under the sponsorship of his highness, member of Higher Council, Ruler of Sharjah, may God protect him, Sheikh Dr. Sultan Ben

Mohammad Qasemi, the Chamber of Commerce and Industry in Sharjah hosted on the 19th and 20th of March the sixteenth business forum of private sector facilities of OIC states in the presence of his highness the Crown Prince and Deputy Ruler of Sharjah Shiekh Sultan Bin Mohammad Bin Sultan El Kasemi, may God protect him, under the banner of promoting interfaces commerce and explaining of the advantages of trade preferences to member states of OIC. The organization of the forum coincided with Sharjah's ceremonies after Sharjah was chosen the capital of Islamic culture in 2014. The Magazine participated in the forum and covered its events then made this report...



from the chef "Andy Campbell".

The festival provided the food and delicious taste lovers a variety of food, beverages and music where it gathered the most famous 30 restaurants in the city in addition to international chefs and the best companies working in the food and beverage sector. The visitors had also the opportunity to taste dishes that cost between 15 to 30 dirham provided by a group of participating restaurants such as, "Armani Amal", "Armani Restaurant", "Verwo Palm", "AsadoThepatara of Palace Hotel", "Greenbriar 5 Bar & Lounge at the Ritz -Carlton, Center Dubai International Financial Centre, along with "Prime 68" and "Lazakia Wearing" in "JW Marriott Marquis".

The contest "dining in the dark" falls to a range of other events within the festival, including theater, "Phillips cooks", which was attended by a group of celebrity chefs like "Reda Mohamed" and "Jenny Morris" from the channel "Food Network", in addition to "Gary Rhodes" and "Richard Sandoval" and "Venyt Bhatia." The festival also hosted events of "Schools Kenwood cooking". By the sunset the guests relaxed while watching live performances presented by a group of the most prestigious local teams sponsored by "Vermont" Hotels & Resorts.

The (Gulf Photo Plus) "GPP 2014" is considered the largest Festival of Photography in the region, which offers the best photographers and coaches in the world to share their experiences with the communities of amateur and photography professionals, in addition to the workshops. The festival provided special events and unique activities (many of which are free), It also introduced "Matt Ermanderez" World Food photographer, a workshop for photography, and a discussion episode entitled "How to use your phone to take great pictures," and another entitled "How to write a unique blog on food."

### AED 1.2 million prizes

Dubai Mall along the rest of the shopping malls in Dubai, participated in providing a range of promotions, where every visitor who spent AED 300 during the festival, got the chance to win AED 100,000 from the dining experiences provided by "Emaar for Hospitality" group. Everyone who shopped at Emirates Mall, Deira City Centre and Mirdif City Centre in the value of AED 150 during the days of the festival got the opportunity to receive a coupon that allowed its owner to enter the weekly draw to win AED 5000. The promotion-

al show "Home Food Festival" also provided for shoppers from any of the branches of Spinneys, Carrefour, Union Association, or Lulu who spent AED 250 or more, the opportunity to receive coupons that allow them to enter the draw for 50 thousand dirham prizes that supply them with their purchases and rations for a whole year, where two draws were held by the end of each week in the chain of the participating stores of hypermarkets, which means an average of 8 weekly draws.

Foods of 65 countries in the global village The Global Village participated in Dubai Food Festival, where it presented a show for the most famous international dishes through the pavilions, restaurants and stalls for more than 65 participating countries, from February 21st till March 1st. The stalls in the village offered various types of snacks such as grilled corn, chestnuts and Thai fruits, in addition to the international, Arab and famous restaurants, that provided a unique experience for restaurants in the global village. Among the additions made by the Global Village for visitors during the season this year was the "Thai food Corner," that offered the most famous Thai cuisine dishes and received a large turnout of visitors to the Global Village.



there is an urgent need to expand the show and provide more opportunities for exhibitors to participate in it, and for the commercial visitors to take advantage of a wide range of choices it provided, mentioning that the waiting list of the companies expected to participate in the event has been increasing year after another. The additional space available - because of the transition sections of manufacturing equipment and packaging food to an independent show will be held in the November - enabled who are responsible for "Gulf food" to receive 10 new pavilion: Bahrain, the Spanish Basque region, Colombia, Czech Republic, Japan, Saudi Arabia, Mexico, Romania, Serbia, and Vietnam.

In addition to "Gulf food" show, the fifth session of "Gulf food awards" was held, during which creators and unique in the food and beverages sector were honored. The awards honored individuals and companies from 8 major categories and 22 sub-categories. On the other hand, "International Emirates Culinaire Salon" prestigious competitions formed a theater of creativity and profession where more than 2000 chef presented their creativities of dishes, cuisine works, and international cooking masterpiece. The competitions which are organized by "Emirates Association for Cooking" will be honored, and 25 international

experts who are talented and experienced in cooking, will be judging the contestants.

### For food lovers... Food Carnival

The activities of the food festival also included the launching of the first session of "Dubai Food Carnival" that was hosted by "Dubai Festival City", and organized by Dubai World Trade Centre, The carnival greeted the food and entertainment shows in the presence of top chefs who gave lessons in cooking and supervised the workshops. It also included the establishment of national pavilions for the culinary arts with dishes accompanied by musical performances, comedy and family competitions for tens of thousands of visitors on a grand stage. The event was made for all food lovers, and to give a wide range of flavors and a variety of methods of cooking for people from different parts of the world who live in Dubai. This activity included the most delicious dishes and the best chefs from all over the world, in addition to entertaining diverse activities such as cooking, barbecue competitions wonderful music shows, as well as DJ and local live bands, and the lessons of cooking and workshops, in addition to street shows, sporting events, and activities for children. The event also included "Grand

Kerala" festival that was held in "Wonder Land Dubai", and shed the light on the rich flavors and vibrant colors, which is famous in the South Indian State. "Wonderland" garden turned to "Karelia model village" filled with a wide range of unique activities, entertainment shows and delicious dishes of authentic "Kerala".

### For Barbecue Lovers, the Destination is "Emirates Golf Club"

The last day of "Gulfood" occurred at the same time of the opening of the first session of the event of "Barbecue Festival," that was hosted by "Emirates Golf Club" to celebrate the most beautiful music and different types of barbecue concerts. This event hosted a group of chefs who showed their skills in the preparation of various barbecue popular and luxurious dishes amid familial fantastic celebrations. It witnessed the organization of "the king of barbecue" contest to choose the best barbecue experts in Dubai. The festival was held over two days where they celebrate everything that has to do with barbecue, as well as music concerts and barbecue and meats competitions of all kind, and live entertainment shows presented by a group of artists, and the coordinators of local music, in addition to an entertainment area for children's games.

### "Taste of Dubai" ... The Experience of Tasting in the Dark

During "Dubai Food Festival" there was a group of cooking practices and preparing the most delicious dishes in the participating restaurants and destinations from all Dubai and this is before ending up the annual event of "Taste of Dubai" festival that was held in "Theater Dubai Media City" for three days. "Taste of Dubai" festival witnessed providing a new concept of restaurants where it let where it let visitors and lovers to try new delicious tastes and dishes. It also shed the light on the capability of the human senses in the dark, and eating in the dark with the chef "Andy Campbell" is considered the latest additions that were revealed in the gathering. A contestant was given, after blinding his eyes, three pieces of "canapés" and a cup of grapes to depend on his sense of tasting, touching and smelling only in a process of identifying 20 correct component among 100, from what the contestant will taste. When the components are identified correctly, the contestant will enter in the competition to win 5000 dirham





in Dubai makes it an important destination for tourists especially in food tasting.” He added that the food festival organized in the city sheds the light on the important touristic side, as the importance of the organization of Dubai Food Festival is due to being a powerful motive for visiting the emirate and extending the periods of residency for its cumulative guests from different parts of the world who look forward to test new experiences in the world of food. Al Marri also mentioned that the festival is considered a suitable platform to shed the light on working and entertaining events and the international chefs that are present in Dubai as it gives a precious opportunity to the city to enhance its position as the most important touristic and familial destination and to introduce to the world its culture and experience in cooking and hospitality.

However, “Laila Mohammed Suhail”, Dubai Events and Promotions CEO, stated that the launch of the “Food Festival” is a further evidence of the commitment of Dubai Government to support the retail sector in all its categories, especially by the presence of more than 5,300 restaurant in the emirate, and showed that the program of Dubai Food Festival is rich in its unique event that shed the light on the diversity of flavors and dishes in Dubai, which is encouraging the diversity, innovation and multiplicity of cultures in the cooking shows introduced by the emirate and some of them were inspired from the traditional Emirates Cuisine and others from international cuisines including different nationali-



Laila Mohammed Suhail

ties attracted by Dubai currently.

### “Gulfood” Exhibition... 200,000 brands, 4500 exhibitors, and 80,000 visitors

The festival hosted the events of “Gulfood Exhibition 2014” that became the largest annual event in the food and hospitality sector internationally. This show was held in “Dubai World Trade Center” for five days, during which new activities were arranged like national pavilions and conferences for professionals in this field, in addition to organizing summits with the participation of Ministers with pioneer programs from the institutions that covered most of the food services sectors. More than 200 thousand commercial brands, 4500 exhibitors, 120 pavilions from different countries and around 80 thousand

visitors participated in the “Gulfood Exhibition 2014”. The session of 2014 witnessed new activities, ministerial summits, specialized conferences and commercial programs, where the event which has a record full of achievements and success since its launching before 27 years and expected by local and international food and beverages sector, witnessed a wide international attendance and was held between the 23rd and 27th of February in Dubai World Trade Center.

His Highness Sheikh “Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister and Ruler of Dubai, has issued during a visit to the “Gulfood Exhibition 2013”, his instructions to extend the period of the show to 5 days instead of 4. The accelerated rises in the growth of the manufacturing equipment, packaging and logistics of food sectors, also pushed the event management to the separation of these sectors of the Gulfood Exhibition and focus on them in an independent specialized event under the name of “Gulfood for manufacturing”. Gulfood Exhibition has witnessed, as a result of these developments, an increase in the total show area to around 27 thousand meter square for the benefit of local, territorial and international food service, retail and hospitality companies, that have gained a great opportunity to stay connected with more than 80 thousand visitors attracted by the event.

“Trixie Loh Marmand”, First Vice President at Dubai World Trade Center, the organizer of the event “Gulfood”, confirmed that



# Li Kol Zawk Mathak: slogan for world's biggest food and hospitality festival



By Obaida Mahrom



**D**ubai Food Festival "Li Kol Zawk Mathak" is considered a unique addition for the list of the annual festivals in Dubai, which would strengthen the position of Dubai as a Capital for the international cuisine arts. The events of this festival vary to suit the different tastes, especially that there are people from more than 200 different nationalities living in the country. This year, the festival has witnessed the participation of more than 26 internationally famous chefs, among them the French chef "Jean Christophe Novelli", the couple "Greg and Lucy Maalouf" from Australia, chef "Manal El Alam" and chef "Maroun Chdeid".

"Dubai Food Festival" included a group of the most famous cuisines, trade and consumptive food events in the emirate such as, "The Gulfood Exhibition" and "Taste of Dubai" Festival in addition to opening shows for "Dubai Food Carnival" and "Barbecue Festival". The festival also included a wide range of activities related to food and tasting as well as shows and events that shed the light on a list of a variety of food provided by the emirate starting from the dishes of the chefs who obtained the rate of "Michelin" star, ending with the popular dishes inspired from the cuisines of more than 200 countries. "Dubai Food Festival" provided an important opportunity

for contributing in strengthening the growth of restaurants, food, tourism, and hospitality sectors in Dubai through spreading international awareness of its importance as one of the best emerging culinary destinations in the international area.

"Dubai Food Festival" included a list of unique shows and events, such as, "Home Food Festival", and the restaurants' shows in which 500 restaurant participate in it. However, the shopping malls shows (Emirates Mall, Deira City Centre and Merdif City Centre) provided a group of promotional shows, whereas "The Big Barbecue" event in the "Emirates Golf Club" hosted a group of the most famous chefs who used their skills in preparing different popular barbecue and luxurious dishes amid family celebrations. The annual "Taste of Dubai" was held on the theatre of "Dubai Media City" between 13th and 15th of March,



Manal Al Aalam



Helal Saeed Al Marri

as it attracted large crowds of food tasters and their families during the past seven years to enjoy the most delicious food and beverages. Moreover, the "Gulffood Exhibition" became the largest annual event in the food and hospitality sector internationally.

## Al Marri: Dubai is the Haven of Taste

His Excellency Helal Saeed Al Marri, General Director of Dubai World Trade Center, said: "The rich diversity of the restaurants that offer food flavors from all over the world





meetings with the supporting interfaces, to limit the negatives and positives, and do the necessary direction, to make the following version sophisticated, and superior to keep pace with expectations. This effort resulted in the brilliance of this year's festival, and optimism to achieve success next year is expected.

## Reactions of Jenadriyah 29

### • Moving health laboratory for food testing

Riyadh Municipality equipped a moving health laboratory to test health foods and drinks displayed in the pavilions and headquarters inside the festival, in addition to checking up the employees in those stores, where samples of variety of food are taken to be tested in the moving laboratory, to make sure of their validity.

### • Display volcanic bombs of millions of years

The Saudi Geological Survey was keen to display the number of pieces of volcanic bombs that resulted from volcanoes occurred in the Arabian Peninsula millions of years ago, to explain to the visitors and those interested the formation of lava from which the Arabian shield is composed extending from the Tabuk region through the central Saudi Arabia until the south, as well as to the country's geological diversity.

### • Display of the largest handmade Saudi flag

The presence of the largest handmade flag on the entrance of the festival draw the attention of visitors to the eastern Jenadriyah region this year, which can be seen from a far distance, with a width of 22 meters and a height of 7 meters. Alya Alqrines, who have designed sewn the flag, says that she designed it as an expression of her love for her dear country, and decided to participate in the Beit Al Khair in the Eastern Province. She said that she designed the flag alone and it took her 15 days of continuous work. She bought specialized clothes, which was keen to be of luxury kind, and then she connected the pieces of the flag until they reached a length of 22 meters.

### • Crown Prince of Britain dances in Jenadriyah

Prince Charles, Crown Prince of Britain participated in the Britain's traditional dance, in which he carried a sword and wore the traditional dress that is the muffler, gown and cloak. He was surrounded by the Second Deputy Prime Minister, Prince Muqrin bin Abdul Aziz and the Minister of National Guard Prince Mutaib bin Abdullah.

### • 90% of the proportion of tourist housing

The movement of occupancy in the tourist housing sector, hotels and furnished residential units in Riyadh, recorded an increase of 90%, and the General Commission for Tourism and Antiquities attributed that increase to the National Festival for Heritage and Culture Jenadriyah 29. The Commission emphasized that Riyadh has witnessed demand from the citizens of the country of various regions, in addition to the citizens of the Gulf cooperation Council (GCC) and the Arab nations.

### • Approaching to camel rides and Samaritan

The effectiveness of camel riding in the village of Qassim attracted visitors from different nationalities to enjoy this experience that imitates the tribe's journeys that started from Qassim going to Syria, Iraq and old Egypt out of date. Many visitors from the Qassim pavilion came to see the folklore provided by the teams on the pavilion theater that witnessed the presence of large numbers of visitors daily to enjoy the traditional dance and a number of folk arts.

### • Starting the preparation for Jenadriya 30

Prince Mutaib Bin Abdullah Bin Abdul Aziz, Minister of the National Guard and head of the Supreme Committee for the festival, ordered to begin the setup and preparation of the cultural activity of the festival in its thirtieth session, which will be held next year 2015. In this regard, Abdul Mohsen Al-Tuwaijri, vice minister of the National Guard, explained that the implementation of this directive, the National Guard will call for meetings of cultural advice next April, pointing out that the cultural advice is composed of a number of academics and intellectuals from different parts of the Kingdom, and of different specialties and spectra. The number of academics and intellectuals participating reaches 40 educated. They will put a proposal for the National Guard themes that will be suggested to be argued and discussed in the next year, in the intellectual or political or literary or creative areas, as well as the nomination of the names involved and the invited honored figures.



# 10 million visitors breathed the Saudi history fragrance in 17 days

By the coherent organization and royal patronage, the Jenadriyah Festival for the year 2014 ended with success and said goodbye in its last day to two million and three hundred thousand visitor to the popular village. Major General Abdul Rahman Bin Abdullah Al-Zamil, confirmed that the visitors enjoyed the activities of "Jenadriyah" festival without the occurrence of any cases of emergency, or criminal incidents, hoping that the event may have won the satisfaction of everyone. The numbers and statistics have shown that about ten million and four hundred sixty thousand visitors enjoyed the event in the 17 days.

Major General Abdul- Rahman bin Abdullah Al-Zamil, commander of the security unit guarding the camp of Jenadriyah, confirmed the keenness of the Ministry of National Guard under the guidance of His Royal Highness Prince Mutaib bin Abdullah bin Abdul-Aziz , Minister of the National Guard and head of the Supreme Committee for the festival, and follow-up of the Deputy Minister of the National Guard, Deputy Chairman of the Supreme Committee Festival, Abdul Mohsen bin Abdul-Aziz Al-Tuwaijri, in light of the great efforts made by the festival to reflect the history and the honorable image of the kingdom. He showed that the Ministry of National Guard is looking forward in the coming years that Jenadriyah will be a cultural and educational platform referred to by fingertips, pointing out that the number of visitors that hit all the standards and expectations, is a great evidence of the success of the festival, and the satisfaction and admiration of visitors like citizens and foreigners filled the halls of the festival throughout its days.

Jenadriyah Festival, after crossing more than a quarter century, presented a model of successful national festivals at all standards. Its title was to revive the heritage and culture of the country that was founded by King Abdul-Aziz , and led by his sons after him, reaching by its growth and



civilization the highest levels. The statistics published about the number of visitors - which stood at ten million and four hundred sixty thousand - is a clear evidence of the success of the large and perfect 29th festival.

According to them, the participants in the heritage villages and government agencies across the corners allocated to them,

considered that the festival in this session is the largest and most successful in the Kingdom at all. This sustained outstanding success came through the meetings held by the Ministry of National Guard, represented by the departments and committees in charge of the festival, after the conclusion of the previous version as it used to do each year. In addition to the environmental



what connects the Kingdom and the United Arab Emirates of the common divisions, and constructive cooperation in various fields. We are considered as one and of a common culture, identical goals and corporate leaderships. Before all this, they are generous and noble people. “

In turn, Sheikh, “ Sultan bin Tahnoon Al Nahyan ,” Chairman of Abu Dhabi Authority for Tourism and Culture, said in a word: “I have the honor to give, through this cultural grouping, the greetings and best wishes of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates to the Custodian of the Two Holy Mosques, King Abdullah bin Abdul-Aziz Al Saud, and to express my sincere thanks and gratitude for the selection of the UAE to be the guest of honor in the twenty-ninth session of Jenadriyah Festival. he added: “ Jenadriyah Festival was able since its launching, to preserve its distinguished position between cultural festivals in the world and succeeded in reflecting through its various activities what our heritage of authenticity and diversity has. It was the best ambassador for this heritage and the purest mirror that reflected Arab-Islamic culture in the richness of heritage and regeneration possibilities to make a link between the originality of all values and all the contemporary challenges. “

According to the chosen figures for the Order of the King, “ Abdul Aziz “ first-class, it has been this year for the two educated “ Saad bin Abdulrahman Al Bawardi,” and “ Abdullah bin Ahmad Alchaabat,” as the Bawardi gave a speech, where he was pleased with this honor, after he reached 90 years in the field of thought and literature. He started his speech by expressing his thanks to the King, the Crown Prince and the Second Deputy Premier for honoring him in this event, as he said: “ I was exhausted by my silence and busted by my voice, and I am reading at the end of my life the title of the age ninety, I am about to enter it, it opened to me bright colors, how beautiful it is to enter as a human being. I can thank you, and I am no more silent, inside me is a young man. Here is my voice defeated my silence, thank you thank you thank you my words are my life, I write it conscientiously. I write it with love and without hiding, O my heart, O my pain, oh my hope, here you are singing your honor at the end.



## Jenadriyah 29 embraces the Cultural Folklore of the UAE

Jenadriyah Festival has succeeded in attracting the attention of several countries to participate within its annual activities, including the United Arab Emirates that participates in the cycle of 2014 as a guest of honor enriched by participation in cultural and heritage programs, prepared for the festival, and won the admiration of visitors in the days allocated for men and families alike.

Mohammed Saied Zaheri, UAE Ambassador in Riyadh, confirmed that choosing his country to be a guest of honor at the Jenadriyah Festival 2014, reflects the strength of relations between the two countries. It is the interest of brotherhood between the two brotherly peoples under the leadership of His Highness Sheikh Khalifa bin Zayed head of state - may God protect him - and the Saudi King Abdullah bin Abdul Aziz - may God protect him.

In a related context, Saied Bin Hamdan Al Tunaiji, head of the media committee for the UAE pavilion, thanked the Kingdom for the kind invitation to participate in the activities of Jenadriyah 29 as a guest of honor, which he considered an appreciation for the UAE government and people, “ and this is not uncommon among our brothers in the Gulf Cooperation Council for the Gulf Arab States,

“says Tunaiji. Tunaiji expressed his admiration for what he saw of the Saudi Folklore, handicrafts and popular dishes from various regions of the Kingdom. He praised the role played by the different Saudi media seeking to deliver the true meaning and the message, which this festival was held for it.

According to him; the spokesman of UAE pavilion, Saied bin Hamad al-Kaabi, explained that the pavilion administration sought to various participations, and to shed light on both sides of the UAE culture and heritage. He explained that the UAE pavilion this year witnessed a growing demand since the beginning of the festival, and in an unprecedented way. He confirmed that the keenness of the UAE to participate in the Jenadriyah Festival and other festivals, emanates from the leadership's keenness on preserving the heritage, collecting, evolving and transferring it for other generations, especially that the heritage of the region, in general, has gone through an unwritten stages led to the loss of a big part of it, so the pavilion administration has stepped up efforts to maintain it through photographic and written archives, issuing about 27 book in this domain.



## Janadriah 29 witnessing Operetta Show “Earth Planet” and honoring Albawardi and Alchaabat



Under the patronage of the Custodian of the Two Holy Mosques King Abdullah bin Abdul-Aziz Al Saud - may God protect him - “Jenadriyah” festival was opened in its 29th edition, the Festival of Heritage and Culture in Saudi Arabia. The ceremony opening has witnessed the performance of each of Mohammed Abdu, Abdul Majeed Abdullah, Rashid Al Majid and Majid Al Mohandes. Operetta “Earth Planet” was formed through 12 musical plate 45-minutes. This year’s edition UAE was the guest of honor in the festival to contribute by its traditional and artistic cache in the twenty-ninth session of the festival.

On the occasion of sponsorship for the festival artistic and rhetorical ceremony, on behalf of the Custodian of the Two Holy Mosques; the Crown Prince, Deputy Prime Minister and Minister of Defense Prince “Mutaib bin Abdullah,” said a word: “The Jenadriyah narrates annually a story of a man of the Arabian Peninsula, the son of

the desert who acquired the pride of its mountains and solidity of its lands and carried the message of Islam to other parts of the world, spreading its values and ideals as a messenger of love, peace and human creativity and development. He praised what he said as “originality and solidity” shown by the people of Saudi Arabia in light of what the whole world is witnessing troubles in accelerated variables, and other changes in the social, political and intellectual scenes, adding “always shows that persistence, strength and will of this country proves its cohesion, depth of consciousness and hardness and that the people of the country are noble and aware that they will not be subject to bargaining and it is not a fertile environment for the owners of agendas and slogans targeting security and stability. He continued by saying, “We are a country of love and peace, but we will not tolerate what harms our religion, dignity and our land; the kingdom and as defined by everyone only wants peace, security and prosperity for all and its relation is based on the regional and

global principle of mutual respect with all nations and people away from sectarianism or political or intellectual classifications. He concluded his saying by, “Your sons are in the National Guard and honored by the organization of this festival, which is launched, adopted and sponsored by the Custodian of the Two Holy Mosques King Abdullah bin Abdul-Aziz, may God protect him. They should be happy under your parental auspices this session through the festival, praying to God to crown your efforts by success and to be at the level of this large national occasion and on the good way to meet always.”

His Highness introduced the United Arab Emirates as a guest of honor in the 29th edition of the festival, where he said, “Sir, the Crown Prince, this year the United Arab Emirates is the guest of the festival, in the framework of the approach adopted by the festival every year, to learn about the heritage and cultures of brotherly and friendly countries. There is no doubt that this participation is a place of appreciation and pride, and will contribute in enhancing



The activities aim at grafts, productive families and attracting the female talents.

nificant in the cultural activity presented in many of the cultural and intellectual seminars, lectures and artistic evenings, and activities of handicrafts and productive families, which attract the talented in the art of decoration and painting, in addition to the participation of the Ministry of Social Affairs, and the activities of the handicapped individuals helping them and training them on handicrafts, which allow women to participate and contribute in the multi-cultural and diverse activities.





### What about Women Participation?

Women's participation has become one of the most important attributes of the festival, where such participation has become the embodiment of the decisions of the Custodian of the Two Holy Mosques, through his interest in activating this participation. The festival seeks,

through the women participation, to give the rights of the Saudi women, and to shed light on what they are doing to serve their community by intellectual, literary, scientific and cultural offers. The festival an annual opportunity for an active and strong participation, that contributes in the improvement of its role within the kingdom, which evolved obviously in the recent years of the festival

, where it was not limited by the participation of the traditional and folklore, but the evolution of its role continued until she became a supervisor of cultural activities prepared by the cultural Committee of the festival. This activity includes a number of different seminars and lectures, as well as participate in lots of activities and events. The presence of the woman has become very sig-

# Prince Mutaib Bin Abdullah... The First Man of "Jenadriyah"

gained a local and territorial reputation. "Jenadriyah" village was established in 1985 after it was just an idea for King Abdullah Bin Abdul-Aziz-may God protect him- since he was the Crown Prince. Its aim was to preserve the traditional features through organizing a big cultural festival attended by great Arab cultured and intellectuals. The event is held every year on an area of six kilometers, where in the center of the "Jenadriyah" a traditional village was established and its name was derived from a kindergarten called Suisse Kindergarten. "Jenadriyah" means the beauty of the dress which means that it restored its beauty after it was gone, and it means also a wooden device used for smoothing clothes.

## What are the Priorities of the Festival?

From the priorities of the traditional side of the festival, manifest the different aspects of the folklore represented in the handicrafts and the traditional crafts, aiming to link it to our current days, preserve it and show it due to representing an ancient traditional human creation for the people of this country. Additionally, it is considered an attractive element for the public visitors. The festival, organized by the National Guard in "Jenadriyah", shows the growing cultural message of the National Guard which is serving the Saudi society that keep pace with the military mission which is defending this country, its faith, security and stability.



The Royal Highness Prince Mutaib bin Abdullah Bin Abdul-Aziz was born in 1953. He has served as Saudi Arabia's Minister of the National Guard. He is the third son of King Abdullah Bin Abdul-Aziz Al Saud. He was born in Alya village in the north of the kingdom and he spent nearly three years under the protection of his grandfather "Mohammed Oteishan" who was in that time the Prince of Alya village. He is after Mutaib I who died when he was a child. Many people mistaken in believing that he is the older son of King Abdullah Bin Abdul-Aziz because the King was entitled by "Abu Mutaib". He received his elementary, intermediate and secondary education in Riyadh and Jeddah, to enter the university of King Saud in Riyadh for a period of one academic year then he decided to join the military field. He entered "Sand Hurst" military academy in the United Kingdom and graduated with the rank of a Lieutenant. Later he was appointed in the National Guard, military schools in Riyadh. Prince Mutaib Bin Abdullah was rising gradually in the military ranks until he received the rank of Brigadier. Then he joined the faculty of Command and Staff in Riyadh and received a master's degree in military science, and then he was promoted to the rank of Major General.

In 1983, His Royal Highness Prince Abdullah bin Abdul Aziz Al Saud, Crown Prince, Deputy Prime Minister and Chairman of the National Guard at that time, issued an order appointing Colonel Mutaib Bin Abdullah as a commander of the King Khalid Military College. In 1990 he issued another order appointing him as deputy head of the military,

National Guard, in addition to his work as commander of King Khalid Military College.

In 1995, a Royal Decree was issued promoting him to Lieutenant General corner. In December 2000 the Custodian of the two Holy Mosques King Fahd bin Abdul-Aziz Al Saud, the Supreme Commander of the Armed Forces, issued a royal order to make the position of deputy head of the National Guard the Assistant for Military Affairs and promoted the Lieutenant General Corner Mutaib bin Abdullah bin Abdul-Aziz to the rank of first Lieutenant General Corner and appointed him as Deputy Chief of National Guard the Assistant for Military Affairs.

In June 2009, the Custodian of the Two Holy Mosques issued two royal orders appointing him as vice-president of the National Guard for Executive Affairs in the rank of minister, and finishing his military service.

In November 2010, the Custodian of the Two Holy Mosques issued a royal order of exemption for Royal Highness Prince Badr bin Abdul-Aziz Al Saud, deputy head of the National Guard from his position upon his request and appointed Prince Mutaib bin Abdullah bin Abdul-Aziz Al-Saud, the Minister of State as a member in the cabinet and a chairman of the National Guard.

In May 2013, the Custodian of the Two Holy Mosques issued a royal order to transfer the presidency of the National Guard to a ministry under the name of "The Ministry of National Guard" and appointed the Royal Highness Prince Mutaib bin Abdullah bin Abdul-Aziz Al Saud as a Minister of the National Guard.



## The Jandria Festival in its 29th tournament

# The story of a quarter century on authenticity that captured hearts of Saudis



By Hasan Baswed



The National festival for Heritage and “Jenadriyah” culture, which is organized by the National Guard every year, occupies a large status in the hearts of Saudis for narrating the people’s culture and heritage. This historical occasion creates in the field of culture a deep indication for the caring of the wise kingdom leadership of heritage, culture, traditions and Arab authentic values. This festival is considered a national occasion in which its activities are a mix of the glorious history incense and the bright present growth. The most magnificent purposes of “Jenadriyah” are emphasizing the Arab-Islamic identity, establishing the origin of the national heritage from its various aspects and trying to keep and preserve it to be familiar with the coming generations.

The noble kingdom patronage of the festival confirms the utmost importance that is taken by the Saudi Arabia leadership for the process of binding the contemporary cultural formation of the



Saudi human being with the big human inheritance that creates a great part of the country’s history. To achieve this high elusive, the intelligent government reduced difficulties and set all necessary capabilities in different governmental sectors as a guarantee sign of the organizers of this festival. All the sectors are racing to participate in the approved activities every year under the noble guidance of the Custodian of the two Holy Mosques King Abdullah Bin Abdul-Aziz, and the supervision of the Head of the Supreme Committee of the na-

tional festival for heritage and culture, his royal highness Mutaib Bin Abdullah Bin Abdul-Aziz, and also he is the Crown Prince, the Deputy Prime Minister, and the Chairman of the National Guard.

### How Did the Idea Appear?

The idea of the “Jenadriyah” festival, that includes an integral village of heritage, old jewels, and the equipment that were used by the Saudi Arabian in his environment before more than 50 years as well as the show of Fine Arts, came up from the high desire of the development of the annual camels racing that



### Dubai shatters Kuwait's record and enters Guinness

Guinness World Records stressed that Dubai broke the biggest fireworks World Record in the celebrations of the New Year's Eve of 2014 by recording 479 thousands and 651 unleashed fireworks within only six minutes. This means that the average was 80 thousand fireworks per minute and 1.332 fireworks per second. Dubai breaks the previous record for number of fireworks set by Kuwait in its 50th anniversary of the National Day where 77

### Guinness World Record welcomes Dubai with the New Year's Eve Celebrations

thousand and 282 fireworks were unleashed within an hour. The news was confirmed by Guinness World Record team after an exhausting procedure of calculating and counting that was conducted manually before and after the

## What are Guinness World Records?

**I**t is an annual book containing international records. Moreover, the book itself is a record since it is the best-seller series. The first copy was released in 1955 by Guinness Company. The book is considered one of the most accurate sources that are consulted in records. In addition, the book stores all records or the highest records.

display to get the accurate calculation of the fireworks that were unleashed.

Commenting on the new World Record, Mr. Talal Omar, a member of the adjuration committee of Guinness World Record, pointed out that Dubai "has accomplished a unique, global achievement in setting a new record".



## The United Arab Emirates ultimate success

His Excellency Hilal Saeed AL Marr, Director General Department of Tourism & Commerce Marketing of Dubai, stated that the celebrations marked the end of a momentous year for Dubai that is filled with good memories for the United Arab Emirates. It is a year that has a positive effect on the coming days; a year which has laid the groundwork for a prosperous future. Dubai recently won the honor of hosting the World Expo 2020; this event will provide the platform on

## 6 million dollars to set a new record

which to communicate the remarkable story of success of Dubai and Emirates and allow us to positively shape global perceptions of the Arabian Gulf as a destination for both business and leisure".

His Excellency added, "Also this year,

Dubai has won the title "The Best Destination of Travelers" by travel consultants; it is an insignia that stresses the high status of the city for decision makers in the tourism sector.

Furthermore, a lot of hotels have been opened and one of the most important and successful cycles of Dubai's International Exhibition of Aviation has been held this year. This cycle witnessed tens of bargains made by the participants from around the globe which cost is estimated many hundreds billion dollars".



## 10 Artistic formations tell success stories

Dubai welcomed 2014 with a large fireworks display that was described as the largest in the world. This display took place a few weeks after the emirate won the right to host the World Expo 2020. One of the most significant events Dubai witnessed during the celebrations of the New Year was the biggest show in the world that took place in Jumeirah Palm and the Worlds Islands facing the emirate coastline where more than 400 thousands of fireworks were unleashed in the sky. Moreover, the 828 meters Burj Khalifa, the highest tower in the world, witnessed a spectacular show of fireworks along with visual and audio effects that lasted for six minutes and were viewed by thousands of people who came to celebrate the new year.

As for Burj Al Arab, the hotel witnessed a celebration that lit up the sky of the edifice that is designed as a sail on an artificial island. The show included the display launch fireworks from the platforms installed in the seven islands of the World's continents, the breakwaters around them and around Jumeirah Palm Island and thus covering 95 kilometers of the coastline.

The firework display that took place in Dubai in the first minutes of the New Year lit

up the emirate's sky with thousands of lights dazzling thousands of spectators and millions of audience around the globe who were able to spot the show which was broadcast live on the television channels.

The fireworks of Burj Khalifa were distinguished for the extraordinary touch of creativity they had that added a special artistic feature to the event. The show included ten fireworks formations where each one had a story to tell about the success and the achievements accomplished by the United Arab Emirates in addition to the optimism and ambition that distinguish Dubai. The fireworks formations told the story of the layout and construction of Khalifa Tower with the famous symphony of "Dubai's Downtown" played in the background.

## Two hundred experts, one hundred computers, and five-thousand work hours

This massive display required exceptional efforts and mighty cooperation by a team whose members surpassed 200 expert technicians with one hundred computers. The fireworks were designed by an American company named Grucci which ensured the highest quality. Moreover, fireworks experts were consulted from UAE, USA, Spain, and China.

This show had taken 10 months of planning and preparation and more than five-thousand work hours for fixing and installation. According to British news reports, the estimated cost was about six million dollars or 4.3 million Euros.

Dubai's government took full precocious procedures to ensure the safety and security of the spectators. Thus, the United Arab Emirates have broken the world record with the biggest New Year's celebration in the world.



Helal Saeed Al Marri





FUNCTIONS

Two million spectators bewildered  
by 480 rockets unleashed in six minutes

## Dubai welcomes 2014 with world's largest fireworks show



By Nadia Barouta

It was a historical night where two million guests -residents, citizens and tourists from around the globe gathered in the squares of Dubai to watch the biggest fireworks in history that entered Guinness World Record. These fireworks made the night unforgettable to those who were present.

In the last day of 2013, hundreds of thousands of people flooded to cover the surrounding grounds of Khalifa Tower and the areas overlooking the Palm Island and Burj Khalifa waiting for the firework display with the first second of the New Year that lit up Dubai's sky and granted the world a moment of happiness.

Despite the fact that the cost of this remarkable show was not stated by any official in Dubai, English and American newspapers and websites said that the six-minute-display cost the United Arab Emirates, the Emirate of Dubai in particular, six million dollars.



# Business & Finance Club Magazine

Annual Subscription For only 1\$ a day

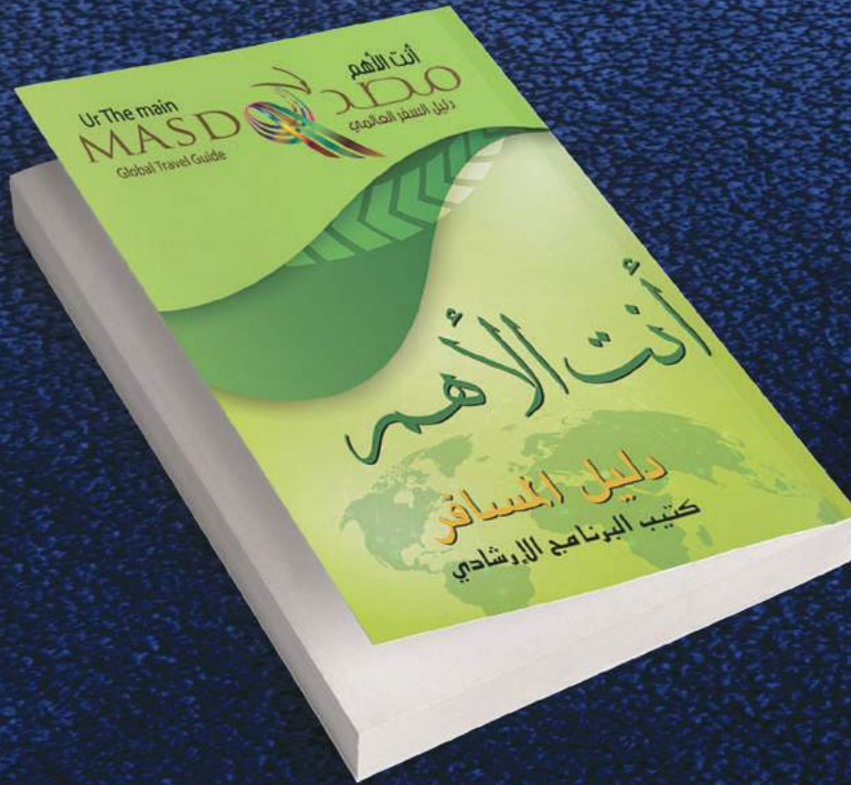


Scan the QRCode on the card to Join the Largest Subscription campaign for Business & Finance Club Magazine and get the most Five-Star Meal and enjoy a membership loyalty card that has Fantastic Benefits

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800  
www.bfg-globals.com



You Will have this Free International Traveler's Guide  
and a Luxurious Wallet, with a 24 hours World Wide  
Services in more then 122 Countries



TO ORDER YOUR COPY OF THE TRAVELER'S GUIDE  
SERVICES PLEASE SCAN THE BELOW QR CODE



**Offer Also includes:**

- Car Rental
- Hotel Services
- Travel Services & Insurance
- Global Phone Sim Card
- Monthly Magazine Subscription
- Daily Online Magazine

## Advantages offered by loyalty card "Priority is you" for subscribers of the magazine

### The monthly edition of the "Business and Finance Club" Magazine

Upon completion of the subscription process, you will receive your copy of the monthly magazine "Business and Finance Club" to your address in any place in the world, so you do not only have a magazine, but a portal that gives you a chance to get the most promotional offers for the top 100 brands and receive your purchases in a duration that does not exceed 72 hours. These offers could be found in the monthly magazine in one of the themes of the magazine, printed monthly under the name "Top 100 Brands catalog" where you can find the most important international brands including clothing, watches, accessories, fragrances, eyewear, cosmetics, bags, shoes, hotels, airline offers and car rental companies in addition to insurance and telecommunications...

### The "Business and Finance Club" daily Magazine - "Masdar" news service

Subscribers also get "Masdar" service that allows them to be updated minute by minute including: the exchange rates and global stocks, data and news about venture investment projects like real estate development projects, agricultural and petrochemicals projects. For the first time, the subscriber can get a reliable real estate evaluation service, and once the search and inquiry starts about this service electronically via the interactive program; the client can know the approximate value of a property, in any location in the world.

### Shopping service through the gate Mall of Top 100 Brands

The process of e-Shopping Mall of the top hundred brands is through the application of "Priority is You" for smart phones where the subscriber chooses the type of product of the brand he desires, then he identifies the common elements and prod-

uct specifications, style, color and sizes and the number of pieces he wants, then he can reimburse the value of purchases through credit card.

Once the subscriber enters the Gateway Mall of top 100 brands electronically through his phone, a map appears showing him the commercial sections covered by the e-mall, and then he chooses the product or service he desires, for example; If a shopper is looking for style of clothes, a list of the available clothes will appear for him to choose from, then another list appears to choose the color, size, quantity and price. After that another list appears showing the payment mechanism through his own credit card in a professional safe manner.

Once you complete the online purchase, the software will send a text message to the courier company including the name of the client, his address, the type of purchase, and his whereabouts, to communicate with the company selling the trademark, to be delivered to the buyer in a maximum period of 72 hours, wherever the company's headquarters and wherever the customer is.



## Annual subscription to the "Business and Finance Club" magazine

You can complete the mechanism of subscription in the way that suits you, either by calling the free number 009713910800, which links you to customer service center working around the clock, or by completing the subscription form paper provided by the magazine and re-send it via fax number 009713908388, or you can fill in the subscription online by visiting the Group's website: ([www.bfg-globals.com](http://www.bfg-globals.com))

Join us!



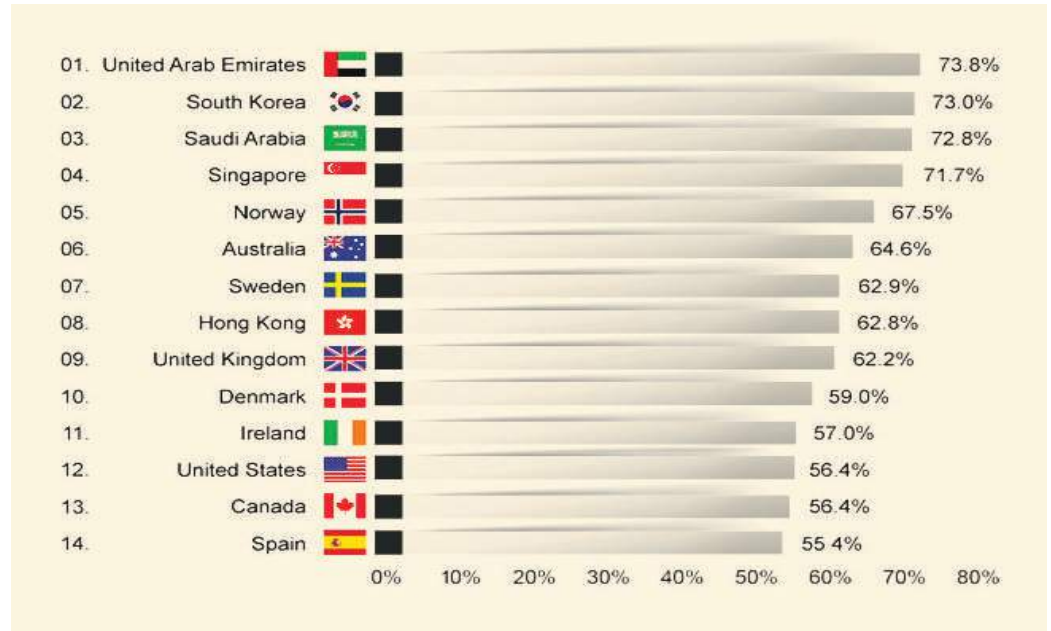


## The Business and Finance application: You are our Concern

### KSA first to use Internet through mobile telephone and United Arab Emirates is the first in using smart telephones

The United Arab Emirates was ranked as the first in the world in using of smart phones through the use of various applications, where out of 4 people there are 3 who have smart phones, and Saudi Arabia was ranked third in the world in the terms of the use of smart phones according to the survey, while Britain was ranked ninth globally in terms of the use of smart phones. The United States came in the 13th place internationally in terms of the use of this type of mobile phones; latest statistics indicate that the percentage of smart phone users in the United Arab Emirates is 61%.

Proceeding from this study, the "Business and Finance Club" magazine will launch a campaign of contributions in the beginning of April to cover all the countries of the Gulf and the Arab world,



the campaign includes Media Interactive Program - an Electronic Application under the name of

"Priority is You" - to provide its subscribers a unique experience using their Smart phones and

computers.

### Loyalty card "Priority is You" ... unique services in cheap price

The "Business and Finance Club" Magazine is keen to provide a high quality of the services for its customers through the membership in the loyalty card "Priority is You," which provides valuable benefits to subscribers. We invite the elite businessmen and women and the Executives in all public and private sectors to join our family represented by our subscribers who are more than 85 thousand and for those who would like to do so, here is the chance to



take advantage of this special invitation, which gives you the opportunity to obtain membership in (loyalty card) "Priority is You" for only one dollar a day ..

The new card gives the clients the ability to join the elite or so called the "velvet class". After getting the card, the customer can download the program of economic information on his mobile phone, computer or "iPad." The magazine has created and developed this application to serve its dear customers in order to give them distinct marketing advantages, and in this regard, the Group entered into a "Business and Finance" agreements with several international agencies to offer special discounts to subscribers of the magazine.



“ Business and Finance Club Magazine topped its career by choosing strategic and special partner from the foundation “ A K “ of the UN . This success lead to more propagation of the magazine in more that 200 states in the world with more than 58 thousand subscriber distributed as per the 80 % of them in the kingdom of Saudi Arabia including 35 % of the business women and women of letters.



Business and Finance Club  
Biography & Progress of 20 years



Spreading and distribution in 28 states



85 000 subscribers is the different mark in our magazine spreading



With the purpose of providing refined media production for the reader, with quality, modernity and follow up of media technologies, “Business and Finance Group” by its media section launched the new visual identity for the

“Business and Finance Club” magazine where it combines the new production techniques and calligraphy, producing a creative artistic form for the pages that satisfy the different tastes of readers and all the subscribers’ categories.



## One dollar in the day - Business and Finance Club magazine brings the Loyalty Card program - 'Priority is You' to subscribers



By Lutfi Kabeer

## Business and Finance Club launches an interactive program and campaign of contributions



### 20 years of renovation and propagation

"Business and Finance Group" is considered as one of the most important business enterprises in the Gulf and the Arab area, where it was launched in the Kingdom of Saudi Arabia in 1985, under the slogan of success in many economic sectors, in particular the sector of media investment, which

is considered as the main investment department in our group.

Our steps expanded year after year to pass over to Bahrain in 1993, as a regional propagation for the group out of the kingdom then we continued our propagation (worldwide) to London, the capital of fog" in 1998.

" Business and Finance Group" continued its growth and expansion where in 2001, the

general administration for its media group, represented by its magazine "Business and Finance Club", moved to the media city in the capital of finance and business in Dubai, to open a new world in the economic, social and media field.



### Several Economic and media achievements

"Business and Finance Club" magazine has achieved a lot during its history of twenty years, the most important of which is the project "Saudi Book" which is considered as first reference that au-

thenticates the full history of economic achievements that the kingdom realized during the époque of the Custodian of the Two Holy Mosques, King Abdullah Ben Abdel Aziz Al Saud- God Save, furthermore the magazine organized during two decades, the annual exhibition " DAFOUS EL KHALIJ" which includes the

biggest 100 gulf companies and which attracts gulf and global investments. Also, our magazine has organized the project "the Best 10 Gulf Cities" which is considered the most important economic project that reflects the importance and the civilization of the Gulf countries.





veloped to open and close car's doors and the back trunk from a distance with a remote control after that Center lock technique showed up so the metallic part became only secondary. Technical experts also developed a wireless electromagnetic charge to provide cars with the necessary energy to work without that the driver needs to stop and recharge the battery whenever it empties; as a step in the interest of conserving the nature in the first place.

Let's not forget Google maps that entered our cars through small screens to show us all the streets and roads as well as the shops and malls and markets. This technique came to the aid of the driver, it helps him get to the place he wants taking the shortest roads and saving lot of time. Don't be surprised when you hear about a car driving without a driver or parks without touching the wheel. These new real developments were attained by developed companies in the car industry. It's only a matter of time before we will have one alike and this is only a small part of the development that we are living in the era of speed and technology. We conclude that the technology broke into car industry to serve many axes, more importantly to serve security, comfort, fun, pleasure and nature conserving.

## Smart cars: continuity and self driving

Many companies are competing to add new smart technologies to the car. We will try to show the latest techniques these companies reached and that formed a quantum leap in the car industries.

### Car Play from apple

Apple launched a new technique under the name of Car Play the beginning of March in an exhibition titled Geneva International Moto Show and it is a technique that will bring lots of privileges to the IOS system in the car.

### Projected Mode techniques, from Google

Google announced its intention to launch a car capable of autonomous driving. The company pointed out the desire to add a

smart touch on cars in the future through a project called Projected Mode. Through this project, Google desires to deliver the Android platform to cars screens through its Android system with the available system in smart phones and tablets.

This technique will be integrated in the system easily between the devices and cars, this includes making calls and sending and receiving text messages, and display maps and navigational systems and run audio and video files as well. Calls can also be made between the phone and the car through Bluetooth.

We can say now that what analysts mentioned about the possibility for the cars to be cell phones isn't far from happening. For, techniques that big companies tend to join are mostly related to smart phones. Who knows, we might actually someday dispense of mobile usage while driving because of the availability of all its applications on the dashboard of the car.



## Analysts predict



### ” cars will eventually turn into cell phones”

Car industry existed around a century and a quarter before the phone's world. However, technological development of the phone came a lot faster than the car technological development. Nevertheless, the situation changed because developing using the newest and smartest techniques has been widened to include the most common invention that human knew: the car. The competition doesn't confine on the large industrial car companies like Mercedes and Nissan, there are companies from other domains that intent on entering the car world like apple ,the famous company knows for the fabrication of smart phones and tablets, and Google the multi specialized company.

### Fun and Pleasure

With the increase of the rhythm of life gradually the car industry undergo a technological development that led to the development of all comfort means and facilities that was supposed to provide as an invention. For example, designers used remotes to activate music and radio in order to add a beat of entertainment and fun. Later on, passengers were able to move the windows and the chairs and the roof vents with only one button as an extra type of entertainment. After that the

airbag became the most wanted factor in a car to provide protection and that's the least development any car working in this new era could get from any company whatsoever.

Car keys developed as well gradually to take the most appropriate phase any time and car makers used all the technological means to economize time and provide a quality performance and to increase the security. So they worked on decreasing key numbers until all one key was able to open the car, the back trunk and the front hood. Then the key de-



# Smart Houses... A New Era of Technology and Scientific Progress

## Technology Advantages Transform Cars into Mobile Phones



Scientific progress did not exclude any aspect of life from qualitative change in it, especially in the recent decades, in which we saw the phenomenal change of the phone from a simple communication tool to a multi services smart device, as well as cars buildings and almost everything. Smart devices are called intelligent even more than the human himself, although he is the developer and manufacturer. During the past few years, the low consumption house also known as positive or extraordinary house emerged, many names referring to a single concept which is the smart house.

### What is a smart house?

A house that contains and integrated information network that allows residents to take full control of the house remotely, it also warns them of the temperature and protects them from diseases, power supply cuts off automatically, windows open and close with the day and the night, smart houses' wood do not burn and are strictly resistant to fungi and protect themselves from thieves and stray animals. A smart house is also special for the non-use of any industrial energy; it only de-

pends on renewable energy. In short, a smart house can be defined by, the house that understands what you need from him, and he does most of the things instead of you, depending on techniques.

### Features

- Low power consumption: power consumption in a smart house is at least 40% lower than in the traditional houses that can be fulfilled through the availability of 2 ingredients that are, presence of walls of good insulation to prevent, as much as possible, energy leakage outside of the house and the optimal use of solar energy
- Turned on remotely: systems in smart houses are designed to operate automatically, once the temperature is high windows open in the house, electrical supplies cut off automatically from the cooking stoves, air conditioners are programmed to turn on, on a certain degree. This is how everything in the house works through an integrated information network, which is given as required for every resident separately
- Construction materials do not burn and are fungi resistant: a unique scientific experiment was conducted on the wood used

to make smart houses at the Rosenheim institute for building materials research, located in Bavaria, Germany. It was found out that the procedure on the wood is very innovative; it is actually being transformed into a good insulating material which is resistant to combustion and fungal infections at the same time.

- Collection and interpretation of the residents' behavior data: smart house is also special for the possibility to feature it with techniques that collects and analyzes data about the behavior of smart houses residents like entry and exit hours, sleeping and waking up time and various daily habits. All that, for the smart house, to be able to apply what the individual needs without the necessity of asking for it.
- Perfect for people with special needs and the elderly: smart houses can be designed and prepared and equipped in order to help people with special needs and the elderly to live independently as much as possible. For its possibility to be programmed in order to sense some special cases such as epilepsy, to give a sign or an alert when a particular epileptic seizure occurs. Same goes for other diseases.



## Saudi Arabia Stands First in Internet via Mobile Usage while Emirates Steel the Trophy with Smart Phones Usage... Worldwide

American website Mashable, published a report for the last 2013 statistics on the use of smart phones. United Arab Emirates (UAE) came in first, in smart phones usage, worldwide. The report says that for every 4 persons, 3 of them hold smart phones. The Kingdom of Saudi Arabia (KSA) hits third place while UK ranked ninth and USA thirteenth. The report also mentioned the number of smart phone users in UAE was 61% in 2012 and reached 74% in 2013.

As smart phones usage rose in the KSA to reach 73%, the kingdom came in first in the use of internet via smart phones with 94% of web users. UAE hit third place with 91% of users. The survey added that the group of age ranging between 18 and 24 in UAE is in the first place scoring 91.1% when it comes to smart phones usage worldwide.

## YouSnap: From Lectures to Pictures

While attending training lectures or conferences, some lecturers expose their presentations on a whiteboard, summarizing the most important points that the user might need from the lecture. Therefore, YouSnap application, available for free in Google Play store, formats these pages after being captured diagonally; it cuts them and organizes them so they become as if they were live pictures from the presentation. This application converts the pictures to jpg or pdf format to leave it to the user to choose how he wants to expose them.

## Google Now: Identify Relationship with Contacts

American Company Google announced a new feature in its service Google Now, which allows Android users to identify their

relationships with their contacts in order to create an easier connection with them. With this new feature it is not necessary for the user to search for the number of someone related to him, for; a voice command is enough to call him. One sentence like: Ok Google, call Mom, will make a direct call to the mom's user without saying her name. The service helps user to detect contacts in order to identify the relationship quickly and easily and to be able to communicate with these contacts by voice commands and relationship identification only, without pronouncing the full name like it used to be in the past.

## Text Plus: Free American Phone Number

Text Plus allows, Android, iOS and Windows Phone users to easily create an American phone number for free. The registration is made through a phone number or an email, then by following easy steps, after downloading the application. The application also allows calls to any phone number around the world through recharging it or getting free credits by completing some tasks that are within it.





## Application to Fight Cancer

Samsung launched an application that allows owners of smart devices with Android operating system to use the strong phone processors, in order to support the researchers that fight against cancer and Alzheimer. Samsung explained that the application Power Sleep, which is being supervised by

the University of Vienna, works as a normal alarm for smart phones; however, it transforms the capabilities of the processors in smart devices to a service that decodes the sequence of proteins that cause cancer and Alzheimer. The application transforms the processors' capabilities in smart devices to serve scientific research once the user sets the alarm clock on his device, so the usage

of this application doesn't harm the normal usage of these devices. Samsung also mentioned that the application does not operate on collecting the user's data or information from his smart phone or tablet, it only uses the processor power that wasn't used as soon as the user stops working on his smart device.



# Internet via Mobile Usage: Saudi Arabia First In the World

## Interactive Media: When individuals speak technology



By Zfmorda  
Dalhousi



**M**eans of communication have been subject to a number of revolutions, where computer advent was the most important invention in the history of technology. Computers were a fundamental factor for change during the past fifty years, especially in the field of finance, trade and economy adding to that the scope of development process and the influence on society in general. Scientists agree that we are living today in the era of technology, information and social networking. We actually live in a society made of information, which depends on investment of modern technologies to produce abundant information in order to use them quickly and efficiently in the provision of services. Communication and Information networks "internet" contributed in the appearance and expansion of a new term which is, interactive media. We must differentiate here, between it and electronic media for the second is made of magazines and newspapers found on the internet with special contents and an editorial board. However, interactive media is the characteristics, modes or services attached to any media whether, printed, visual or electronic. It allows the audience to share their opinions in visual and audible programs and interfere in lectures and seminars...In short; it is a group of electronic forums attached to self independent e-publishing sites.

### Smart phones... The Technology Revolution

As the use of mobile phone increased, it became an essential tool to depend on directly in daily business; therefore, different applications will be available to anyone for free, where mobile phones have had the lion's share from the technology market. In the future, any user will be able to download and benefit from any application on any device as once he registers his phone type and some basic information on the internet. So, what is the latest technology news in the world of mobiles?

### Apple Updates: IOS 7

Apple released iOS7, which is an update to the mobile operating system, and it revealed that it has provided users more stability; it has improved the design of the sensor that determinates the identity only by touch. IOS7 mobile software update included improvements in the program Siri, enhancements in the audio interface and its purity, and improvements in the calendar, responsiveness and performance for iPhone4 users. The software update is also compatible with the program Carplay that will be released for cars this year.

### Boeing: Phone for Secret Agents

American aircraft industry Boeing, announced its integration in the field of smart phones industry, revealing the first phone of its production dedicated to secret agents such as James Bond. In addition to encrypted calls, any attempt to open the phone's cover, Boeing Black, will lead to delete all the data and make the device defective. The device, which also has the highest degree of security and encryption, targets, in the first place governmental agencies and companies that contract with these agencies in activities that are related to defense and national security. The phone works on Android operating system with a 4.3 inches screen.

### Samsung Reveals Galaxy s5

Samsung unveiled its new smart phone Galaxy s5 in a special event held during its participation in the "Mobile World Congress 2014" Barcelona, Spain. Galaxy s5 is distinguished from the previous version Galaxy s4 with its larger screen by 0.1 inch, processor, more sophisticated camera, fingerprint scanner, heart rate monitor and a criterion for water and dust resistance. The new Samsung smart phone has a super AMOLED display screen measuring 5.1 inches, full HD and a quad-core Snapdragon 805 processor from Qualcomm Company, which runs at a blistering 2.5GHz.



# Business & Finance Club Magazine

Annual Subscription For only 1\$ a day



You Will have this Free International Traveler's Guide and a Luxurious Wallet, with a 24 hours World Wide Services in more than 122 Countries



## Offer Also includes:

- Car Rental
- Hotel Services
- Travel Services & Insurance
- Global Phone Sim Card
- Monthly Magazine Subscription
- Daily Online Magazine

Scan the QRCode on the card to Join the Largest Subscription campaign for Business & Finance Club Magazine and get the most Five-Star Meal and enjoy a membership loyalty card that has Fantastic Benefits

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
 Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966 114650980 - Fax: +966 114166800

www.bfg-globals.com





project, which is scheduled to be finalized by the team in charge of studying the project within two months from now, and we expect it to make a significant quantum leap in the path of Saudi sports, especially sports clubs. His Highness the General President of Youth Welfare thanked His Royal Highness Prince Abdullah Bin Mosaad Bin Abdul Aziz and his team members, for their great efforts since the major national task was assigned to them, that was handled with a lot of hard work, looking at the positive experiences in a number of advanced countries in this field, and using global experience with major specialized world centers to contribute to the development of a general strategy for the privatization of sports clubs, that combines technical, financial, and legal elements, and developing a mechanism to increase the financial resources of the clubs and identifying their investment points.

### Two World Companies to Study the Privatization of Saudi Clubs

The General President of Youth Welfare Prince Nawaf Bin Faisal, signed in March 2012 two contracts with the two world companies "Detloit" and "SNR Denton" to study the privatization of the Saudi sports clubs. "Detloit" will offer consulting services on the technical and financial levels, while "SNR Denton" will take care of the legal affairs,

noting that the contracts' duration is of nine months and that several meetings and workshops will be held between the two companies and the working team of privatization and clubs investments. However, the final step remains unclear.

Prince Abdullah Bin Mosaad Bin Abdul Aziz, the head of the team working on studying the privatization and development of Saudi sports investment, stated: "we hope that the signing of contracts with companies of such high level, will constitute the final step towards the privatization process, that will benefit the sports sector in the Kingdom", expecting that this step will make a quantum leap that everyone in the kingdom is looking for.

### Al Nowaiser: Privatization is not a New Concept

Mohamed Al Nowaiser, President of the Saudi Pro League asserted that the privatization concept is not new, noting that the Saudi Arabian Football Federation launched this process about five years ago and made a significant progress towards its completion, stressing on the fact that the current investment is a part of the privatization process. Al Nowaiser considered, following the final stage, that "the television broadcast turned to private channels with large profits for the benefit of the clubs, while the incomes from



Mohamed Al Nowaiser

matches tickets was transferred to the clubs' funds after acquiring the right of promoting and selling them, in addition to the ads in the stadiums and on the shirts. These steps help in the privatization, so the future investor targeting the clubs can see them financially prospering instead of sunk in debts." He added: "who would have expected that private companies will pay sponsorship sums reaching 40 million per year, as it is currently happening with the Al Hilal Club, as well as with some other companies paying huge amounts.





Sheikh Mansour Bin Zayed Al Nahyan



Prince Nawaf Bin Faisal

In this concern, Al-Hokair said “we would like to get involved in the Italian football world, we met with the club’s President Zamparini and decided to invest in Palermo, and therefore we organized many commercial investments to enter this huge project. Many Arab businessmen invested in several clubs in England and Spain, however, we would like to invest in Italy in order to acquire new experiences and knowledge, and maybe open football academies in our country.”

In this context, a number of Arab businessmen and investors own reputable European clubs, such as Sheikh Mansour Bin Zayed Al Nahyan, owner of the English Manchester United City Club, the Qatari Abdullah bin Nasser Al-Thani, owner of the Spanish Malaga Club, the Emirates Group owner of the Spanish Getafe Club, the Jordanian Hassan Abdullah, the biggest shareholder in the German Munich Club 1860, in addition to the Egyptian businessman Mohamed Al Fayed, owner of the English Fulham Club.

Also, the Qatar Sports Investment company acquired 70% of the shares in Paris St. Germain FC, while the American company Coloni Capital remained the owner of the club since 2006 with 30% of the shares.

Economists explained that the value of the French club ranges between 35 and 50 million Euros (between 50 and 70 million Dollars),

noting that the club ended the last season in the fourth place during the France League, that is the best rank the club achieved for the past five years. However, it didn’t succeed in reserving a place that qualifies it to participate in the UEFA Champions League.

### Privatization of Saudi clubs.. Alert towards a quantum leap

His Royal Highness Prince Nawaf Bin Faisal Bin Fahd Bin Abdul-Aziz, General President of Youth Welfare, finally announced during the opening Sports Investment Conference III , organized by the Asharqia Chamber in partnership with a group of limited Business pillars, that the working team in charge of developing a list of privatization project for sports clubs, are in the process of finalizing the project which will be issued soon . His highness expected that this project, which is one of the most important developmental projects, will induce a quantum leap in the path of Saudi Sports. He also announced concluding an agreement with the International Federation of Football Association “FIFA” to guide specialized companies in the construction of sports facilities on a global level, taking advantage of them in the establishment of stadiums and sports facilities in the Kingdom according to the highest standards and inter-

national quality.

He said in his speech: “This conference will be held at a decisive point in the sports life of Saudi Arabia, in which it is preparing for one of the most important development projects, that is a project of privatization of sports clubs, which forms the pillar of the continuing evolution of the professional work in the Kingdom, both on the technical sports, or administrative level, and before all of this investment



Sheikh Abdullah bin Nasser Al-Thani



# The splendor of fame and money transformed businessmen into leaders in sports



BY Business and Finance Club  
**MASDOUDO**

**B**elieve it or not, despite all that is said about the implications of the World financial crisis on the economies of the Arab region and populations in general, a significant part of the Arab money is not invested in the Industry or Agriculture or even in speculations in stocks, bonds or gold, rather it is invested in major world football clubs.

## Rich Arabs Enter into Deals with World Clubs

A Saudi billionaire ended the deal of buying the Italian Palermo Club and signed a contract in this regard with the owner of the club Maurizio Zamparini. And according to some newspapers, the Saudi Businessman Ahmed Al Zubeidy, the president of the AMA group, the greater furniture factory in Saudi Arabia, and his partners will invest an amount of one billion dollars (about 5 bil-



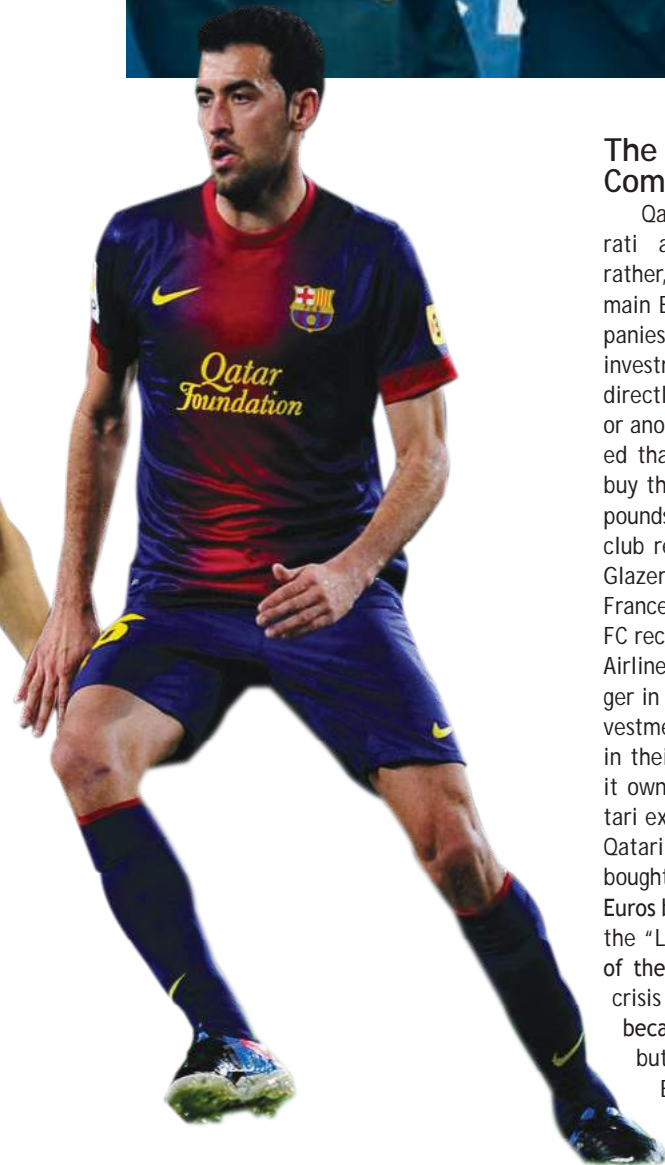
Ahmed Al Zubeidy

lion SAR) in the Italian club for the next 5 years, during which a new stadium for the team will be built and a strong team able to win the Series A TIM and compete in the UEFA Champions League, will be assembled. The "Gazzetta dello Sport" newspaper had stated in its issue published in February 2011,



Abdul Mohsen Al-Hokair

that the Saudi Businessman Abdul Mohsen Al-Hokair, the head of the group's council of administration, arranged the acquisition of the Palermo club, as his son Majed, watched the TIM final cup between Palermo and Inter Milan and had lunch with the players and spoke to them after the game.



## The Qatari on the Competing Margin

Qatar did not stand still before the Emirati achievements in Sports investment; rather, it encouraged the Gulf interest in the main European clubs with major Qatari companies that aimed at invading the Emirati investments through clubs related to these directly or competing with them in one way or another. Therefore, it was recently reported that the Qatar Holding Group wanted to buy the Manchester United FC for 1.5 billion pounds; however, as long as the “Red devils” club remained in the hands of the American Glazer Family, Qatar turned its attention to France, and especially the Paris St. Germain FC receiving the sponsorship of the “Emirates Airline”. The Qatari hit appeared to be stronger in the Capital of fashion, as the Qatar Investment company ended all French powers in their club, and bought all its shares after it owned 70% of these shares. Only, the Qatari expansion was not limited to France; the Qatari Abdullah Bin Nasser Al Thani already bought the Spanish Málaga Club for 36 million Euros benefitting from the hard times some of the “La Liga” clubs are facing, in the middle of the country struggle due to the financial crisis it experienced. It is true that the man became the first Arab to own a Spanish club, but he is not the only one anymore; the Emirati Butay Bin Souheil Al Maktoum bought the Spanish Getafe Club for 90 million Dollars, without howev-

er spending much like his Qatari counterpart who brought important players to his team. The world also witnessed a huge deal between one of the greatest clubs in history, Barcelona FC, and the Qatar Foundation, which name appeared on the Catalonian club shirts under an agreement that lasts till 2016 for 170 million Euros. After two years, the agreement was amended and the Qatar Airways logo appeared on the shirts, as the club declared the signing of the contract with the Qatari Airlines for 96 million Euros, with addition 5 million Euros to be offered to the team in case he won the UEFA Champions League.

In the framework of the Qatari striving for controlling the Catalonian Club, the Spanish Barcelona club received a tempting financial offer of getting 350 million Euros for naming its stadium “Qatar Camp Nou” for 30 years like the “Emirates” and “Allianz Arena” stadiums belonging to Arsenal and Bayern Munich respectively.

The Qatar Investment Authority owns the French Paris St. Germain Club currently headed by Nasser Al Khelaifi, the general director of BEIN SPORTS channels - Al Jazira Sports formerly, that have the exclusive rights of major international football tournaments such as the World Cup, the European Nations Cup, the African Nations Championship, as well as the tournaments of England, Spain, Italy, France, Portugal, Holland, and Scotland, the UEFA Champions League and Europe League.



rather, it offered lately a project for financing the renewal of the legendary stadium of Real "Santiago Bernabeu", under the condition of benefiting from changing the name of the stadium, for it to include the name of the legendary president of the Madrid Club, in addition to the name of the company. Previous Spanish media reports explained that the giant Emirati Company declared it was willing to invest about 40 million Euros in the renewal process that is 80% of the project's total cost.

### "Paris Saint-Germain Submerges in the Qatari-Emirati Partnership's Money"

As of 2005, the "Emirates Airline became one of the sponsors of Paris Saint-Germain Club, and the main sponsor of its shirts. The renewal of the contract between of the Emirati Company and the Parisian club in made the "Emirates Airline" the official sponsor of the club until 2014, for 5 million dollars offered to the club every year. Under the agreement, the giant Gulf airline company got the rights to display its ads in special corners of the reputable Paris Saint-Germain's stadium, "Parc des Princes" (Princes' Garden). And in last May, the renewal of the contract between the two parties for 5 more years was declared, raising the financing ceiling from 5 million to 23 million Euros per year.

### 8 Million Euros Break the German's Pride, and Greece the Easiest Target

After investing in England, France, and Italy, the "Emirates Airline" had to invade the German lands. Indeed, the company succeeded to break the Germans' pride. And despite the difficulties it faced with most of the "Bundesliga" clubs that refused to cooperate with Emirati and Arab companies, from the principle of superiority that the German still felt towards other Peoples, the company was able, thanks to the "terms of money", to sign a contract of sponsorship with one of the most prestigious German clubs, the Hamburg club, for four year until 2008, and then renew the contract till June 2015, for 8 million Euros per year plus other privileges.

And from the other corner of the Old Continent, the "Emirates Airline" targeted Greece, choosing the Olympiacos team to hold its name in Greece. The most famous and prominent Greek club did not hesitate to accept the offer of the sponsorship of the Emirati company that paid it 5 million Euros yearly, and saved it lots of other expenses, which helps it face the financial crisis hitting the team and the country.

### After Asia, Europe, and America, the Dark Continent on the Agenda

It seems that the "Fly Emirates" company is determined to spread its presence all over the world, for it is actually aiming to extend its sports investment in Africa, which remained the lone continent that did not benefit so far from the "Emirates Airline" sponsorship". Media sources close to the company had confirmed that the Council of Administration is studying the idea of financing the African Nations Championship starting the next version in Morocco in 2015. The company also plans to sponsor the Orlando Pirates Football Club of South Africa, while no final agreement was made over the sponsorship of the Egyptian Al Ahly Club.





## “Emirates Airline”, the Empire that Turned the Sports Investment Scales

Chelsea was the first club to get a contract of sponsorship with the “Emirates Airline” during the season of 2000-2001. In accordance with this contract the London club received an amount of 26 million Euros for a period of 4 years, thus the contract was then considered the second major contract in the English football history, after the Vodafone Corporate contract with Manchester United that was concluded for an amount of 38 million Euros. This contract had positive influence on the Chelsea Club, as, according to the club’s president at that time, Ken Bates, the agreement helped compensate the losses of the club that reached 4.2 million Euros at that time. The investment in Chelsea Club, led the way for the company’s officials to pursue the investment of English clubs, until the London Arsenal Club’s turn came. The head of the Council of Administration of the “Emirates Airline” agreed with the Arsenal officials in October 2004, to sign a contract of sponsorship that was considered the greatest at that time, and that stipulated on financing the club for a record time of 15 years, with an amount of 100 million Pounds (i.e. 118 million Euros), a contract that was the greatest in the English football history back then.

## From 30 to 60 Million Euros.. Milan, the Biggest Winner

Although the “Emirates Airline” largely focused its investments at the beginning on England, this did not stop it from turning its attention to other European teams; thus, in 2007, AC Milan’s turn came as the officials of the “Emirates Airline” aimed at benefiting from the popularity of the great Milan team, winner of seven titles in the Champions League and 17 local titles back then, to make investments that would get them huge gains. At that time, Silvio Berlusconi, the Team’s president, and Adriano Galliani his deputy, approved on concluding the contract with the company. Italian papers estimated the value of the contract at an amount of 30 million Euros; however, in 2010 the “Emirates Airline” expanded its investment in the Milan Club by signing a new contract for five more seasons, of an estimated amount of 60 million Euros.

## Cosmos Club, the “Emirati” Station in Uncle Sam’s Land

The Company’s administration insistence on stamping the logo “fly emirates” in all corners of the world, led it to spread its name widely to reach Uncle Sam’s Land and mark its name in the MLS all-star. There, the Emirati Airline lately signed a contract of sponsorship with the New York Cosmos Club, thus, the

team of the city of dreams, New York, benefited from 5 million Euros per year for 3 years. In accordance with the contract, the shirts of the team’s players will hold the logo of “Emirates Airlines”, and the company became a main partner in the club where the Brazilian Legend Billy and German Cesar “Franz Beckenbauer” have once played, while the American club benefitted for the three following years.

## “Fly Emirates” on the Madrid Players’ Shirts

Summer of 2013 may have been special for the “Emirates Airline” that succeeded to conclude the “Deal of a Lifetime”, thanks to the agreement between the company and the Major Spanish Real Madrid Team, to sponsor its shirts for 5 years. This deal seems to be the best and most expensive since the Emirati emergence in the sports investments. Although negotiations between the two parties were tough and lasted to almost 8 months, the matter was solved “in terms of money” that pushed Florentino Pérez, the club’s president, to end the contract of the royal team with the “Bwin” world company, and conclude a historical deal with “Fly Emirates”, that grants the royal club 30 million Euros per year until June 2018. However, the “Emirates Airline” did not get enough with this major contract;

Investment in the World Football: Qatar and the UAE Hit Strongly...

## The "Gulf Sponsorship" invades Uncle Sam's land and breaks Germans' pride



By Basma Alghareebi



**A** While ago; the competition in football was limited to the pitch alone. However, at the beginning of the nineties, a significant phenomenon surfaced, when, in the last seasons, the European stadiums witnessed the emergence of Arab companies sponsoring sports teams financially, thus breaking into the world of the "Most Famous Sports Game in the World" and imposing its own principle thereto, a thing that changed the description to the "Most Expensive Sports Game in the World"...

Qatar and the UAE spend millions of dollars of allocations for sponsoring the major worldwide clubs, through buying or supporting them financially, in return for benefitting from the valuable publicity these clubs offer. The Gulf investments strongly emerged during the last few years on the European scale, as the Gulf people excelled at breaking into the European football fields to invest therein, and paid huge budgets in clubs that became their own, to the extent that Americans and Russians couldn't keep up with them in the

English Great League for Example. Major deals were concluded with major clubs like the Paris Saint-Germain Football Club, the German Bayern Munich Football Club, the Italian Palermo and AC Milan Football Clubs, and much more clubs that triggered Arab and Gulf Businessmen and attracted the clubs in the middle of the financial and monetary crises... the "Money and Business Club" introduced the issue of Businessmen competing to invest in sports in Europe, and established the following report..



**Order Your Loyalty Card By Scanning  
The Above Qrcode  
72 Hours Delivery WorldWide**

**The monthly edition of the “Business and Finance  
Club” Magazine**

**The “Business and Finance Club” daily Magazine –  
“Masdar” news service**

**Shopping service through the gate Mall of Top 100  
Brands**

International Insurance Policy with a Coverage Reaching a Million and a Half Dollars  
Travel with peace of mind with “Travel Sim”

The Electronic Travel Guide - make it your pocket-mate at all times

The first complete shop, home to the best international brands

The largest shop covering more than 1000 beauty products of the best international  
brands

The largest shop for men, women and kids› fashion

The best offers throughout the year, on airplane tickets, hotels and car rentals  
worldwide, with booking assurance

Elegant watches› brands for men and women

The most elegant shop, covering more than 1000 varieties of handbags, shoes, and  
wallets


The largest showroom for home, hotel and kitchen furniture, more than 100 varieties  
under one roof



# E-shopping through, "You're The Main" TOP 100 BRANDS With Amazing Discounts



Head Office: United Arab Emirates - P.O.Box: 502 188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966 114650980 - Fax: +966 114166800

[www.bfg-globals.com](http://www.bfg-globals.com)    





experience and many previous successes. However, King Abdul Aziz Center proved that there is a chance of success with perseverance. This was accomplished by developing its capacity in surgical operations; indeed, it was able to leap from performing 100 surgeries annually in 1998 to 1000 surgeries in 2005, which is a remarkable progress.

**How do you measure the success of these operations?**

We don't claim being successful. There are specific international parties that confirm the success in our results; it annually compares these results with European and American database and -thank God - the comparison is always clear showing difference in our center's performance as it's better than the European and American database, and we are proud of that because it increases the Saudi patients' confidence even for those who are able to have treatment in the Western countries.

**Does this mean that even the Saudi patients who can afford the treatment abroad trust this center and undergo their operations inside the country?**

Undoubtedly, the successes we have

achieved spread everywhere in the kingdom and it got good echoes on our reputation and the center's reputation as well. Even Saudi patients of good income were convinced to have their treatment inside the country especially that it has the same efficiency of the advanced countries and it achieves the same percentage of success. Thus, those who can afford traveling to make the operations outside prefer to do it in Saudi Arabia.

**To what extent can the efficiency of the assisting team influence the success of the operations?**

Actually, one of most the important operations I have successfully done was an artificial heart transplant in 2005 with the advent of the helping pumps. Concerning pediatric cardiac program- thank God- I was able to perform cardiac surgeries few hours after birth. I have also performed complicated surgeries with good results that can be compared to international results. In this regard, I have to note that behind every successful surgeon there is a successful assisting team. This means that - thank God - I was lucky to have a competent medical team of anesthetists and cardiologists, besides an efficient nursing

team which prepares for the success of the operation. So, I think this was one of the main reasons behind the success of surgical operations that I have performed throughout the two years of working in this field.

**You have made remarkable efforts in the Saudi Cardiac Association, please tell us about that.**

During periods of my work in this field, I have been elected a member of the previous board of directors of the Saudi Cardiac Association over the past three years, where I have worked hard to raise the association to international levels. These endeavors were crowned in the nineteenth scientific conference of the Saudi Cardiac Association that was held in Riyadh in February 2008. This was all based on bases I set and worked on to obtain resources for the Saudi Cardiac Association to raise it to international standards. This international conference was considered one of the biggest medical conferences held in Saudi Arabia with more than 2500 participants. There were around 300 lectures and 90 speakers from outside the Kingdom including professors and pioneers in cardiology from 26 different countries from all over the world.



## Dr. Hani Najm: In a conclusive dialogue with Money & Business Club: My love to my country is the reason behind my success in heart surgery



By Hanan Alamdoni



**A** first class surgeon and an international pioneer in cardiac surgery, thousands might have graduated from the faculty of medicine, yet he was able to mark his name amongst the greatest experienced surgeons in the world. Throughout a journey full of successes and achievements, Dr. Hani Najm, vice president of the Saudi Heart Association, has worked with determination to cure patients with heart diseases and control their heart beats so the domain of surgery was for him more than a job to perform.

Dr. Najm succeeded in operating the biggest artificial heart transplant surgery in 2005 with the advent of helping pumps. He also succeeded in carrying complicated operations which achieved excellent results in comparison to similar international results. Despite his skillfulness and his experience in the domain of surgery, Dr. Najm is a humble person which makes him admired by everyone. He often says: "Behind every successful surgeon lies a successful assisting team". In an interview with "Business and Finance Club" magazine, we highlight the journey of Dr. Hani Najm in the field of surgery.

### First of all, how do you describe yourself? Who is Dr. Najm?

Briefly, I was born in Riyadh in 1962 AD. I have passed through several stages of education and with the praise of God; I started studying medicine at King Saud University - Faculty of Medicine in 1985 AD. After that, I

graduated from the Capital Exemplary Institution with honors before joining the university. I have also worked as a professor, which I consider a fruitful experience, beside my work as a cardiac surgeon.

### Regarding your work journey, who is Dr. Najm?

Thank God, my work experience has been actually fruitful as I was appointed as a lecturer in the Department of Surgery at the Faculty of Medicine of King Saud University. I was also given the chance to train students of General Surgery at the faculty. At that time, I obtained "The British Fellowship" in general surgery and I was also part of a mission to Canada in 1989 to carry on my specialization. Then I got "The Canadian Fellowship" in general surgery in 1994 AD which was followed by obtaining "The Canadian Fellowship" in Cardiac and Chest Surgery in 1996 AD. My journey didn't end there; I persisted and completed a specialization in pediatric cardiac surgery for two years. This in turn has paved the way for me to obtain my masters degree in cardiac sciences research from the University of Toronto in Canada in 1998.

### After the successes in the field of surgery, you have become active in different organizations, what do you like to say about that?

I have been elected the president of the Saudi Cardiac Association for 3 years and a member in Gulf Cardiac Association, consisting of one member from each Gulf country. I have also worked as a member in the committee of Asian and European Heart Surgery Association which is in constant and continuous development. I chaired the fourth international conference for this Association which was held in Dubai in April 2007 which was a success. In this regard, I note that I was assigned to be a member of the Committee of Cardiac Health emanating from the Executive Office of the Council of Health Ministers of the Gulf Cooperation Council whose task is to spread awareness about cardiac health

between people in the Gulf countries. Now I am the vice president of the Saudi Heart Association.

### How about your return to Kingdom of Saudi Arabia and its importance in your life.

After I returned to KSA after 14 years of specialization in cardiac surgery and sciences, I am still working, but with more expansion and practical experience. As I have mentioned, I started working as an assistant professor at the Faculty of Medicine in King Saud University. Now, my activities have expanded and the government officials expressed their interest in taking advantage from my experience.

I firmly believe that the decision of the Saudi King Abdullah bin Abdul-Aziz Al Saud -God bless him - to transfer me to the National Guard Health Affairs Department was a great motivation to follow up on my career and an overwhelming feeling of gratitude and pride, then I was appointed head of the department of cardiac surgery for children and adults. In addition to that, after the establishment of King Saud University for Health Specialties, I was appointed as an assistant professor at King Saud University for Health Sciences. I was honored by that because I strive to serve this beloved country and its people.

### What are your major achievements for King Abdul Aziz Center for National Guard Health Affairs?

Since I started working at King Abdul Aziz Center for National Guard Health Affairs, I have worked on developing the center and building strong international relations, in addition to developing the infrastructure of intensive care. The center was known for dealing with all difficult and complex operations that were rejected by other centers. The rise of the King Abdul Aziz Center for cardiac diseases happened at difficult times because of the variety of other centers found in Riyadh like Cardiac Specialized Center and Prince Sultan Cardiac Center. They have had a long

with governmental institutions “The Best Smile for the Happiest People” in partnership with Liberty Clinic. What does this initiative include and what is its goal?

The “The Best Smile for the Happiest People” initiative was launched by “Watani” organization, the official sponsor, in accordance with the governor of Dubai HH sheikh Mohammad Ben Rashed’s (may God protect him) initiative “The Happiest People” in partnership with governmental institutions like the Ministry of Education, Health Committee in Dubai, and Roads and Transportation Committee. We have launched a mobile clinic which is considered the biggest truck in the Middle East and UAE, where it contains two fully-equipped clinics that provide free treatment in remote places. Some of the locations it will pass by include: orphanages, senior homes, and public schools. It will be launched in a few months. This was our way of giving back to the Emirati people.



15% of Liberty’s patients are from Saudi Arabia. Since you periodically visit the Kingdom, how do you rate the level of dentistry in a country that has some of the best medical equipment in the world?

Saudi Arabia is a very important market in the Middle East, as it has the newest technologies, best medical universities on an international basis, and the most skilled dentists in the Middle East. However, there are 2 flaws in this market. On one hand, laws and lack of governmental supervision form a problem. On the other hand, based on the different cases we receive from Saudi Arabia, we notice an imbalance in the quality. Some patients are satisfied with the results of beautifying their teeth while some are the exact opposite. We do not know the specific reason behind this, yet it can be attributed

to individual capacities and distance between medical institutions and various regions. That is why I say that Saudi Arabia deserves better dentistry.



Dentist of the Stars... Celebrity Dentist... Why Dr. Majd has been given such titles? Why did your name become affiliated with celebrities?

To me, the most favored and loved title is “The Magician”. It was given to me by Loujain Omran, one of MBC stars. Yes, I do have tight connections with some stars and celebrities and most of them have become dear friends. But some people spread my name and they have chosen my clinic because of my good reputation. Nevertheless, I only have tight relations with whom I feel at ease.

Since we’re talking about celebrities with whom you are friends, some magazines spread a picture of you and Saudi comedian star Naser Al Qasabi. Why did he visit the clinic?

Naser Al Qasabi is a loved Saudi actor and I consider him as a close friend. He is a well-liked comedian, and I am part of the public who holds great respect and appreciation to his career and unique personality. In fact, he came to me to change his smile, but I refused because he represents the simple Saudi citizen in his thoughts and views. I

also don’t think his public would have liked it. He has a very beautiful smile that does not require any change or amendment. I tried to convince him that healthy teeth are better than beautiful teeth and he accepted my point of view very graciously. In case we change Naser’s smile, his new smile will not reflect the same credibility that all Saudis and Arabs love. It is for his public that I refused his request.



If you were asked to choose your role model, who would you choose?

HH sheikh Mohammad Ben Rached Al Maktoom, the governor of Dubai, sent me his latest publication.. I was able to learn from his book “My Vision” what I needed in my career and in my personal life like will, determination, persistence, resistance, and challenge.

In a nutshell, Mohammad Ben Rashed is my inspiration.





On the occasion of the 18th session of UAE International Dental Conference and Arab Dental Exhibition "IDC Dubai", the Business and Finance Club hosted a figure known as the "The Magician" or "Celebrity Dentist" Dr. Majd Najj. He is the founder of Liberty Dental Clinic which was established in 1988 in Dubai and winner of the award of Best Dental Clinic in UAE in 2012.



**Congratulations on your partnership between Oxford Institute for Training Consulting and High Consultancies and Liberty Clinic on the margin of IDC Dubai. What does the protocol stipulate and when will its implementation begin?**

The partnership between Liberty Dental Clinic and the British Oxford Center aims at strengthening the clinic's training capacities. We have a training center with 21 specialized experienced dentists. Our center also oversees the training of around 80 to 100 dentists annually, whether locals or foreigners, and it grants its trainees specialty certificates accredited by Oxford Center in London.



**Other than all the vital sectors in the country, how does the dentistry sector generate annual revenues and what are its major constituents?**

Numerous hospitals, clinics, and private centers adopt a certain policy with patients residing abroad, especially those coming from Saudi Arabia, by specifying certain week days for them and by focusing on the factor of time in taking special cases, particularly if a specific case from outside the country was directed to us by medical sources in their country. Furthermore, several hotels, in cooperation with car rental companies, and based on contracts signed between clinics and big hospitals in the country, offer the patients coming from abroad 20% discounts on hotel services and 15% discounts from car rental companies, along with providing all comfort requirements during their stay, as they realize the importance of touristic attraction in this field.

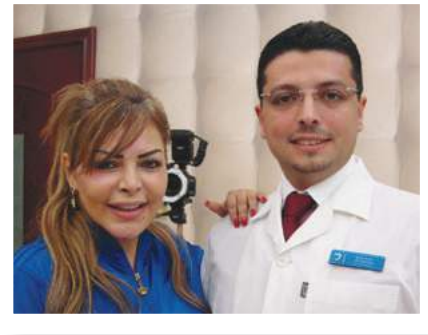


**How has dentistry become one the professions that generate millions and create celebrities?**

Dentistry is not limited to cosmetic dentistry, as there are tough cases from all countries. That is why cosmetic dentistry only counts for 20% of revenues while other majors in dentistry constitute 80% of revenues in this field. Dentistry is considered one of the most costly professions because of two reasons:

First, the high cost of high-tech and high-quality equipment in clinics.

Second, a dentist's age as a practitioner is considered small compared to doctors in other professions. Doctors in other medical professions serve more than dentists. An American study in this context indicated that a dentist's career ends after 15 or 20 years due to health problems he faces as a result of his work. The problems include back, neck, and eye pain... A dentist's tender working years are considered the best time to benefit from his professional youth which is why dentistry is costly.



**As a member of the American Academy of Cosmetic Surgery and fourth figure among 30 members, what do you think are the most important factors that helped in the spread of cosmetic dentistry? What are the countries that you consider to be the best in this field?**

A study carried out by the American Academy of Cosmetic Surgery, indicated in a survey that if you ask an American if he/she has to spend a certain amount of money on buying a car or on beautifying his/her teeth, he/she would choose the second option. Because anyone who wishes to occupy a prominent post, conquer a certain field, or have the smile of a celebrity will head to a dentistry clinic regardless of the costs. Nowadays, men constitute 50% of patients compared to the same percentage of women. From my personal perspective, dentistry in the Gulf constitutes 40% of the country's gross revenues. As for pioneer countries in this field, I think that USA is "The Capital of Cosmetic Medicine", because its people are always smiling and obsessed with "Teeth Language".



**Speaking of smiles, UAE organization "Watani" launched in collaboration**

## Celebrity Magician Dentist... Majd Naji In a conclusive dialogue with Money & Business Club **My Inspiration is Mohammad Ben Rached**

# I have refused to treat Naser Al Qasabi... Saudi Arabia deserves better dentistry



**D**entistry is considered one of the professions that motivate economic indicators in countries where the elements of touristic attraction are based on medical tourism. That is why the manufacturers of medical equipment compete on creating the newest technologies that keep up with the boom witnessed by this sector, as well as with market demands that have become from the variables that affect supply and demand. On the occasion of the 18th session of UAE International Dental Conference and Arab Dental Exhibition "IDC Dubai" and since the Business and Finance Club is always keen to host pioneer figures in their professions, we have met in this issue with a figure known as the "The Magician" or "Celebrity Dentist" Dr. Majd Naji. He is the founder of Liberty Dental Clinic which was established in 1988 in Dubai and winner of the award of Best Dental Clinic in UAE in 2012.

Dr. Naji is considered one of the most prominent dentists in the Middle East. His clinic is accredited by the Belgian institution "Smile Glam" for having the sole permit to train dentists on this technique. In addition, the American Academy of Cosmetic Surgery has added him to its team.





# EDC Dubai 2014 changes the dentistry industry in the world



By Eman Aljabri



17 - 19 February, 2015

مركز دبي الدولي للمؤتمرات والمعارض  
Dubai International Convention & Exhibition Centre



In view of dentistry treatment and beauty, there are many topics regarding the tournaments of the Emirate int'l conference of the dentistry; this is in addition to Arab dentistry EDC Dubai performed by int'l Dubai Center of conferences and exhibitions attended by int'l crowd from more than 1400 specialized company; from 30 states, it recorded more than 30 000 visitors and participants around 3 days. His highness Sheikh Hamdan Bin Rashed Al Maktoom, deputy of Dubai governor and minister of finance and president of the Health Authority in Dubai has opened the activities of the tournament ( EDC Dubai 2014 ) carried out in the int'l Dubai Center of conferences and exhibitions from 4 - 6 last February .

EDC Dubai became one of the most important and renown specialized dentistry conferences regarding local, regional and Middle East in general because it attracts big companies to exhibit their products in the medical field. In this regard, Dr. Abdul Salam Al Madani, CEO of the EDC Dubai Conference and exhibition and the World Scientific Union of dentistry medicine " the EDC Dubai Conference and exhibition, during the past 18th year , could change the

dentistry industry locally, regionally and internationally. It was able to record successes after success; so that to be main complex of all the dentists, techs. from all over the world . We are proud that EDC Dubai will occupy the second class internationally regarding size and the first class in the Middle East and East Asia.

This year, EDC Dubai Included a number of activities represented in preventive medicine dentistry conference for health ministers of the GCC, Int'l Dubai Meeting for Dentistry medicine where 17th sessions, workshop[s], contests have been concluded regarding dentistry; this is in addition to the 5th tournament of the students' participation held with participation of 6 universities and the int'l scientific conference of dentistry providing EDC Dubai prizes .

During this activity, the latest dentistry equipments were exhibited by the manufacturing companies for the first time. The exhibition booths of 19 states represented Brazil, China , Finland, France, Germany, Italy, Hungary, Japan, Taiwan, Turkey, Korea, Slovenia, Spain, Sweden, Iceland, Portugal, USA, UK; this is in addition to United Arab Emirate ward.

Dr. Abdul Salam Al Madani says: "the EDC Dubai Conference and ex-

hibition, during the past 18th year , could change the dentistry industry locally, regionally and internationally. It was able to record successes after success; so that to be main complex of all the dentists, techs. from all over the world . We are proud that EDC Dubai will occupy the second class internationally regarding size and the first class in the Middle East and East Asia " .

Dr. Mohd Abdeen, deputy of EDC president said : " the 2nd day of the conference witnessed the annual meeting of the World Scientific Union of Dentistry; it issued new decisions concentrating on raising the level of the education through the courses and science researches in the Middle East; this is in addition to the lectures halls which filled with more than 15000 attendants of the medical crowd. He added that the scientific sessions attracted dentists who are concerned of the scientific training. The parties who provided the presentation concentrated on providing the modernist medical materials and equipment. On the other hand, the conference program covered important subjects as the problems and academic solutions of dentistry provided by an elite of the decision makers in this field.

Health and Beauty  
Dentistry

# ساندويشات وليمة عشاء الذواقة الإقتصادي

٢٥ ساندويش طازجة  
بشكل يومي تكفي لخمسة أشخاص



عدد ٥  
ساندويشات من كل صنف

الأصناف والقيمة الغذائية لوجبة  
عشاء الذواقة الإقتصادي

٢٥ ريال  
للطبق الواحد  
شامل التوصيل

امسح هنا لطلب الخدمة

أصناف السندويشات



ربيان بالخضار

شيش طاووق

سالمون مدخن نرويجي

كباب بالفرن

همبرجر لحم / دجاج

برنامج الإشتراك الشهري للمدارس  
والمعاهد والجامعات ومنسوبي  
القطاعات العامة والخاصة

شارع العليا العام أمام هيئة المساحة تقاطع وزارة الداخلية



هاتف: ٩٢٠٠١٢٨٠٠

التوصيل مجاناً





Al-Thawaqa Breakfast for slim body: Provides optimum nutrition value of a healthy and tasty breakfast, supported with full grain bread that keeps you feel full-stomach all day, in addition to low calories in each sandwich

Agility meal 25 sandwich	Contents	Item	Nutrition value	No. of calories per sand- wich
	Five Light Labna sandwiches with full grain bread	Labna is made of fresh cow milk, 60% lower fats, 2 sandwiches plain Labna, 1 sandwich Labna with thyme, 1 sandwich Labna with cucumber slices, 1 Labna Sandwich with Olive	Fresh Labna sandwich to provide the body with protein and necessary calcium for bone growth, and contains 60% lower fats for healthy heart and slim body. Labna with cucumber slices is rich in vitamins A, C, K, E and includes natural fibers. Labna with thyme anti-oxidant and memory refreshing, in addition to its herbal natural flavor. Labna with olive having high nutrition value with Omega 3 to start your day fresh and active.	110
	Five sandwiches (chicken-meat) luncheon or light meat with full grain bread	Luncheon sandwiches (chicken-meat) luncheon light with full grain bread, 2 plain: 1 with olive and 1 with pepper	Fresh low fat luncheon, rich in proteins for muscle building, available with various additions: delicious pepper that acts also as disinfectant (antibacterial) to the stomach, with addition of olive rich in Omega 3, that supports heart and mind.	130
	Five sandwiches of low fat Halloum cheese with full grain bread	Sandwiches of low fat Halloum cheese with full grain bread: 1 plain, 1 with thyme, 1 with peppermint, 1 with black cheese	Low fat Halloum cheese rich in calcium and phosphor for bone and teeth building and nerve cell building, with black seed, a good source for enhancing immunity of the body.  With thyme, general booster and effective tonic for good digestion in addition to delicious taste, fresh peppermint that contains useful oils for good digestion, activity and vitality.	135
	Five sandwiches of fumed turkey with full grain bread	Sandwiches of fumed turkey with full grain bread, 2 plain, 2 with thyme and 1 with olive	Fumed turkey is rich in protein, light and easy digested, thyme is anti-oxidant, memory refresher in addition to the great herbal taste, olive slices are valuable with Omega 3 for mental and cardiac health.	130
	Five sandwiches of cheddar cheese with full grain bread	Sandwiches of low fat cheddar cheese with full grain bread: 3 plain, 2 with barbeque flavor	Cheddar cheese rich in calcium and phosphor, sulfur and iron for providing energy and bone and teeth health. Barbeque flavor gives cheese a great taste.	160
All sandwiches are prepared with full grain bread that helps the body to feel full stomach and provides good digestion due to the fibers within it.				
Breakfast is considered the most important meal, as it provides you with the necessary energy to carry out your morning duties in a healthy manner and ensures distinguished performance.				

We note here that a field study conducted on what this method of meal for school students offers as messages, to estimate the size of these messages sent to the community through this box throughout the school year (9 months), was multiplied by the number of meals of 72 thousand, the equivalent of 400 million messages, then multiplied by the average number of 5 members in the family, to reach a total that exceeds two billion messages. Through this innovative mechanism we become "gourmet" because of this mean of enormous influence, on the level of direct influence on the development of the child's perceptions and behaviors, and deliver the guiding message indirectly to the rest of the family.

### The Business and Finance Club Magazine supports the Project

The Gourmet Company in charge of this project signed an agreement with the Business and Finance Club Magazine aiming at supporting the project through the media and socially, through allocating a monthly fixed amount serving the aforementioned socially supporting parties of the project, such as the Ministries of Health, Education, Electricity, and Water, and the Food and Medicine Authority, to send their messages and news of interest to the community through this monthly allocation. They also have the chance to publish developmental and economical subjects of interest to them and the community, leading to the merger and integration between the company, through meals and message boxes, and the parties supporting the projet socially and through the media, which contributes eventually to supporting the idea and serving the community.

To subscribe to this meal, the students' guardians should acquire the meal monthly in the form of check books or coupons from the school, while schools can subscribe by registering students in the adopted system, through the toll-free telephone number for customer service (+ 92280018200). The subscribed parties may send their views and suggestions on the same number.





noting that the meal includes: juice, milk, a bottle of water, yogurt, a cake, a sandwich, and a tissue box.

### Guiding Messages and Puzzle Competitions

The company tended to use the meal to offer two guiding components through the box in which the meal is served and that was designed in a hexagonal shape, with a message on every side of the box indentifying the value of the nutrients contained in the meal. The box also contains a part of a puzzle game; and every student is required to assemble the parts of the game every month, that often offer an Islamic value, a principle, or fact, thus contributing in the spreading of Islamic values among students. Messages on the box include the multiplication table that students need. The company aims, through its concept, to reach and communicate with the family

## A Smart Way for Preparing Students Meals

and seeks to involve its members to help its child, the student in gathering the parts of the image every month, thus expanding the benefit of reaching the whole family instead of being limited to the students.

### Serving Society and Promoting Awareness

Each of these service bodies associated with the various segments of community, sends its guiding and cultural messages for society through the meal box during one week. The Ministry of Health for example, offers messages that guide the family in relation to health instructions and warnings, explain-

ing how to rationally and properly deal with health problems, illnesses, and common diseases, and avoid their risks. While the Drug Enforcement Administration sends messages that alert the community, especially the youth, from being the victim of drug abuse and addiction, to ensure the safety of the community and preserve its health and social security.

### 2 Billion Guiding Messages and an Animated Film

To complete the system of positive interaction between the company and the family, an additional way to confirm this interaction and deepen mutual awareness was created and was based on putting all these messages and information on a CD-ROM, and in the form of an animated film likable for all family members. You can watch it and determine messages and awareness included therein.



Created by the Gourmet Company of the Business and Finance Group

The first nutrition project that opens the field for participation of the national institutions supporting community development



By Nadia Barouta



The Gourmet Company Al Dhawaka Company, one of the Business and Finance Group, created a unique, attractive and creative mean that is worth consideration and follow-up, when the company adopted an idea for presenting a meal integrated in values and nutrients for school students. The idea included a simple intellectual and cultural component that offers awareness messages to the students for every school day and during the whole school year. In a smart way, the company succeeded in expanding the idea in order to reach, through the students, all family members, and deliver the message to them. The idea also included competitions that attract the participation of students and family members and offer valuable prizes.

### A Meal with Integrated Nutritional Components

The Gourmet Company tried to invest all possible sides related to the meal, for the benefit of the student and community in general; "We focused essentially on preparing the meal in healthy ways far from practices contrary to systemic health conditions, in



order to maintain our student's good health. Plus, we wanted the meal to contain all nutritional components that contribute to the healthy growth of students, relative to every stage of age or study, both in the primary and preliminary cycles, and intermediate and secondary cycles. Also, we insisted on preparing delicious and various meals, far from monotony and repetition.

It was also taken into consideration to offer meals for encouraging and competitive prices affordable by everyone; the meal for Primary and Preliminary Cycles is sold for

5.5 SAR and for intermediate and secondary cycles for 9.5 SAR. The school meals project was launched in the Emirates two years ago, with 72 thousand daily meals. The attempt is applied now in Saudi Arabia in participation of several private schools.

As per the nutritional components of the meals, they were set according to the health and medical standards, taking into consideration that they include all nutritional elements, and provide to the students, whether they were children or adolescents, the needed calories intake according to their ages;

# GCC Top 100 Companies Encyclopedia

## GULF DAVOS

Invitation to the elite of businessmen to join Gulf's top economic event in its 20<sup>th</sup> round

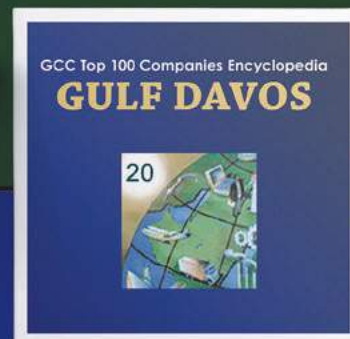


- The first global gulf event transmitted live to honor the GCC top 100 companies.
- Official hosting by the hosting Country and official presence and representation for inauguration of the galleries.
- The first gulf economic event that involves US \$ 800 billion, the total sales of 100 GCC companies.
- Twelve workshops representing twelve economic sector, in which the elite of economy makers talk, and more than four thousand individuals participate. It approves the systems in the terms of quantity and quality, and will last for four days.
- The first gallery that includes the GCC countries under one roof through a gallery for every Gulf country covering the most prominent firms

**Special Offer**



Insert the name of your firm before 2014-2015 encyclopedia of the GCC top 100 companies and get for free a written advertising for a full year in the monthly and daily electronic



The event is organized by the  
Business & Finance Group

BUSINESS & FINANCE GROUP

Head Office: United Arab Emirates - P.O.Box: 502 188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

[www.bfg-globals.com](http://www.bfg-globals.com)



# Madaen Residential & commercial Complex



**Possess one of them now  
Facilitated installment for five years  
And receive your property after 24 months**

**More than 600 housing, administrative  
and commercial units with high quality in  
distinct location near city of oil and  
money**

Enjoy social life and well being in Mada'en Compound in New Ain Dar City where shopping and entertainment for comfortable lifestyle in prices within your reach for your house, office and shop.

**Housing and Commercial Units Begin  
with lease and end up with  
ownership.**

Starting from

**SAR 150,000** Annually.

Facilitated  
Financing program  
from banks and  
real estate finance  
companies



**The construction  
works in the  
project commenced  
and delivery by the  
end of 1437 - 2016.**

## Unique services in one place

### Advantages

- The first tower contains 100 administrative commercial offices with areas starting from 100 sq. meters up to 250 sq. meters.
- The second tower contains bank, clinic, computer and dressmaking institute for women and men, kindergarten
- The third tower contains 200 apartments with areas starting from 150 sq. meters up to 250 sq. meters.
- The Fourth tower contains 100 hotel apartments for daily - monthly - annual lease

### Advantages of the complex

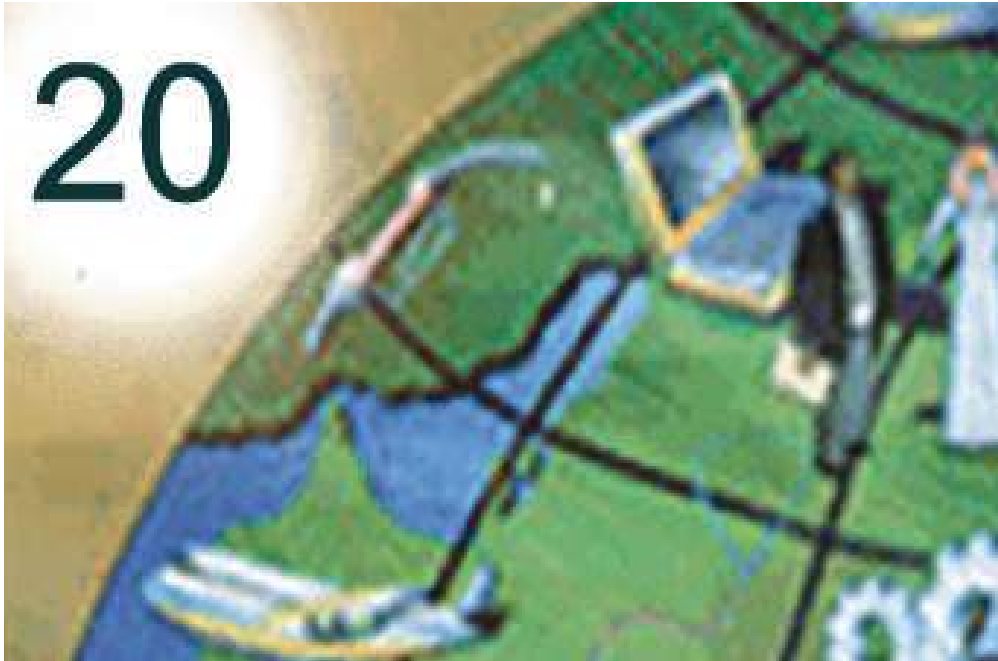
- The complex contains 60 ground warehouses with areas starting from 100 sq. meters up to 250 sq. meters.
- Largest hypermarket containing all needs and works throughout the day
- The first and second floors of the complex contain 200 stores for the top global brands
- Wedding hall accommodating more than 1000 persons
- Restaurant complex containing 50 restaurant  
Amusement park for children

The backup area accommodates 500 cars and includes petrol station with all its services throughout the day

General Administration: Mecca Road, Riyadh, P.O. Box: 54909 Riyadh 11524, Tel 00966114650980, fax: 0996614166800

For more information, visit our website: [www.bfg-globals.com](http://www.bfg-globals.com)





ues and compares them to previous periods and years, highlighting any variables or regional or global events that contributed to the increase or decrease in the sales rates due to circumstances beyond the control of the company and its development plans, giving a true image of that index.

### Assets Size

The size of the assets owned by the company is one of the most important criteria which a Gulf company presents in its bid to join the forum and the list of the 100 largest companies in the Gulf. Thus, reliance is placed on the evaluations of the internal auditors as well as experts and international financial analysts from all over the world, based on the final financial statements announced by the candidate company every year. Upon the nomination a debate takes place over the change in the volume of assets during the concerned year, and the acquisition of new assets by the company, and the extent of their compliance with the its expansion plans or the implementation of new projects, as well as the extent of reliance on endogenous capacities to own and acquire those assets, as well as their evaluation methods by technical experts from inside and outside the company.

### Capital

The capital of the candidate company for the top 100 Gulf companies constitutes a priority given the importance of this element in the success of the company's business, finance production lines, and adopting more expansion and development strategies. The Capital is also subject to the availability of internal funding

channels, or depending on the deeds and the issuance of shares as a joint-stock company. The extent of the change in the rates of capital turnover and the nature of the sector or economic activity in which the company conducts its business are also discussed; some sectors of the economy are characterized by high rates of capital turnover such as the real estate, service, and commercial sectors, while the rates decrease in some sectors, particularly the industrial and agricultural sector.

### Number of Employees

Given the importance of workers in any company, because of the fact that human resources represent the pillar of the development of its business and prosperity and doubles its performance, as well as their social role in terms of reducing unemployment and reducing dependence on foreign labor, which contribute to raising the living standards and individual income, this index is considered one of the most important indicators adopted to evaluate the performance of the 100 largest companies in the region and their role in the economic and social development.

In the context of the nomination of the 100 largest companies in the Gulf, The Business and Finance Group relied on the need for inclusiveness in economic performance in general and, in particular, on the importance of selecting these companies from various economic sectors and highlighting their contribution to the growth of those sectors that count about 12 economic sectors, in order for the companies in this mega economic and media event to reflect the revival and growth of those sectors as a vital source of

economic and social development and of the GCC countries. The contribute to the indicators of key sectors such as oil and gas, tourism, education, medicine, transportation, communications, food, trade and investment, real estate and insurance sectors, was addressed.

### Events and Programs

The Business and Finance Group organized many multi events such as the global strategy for elective levels and standards and coordination mechanisms with major companies and institutions in the region, in parallel to the launching of the latest information media program with multi audio-visual and video means representing the achievements of those companies and biographies of the heads of their boards of directors, the main intentions and expansion plans and vision of the economic and community courses in the GCC countries and the world. The huge media coverage program includes all media types, which highlights the companies participating directly in order to transfer their information by all media means.

It is worth mentioning that the Business and Finance Club magazine holds the exclusive right to cover this event, as it began to monitor the action of the companies participating in the forum, noting that a comprehensive encyclopedia about the 100 largest companies in the Gulf will be issued during a special ceremony of the forum, in addition to that the magazine provides the appropriate coverage of this special event in the Gulf region via its daily and monthly issues.



Gulf Davos: Successfully organized by the Business and Finance Group for 20 Years ...

## Largest 100 Gulf companies with USD800bn sales in one exposition



By Basma Alghareeb



The top 100 Gulf companies project is listed among the achievements of the Business and Finance Group that constitute milestones in the economic, business and media development in the region, particularly through exclusive initiatives taken for the first time in the region. This project is considered to be the largest global regional forum that assembles the largest Gulf companies, and which was successfully organized for the last 20 years.

The forum features high ranked officials and decision-makers of the 100 largest companies in the Gulf and about 600 exhibitors from all countries of the region, at a gathering that achieved tremendous achievements over the past sessions, contributing to the progress of the economic media process in the region. It also contributed to the building of partnership bridges, convergence of views, and provision of investment opportunities for and partnerships between many investments institutions in the region. The sales of the top 100 companies in the Gulf in the seventeenth session of the project exceeded 800 billion dollars, exceeding the budgets of entire countries.

The positive reflections and constructive system that was achieved with the pursuit of the Business and Finance group to organize this huge event cannot be measured because of the

# GCC TOP 100 Company's

variability on more than one level, because in addition to the fact that many companies gained benefits and investment opportunities under the forum frame, many opportunities were achieved at regionally, by highlighting the participating companies.

This huge event captures a high interest by the host state, as it attracts the 100 largest companies in the Gulf countries, and in all economic sectors of importance to that State and defines its development plans, as well as the available opportunities and investment laws and available facilities such as infrastructure and tax exemptions on several investment projects, in addition to offering the opportunity to see the latest services of the participating companies and their development plans for the establishment of strategic projects in the

host state.

The Business and Finance Group organized its successful forum for over 20 years based on four main criteria for the selection process of the 100 largest Gulf companies. This reflects the commitment of the Group and its taking the responsibility of bearing the burden of choosing the 100 largest companies in the Gulf from the total major Gulf companies, applying the credibility and transparency standards.

The Business and Finance Group adopts the global standards for evaluating any international company from different points of view summarized in the following report.

### Sales Volume

The Group relies its evaluation on annual and monthly achieved sales volumes and val-



Will be hosted  
**in Jeddah city**  
 The first most important Gulf economic Event

## Forum and celebration of Real estate leaders and achievements of GCC top 10 cities

Register your Firm in the most important and first GCC and Global economic event, in which the economic achievement size exceeds US & 3 trillion

### Elements of the event

- ✎ Honoring secretaries of cities and municipalities in the GGC countries and shedding light on the most important economic achievement that they have made.
- ✎ Honoring the GGC top 10 personalities of the private sector in every GGC participating city
- ✎ Presenting the top projects with aim of mergers and partnership between the public sector in the GCC countries and 10 workshops lasting for three days.

### Participating countries

 <b>Mecca</b> Best city for real estate investment	 <b>Muscat</b> GCC best city for tourist projects	 <b>Manama</b> GCC best city for housing projects	 <b>Kuwait</b> GCC best city for architecture designs	 <b>Dammam</b> GCC best city for real estate development for waterfronts	 <b>Abu Dhabi</b> GCC Best city for forestation and urban landscaping	 <b>Doha</b> GCC Best city for real estate marketing	 <b>Dubai</b> Best city for infrastructure and urban planning	 <b>Mecca</b> GCC best city for real estate development	 <b>Riyadh</b> GCC best eco-friendly city
--	---	---	---	--	---	--	---	---	---

### Media Coverage accompanying the event:



**BUSINESS & FINANCE CLUB**

your commercial reference by making your firms within the most important economic event involving the GCC public and private sector

Special issues of Business & finance Club Magazine for full year from 30/10/2014 to 30/10/2015



To subscribed electronically, visit, our website: [www.bfg-globals.com](http://www.bfg-globals.com)

The Event is organized Business & Finance Group:  
 General Administration: Dubai Media City: P.O. Box: 502118, Tel.: 09971 4 3910808, Fax: 00971 4 3908388  
 The Group's branch in Saudi Arabia: P.O. Box 54909 / Riyadh 11524, Tel.: 0096614650980, Fax 0996614166800



Top 100  
Brands, E-Mall

Inter.  
University  
Information

Worldwide  
Card Rental  
Offers

International  
Hotel Offers

Tourism  
Offers World  
wide

Inter. Hospital  
Worldwide

Traveler Sim  
Roaming  
Service

International  
Insurance  
Policy

Embassies  
Information in  
122 Countries

Info About  
Hosting  
Countries

Info About  
Kingdom of  
Saudia Arabia

Prayers &  
Athkar of the  
Prophet

Hijri & Greg.  
Calendar

Traveling  
Prayers

**The Compass for More then 3 Million Travel  
Accepted in more Then 122 Countries**



**Categories:**

- Businessmen
- Traveling Families
- Diplomats
- Abroad Students

Traveler Guide Available at:  
airlines companies  
tourism companies  
and public libraries



For only 100\$, Scan the QRCode on the card and enjoy the free international Services with the Traveler's Guide







strength, attractiveness, and stability, of the Gulf economies, and encouraging the world and regional investment capitals to contribute effectively in exploiting the investment opportunities and projects offered by the Gulf secretariats and municipalities, in addition to the private sector related thereto. The program also aims at completing and developing the favorable investment opportunities in the Gulf markets, especially the real estate market, via the workshops and seminars accompanying the honoring ceremony, and through pro-

moting the strategic partnership between the public sector, represented by the secretariats and municipalities, and the private sector, by inviting the major world and gulf companies specialized in architecture, real estate, construction and building activities, as well as other economic sectors, to participate in this qualitative event.

The main social objectives of the program include promoting the cooperation between the Gulf secretariats and municipalities, via exchanging experience and expertise regarding infrastructural, ar-

chitectural, and services projects aiming at implementing the integration between them in order to implement and promote the guidance of the high leadership, and support the social responsibility spirit in the major Gulf companies and institutions, via their effective participation in supporting the projects suggested by the Gulf secretariats and municipalities, and maintaining the achievements and gains attained by the Gulf secretariats and municipalities in the infrastructure and services domains.



## Top 10 Cities of the Gulf:

# A qualitative Event in the Middle of the World Financial Crisis



By Wessam Alzawaghi



The “Business and Finance” group has launched the first and greatest qualitative specialized event that includes the presentation of the implemented achievements and the ones in progress, in the top ten Gulf cities, through the secretariats and municipalities, of a value exceeding 3 trillion US dollars, through highlighting the achievements implemented by the secretariat or the municipality in every participating city separately, and in detail.

This qualitative event takes place in the middle of the World financial crisis that world markets are witnessing, the adopted actions to overcome its risks, the evidence of the stability, sustainability, and dynamism of the gulf economies, and their ability to absorb the negative impacts resulting from the crisis, via the Gulf and international economic cooperation and alliances to be achieved within the framework of this event.

The honoring ceremony will be held annually and periodically, starting from the city of Jeddah in Saudi Arabia, where the first session of the event was held, then it will move to the other Gulf countries, reaching afterwards other countries successively during its annual session, in order to promote the local investments internationally and to stress the value of regional and world partnerships therewith.

The event is supported by the ministry

of Municipal and Rural Affairs, represented by His Royal Highness Prince Dr. Mansour Bin Motaib Bin Abdul-Aziz, Minister of Municipal and Rural Affairs, and the Ministry of Culture and Information for the foreign media. The event also found support from their Excellences the Regional Secretaries’ speeches that included the offering of all facilities and necessary support in order for this Gulf event to achieve full success.

### Role of the Business and Finance Club Magazine in the Media

The “Business and Finance Club” Magazine reserved all its monthly issues to cover one of the participating cities in each issue. The feature includes the main economic achievements of the major sectors via field meetings with the businessmen and the persons responsible for these sectors.

The magazine also highlights the event by reserving several sections of the magazine, such as “the Figure of the Issue” section, which presents a certain figure, who plays a significant role in the economic development. The contribution of the “Figure of the Issue” constitutes a main tool that attracts the investments and develops exports, which affects the local economic returns positively; via the role this person has played in serving the nation’s economy. In addition, of “leaderships and achievements” section hosts the main figures of the public and private sectors who contribute to the foundation of the community’s economy, to talk about their achievements, the reasons of their success, and the role they played in the economic renaissance. Plus the “Issue Special Report” section that talks about one of the Gulf cities participating in the event,

by addressing the main 10 economic sectors of the city.

### Program Objectives

This event, considered the greatest world Gulf economic event, aims at creating a competition between Gulf secretariats and municipalities, as the main ten Gulf cities are nominated and chosen according to the level of their performance and achievements, based on disclosed, transparent and objective standards. The main strategic objectives are based on presenting an honorable media image of the achievements of the top ten distinguished Gulf cities, on both the Arab and international levels, and promoting the competitive spirit between Gulf municipalities and secretariats, which contributes to enhancing the integration between them on all levels.

The program also aims at exploring and extending the investment opportunities, available in the Gulf secretariats and municipalities, by organizing 10 workshops along with the honoring ceremony. Every workshop revolves around presenting the investment opportunities and projects available in each of the economic sectors participating in this event. It is worthy to note that more than 4,000 local, regional and international economic figures, investors and businessmen were interviewed, which gives the Gulf secretariats, municipalities, and administrations, the opportunity to benefit from international experience and conclude strategic alliances and partnerships with major global companies, benefiting from their gathering at the same place and from the presence of decision makers from both the public and private sectors.

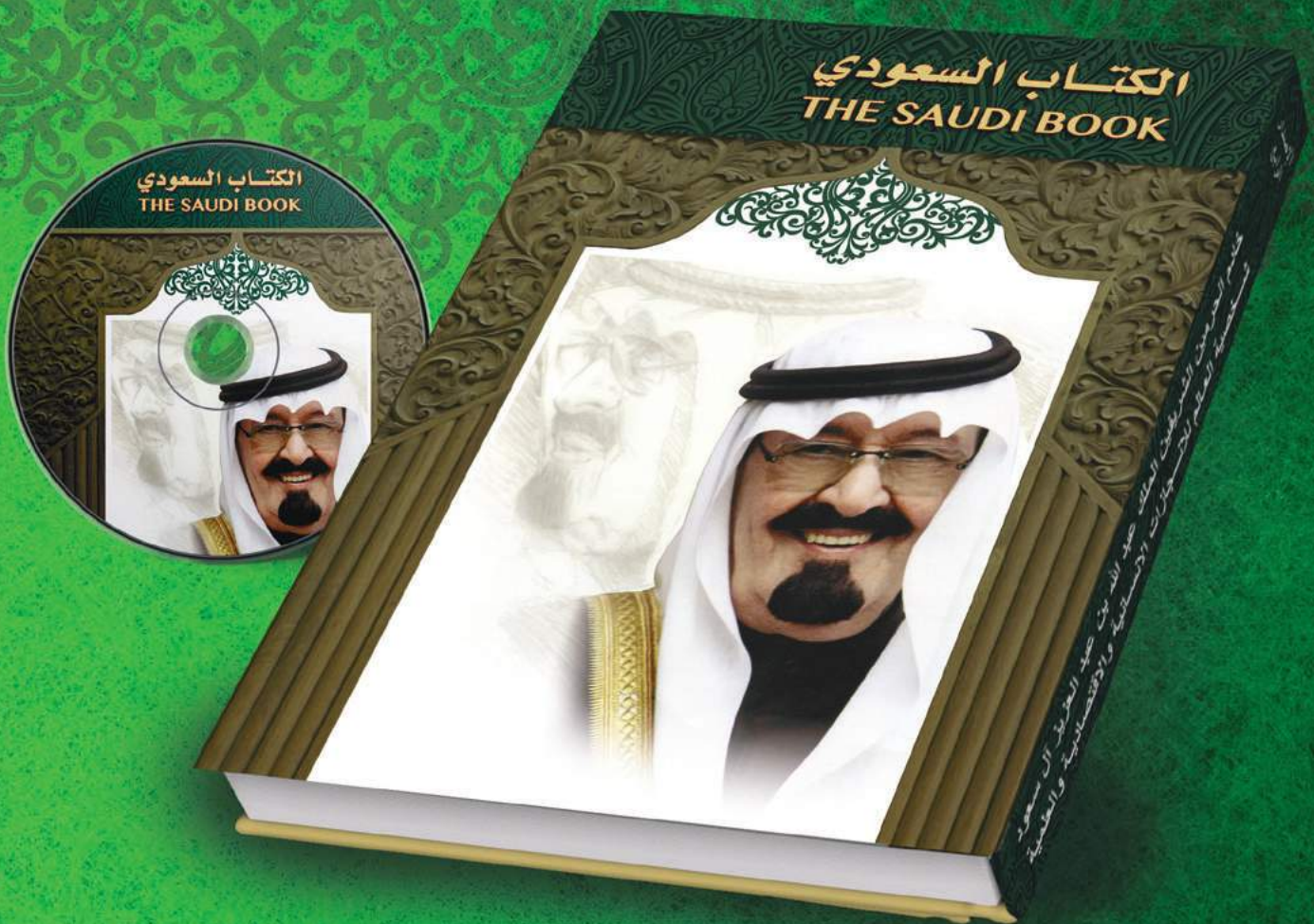
The main economic objectives of the program are based on highlighting the



# Soon in the markets

## The Fourth version of The Saudi book

The first documentary economic reference issued  
in arabic and english (1432 -2014)



ORDER YOUR  
COPY NOW

Only SR 375  
Inclusive of  
information disc  
& postal delivery

**Add to your library a reference for history**  
**Read for top economics professors within the reference**  
**Top giants of history and economics in Saudi Arabia wrote in this issue**  
**Documentary photos and contents published for the first time**

**Technical specification of the book**

- Highest specification of printing in the world
- The book contains 400 pages alphabetically arranged
- Thickness of internal paper 170 gsm.
- Thickness of outer cover 350 gsm.

**Distribution:**

- Distributed to all embassies of the Custodian of the Two Holy Mosques in the world
- Distributed to all regions and ministries in the kingdom of Saudi Arabia
- Distributed to the most important publishing and distribution houses around the world



Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

[www.bfg-globals.com](http://www.bfg-globals.com)



## Saudi Book:

**Includes five areas in 600 pages, of which one million copies will be printed, to be distributed to all the entities of the country and gifted to more than 50 thousand global figures.**

era of the Custodian of the Two Holy Mosques.

The Fourth chapter includes the main economic achievement of their Excellence the Ministers and Entities Governors, in order to show the role and achievements of every party during the era of the Custodian of the Two Holy Mosques.

The book ends with the fifth chapter that includes the main economic achievements of the best hundred Saudi economic figures who had a significant role in the Saudi Economic renaissance during the era of the Custodian of the Two Holy Mosques.

The Book didn't fail to mention the role of the official electronic websites, the Ministries, and the entities concerned in the monthly update of events, thus, the book constitutes an economic reference working throughout the day, month, and year, and certified evidence on all economic entities aiming at launching their projects or expanding their facilities within the kingdom.

### The Economy Depends on You

The book reflects the stability and cohesion of the Saudi economy and its high ability to absorb the financial shocks and its negative impact of the world economies, which creates a convenient and safe investment environment even in the middle of the crisis invading the world markets.

The book also encourages the national exports through promoting them, thus opening new markets before the local products, and attracting investments, which push the financial development wheel. This unique reference contributed effectively in promoting competitiveness that constitutes a key element in the success of any economic sector, thus reaching an advanced financial position both regionally and internationally.

The book also includes the economic achievements of the Custodian of the Two Holy



Mosques King Abdullah Bin Abdul Aziz Al Saud, God bless him, and presents the main established projects during his era. The kingdom witnessed many developmental projects that meet the aspirations of the Saudi people, as these projects reached the purest part of the earth in the Holy Mosques, and included many economic, scientific, sports, medical, and other projects.

Saudi Arabia witnessed, during the last five years, a continuous development in its economy and strong bases for the regulations and legislations of the economic and financial sectors. This made the country the sole example that faced the last world economic crisis that hit the entire world in 2008, in addition to a number of actions and measures adopted by the wise leadership, represented by the Custodian of the Two Holy Mosques King Abdullah Bin Abdul Aziz Al Saud, God bless him, aiming at facing the impacts of this crisis on an economy that prospered during the last few years thanks to the guidance of the Custodian of the Two Holy Mosques, allowing the country's economic and industrial sectors to reach the top of

the world's economies on the world economic map.

The kingdom also achieved, during the last few years, historical budgets that contributed to promoting the economic development ordered by the Custodian of the Two Holy Mosques King Abdullah Bin Abdul Aziz Al Saud, which was declared during the opening of the Summit Meeting of the Group of Twenty in 2008, to carry out investment programs for the public and oil sectors through gathering about 400 Billion Dollars.

Saudi Arabia is also working on promoting the contributions to the private sector in developmental operations handled by the government, according to the vision of the ninth Development Plan, and for which 1.4 trillion riyals (374 billion dollars) were allocated between 2010 and 2014. The plan aims at accelerating the development process and consolidating its sustainability, achieving a balanced development between the kingdom's regions, and continuing to improve the standard of living and quality of life of the citizens.



The Saudi book in its new image of 4th issue:

## First Economic Reference Documenting the Main Economic Achievements in the Era of the Custodian of the Two Holy Mosques



By Lutfi Kabeer



The Saudi Book is considered to be the first economic reference monitoring the economic achievements of Saudi Arabia during the Era of the Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz - God bless him. One million copies of the book are issued every year and distributed around 50 countries in the world. The book includes the history of the Kingdom from its foundation until present time, and the civilized and honorable achievements made between these two dates in all domains, focusing on the efforts of the kingdom in developing the economic and financial sector which affects the lives of Saudi people positively.

The Book is also considered to be the first true annual reference written in a documen-

tary language, that reflects in numbers the achievement of Saudi Arabia in all sectors from the foundation to the Bright Period under the leadership of the Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz And His Highness his Crown Prince, God bless them, stressing the importance of honoring persons with major roles in the economy.

### 5 Chapters about Milestones

The "Saudi Book" includes five chapters; the first chapter gives a general overview about the deceased king Abdul Aziz Al Saud, God bless his soul, founder of Saudi Arabia, who said after the foundation "we established this kingdom without help, God was our sole help and support, and it is Him who helped me succeed... I am not a king assigned by foreign powers; I was assigned by God's will followed

by the will of the Arabs..." These words, engraved in history with golden letters, hold the secret of the greatness and glory of the Saudi experience. The chapter also mentions the king's sons, God bless their souls, until the era of the Custodian of the Two Holy Mosques King Abdullah Bin Abdul Aziz Al Saud - God bless him.

The second chapter tells the story of the "book's character", the Custodian of the Two Holy Mosques King Abdullah Bin Abdul Aziz Al Saud, the world figure of economic, human, and scientific achievements, as the kingdom witnessed during his era a remarkable development on all levels and in all domains.

The third chapter talks about the accomplishments of their Highness Regional Princes, including the march of the Economic Renaissance in Saudi Arabia in the 10 most important economic sectors in every region, during the



الادارة العامة لشركة صوامع الدقيق والغلال



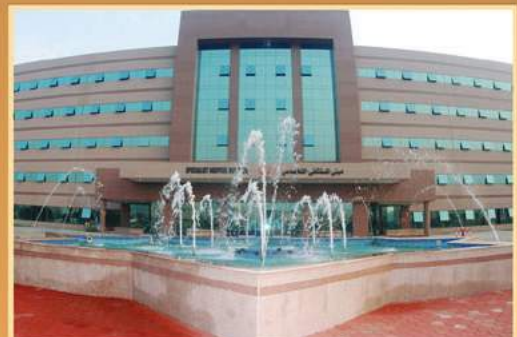
اسكان اعضاء هيئة التدريس  
بجامعة الملك فيصل بالاحساء



مدينة الملك عبدالله للطالبات بجامعة الإمام



مدينة الملك عبدالله الطبية بمكة المكرمة



مدينة الملك عبدالله الطبية



اسكان اعضاء هيئة التدريس بجامعة  
الامام محمد بن سعود



شركة الفوزان للتجارة والمقاولات العامة  
AL FOUZAN TRADING & GENERAL CONSTRUCTION CO.

AI FOUZAN...  
Name evidenced  
by our achievements



البرج الطبي بالشميسي



مستشفى شرق الرياض



مدينة الملك عبدالله الطبية



جائزة الشركة الرائدة في تنفيذ المشاريع  
الطبية على مستوى الشرق الأوسط





ership and their continuous support for all areas of development and citizen service," hoping that " the hospital becomes a tributary of health that provides various services to citizens and residents in our beloved Kingdom, thanks to the directives of the leadership under the permanent banner of the ministry (patients come first), and Praying God Almighty to protect the Custodian of the Two Holy Mosques, the Crown Prince, and the Second Deputy , and preserve this country's security and stability ."

### King Abdullah Medical City... Medal of pride for the Fouzan Company

Mr. Mohammed Abdullah Al-Fouzan, Chairman of the Board of Directors of Al-Fouzan Trading and General Construction Company, considered that the establishment of King Abdullah Medical City in Mecca by the company constituted a civilized medical edifice representing a source of pride for the Fouzan Company.

On the occasion of the launching of King Abdullah Medical City in Mecca by Custodian of the Two Holy Mosques King Abdullah bin Abdul Aziz, Mohamed Al-Fouzan stated: " thankfully, the Kingdom registered advanced stages in the development of the health sector , that constitutes one of the bright sides of the development and construction area in the kingdom, as this sector witnessed a remarkable development through successive development plans thanks to God and thanks to the tireless efforts undertaken by our government under the guidance of the Custodian of the Two Holy Mosques and HRH the Crown Prince and the his highness Second Deputy, in support of the health sector. " He added : " today, as King Abdullah Medical City project sees the light, we are honored by the participation of the Custodian of the Two Holy Mosques in the launching ceremony of this great project , in support of the tender and goodness path, that our kingdom is blessed with under the auspices of the Custodian of the Two Holy Mosques and his loyal men, and as a continuation of the great achievements witnessed by our kingdom during two decades, which underlines the keenness of our government to invest all the possibilities and potential for serving citizens of the Kingdom , and to achieve the ambitions of progress , prosperity and luxurious living."

For his part, Mr. Ahmed Abdullah Al-Fouzan, Deputy Director General of the company, considered that the movement of the development of the health sector in the Kingdom reached an advanced stage, thanks to the ambitious and realistic plans of the state, may God bless it, and its loyal men, in the interest of the Saudi citizens who benefit from the advanced health services.

Engineer Tariq Al-Fouzan, the company's CEO, also noted that this launching constituted clear evidence of the interest of our wise leadership in

the welfare of the citizens in all domains of life, particularly health care. He concluded his speech by congratulating all those working in the health sector and the residents of the city of Mecca and the pilgrims for promoting the start of the medical journey through this giant medical edifice, adding that these services have witnessed, during the past years, a major development both through the expansion of hospitals and medical cities and through attracting qualified personnel. This confirms the commitment of the Kingdom to its strategic plans and the benefits for the nation and citizens, thanking the wise leadership for its ongoing support of the health sector. Engineer Tariq Al-Fouzan also considered that the completion of this civilized edifice is a great pride and is considered a medal for all members of the administration and employees of Al-Fouzan Trading and General Construction Company.

medical facilities of the Ministry of Health. It comprises the majority of medical specialties and is adding a great quality system to the comprehensive health care services for the residents of Riyadh, thanks to its efficient workforce and the integration of modern facilities and cutting-edge equipments that keep pace with the latest technologies.

Doctor Saleh al-Aqeel, the Executive Director, explains that the hospital comprises 500 beds, and the costs of its establishment and equipping exceed 700 million riyals. The hospital includes 15 surgical rooms, of which 10 rooms are equipped with digital systems, 4 rooms for the one day surgeries, and one room for emergency surgeries. The ICU department has a capacity of 102 beds, including 16 beds for burns cases. It also has 69 emergency beds and 52 beds for dialysis for patients with kidney failure, and there are 85 clinics serving the general and specific specialties of the hospital. The hospital also has a laboratory equipped with the latest technology in addition to an integrated rays Department containing the newest techniques of magnetic rays, CT scans, as well as sections of integrated support services.

The launching of the hospital in April of last year, was under the patronage of the Custodian of the Two Holy Mosques, that was deemed by Dr. Aqeel as a badge of honor for all employees and affiliates of the hospital and a motivation for them to exert more efforts to serve the beneficiaries of the hospital services, expressing his happiness by saying that " this sponsorship represents an important and historical event in the health sector as well as all sectors of interest to our government and our lead-



### Main Projects of the Fouzan Company

- 1- King Abdullah Medical City in Mecca
- 2- Prince Mohammed bin Abdul Aziz Hospital in eastern Riyadh (Al-Rayyan District)
- 3 - Qassim Municipality (Buraydah)
- 4 – Grain Silos building in Riyadh
- 5 - Qassim National Hospital
- 6 - Cardiac Center in the National Guard Hospital
- 7 – Al-Shumaisi Hospital Towers
- 8 - King Abdullah City for the female students of Imam Muhammad bin Saud University



the contracting sector. He said: "In 1992, I lead the company's administration and started a new beginning. At the time the number of staff did not exceed 200 employees. The company received a number of projects, and the work developed until the company became today one of the largest and most important companies in the field of contracting thanks to the record of its major projects... And by attracting effective personnel that count today more than 15,000 employees of whom 10% are Saudis, the company turned its attention to a specialized field that probably does not involve many specialized professional companies, which is building medical facilities, hospitals and medical cities. This field combines most of the contracting practices due to the special aspect of such buildings.

As for achievements, Engineer Tariq Al-Fouzan explains that the company carried out the hospitals and medical buildings, and through this specialization Al-Fouzan Trading and General Construction Company became the leading and first company in the Middle East in the field of medical construction. He added : " We got several awards being the first company in the region that has implemented medical buildings in terms of the number of beds, in addition to our projects with the Ministry of Health that is one of the largest projects in the field of medical facilities such as King Abdullah bin Abdul-Aziz Medical City in Mecca with a capacity of 1200 beds, which was inaugurated by the Custodian of the Two Holy Mosques, the Hospital of Prince " Mohammed bin Abdul Aziz " in eastern Riyadh with a capacity of 500 beds. Also, we signed recently with the Ministry of Health a contract to complete medical cities and central hospitals, which will have a total number of beds of about 5000 in the Kingdom, including the two medical cities; one serving the southern region and the other serving the northern region. And as we know, there are in the Kingdom five medical cities is the King Fahd Medical City in Riyadh, King Abdullah Medical City in Mecca, King Faisal Medical City in the southern region, King Khalid Medical City in ash-Sharqiyah, and Prince Mohammed bin Abdul Aziz Medical City in the North. And with these contracts we will have carried out three medical cities of five in the Kingdom, in addition to the major hospitals of the Ministry of Health, one in the city of Jeddah, the other in Jizan, and three hospitals in the city of Riyadh. Thus, the company is proud to have implemented the equivalent of 60 percent of the total medical cities located in all parts of the Kingdom , " says Al-Fouzan, who explained that " in addition to the medical field the company tended towards the establishment of the educational edifices among which the most recent was the project of King Abdullah bin Abdul-Aziz City for female students of Imam University, valued at 5 billion riyals, in addition to other projects with different parties in the Kingdom . "



### The construction of the government complex outside the holy sites in only 5 months

In an ideal model reflecting the excellence of the company and its ability to achieve the objectives of the Saudi leadership aiming at serving the pilgrims, Al-Fouzan Trading and General Construction Company shaped, in October of last year, an honorable model for the contracting public sector in Saudi Arabia after it ended, and in record time that did not exceed 5 months, the project of the government complex in Mecca to the parties that do not provide direct services to pilgrims, to be taken out of Mina, on a surface of 1.5 million square meters. The project will provide 23% of the Mina area, as it will absorb during the Hajj season more than 183 thousand pilgrims; which is more than previous years.

Upon his visit of the project, His Highness Khalid Al-Faisal the Prince of Mecca - in that period - praised the fast delivery and high quality performance of Al-Fouzan Trading and General Construction Company, urging the press to focus on such mega-projects that emphasize the pursuit of Saudi Arabia to serve the pilgrims, saying: "The leadership and people of the Kingdom are honored to provide all possible to serve the pilgrims.

The company's chairman Sheikh "Mohammed bin Abdullah Al-Fouzan" appreciated his Highness' visit of the project and praising incentive, pointing out that this comes as an extension to the interest of the leadership to exert all efforts to serve the guests the House of God, stressing that "the mem-

bers of the company are happy to exert all forces and potential to contribute to the achievement of the aspirations of the leadership, appreciating the interest of the Ministry of Finance and its support for the project that has been accomplished thankfully very shortly."

The company's CEO Engineer Tariq Al-Fouzan pointed out that the project includes 50 buildings (administrative ground floor and residential first floor) equipped with all the basic equipment, in addition to six mosques, a health center, a civil defense building, the Red Crescent Building, an airstrip, seven tanks with a capacity of 86 thousand cubic meters, two reservoirs for irrigation with a capacity of 6 thousand cubic meters. He explained that "the achievement has been accomplished in a record time; the project was scheduled to be completed in seven months, but has been shortened to five months with high quality work, thanks to the help of God Almighty and thanks to proper planning of the project in all its aspects, in which modern construction systems were used, such as precast walls and post tension, and ready bathrooms". He also revealed that more than 12 thousand engineers and workers and hundreds of equipment and machinery were involved in the project, and the work was continuous for 24 hours per day, which contributed to the fast implementation of the project.

### Prince Mohammed bin Abdul Aziz Hospital ... New Medical Era for the Residents of Riyadh

Prince Mohammed bin Abdul Aziz Hospital in eastern Riyadh is considered one of the biggest



Distinction shield is the best Saudi enterprise in the field contracting sector

investment services, according to the latest and highest local and global standards." In this context, the company worked on diversifying its activities in the form that meets with the policy of its ambitious work, investing its wide experience in the Saudi market to establish advanced factories that support the company's activities such as concrete and cement products industry... which covers most of the company's projects, as well as other companies operating in this domain, according to the highest international standards and specifications.

Also, the Company aims, via its research and development department, at introducing a new concept in the world of chemical industry in the Kingdom, and paint industry in cooperation with major international companies.

Tariq Al-Fouzan also affirms that "the policy of ambitious work pursued by the company, which was based on studied scientific foundations, and better investment of human potential and qualifications helped the company become one of the top 100 Saudi companies specialized in the field of contracting and construction." In this context, the Company won the Leadership Award in the implementation of medical projects "in the Middle East.

The Engineer noted that "the investment grounds in Saudi Arabia are still fertile to attract investors. And competition is still ongoing for the implementation of many projects, adding that the company's research and development department is studying several future huge promising projects in the Kingdom, in addition to targeting the Arabian

Gulf markets to implement some ambitious projects there, and the cooperation with many major international companies to carry out specialized projects, and "that should be beneficial to Saudi Arabia's accession to the World Trade Organization." He also added that the company adopted its policy to open the way for the Saudis to work in it, while employing young Saudis in all of its departments and divisions.

### A Rich History

Al-Fouzan Trading and General Construction Company is considered one of the major construction companies that had the privilege of implementing mega projects such as building hospitals and medical centers, universities and educational centers, thus achieving rapid growth in its activities, in addition to becoming the 12th fastest growing company.

Well aware of the intensity of competition in the construction sector in Saudi Arabia under the atmosphere encouraging investment through the economic reform program adopted by the Custodian of the Two Holy Mosques, that lead to the modern real estate boom experienced by the Kingdom in all sectors of education, health, industrial and road projects and others, the Company is working very hard to make achievements that can enable it to reach the global scale and before that on Gulf scale, through the implementation of some ambitious projects, in addition to the cooperation with many major international companies to carry out

specialized projects.

The Company always asserts that it is proud of its history full of achievements and major projects, including the establishment of the King Abdullah Medical City, Mecca, and the King Abdullah City for the female students of the Imam Muhammad bin Saud Islamic University, in addition to a number of vital projects in all parts of the Kingdom during the prosperous period witnessed by the country in the era of the Custodian of the Two Holy Mosques and his wise government. The company also was eager to expand its contracting business by adoption diversification in projects in terms of their domain, and interest in social responsibility, a responsibility arising from their interaction with the community and its honorable human dimensions, and is also considered a religious duty, especially in the employment domain.

### Tariq Al-Fouzan: we have achieved the leadership in the field of medical construction in the Middle East

Engineer Tariq Al-Fouzan - in an exclusive interview for the "Money and Business Club" magazine, during which he represented the major events of the company's journey - revealed that since 1974, the company prospered through a number of projects carried out at this stage. In 1987, the kingdom has witnessed an agricultural boom never seen before, which turned the investments to the agricultural sector, thus affecting



A Company that drew its success  
in the world of Saudi Contracting...



## How did the Al-Fouzan Trading and General Construction Company switch from local to global?



**A**l-Fouzan Trading and General Construction Company is considered one of the greatest Saudi companies specialized in contracting and construction, as a Saudi professional specialized company. Its administration focused ever since its launching on setting a strict organizational structure by investing in the best human, technical, and scientific engineering resources, which gave the company large flexibility in providing a professional work environment capable of implementing the company's plans and strategies with high efficiency, despite the growing challenges like the huge advance and accelerating progress in Saudi Arabia in the business sector in general and the commerce and general contracting sector in particular.

Al-Fouzan Trading and General Construction Company achieved quantum leaps during its journey filled with successes that made it the largest trading company in the building materials sector in the Arabian Gulf. The company gained the Leadership Award in the implementation of medical projects in the Middle East, in addition to its inclusion in the list of the top 100 Saudi companies for several years, as well as in the list of the fastest-growing Saudi companies, in addition to being a certified company for several local and global parties in the implementation of various types of large-scale projects.

### Great achievements

Engineer "Tariq Al-Fouzan", the company's CEO, stated that Al-Fouzan was able to achieve

large quantum leaps through its great achievements after the government set plans for the establishment of huge economic and developmental projects in which many of the major companies in the UK competed, adding: "and thus we had the chance to carry out some of these projects, such as the King Abdullah Medical City, Mecca, and King Abdullah City for the female students of the Imam Muhammad bin Saud Islamic University, and a number of the Ministry of Health's hospitals and university hospitals in the Kingdom, in addition to many residential cities reserved for the teaching staff members of many Saudi universities in the Kingdom." He added: "The company employs its high technical and marketing expertise and a professional personnel working on establishing a sophisticated and distinctive concept in the field of real estate development and their

## Masa'a Extension Project - Holy Haram Mosque

مشروع خادم الحرمين لتطوير وتوسعة المسعى - الحل الشامل



The widening of the Masa'a is part of Al Haram Al-Sharif Extensions Project to increase the Mosque's inner capacity while preserving the integrity of the Holy Mosque and the sanctity of the communal experience shared by millions of worshippers yearly. The Masa'a Gallery connects the Rock of al-Safa' and al-Marwah to the Holy Mosque and boasts eleven gates designed to conserve the structure's exterior identity and history.

# King Abdullah Bin Abdulaziz Project 3<sup>rd</sup> Saudi Expansion of Holy Haram Makkah and the Surrounding Areas



مشروع خادم الحرمين الشريفين الملك عبد الله بن عبد العزيز لتوسعة المسجد الحرام والعناصر المرتبطة بها



## High Committee for the Development of the Makkah Region

The 180-ha northern Haram Al-Shamiyah sector calls for an integrative and flexible masterplan that will expand the Sahaat (outdoor plazas) by providing additional prayer capacity. Connectivity, safety, security and the wellbeing of the worshipers as well as the sanctity and the preservation of the Holy Place are at the core of this project. The project is currently under construction.



Creation shield is the best Saudi enterprise in the field of engineering consultancies

ed the rehabilitation and expansion project of the “Casino du Liban”, and other industrial projects in many parts of Lebanon, as well as residential projects like the “Marina Towers” in Beirut center.

### Transportation and communication mega-projects

Besides its excellence in real estate projects, Dar Al-Handasa is considered one of the leading companies in the field of transportation, as its experience includes more than 440 projects, with a total value exceeding 30 billion U.S. dollars. The functions of the company include: feasibility studies, design, and construction supervision. And the projects range from rural and urban roads, highways, and ring roads, as well as the management, maintenance, and rehabilitation of roads, bridges, tunnels, railways, airports and ports, and planning traffic and national integrated transportation plans, as well as multiple studies of road networks. The company also offers all lighting, signboards, and forestation on road sides, and rain water drainage services. Dar Al-Handasa makes sure of keeping up with the newest global trends, as it worked under the BOOT system for a number of road projects.

### Bridges and Private Facilities

Dar Al-Handasa acquired an international reputation for unique designs of bridges and private facilities, being practical and economical on one hand, and characterized by beauty and sophistication on the other hand, thanks to the imagination and creativity of the designers. Its activities include hundreds of bridges among which several won international design awards, in addition to building unique facilities, beyond the conventional ideas of architecture and civil engineering, thus finding innovative solutions for special requirements, such as the huge volume, including the covered “Dome stadium” in Cairo, with a 122 meters diameter, and the Mona reservoir roof with a 365 meters diameter.

### The construction boom in the Kingdom

Among the projects assigned for Dar Al-Handasa, was the new King Abdul Aziz Airport in Jeddah, with a contract worth 256 million riyals. As the construction Director of the project, Dar Al-Handasa is responsible for the overall planning and control of the design and construction, the project program and budget, as well as the review of the designs of all the works, and the supervision of all construc-

tion works, and the development of a readiness program to run the airport and transfer operations.

The Dar Al-Handasa for design and technical advice company also won a contract for designing and preparing the implementation documents for control and operation center building of the public transportation system in Riyadh, after the center was located next to the Housing and Maintenance center site to the west of the “Princess Nora bint Abdulrahman University”, on a surface of 60 thousand square meters. The control center handles the operation and control of the public transportation system in Riyadh at all levels (trains and buses), the communication with their drivers, and the management of the communication system between the center and the trains, buses, and stations, in addition to the operation and management of the automated unified system for train and bus tickets, and the operation and management of passengers information system, and achieving the integration between bus and rail networks. The Center also includes a management departments for passengers service, and another one for monitoring the security and safety, as well as administrative offices, the library, training rooms support services.



## Dar Al-Handasa (Shaer and Partners)

# Thirteenth in the World and first in the Middle East



**E**ngineer Kamal Shaer, may God bless his soul - started his career in 1956 in a small room in downtown Beirut, in a Consulting Foundation with a Capital not exceeding \$ 3,500, and one permanent staff member only . With determination and ambition the organization began to grow, until it became one of the largest engineering institutions in the world, as it occupies the thirteenth position in the World, and the first in the Middle East in the field of engineering consultancy. The company is now part of Dar Al-Handasa Group which employs 8000 employees and professionals , and is made of groups of companies founded along with it , notably the Perkins and Will company based in Chicago, the T.Y. Lin in San Francisco , the Penspen Group in the United Kingdom and many other companies in France , Scotland and South Africa . Dar Al-Handasa has expanded worldwide, and distributes its activity in about 40 countries around the world, and the size of its contracts reach 500 million dollars annually.

Dar Al-Handasa for Design and Technical Advice - aged of 58 years - is one of the most important global consulting firms in multidisciplinary fields of engineering, planning, architecture, and economy. The Dar's consulting services, including planning and design of facilities, parking spaces, and systems, contribute directly and positively to the development process. It is technologically developed, and has wide experience and skills that will allow it to provide the finest service compatible with all environmental conditions, first in the Middle East, and its long experience in London, as well as associated companies in America and Britain. Dar Al-Handasa constitutes an excellent source for multidisciplinary consultancy, to form a bridge between the needs of the developing and the developed countries.



### Behind every good engineering work... there is a good consultant

Kamal Shaer said, in a previous interview, that he founded a group of several companies along with Dar Al-Handasa, the most prominent among these, are Perkins and Will, based in Chicago and specialized in architecture and interior design works, and the T.Y. Lin based in San Francisco that handles the affairs of civil engineering. Along with these two several companies were founded; the Penspen Group based in the United Kingdom, specialized in oil and gas projects, and Pierre Yves Rochon based in Paris, for interior design, the R & H company based in Johannesburg, specializing in designing and implementing railways, and the IPA company in Edinburgh (Scotland), specialized in the economic feasibility studies, privatization, and studies related to the governing bodies, and technical and financial surveillance. Dar Al-Handasa was able, through this group of companies, to commit itself to the implementation of projects in almost all parts of the world, and in many sectors and disciplines.

Being founded in Lebanon, Dar Al-Handasa supervised many projects since 1991 after the end of the Lebanese war and the appointment

of a new Council for Development and Reconstruction. Among the most prominent of these projects: the study of the damage to the Lebanese economy by the war, along with the preparation of another study, in partnership with the Bechtel U.S. corporation, including ways to an economic renaissance, a study that was discussed with the World Bank and has evolved into a plan of rehabilitation for most sectors of the Lebanese economy.

A long work in developing the Horizon 2000", followed these studies. In 2005, the CDR assigned Dar Al-Handasa once again to establish a development program based on a study developed by the company between 2002 and 2004 and relating to the general guideline scheme of the Lebanese territory, which has been prepared in cooperation with a French Institution. The company succeeded in completing the program and handed it over to the CDR, which qualified it to handle the task of developing a master plan for the Rafik Hariri Airport.

Shaer explained that the company's business is not limited to only the public sector in Lebanon, but extended to reach the private sector in which it handled many projects, especially projects of luxurious hotels including: Phoenicia Hotel, the Four Seasons Hotel and the Grand Hyatt Hotel. They also implement-



# LAYING THE FOUNDATIONS FOR A SOLID FUTURE

CONTINUING TO DEDICATED INVESTMENT FOR HUMANITY

A history of distinction in serving our community through well-planned opportunities  
and dedicated involvement, for a better tomorrow.



# أساس راسخ لمستقبل شامخ

جهود متفانية نستثمرها لخير مجتمعنا

تاريخ من التميز في خدمة مجتمعنا وتطوير كفاءتنا، عبر فرص استثمارية واعدة تعلقو بنهضتنا ويهناؤها بمستقبلنا.



شركة المنتجات الحيوية الطبية  
Biomedical Products Company



النجمة الغذائية  
شركة النجمة الغذائية



محمد بن علي العموري  
مجموعة شركاته حركته منسوجة

and supporting a program of research in strategy research subjects such as water, oil, and medicine, and an effective contribution to support King Abdullah Institute for Nanotechnology ... all these noble actions and others, granted Sheikh Al Amoudi the title of the "Blessed Man" given to him by the Custodian of the Two Holy Mosques King Abdullah bin Abdul Aziz.

### Funding 5 Scientific Chairs with 12 million Riyals and 3 endowments towers

Sheikh Mohammed Bin Hussein Al Amoudi was honored by the Custodian of the Two Holy Mosques King Abdullah bin Abdul Aziz Al Saud, who granted him the excellence scarf of King Saud University, with excellence, and the University's Gold Medal. He also handed him a panel of King Abdullah Institute for Nanotechnology, as appreciation and thanks for his contribution in supporting a number of universities and community institutions, including King Saud University, where he funded the establishment of the permanent headquarters of the King Abdullah Institute for Nanotechnology, and the establishment of King Abdullah Chair for food security, as well as more than 5 research chairs with 12 million riyals and 3 endowments towers for the University's endowments project.

The Director of King Saud University Dr. Abdullah Al-Othman, on behalf of all the employees and affiliates of KSU, thanked the Custodian of the Two Holy Mosques for his unlimited support and sponsorship of King Saud University in general and of King Abdullah Institute for Nanotechnology, and said in this frame, that the initiative to establish the Institute in its current developmental stage started from the personal donation of the Custodian for nanotechnology researches in a number of universities in the Kingdom, including King Saud University, which responded to this great and generous donation by creating a nanotechnology program. And following the interest of the Custodian of the Two Holy Mosques in nanotechnology and its applications, the university transformed the program to a specialized institute with the approval of the Royal Highness. The institute bears his name, in recognition of his support and his interest in this technology, which is considered the scientific and industrial revolution in this era.

During the signing of the construction contract for building King Abdullah Institute for Nanotechnology at the Riyadh Techno Valley, the Director of King Saud University, Dr. Oth-

man sincerely thanked Sheikh Al Amoudi, and said "the University is honored to offer thanks and appreciation for the businessman, good citizen and blessed man, Sheikh Mohammed Bin Hussein Al Amoudi for his interest, and added, how beautiful it is to follow the paths of generous men and how beautiful it is to follow the path of such a great figure like the Custodian of the Two Holy Mosques. There is no doubt that this qualitative donation comes within the framework of a large number of donations of Sheikh Al Amoudi, initiated since 2007 and until this moment. And every day he offers a new donation. The Sheikh can be proud to be called the "Blessed Man" by the Custodian of the Two Holy Mosques during the inauguration ceremony of the Ghazal car.

expand the agricultural project, and the cost of rent per hectare, according to the agency reached about 9.42 dollars. The project is part of a plan for the countries of the Horn of Africa to lease three million hectares to non governmental investors during the coming two and a half years, to invest in agricultural projects that contribute to reduce hunger and the significant shortage of food in the Horn of Africa. And in response to some criticism, especially those made by international groups about the project, saying that lands lease will force citizens living in western Ethiopia to immigrate, Haile said: "There are huge surfaces in Ethiopia, especially in low-lying areas which, if exploited, will ensure Ethiopia's food self-sufficiency.



### Main Companies of Mohammed Bin Hussein Al Amoudi

- Al Amoudi Corral Group
- Muwakaba for Industrial Development, Research and Overseas Commerce (Holding)
- The Petroleum Corral Group President
- NMC Exloration Company
- MIDROC Investment Group
- s.d.tv Company

### 2.5 billion dollars for rice cultivation

The Saudi Star company, one of the leading companies of Sheikh Mohammed Bin Hussein Al Amoudi, invested \$ 2.5 billion in agricultural development for the establishment of a mega agricultural project for rice cultivation in Ethiopia, where the company leased 10 thousand hectares in western Ethiopia for 60 years to create a new rice project, which aims at producing 1.5 million metric tons of rice annually, and most of its exports to be sent to the Saudi market.

The company's CEO, Haile Assegide said: "The Company plans to rent another 290,000 hectares from the Ethiopian government to



## About half billion Riyal granted to King Saudi University to build 2 towers in favor of the programs of the university endowments

### Ji Tu Farms exports 10,000 tons per month to the Kingdom

The exports volume of vegetables and fruits from the Al Amoudi "Ji Tu " company farms in Ethiopia to the Kingdom is about 10,000 tons per month of the finest fruits and vegetables. Al Amoudi expressed his joy of this achievement, saying: "Thanks to the grace of God Almighty, this project comes in response to the directives of the Custodian of the Two Holy Mosques - may God protect him - and in response to his benevolent initiatives and multiple contributions to support everything that would provide the finest types of food of a variety of sources with the highest levels of quality for all citizens, residents, and visitors of our beloved country." He added that the wise policies and plans pursued by the government of the Custodian of the Two Holy Mosques, which were included in the Saudi strategy for food security, as well as all of the supporting programs and mechanisms specific to achieve this security, is a beacon for all Saudi businessmen and an incentive for them to contribute effectively and work positively to achieve the insights of the Saudi leadership, and push them to be responsible towards their generous country, with all their capabilities and possibilities.

### Muwakaba for Industrial Development, research and overseas commerce

Muwakaba for Industrial Development, Research and Overseas Commerce (Holding) works under the banner of the Mohammed Hussein Ali Al Amoudi Group that signed all the final agreements to establish an advanced tire factory. This latter is being built on an area of 194,000 square meters in the industrial city Yanbu. It is also the first factory of its kind and specialization in Saudi Arabia. Mohammed Hussein Al Amoudi , Chairman of the Board and the main partner of both Muwakaba and the advanced tires, expressed his pride in this project , which comes in line with the wise directives of the Government of the Custodian of the Two Holy Mosques related to ensuring the diversification of the Saudi industries and supporting the national economy.

Al Amoudi stated that the total cost of this project is estimated at 900 million riyals, and it shall provide 600 jobs, and is based on the approach adopted by the company in all its projects; Mohammed Hussein Al Amoudi asserted that the preference and priority in these career opportunities is for young and qualified Saudi personnel, especially the ones graduated from the scholarship program of King Abdullah, in addition to training and development programs provided by the company



for the rehabilitation of technicians to work in the high-tech factory.

The plant produces tires with super quality for cars and commercial buses of the category of compressed tires not containing inner tubes rubber (elastic). About energy production, Engineer Abdullah Mohammed Bariqbh Al Amoudi - General Manager of Al Muwakaba and Vice President of the Board - explains that is is expected that the total annual production of the factory reaches 1,800,000 of the finest tires in the World.

### Charitable projects: Who Gives Owns

From Khor Al-Mukalla, the sugar refinery, the construction of schools in Yemen, funding scholarships for lots of students to study abroad, to nearly half a billion riyals as a gift to King Saud University, to build two towers in favor of the University endowments program,



Achievement shield is the best Saudi enterprise in the field of investment

until the year 1994 was bought by the Corral Petroleum Group, headed by Sheikh Mohamed Hussein Al Amoudi for 1.2 billion dollars. The Group spent one billion and 200 million dollars for developing the company over 10 years. Among the most important projects implemented by the Preem Company in Sweden was building the Isocracker refinery via the European company Asea Brown Boveri (ABB) for 500 million dollars. The project aims at doubling its profitability and meeting the requirements of the environment in terms of protection from pollution; this refinery is one of the few refineries that rely on heavy oil in its operations. Thanks to its cutting edge technology, it can produce highly pure benzene and diesel, instead of producing fuel oil material often used in heating. Thus Preem doubles the added value of the distillation process. In addition to the high added value of this new technology, Preem benefits from purchasing heavy oil from several countries, such as Russia.

### 4bn Riyal investments in Petrochemistry

Mohammed Bin Hussein Al Amoudi has 4 billion riyals in investment in the petrochemical sector, and the investment portfolio includes the establishment of two projects; the first in the sulfur sector and the other in the

phosphate sector. The projects will be established in the industrial city of Jubail and Ras Al Khair in the Eastern Province of Saudi Arabia.

Al Amoudi expressed his pride for adding a new element to the manufacturing sector in Saudi Arabia, he said: "Thanks to the help of God Almighty, the stability and security in Saudi Arabia under the leadership of the Custodian of the Two Holy Mosques, and with the help of the Crown Prince, the Second Deputy, and faithful statesmen in both government and private sectors, constitute the two primary motivations towards more investments in our dear homeland".

For his part, Dr. "Georges Makhoul" head of investment strategy in Al Amoudi Group, explains that the said investment will bring a qualitative addition to the group and he said: "we look at this investment as a strategic activity for the Group for the products diversity it offers; however, its real importance lies on the use of these products in agro-industry, carried out by the Group on the basis of the governmental directives."

Based on the directives of the Head of the Board of Directors, Mohammed Bin Hussein Al Amoudi, the company is eager to attract the best global talents specialized in this field, and the priority in employment and work in all projects the group is not limited only to attract qualified Saudi talents, but specifically

the distinguished graduates of the scholarship program of the Custodian of the Two Holy Mosques.

The company has entered into preliminary agreements to ensure the raw materials needed for its manufactured products with multinational companies, among which the most important is Aramco Company. The Company also concluded contracts with major American and European companies owning the latest technologies for the manufacture of this type of specialized industrial facilities.

In the phosphate sector, the Group began to establish the Nabat International Co., Ltd., specialized in the manufacture of secondary phosphate derivatives, after studies over the economic and engineering values of projects specialized in the manufacture of secondary phosphate derivatives in Saudi Arabia have shown positive results.

The phosphate project of Nabat International Co., Ltd. in Ras Al Khor is being established in the eastern region of the kingdom over an area of 350 thousand square meters at an initial cost of 3.5 billion Saudi riyals, with an estimated production capacity for the project of about 2.5 million metric tons. The project includes 6 industrial units, and the factory trial operations are expected to start in the last quarter of 2015.



Mohammed Bin Hussein Al Amoudi Group:

## Large investment portfolio with more than 40,000 employees



By Hasan Baswed



Although the largest economies of the North is still suffering from recession, as credit markets seized up and demand for Swedish products

sapped because of the customers spending policies under the new circumstances of the crisis, the stock market has returned to the levels of the summer of 2008, and this had a positive impact on the Al Amoudi who owns a diversified investment portfolio not only in the oil sector but also in mining, agriculture, hotels, hospitals, financing and maintenance sectors.

Al Amoudi investment portfolio extends to include mining, agriculture, hotels, hospitals, financing, operating and maintenance. His companies, the Corral Group Holding and the operating MIDROC

Group, employ more than 40 thousand employees. The Corral Group investment portfolio in Europe and the Middle East includes Prime Petroleum company - the largest oil company in Sweden - and the Svenska Petroleum and Exploration company, and Samir (a petrochemical company and refinery in Morocco), the Oil Petroleum Services in Saudi Arabia, and the Fortuna Holdings in Lebanon.

### Possession of the Swedish fuel market

The Prime Petroleum Company that was owned by the Swedish government



have also entered the field, for example, the Saudi Company for Hotels and Resorts already has 10 hotels around the Kingdom and plans on opening 4 more in Mecca.

### Jabal Omar and Hotel Towers

Jabal Omar's expansion project completes the number of strategic expansion projects happening around Mecca with the purpose of embodying the futuristic vision to improve the neighboring areas of Grand Mosque in order to increase the containing capacity of Bayt Allah Al-Haram's visitors.

Jabal Omar's expansion project is located on the west side of the sanctuary, covering around 230,000 square meters and bordering Ibrahim Khalil Street from the East.

Jabal Omar's company signed managing and operating contracts with Hilton Hotels, Marriott, Hayat and Regency for 18 hotel towers out of 37 in its gigantic project near the sanctuary. President of the company, Abdul Rahman al-Fakih expressed his happiness in the occasion that represents a huge step forward into achieving the expansion project of the sanctuary. In virtue of this agreement, the companies will manage and operate 12 hotels in total varying between 4 and 5 stars; Hilton Hotels will manage and operate 6 hotels, while Marriott and Hayat and Regency will manage 3 hotel facilities each.

The expansion project cover a total of 230,000 square meters and, when completed, will include 37 hotel towers,



### Saed Al Korshy: We have the capability of welcoming 30 mil- lion pilgrims yearly

Member of the national committee for Hajj and Umrah in Saudi Arabia, President of the transportation committee in Mecca, Saed Al Korshy expected the containing capacity of the sanctuary to increase after the expansion and reach more than 30 million pilgrim per year. This is why the hotels in Mecca should be able to process the number of pilgrims, increasing with the containing capacity; Thus, providing us with the capability of welcoming 30 million pilgrims yearly, after finishing the expansion. He pointed out that the Ministry of Hajj's plans of providing the safe return of the pilgrims after Hajj, will no doubt play a major role in increasing the containing capacity and that we should spread this idea among the Arab and Islamic countries as well as to travel and tourism agencies.

where investments would reach 5.5 billion dollars, making it the largest expansion projects in the world. This project goes along with the governmental desire to uplift the centre of the area surrounding the sanctuary to provide homes and secure services for the increasing number of Bayt Allah al-Haram's visitors.



### Assistant of the Minister of Foreign Affairs: Giving over 7 million Hajj and Umrah visas

**His** Highness Prince Khalid Bin Saud Bin Khalid, assistant of the Minister of Foreign Affairs, revealed that the Kingdom's diplomatic commissions in foreign countries, gave over 10 300 000 visa last year, with a decrease of 3.8% compared to 2012, estimated at 10,773,000 visas. He also added that the Umrah visas reached over 5,661,000, becoming the highest of the total number of visas, followed by the work visas, reaching 1 704 000 as 16% of the total number and lower by 13.1% compared to last year. When it comes to Hajj visas, 1,351,000 visas were recorded, representing 13% of the total number of visas with a decrease of 20.4% compared to 2012. The total number of "Visiting Visas" is above 1,133,000, representing 11% of the total number of visas, but with an increase of 7.2% compared to 2012.

the food supplies, electrical equipment and clothes. The flow of pilgrims also increases the demand on Saudi Riyal, turning it into a great resource for the Kingdom instead of foreign currency.

President of the clothes and fabric committee in Jeddah estimates the pilgrims'



spending in Hajj season on clothes and fabrics to be more than 1 million Riyal. This provided a recovery for the 10 Billion Riyal investments market. The estimated value of the gifts bought in 2013 is around 400 million Riyals, including prayer rugs, expensive jewelry, perfumes, clothes, electrical equipment...

According to analysts, religious tourism provides a major increase in job opportunities for Saudi citizens in order to fulfill the pilgrims' needs. This guarantees job opportunities for the Saudi youth in transportation, shops, restaurants, hotels and other services related to organizing traffic and offering medical care and insurance for pilgrims, especially with activation of and the project of linking the city and Mecca through a high speed train.

This kind of tourism goes perfectly with International Monetary Funds' recommendations in diversifying the income's resources in Saudi Arabia so that it would not depend on oil exportations alone.

The number of religious tourists for Hajj and Umrah is estimated at 7 million per year. This number is expected to increase by 6% every year, which motivates the international hotel companies to enter this promising market whether through investing in luxury or low fare hotels or through multiplying the number of existing hotels carrying their well known names. These chains plan to offer administrative funding and value experiences. Thus, an increase by 58% in their hotels in Saudi Arabia is expected in the next few years, as a result of the expansion of the market. Local companies





## Price increase recovers the real estate market in Mecca

Member of the real estate committee in Mecca Al-Mukarramah, Al Sheriff Shaker Bin Hamoud confirms that the real estate prices in Mecca are up for more raise under the government's persistence to spend on the big improvement projects. These projects that are being executed in the center of the sanctuary and completing the 4 circular roads that resulted in removing more than 20,000 real estates and estimated above 150 Billion Riyal pumped into the real estate market. All of this resulted in a recovery in the land prices under the huge increase of buying tendencies around Mecca Al-Mukarramah.

The speaker cleared that with approval on executing Masjid Al-Haram's expansion project and its squares as well as removing over 10000 real estate, over 100 billion Riyal are given as indemnities, while the people who did benefit from them proceeded to buy real estates in the new projects, which led to the increase of the prices of Real Estate by 200%.

He also added that despite the price increase, people are still buying, pointing out that the prices differ if the place is close or far from Masjid Al-Haram.

For example, in the Nassim project, the price is 15,000 Riyal per meter for the commercial streets, 10,000 Riyal per meter for the internal streets and the price exceeded 30,000 Riyal per meter on the Mecca-Jeddah highway.

## 7 million religious tourists enter the Kingdom every year

After the expanding is done in Bayt Allah Al-Haram, in addition to the increasing numbers of pilgrims, the Hajj and Umrah economy will play a major role in increasing the Saudi revenues. This will also create a huge motive for private sector companies as well as individuals, to invest on the field. Despite of the decrease in the number of pilgrims because of the expansion and improvement works to reach 1,980,000 while it was 3 million in 2012, the average spending reached 18 billion riyals in 2013. According to official Saudi statistics, the spending included accommodation, transportation, food supplies and several other gift spending. The average spending of pilgrims from



## Minister of Hajj: 16.5 billion dollars as revenues for the 2013 Hajj and Umrah

Minister of Hajj, Bandar Al Hajjar estimated that the seasonal revenues for 2013 would reach 16.5 billion dollars, 3% of which are from the Saudi Gross Domestic Product, an increase of 10% compared to 2012. Al Hajjar expects the revenues to grow and reach 18.1 billion dollars by 2016. He also mentioned 12 million pilgrims visited the Kingdom in 2013 for Hajj and Umrah and that every pilgrim's average spending is between 7,000 and 15,000 Riyal, which reflected positively on services ports such as hotels, telecommunications and restaurants especially in Mecca and Madina. Mentioning the expansion of King Abdul Aziz international airport as well, the minister pointed out the presence of new projects aiming to increase the containing capacity of all the places specified for prayer to secure the safe return of the pilgrims.

outside reached 17,381 Riyal, from which 36% are expenses on services, goods and other travel fees. Accommodation tops the list as the highest expenses, followed by



### His Highness, Prince Khalid Faisal: We're not aiming to make money out of the expansion project of the sanctuary

Saudi Arabia denied reports saying that the main motive for the expansion in Mecca was money from Hajj and Umrah. Prince of Mecca and president of the central Hajj committee, Prince Khalid Faisal, expressed this opinion saying that what the Kingdom offers for the pilgrims and what projects it executes come as a prime priority to serve the sanctuaries and their visitors. He also pointed out that the projects' purpose is to offer all kinds of services for visitors.

rounding streets on three different phases in five floors.

When it came to Al-Safa and Al-Marwah, Malibari said that its expansion and improvement project is considered one of the biggest in the sanctuary. He also added that this project included reserving the new pathway of Saii from Al-Safa to Al-Marwah

and dedicating the old pathway for Saii from Al-Marwah to Al-Safa, so that the new expansion to be equal to the old pathway of Saii and in the direction of the East square. The new pathway is around 49,000 square meters, added to the original 29,000 square meters, making the global after-expansion space 87,000 square meters.

Thus, the space becomes available for 120,000 persons per hour, after being available for only 44,000 persons per hour.

The global building space in all of Saii and services areas reached around 125,000 square meters, making it possible for flows of pilgrims to benefit from the new Al-Safa and Al-Marwah pathways as well as the ground floor completely, in addition to preparing the East pathway in both the first and second floor completely. Malbari also confirms that the new pathway has been linked to the Masjid's roof, and finding connection areas in the first floor includes bridges and temporarily exists to make it easy for the pilgrims to enter or leave.

The old pathway will be cleaned from any remaining ports and fixing all its floors like the new one as well as organizing the lighting, ventilations and the sound inside.

### Nakour's International Investment Group: Al-Umrah's revenues are 62 Billion per season

Owner of the NIIG, and executive in chief for Al Jazeera for pilgrims' transportation, which owes more than 2000 pilgrims transportation busses, Ali Nakour, said that Al-Umrah's revenues reached 62 billion Riyal this season. The revenue including accommodation and food supplies fees as well as shopping and transportation, where the average cost per pilgrim is calculated at 12000 Riyal. Nakour pointed out that the new expansion project will raise Al-Umrah and Hajj revenues and will have a positive effect on the national Saudi economy. He also confirmed the end of all the expansion projects that the Kingdom is undergoing especially those related to Al-Umrah season, including King Abdul-Aziz's new international airport and the train project of the sanctuary will raise the containing capacity for the Umrah season by 50 Million pilgrims yearly. However, this will require finishing all the projects.





Kingdom of Saudi Arabia revealed that after the expansion phase ends, the season's revenues will rise to reach 300 billion Riyal and above, per year; thanks to the huge containing capacity of the new expansions where it became possible to take in around 30 million pilgrims per year.

### 400,000 square meters to multiply the containing capacity

Specialized researcher in the Mecca sanctuary, Dr. Ali Othman Malibari considers the expansion project to be the largest ever, both size and money wise. The project's cost is 80 billion Riyals and the expansion spreads over about 400,000 square meters, 380 meters deep. He added that Masjid Al-Haram's containing capacity will be multiplied to go with increasing number of pilgrims and visitors each year. This helps pilgrims perform their rituals easily using modern means that depend on the finest architectural designs. After being finished, the Masjid will be able to take in 2 million pilgrims at once.

The project is divided into 3 parts: The first aims to expand the building in order to process the largest number of pilgrims to reach two million at once. The second aims to expand and improve the outdoor squares that include bathrooms, hallways and tunnels, in addition to more ports to

ease the entrance and exit of pilgrims into the sanctified house of Allah. The third part aims to improve the services area that is considered to be one of the most important supporting parts that includes air conditioning, electricity and water stations as well as other stations that provide support for the sanctuary region. The expansion project of complete system of stairs, escalators and elevators was done using the most accurate sustainability standards by minimizing the use of power and natural resources where the best air conditioning and lighting systems are applied.

Malibari revealed that the global space of expansion consists of a lower, upper, ground and first floors as well as a roof. The expansion also includes 18 normal entrances in addition to a main gate named King Fahd Gate, similar to King Abdul Aziz Gate. Two minarets will be added to the already existing ones as well as escalators and elevators to help the pilgrims move up to the roof or first floor, especially the elderly. The project also includes 3 domes of 225 square meters and pathways for pilgrims to enter and exit the sanctuary.

Malibari mentioned that the project included creating the small market's tunnel that goes from the Shabika square to the tunnels of Ajiad al-Sadd and separates pedestrians and cars in front of the King Fahd

Gate and King Abdul Aziz Gate so that pilgrims can go in and out of the sanctuary easily, in addition to taking advantage of the squares to pray. He also added that the 650 million Riyal tunnel is done and that the expansion included making concrete ferries in an area around the sanctuary to extent public ports services including water, sewers, phone and electricity and so on.

### 100,000 Visitors and 120,000 couriers per hour

Malibari confirms that the global space added to Masjid Al-Haram's squares, after the execution of the expansion project is now 300,000 meters, which multiplied the containing capacity from 48,000 to 105,000 visitors per hour.

He added that the project provides a complete flow of visits with multiplied containing capacity to go with the consecutive expansions of the sanctuary.

This expansion project is one of the biggest expansions projects of the Masjid and the most challenging, especially that it's one of the ports that never run out of visitors 24/7. This project is expected to play a main role in taking in the increasing number of visitors in time and space conditions suitable for the visitors' never ending demands. The project will focus on expanding the visits' range and rebuilding the sur

## Grand Mosque in Mecca, the largest expansion in history

# Costing 80 billion Riyals to take in 30 million pilgrims per year



By Samia Aljebal



**G**rand Mosque in Mecca was and still is the biggest concern of the rulers of the Kingdom of Saudi Arabia. They have worked hard and spent a lot of money to build and improve it but it's nothing for the home of Allah, every Muslim's destination. This mosque underwent vertical expansions and technical improvements during the Saudi era, serving the Muslim pilgrims coming from all over the world...

The expansion of Grand Mosque is considered to be the most important project that the Kingdom of Saudi Arabia has made in the purpose of serving Islam and Muslims. This project is a priority and is considered to be the largest, both size and money wise, in order to multiply the Masjid's containing capacity to keep up with the increasing number of pilgrims and visitors yearly. In this context, Saudi minister of Hajj, Dr. Bandar Al Hajjar said that the total cost of the project of expanding Grand

Mosque along with its north and north-west squares, exceeded 80 billion Riyal, including the real estate allocated for the project as well as expanding the airports and creating roads and railways. He added that the expansion comes as an extension for previous expansions of the two sanctuaries Madina and Mecca. He also mentioned that an expansion has already been made to the Jamarat facility turning it into 5 floors in order to take in more pilgrims.

Officials in the Umrah sector in the

International  
Insurance  
Policy

Embassies  
Information in  
122 Countries

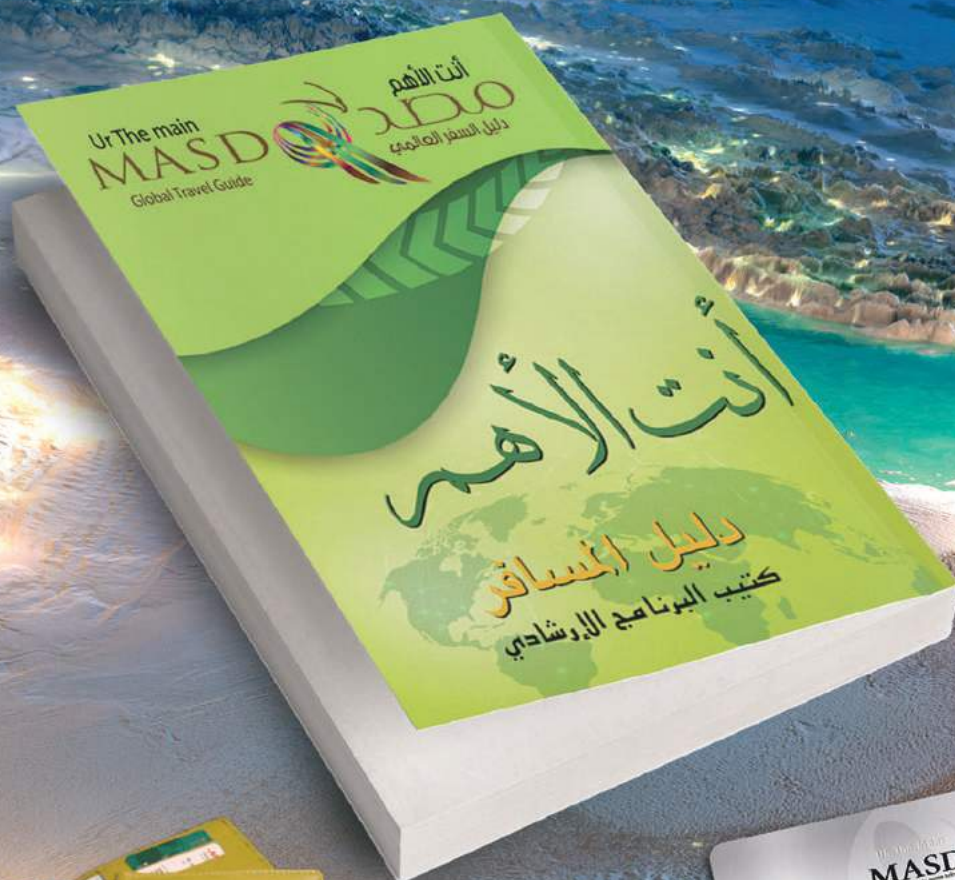
Info About  
Hosting  
Countries

Info About  
Kingdom of  
Saudia Arabia

Prayers &  
Athkar of the  
Prophet

Hijri & Greg.  
Calendar

Traveling  
Prayers



Traveler Guide Available at:  
business companies  
tourism companies  
and public libraries



For only 100\$, Scan the QRCode on the card and enjoy the free  
international Services with the Traveler's Guide

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388

Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

 [www.bfg-globals.com](http://www.bfg-globals.com)

Top 100  
Brands, E-Mall

Inter.  
University  
Information

Worldwide  
Card Rental  
Offers

International  
Hotel Offers

Tourism  
Offers World  
wide

Inter. Hospital  
Worldwide

Traveler Sim  
Roaming  
Service

## The Compass for More than 3 Million Travel Accepted in more Than 122 Countries

Categories:

- Businessmen
- Traveling Families
- Diplomats
- Abroad Students





in the Bahrain telecommunications market with the presence of "Zain" and "Viva". as is known, the all new player in the telecommunications market takes a share of the first operator, As is known, the all new player in the telecommunications market takes a share of the first operator thus "batelco" profits decreased by 40% during the period from 2010 until the end of 2012 and the announced results of this company predict that until the end of the third quarter of 2013 there is a continuation of deterioration in the profits.

However it did not stop here for batelco for the company's resort to expansion outside Bahrain to compensate the decrease of its local market shares was late and not effective enough for the acquisition and expansion deals were weak. The latest deal was the acquisition of small telecom companies spread in the Maldives, Monaco the Seychelles.



## International Telecommunications Union



Dr. Hamdoun A. Tori



Each state has its own network. Extensive and complex to the extreme, and to organize these networks the specialized bodies in contact adjusting in each state works on regulating this wide sector for customer protection first and foremost. For the application of the best international practices, the bodies within certain policies work on the development of its services under the International Telecommunications Union which is working on helping the world communicate about 150 years ago. Every time someone anywhere raises a handset to asking for a number, or responding to a call on his mobile phone, or sending a fax or receiving an email, or listening to the radio or watching TV, he takes advantage of the overall communications and information and communication frameworks for developed by international Telecommunications Union (ITU).

The Union was founded in Paris in 1865, as the International Telegraph Union, and then took its current name in 1934. In 1947, it became a specialized agency of the United Nations agencies. Its role is to help the world to conclude communication systems he is called global central point for the governments and the private sector. The Union includes 3 main sectors of radio communications, Telecommunication Standardization, and the development of communications. The Union's headquarters in Geneva, Switzerland, and its membership includes 192 Member States, as well as more than 700 members of Sector Members and Associates.

The Secretary-General of the Federation, Dr. "Hamadoun E. Toure" expressed the Union's future vision:

"Our mission, as a specialized agency for information and communication technology in the United Nations system, is to accelerate the achievement of the goals of 2015 Millennium Development Goals, and empower people everywhere to get the tool to seek information and knowledge. We devote our efforts to ensure access to information anytime and anywhere at reasonable cost".

It is worth mentioning that Dr Hamadoun born in Mali in 1953, holds a master's degree in electrical engineering from the Technical Institute of Electronics and Communications in Leningrad, and holds a P.H.D from the University of Electronics and communications Informatics in Moscow, and works as secretary general of the union since 2007. Dr Hamadoun has always been a supporter of information and communication technology as an engine for social and economic development. He has previously served as the Director of the Telecommunication Development Bureau in the period from 1998 to 2006.



## Kuwaiti “Wataniya Telecom” profits amount to 57.7 million dinars



Sheikh Abdullah Al Thani



dent of the Governing Council of Wataniya Telecom Sheikh “Abdullah Bin Mohammed Bin Saud Al-Thani,” says that in the last 9 months their group continued their quest to explore the rest of the opportunities and challenges to leave their prints on the way to the future.

The Kuwaiti client database contained 1.91 million customers at the end of the third quarter with a decrease of 4.8% in the corresponding period in the year 2012. The first 9 months of the year 2013 have achieved revenues of 149.6 million dinars with a decrease of 13.1% in the year 2012 that achieved 172.1 million dinars. The total earnings before interest and taxes amounted to 41.1 million dinars in comparison to the ones in the corresponding period in 2012 that amounted to 64.8 million dinars with a decrease of 36.6 percent. The net profit was 13.3 million dinars, compared with a net profit of 41.4 million dinars for the corresponding period in 2012.

Kuwaiti Wataniya Telecom announced a Knet profit of 57.7 million dinars in the first 9 month of the year 2013 in comparison to 62.9 million dinars for the corresponding period in 2012. The decrease of profits for the group is because of the highly competitive Kuwaiti market and the Tunisian operations and the ones who were affected by the difficult lingering economic situation and tax claims relating to the previous five years, and in this regard, the Presi-



## Bahraini “batelco” looses 40% profits in 2013



Alan Willan  
CEO

The year 2013 was poor for Bahrain Telecommunication Company “Batelco”, where the stock has lost about 19% of its market value with the continuation of the significant deterioration in the company’s profits, which started since the year 2010 and with the ignition of competition





## Ooredoo Qatar 2.6% revenue growth



Dr. Amer Bin Awad Al Rawas  
CEO



**Q**TEL has announced previously a revenue growth of 2.6% in 2013 in comparison to the corresponding period in the year 2012 which amounted to 25.65 billion Qatari riyals (it was 25 billion QR in the first nine months of 2012). The growth revenue was driven by the strong performance in Qatar, Algeria and Iraq, where the unified foundations of the group's customers amounted to 89.6 million customers in September 10, 2013 while it was 89.2 million customers in the last 9 months of 2012. This has formed a growth in the number of agents/customers of 0.4% in the corresponding period last year. The net profit attributed to the shareholders of "Ooredoo" has reached 2,069 million riyals during the first nine months of 2013 with 4% decrease in comparison to the same period in 2012 (it was 2,156 million Q.R in the first nine months of 2012). The net profit in the third quarter includes losses that arisen from



Sheikh Abdullah Al-Thani  
Chairman, Ooredoo, Qatar

fluctuations in the exchange rate of foreign currency, especially in the operations "Indosat" and, when excluding the impact of foreign exchange rate the shares attributed to the shareholders is at the same level in the third quarter of 2012 and represents the same time an increase of 12% in the first nine months in 2013 in comparison to the corresponding period of last year.

percentage of the required shares. The difference will be realized in 23rd April, where the exchanged shares shall be offered in the first days of next week .

Omantel shares are decreased 2 % compared to the end of the last year while the index decreased 1 % in the same period.

The government has more than 60 companies in all economy sectors; Minister of Finance Darwish Al Baloushi said that some of these companies are subject to privatization.

Local media reported from responsible officers that in March the government will face increased financial pressures because of increase in expenditure on social care and infrastructure projects; the government intends to sell its shares in 11 companies, however there is no time table or any other details.

(USD = 0.3850 Omani Riyal)





## Emirates Telecommunications steady profits in end of 2013



Eissa Alswaidi  
Etisalat, Chairman



group to 144 million subscribers by the end of September 2013, and this represents a growth rate of 11% compared to the year 2012, where the subscriber base in the UAE went up to 10.2 million subscribers, representing a yearly increase of 14%.

Emirates company "etisalat/Telecom" declared the results of the third quarter of 2013 and explained that the group recorded an increase in the consolidated revenues and operating profits and the number of subscribers in the markets where they are present. Issa Al Suwaidi the company's chairman also pointed out that the positive and outstanding performance of the group is of the most prominent factors that have been translated by the strong results of the company during the third quarter of the year 2013.

This has increased the total number of subscribers for the telecommunications

The group achieved, during the third quarter of 2013, an increase in consolidated revenues that amounted to 9.59 billion dirham, representing a 20% increase from the same period last year, and in the UAE. The revenues, during this quarter, have amounted to 6.1 billion dirham with a 13% increase in comparison to the third quarter of 2012. According to "Telecom", the increase in the annual quarterly is mainly due to the acquisition of more subscribers and the increase of data revenues and mobile sales. Consolidated revenues of the international operations grew 41%, 3.38 billion dirham; it represented 35% of total consolidated revenues.





4 of them have suffered from a decrease in profits and these 4 companies are now distributed in four countries and the seven are also distributed in seven countries, two companies for each state and one company from Kuwait.

In the second quarter of the year 2013 Emirates Telecommunications Company "Du" has topped all the companies that were able to achieve growth in profits or reduce losses. It achieved a 45.6% profit. "Vodafone Qatar" followed after with a growth of 28.2% but by reducing its losses. Then came "Orado Qatar" with a 26% growth, then Kuwaiti company "mobile communication" with a 21.1% growth, then "Mobily Saudi Arabia" with a growth of 12.4% and the last two achieved that by raising their profits, then the Kuwaiti company "Zain" with a 6.1 growth by reducing its losses, then the Emirates Company "Etisalat"(Telecom) with a 5.9% growth. As for the 4 companies, the STC took the lead with a 40.7% decrease of profit, then Bahrain's "Batelco" with a decrease of 26.5%, then the Kuwaiti company "Zain" with a decrease of 14.6% and last "Oman Telecommunication" company with a decrease of 3.9%. The Emirates Telecommunications Corporation "Du" was the best of the telecommunication companies in the GCC capital market. The price of the company's shares increased by 91.98% since the beginning of the year

2013 up to the 25th meeting of August of the same year followed by the Qatari company "Orado" with a rise of 40.2% per share, then the Saudi company "Zain" with a growth of 27.85% in the share price.

Moreover the Bahraini company "Batelco" was the biggest loser in the same period as the company's share price fell by 25.34%. It was followed by the Kuwaiti company "Zain" with a decrease of 13.92% of shares.

"Du" aims at raising the revenue's contribution of data to the overall revenue from the mobile phone by more than 25% by the end of the year 2014 in comparison to 16.7% in the third quarter of the year 2012. As for the postpaid subscribers that are about 8% of the base subscribers of the mobile, "Du" aims at achieving 10% by 2013 according to the expectations of "national Capital", the investment bank for the national Bank of Kuwait.

Revenues for data services on mobile devices almost doubled, it became about 323 million dirham in the third quarter of 2012 compared to the same period in 2011. It formed 17% of the total revenue of mobile services, which rose 13%, 1.94 billion dirham.

"Du" is working on raising the growth rate of the contribution of data services revenue as part of the efforts of the company to focus more on strengthening the rev-

enue from each user, rather than enhancing its market share, and to achieve that "Du" is trying to increase its rate of the monthly bills based mobile users for more than 10% by the end of 2013.

Decrease in the number of mobile subscribers in the Saudi market

Data from the organizing body for the telecommunications sector in Saudi Arabia has shown a shrinking of 10% in the base of mobile subscribers in the Kingdom in two years, after a campaign of deportation of labor violators, and reduction of the number of pilgrims, as well as the tightening of the terms of phone subscriptions. The number dropped to 51 million subscribers at the end of 2013, while the number was 56.1 million subscribers two years ago. Estimates indicate the leave of about one million foreign workers among the nine million in the Kingdom between March and November. The number of pilgrims has also been reduced by 5% due to expansion works at the Grand Mosque in Mecca. The authorities set a condition that mobile users have to provide their personal IDs for them to buy a new line or to fill the balance and this led to the deletion of inactive accounts. However the most significant impact of the decision was the inability of the workers who violated to run their lines unless they use names of legal residents.



Through a field study prepared by Business and Finance Club; communications companies in the Gulf countries launched a price war which confused the user

## Du, the most developed; Saudi's Zain survives losses



Bay Eman Aljabri



The Emirates telecommunication company "Du" topped the list of the 11 active telecommunication companies in GCC countries in the list of the most growth in profits for the second quarter and first half of the year 2013 pro rata growth of 45.6% and 43%, while Saudi Telecom Co. declined the most in profits during the two periods.

The 11 companies made a total profit of 3.85 billion dollars in the first half of the year 2013 in comparison to a 4.24 billion dollars profit in the corresponding period of the year 2012, with a decrease of 9%. The profits of these companies amounted to 2.02 billion dollars in the second quarter of the year 2013 in comparison to a 2.13 billion dollar profit in the corresponding

quarter of the year 2012, with a decrease of 5.25%. A report to the information center confirms that the telecommunication companies in the Cooperation Council for the Arab States of the Gulf varied in their work results for the second quarter and the first half of the year 2013. While 7 companies of 11 managed to improve their profits and to shrink their losses in the second quarter,

# **International Insurance Policy with a Coverage Reaching a Million and a Half Dollars**

- **Personal Accidents**
- **Emergency Medical Expenses**
- **Emergency medical evacuation**
- **Escort of dependent child**
- **Personal baggage**
- **Baggage delay**
- **Flight delay**
- **Trip cancellation and/or curtailment**
- **Personal money**
- **Loss of Personal laptop computer**
- **Loss of travel documents**
- **Legal assistance**
- **Personal liability**
- **Missed flight connection**
- **Mugging**



**Order Your Worldwide Insurance By Scanning The Above Qrcode**

**This is the first economical Medical and Worldwide  
life insurance including USA & Canada**



**Benifetiaries::**

- **Businessmen**
- **Traveling Families**
- **Diplomats**
- **Abroad Students**

# Royal Jet calls to establish world aliens with private airlines sector



This week, Shin Oher, CEO of the Royal Jet specialized in private aviation, its head office is in Abu Dhabi, called for establishing int'l alliances in the private aviation sector similar to that of the commercial aviation alliances. This reported through his speech in the Activities summit of Aviation Industry hosted by Abu Dhabi on 7 and 8 of last April where the leaders of the region and world attended. He lauded the summit and considered it as a success of aviation industry in Abu Dhabi.

Shin Oher emphasized that the aviation private market shall develop int'l alliances between the operators as per the commercial aviation sector indicating that the development realized by the private travel in the region requires high quality support of the maintenance, bases and repair facilities.

During his speech entitled contribution and cooperation between commercial and private aviation companies, ECO of Royal Jet indicated that the commercial and private aviation companies can work together, especially when private aviation flights support the passengers on scheduled flights to travel to destinations which are not reached by commercial aviation.

Oher expected the private aviation sector in the region will grow 6 - 8% during the cur-



Shin Oher, CEO of the Royal Jet

rent both years. Royal Jet expects to realize growth of 6 % in the year 2014. These are good figures added to the annual growth of 4 - 5% in through traveling using private aviation conforming to " Honey Well " Co. about the private aviation in the world and expectation of Bomardir Co for the private aviation market.

Oher indicated that the report of Honey Well indicated that the Middle East and North Africa region recorded 7 % during the last 5 years; this is in addition to the estimation of 4 % of the world demand during the next 5 years. He indicated hat the planes of the big cabin is more preferred; these will have the biggest share of revenues (5%) in the next 20 years.



**HE Sheikh Hamdan Bin Mubarak Bin Al Nahyan, chairman of the board**



He is the most eminent person in the field of Higher Education and scientific research. He Sheikh Hamdan Bin Mubarak Bin Al Nahyan joined united government in 2004 as minister of public works ( 2004 - 2013 ) while he is the minister of the higher education and scientific research; it is the ministry responsible for planning for the higher education and scientific research in the state. He is the senior president of the United Arab Emirate university.

Sheikh Hamdan Bin Mubarak Bin Al Nahyan occupies other positions as:

- Board chairman of Royal Jet.
- Board chairman of the national establishment for tourism and hotels.

Previously, HE also took over the following positions :

- Sheik Zaid for housing.
- National Authority for communications • Supreme committee for ports and civil airports security.
- National information council.
- Executive committee for far areas development .
- Civil Aviation Department in Abu Dhabi.
- Gulf Company for planes maintenance (Jamco) (10 Years).
- Board of Gulf aviation.

The efforts of HE Sheikh Hamdan Bin Mubarak Bin Al Nahyan appear in the results of every positions he occupied, Sheikh Zaid for housing acquired many prizes as five stars prize for distinctive service. The ministry of public works was the best ministry who acquired Emirates prize for government performance. ( Royal Jet ) is the best aviation company in the world.

HE Sheikh Hamdan Bin Mubarak Bin Al Nahyan acquired bachelor degree in economy and management from Arab united Emirates university in 1982; he has extensive experiences in the field of aviation management through academic studies, training courses in the united kingdom, practical practice. He acquired the honor style of the Air Pilots Union ( London). He was granted honor membership in the Royal Aviation society in 1999.



**Adel Ali, President  
of Arabian Airlines :**

العربية للطيران  
**airarabia.com**

**A**del Ali, Bahraini national is the President of Arabian Airlines; he is from the most eminent persons in this field. His work, especially in Arabian Airlines, has a good image of this sector. He contributed in developing President of Al Arabia Airlines which became from the most important economic airlines.

He is from the first persons who launched the approach of "Economic Airlines". He launched these operations in 2003 in the Middle East and north Africa; that is to open a new market of this sector on the regional level.

Before this, Adel Ali worked in the field of Gulf Airlines, then he transferred to British Airlines; it is enough to say that Al Arabia Airlines for more than 10 year realizes profits; this is difficult for other airlines. Nowadays, Arabian Airlines has more than 22 planes; it provides services for more than 40 Arab, Middle East destinations and Africa.



### **Al Arabia Airlines: 15% growth in the year 2013**

Al Arabia Airlines is a UAE national airline that works by a low-cost airline system. It was founded in February 2003, so it is the first low-cost airline that was established in the Middle East. It has an office in Al Sharika International Airport, in addition to its second office in Morocco and its third office in Egypt. This airline has 40 destinations to the Middle East, North Africa and the Indian

Sub-continent. It is also a member of the Arab Union for Air Transport.

In the last year, the net profit of Al Arabia Airlines reached 341 million dirham which is equivalent to the net profit gained at the same period in 2012. The airline recorded an income of 2.9 billion dirham with an increase of 14%. The airline achieved growth in the number of passengers by 15% reaching a number of 4.5 million passengers in last year.



### **Al Jazira Airline: Record Profits of more than 16 million KD**

Al Jazira Airlines is a private Kuwaiti airline that works by the low-cost airline system. Its main headquarter is located in Kuwait capital. It has an office in Kuwait's International Airport. It is considered as the first private airline that was established in Kuwait. It broke the fifty years of Kuwaiti airline monopoly in the Civil Aviation Sector there. Al Jazira airlines offer its services to 18 destinations in

the Middle East and in South and West Europe, as it is considered the second national carrier in Kuwait.

Al Jazira Airline announced its profit of the year 2013 that reached 16.7 million KD which was ranked as record profits, surpassing the results reached in the past three years. As it fully covered its financial needs for the next two years, and reduced the percentage of debt to property rights from 1.7 in 2012 to 1.4 in 2013. It also made the best performance in its history.

Flying was an old dream for humans, but now it is only a choice. The person chooses between the various airlines the one he desires through a website or a phone call that would be enough to let him fly in the sky. The Gulf airlines strongly proved its effectiveness in the aviation field and its rapid development to keep up with modernization. From the Luxurious airlines to the touristic and the low-cost airlines, they are all standing side by side to achieve the equation of competition in the fleets and profits.





## Economic airways competing the commercial in profits, with prices exceeding the commercial airways

The headquarters of this airline is located in Riyadh capital. It also has two offices, one in King Khalid International Airport and the other in King Abdul Aziz International Airport. Nas Airlines was founded in 2007, and now it offers its services to 11 destinations within Saudi Arabia and 12 international destinations in the Middle East.

In December 2013, Nas airlines received a fleet of 19 A320 airplanes with both the economy and business classes. Thanks to these airplanes that fit 164 seats; it was able to carry 156 passengers in the economy class and 8 passengers in the business class. Nas airlines is also considered as the first airline in KSA, and the third in the middle east to have the Airbus A320 with the characteristics of "Sharklet" that is designed specifically to reduce the consumption of fuel and carbon emissions.

## Fly Dubai... More than 9 billion dirham profit in 2013

Fly Dubai, or Dubai airlines is a UAE national airline that works by the low-cost airline system. It was founded by the government of Dubai in March 19, 2008. Its main headquarter is in Dubai. Fly Dubai has two buildings in Dubai International Airport for its operations and has 12 destinations. The first commercial flight took off to Beirut in January 1, 2009. The second destination was available to the capital on Jordan, Amman, in January 2, 2009. This new airline was launched by the help of the Emirates airline whose chairman is Sheikh Ahmed Bin Saied Al Maktoum. It is not a part of the Emirates Airline but it is the second low-cost airline that was established in Emirates after Al Arabia Airlines.

The total revenues of the company in the last year reached 2 billion 778 million dirham, that is approximately 756 million dollars. Its net profits reached 9 billion 151 million dirham in the same year.

Fly Dubai achieved a steady growth recording a net profit of 222.8 million dirham in the last year with an increase of 47% compared to the previous year.



**Ghaith Al Ghaith**  
the CEO of Fly Dubai



Ghaith Al Ghaith is the CEO of Fly Dubai, the first economic airline launched from Dubai. Works Ghaith Al Ghaith, who was formerly with Emirates Group Co., the leader in services, and he served as Vice President for Commercial Operations all over the world for Emirates Airline from August 1995 to March 2008. Before such position, he worked as senior manager business operations in the Middle East and Africa The Commonwealth of Independent States from October 1994.

Ghaith Al Ghaith succeeded in making FlyDubai get the confidence of investors and financiers with its credit capabilities, where the economic airlines got a finance of AED 4.5 billion to purchase its fleet, as "Fly Dubai" will complete receiving its 50 aircraft requested by the year 2016.

Headed by Ghaith Al Ghaith, FlyDubai managed to access attractive tourist destinations such as Maldives, and continued to advertise destinations successively about 16 destinations during the present year, bringing the total destinations on its network to 66 destinations.

Ghaith Al Ghaith acknowledges that the UAE is the underlying market for FlyDubai, interested in particular in the GCC markets, where these markets obtain the biggest percentage of points and rate of trips within their operations, due to the social cohesion between the UAE and its neighbors from the GCC countries, in addition to geographical proximity and socio-economic factors that promote the growth of travel between Dubai and destinations of travel, and vice versa. With FlyDubai, Ghaith Al Ghaith seeks to invest in the methods that allow them to maintain efficiency and keep prices within the reasonable range. Therefore, engineering and maintenance processes were added to the company, and through processing a center for maintenance and supply of necessary equipment and hiring a team of professional engineers.



**Sulaiman Bin Abdullah Al Hamdan, CEO of NAS**



Sulaiman Bin Abdullah Al Hamdan assumed his position as CEO of the NAS Holding Co in 2008, he led the company through a very important period in the history of the Saudi Aviation. He was responsible for all the companies of the NAS holding co.: NAS Jet, NAS Tech. and NAS for Exhibited Aviation under one umbrella. Sulaiman Bin Abdullah Al Hamdan acquired Master degree in business management (management and organization) and marketing from New Haven University, US Connecticut state. Al Hamdan has local knowledge and int'l vision; he is distinguished for his professional history in the Saudi banking sector. He assumed the position of managing director of the banking services in the British Saudi Bank (SAB) which is from the greatest specialized enterprises of the banking services in the world. He assumed the management of all the departments of customers' service including banking and commercial service of the companies; this is in addition to the banking services and banking network. Through his work in the Centennial fund for development, Al Hamdan acquired experience which qualified him to be the ideal man able to making NAS holding Co. promotion; so that to be a modern aviation Co able to compete internationally.

## Low cost model airlines occupy 13.5% of the Gulf airlines market

The low-cost airlines are trying to compete with the greatest airlines by lowering its prices. Its goal is to attract people who desire tickets with reasonable prices under good conditions, but the passengers might find that these prices are not real, as soon as they add extra services, for at this point the tickets price will become similar to any other regular airline. This will make the passenger compare the quality of the airline before travelling. Also some people find it immoral for the airlines to extremely raise its prices in the peak seasons and take advantage of the pressure by raising the prices that sometime might exceed the prices of the greatest airlines.

On the other hand, some people prefer the low-cost airlines for it has good specifications and helps in saving money. For example, you can travel from Dubai to France with the low-cost airlines by AED 2000, according to season and the timing, but the airplane may change its course in Turkey or any other country. In the greatest airlines you might pay twice as much, but you will go straight to your destination and still have other options opened for you.

The low-cost airlines are considered the greatest competitor to commercial aviation. Five of the low-cost airlines work in the Gulf countries. It first started with the Arabian Airlines that was launched in Al Sharika in UAE and Fly Dubai in Dubai. Then Nas airlines started in Saudi Arabia and Al Jazira in Kuwait. The low-cost airlines in the Gulf faced many problems. One of these problems is the high cost, like Sama airlines in Saudi Arabia and Al Bahrain airlines in Bahrain kingdom. Below is a summary of the most important low-cost airlines:

### Nas Airlines... 11 Destinations within KSA and 12 International destinations

Nas airline is a private Saudi airline that works by the low-cost airline system. It is considered as the first airline in KSA that works by the low-cost airline system. This took place after it won the competition and got the permeation to run scheduled flights within Saudi Arabia, starting from The King Khalid Airport in Al Riyadh capital.



# The first International SimCard Accepted in 190 Countries WorldWide



Masdar is the world's leading international SIM card

Save up to 85% on international roaming charges

Coverage in over 190 countries • Free incoming calls in over 135 countries • Free incoming SMS worldwide Highly competitive prices of international roaming



[www.bfg-globals.com](http://www.bfg-globals.com)

Order Your Worldwide  
SIMCARD By Scanning  
The Qrcode



U R the main  
**MASD**  
Media & economic news telecom



انت الأهم  
**مسد**  
للإتصالات المعلوماتية والإقتصادية



**Benifetiaries::**

- **Businessmen**
- **Traveling Families**
- **Diplomats**
- **Abroad Students**



### Gulf airlines: New strategies to reduce losses

The Gulf airline was founded in 1950. It's also owned today by the Bahrain kingdom, taking from Almanamah International Airport a head quarter and center for its operation and providing its services for more than 40 Asian, African, European, and Middle East destinations. At first, it was commonly owned by government of Bahrain,

Sultanate of Oman, and the Emirates of Abu Dhabi. These states withdrew one after the other until it became official and national gulf airline for the Bahrain kingdom. The Gulf airlines is considered member of the Arab Air carrier's union. Its fleets which involved 33 airplanes are one of the latest air fleets in the Middle East.



**HE Sheikh Khalid Bin Abdullah Al Khalifa, Board Chairman of the Gulf Airlines Co.**



After he worked for 30 years in the Royal Jordanian Airlines, Samer Al Majali transferred to Bahrain where he assumed the position of ECO of the Gulf Airlines Co.. Al Majali faced difficult task, but he overcame problems of the Gulf Airlines after it was subject to great losses. Al Majali headed Arab Air Carriers Organization (AACO) and the board of governors in International Air Transport Association ( IATA ). Nowadays, he is member of the governors board (IATA) and member of the executive committee of Arab Air Carriers Organization (AACO).

composed of 30 airplanes and 43 international lines .

Oman airlines achieved 90 y. in maintaining the departure dates during the year 2013. It also attained profit of 347.4 million Omani riyals and decreasing the losses of the previous year by 11 percent. The airlines transferred 4.4 million passengers during the last two years.





**Ms. Rasha Alroumi,  
Kuwaiti Airways Chairperson  
& Managing Director**



**KUWAIT AIRWAYS**

خطوط اجوية الكويتية

Kuwaiti Airlines welcomes Mrs. Rasha Alroumi, chairman and executive manager. Mrs. Rasha Alroumi joined Kuwaiti Airlines after she graduated from the department of insurance and statistics, Kuwait University in 1985. She assumed many positions until she became asst manager of the legal department where she spent a tenure of 14 years.

In view of her great experience, she became member of the associated insurance program of the gulf carriers. After Sami Al Nusf took over as president of the company board, she resigned with other 5 members, but she complained for that. However she assumed great position in 3 December last year through a decision of Issa Alkindi, communication minister who restructured the company board of the Kuwaiti Airline Co.

It is interesting to point out that that Mrs Rasha Alroumi is the wife of martyr Youser Al Falah, she has 3 girls and she is recognized to be professional in work. She is an important member in the Kuwaiti Fine Arts Society. She participates in many exhibitions and preparations of many exhibitions since 1995G.



### **Kuwait Airlines: Safety in the first place**

The Kuwait's national airline is located in the Kuwait's capital, by which the Kuwait's airport is considered it's headquarter. Kuwait airways are considered as member of the Arab organization. The Kuwait airlines signed a contract with "Airbus" company to buy 25 new airplanes and to rent 12 new airplanes. After the studies done on all the offers and after the governments' approval, the Kuwaiti airlines will start receiving the new airplanes on the second quarter of 2010; This trade is considered one of the distinct quantum leap in the process of Kuwait Airways in order to modernize the fleet with a network of lines

and future operating network to achieve operating profits. The fleet contains the following airplanes:

Three airplanes of type A320\_200, 3 airplanes A310 and 300s, 5 airplanes Rs 605 A300, 4 airplanes sA340300, two airplanes 13 B777.

The number of airplanes in the Kuwait's fleet reached 17 airplanes equipped with modern means of entertainment. It has achieved all of this by enhancing the provision for better services and providing the greatest possible measure of care to its customers. Safety is firstly ranked among its priorities.



**Darwish Bin Ismail  
Al Baloushi, Board Chairman  
of the Omani Airlines**

## Etihad Airways.... 12 million passengers in the year 2013

The Etihad Airways assumed the national airline of United Arab Emirates, transport about 12 million travelers in the year 2013, an increase of almost 16% compared to the year 2012 which witnessed the transfer of 10.3 million passengers. The Etihad Airways considered the capital of the United Arab Emirates, Abu Dhabi as headquarters and operation center. It owns a fleet of 66 airplanes

and it runs 1000 trip during the week. It also serves up a network and the 84 international destination passenger destinations, and shipping in the Middle East, Africa, Europe, Asia, Australia and North America. The Etihad airways own about 40% of Seychelles air companies stock and 30% of Berlin airways stocks which is considered the 6th biggest European carrier.



**James Hogen,**  
group president and CEO of  
the Aviation Union:



James Hogen took assumed the position of CEO of the Aviation Union on 10 / 9 / 2006 G after a long experience in aviation industry extended around 30 years. James Hogen worked to set strategic plan contributed in realizing important success and development for the United Arab Emirates national carrier. His efforts lead to add 87 new world destinations to the existing network of destinations; increase in the number of the planes amounted to 66 planes operated conforming to the sustainable standard developments.

James Hogen started his work in 1975 with Ensit Airlines; they he assumed a number of senior administrative positions in PM E Co, Hertz Co. Fort Hotel and Gulf Airlines.

James Hogen is an associate of the Royal Aviation Society, previous non executive CEO in the auditors committee of a group of companies ( P L C Glahir Group ) , in 2010 James Hogen occupied the deputy chairman of the executive committee of the world tourism and travel council ( WTTTC ), Governors council of International Air Transport Association ( IATA). James Hogen acquired deputy of the chairman after the transaction concluded by Etihad in December 2012 concluded with Berlin airlines; so that Etihad became the greatest shareholder in such company.





**Mr. Akbar Al Baker:  
Qatari Airlines CEO**



Since he has taken over the responsibility of managing Qatari Airlines and CEO of the related group, Al Baker to create comprehensive changes contributed in an approach of launching the activities through modern image, new motto and developed philosophy concentrating on the quality of the services.

Al Baker has bachelor degree in economy and commerce. He assumed a number of positions in the authority of civil aviation before being CEO of the Qatari Airlines. Nowadays, Al Baker supervises the works of building Hamad Int'l Airport which shall be opened through stages in this year; its cost is multi billions of USD.

Al Baker is a member of the executive committee for the Arab Air transport Union, membership of the trustees of the International Air Transport Association (IATA), also he is non executive member of Heathrow Airport Co.

Al Baker has practical character enriched through his record of history of success as a business man around the last 25 years of work. Al Baker is CEO of a number of companies related to the Qatari Airlines including Qatari Co. for holidays, Qatari Co. for Airline services, Qatari Co. for free zone markets, Doha Int'l Airport, Qatari Co. for distribution, Qatari Co. of businessmen, Orex Rotan Hotel and the Qatari Co. for planes provision.



### **Qatar Airlines...Like no other in aviation word**

The Qatar airlines is experiencing sustainable growth by which it is going on a modern fleet composed of 129 modern airplanes and covers 134 destination for tourism and cover in Europe, Middle East, Africa, Asia, Pacific Oceans and America.

Qatar Airways will launch its flights to Philadelphia in the U.S. (2 April 2014),

Larnaca in Cyprus (29APRIL2014), Istanbul airport (SabihaJokshen) in Turkey (22May2014).

Adnbra in the United Kingdom (25may2014), Miami in the U.S (10 June2014), Dallas Fort Worth in U.S (01July2014). The Qatar airlines orders for more than 250 aircrafts, worth over 50 billion USD.



## Emirates Airlines...One of the huge airlines and most distinguished on the worldwide

The Emirates airline is intending to achieve further enlargements during this year. It's planning to open 20 new destinations taking the advantage of new purchase orders which reached 400 new airplanes including 150 purchasing orders done during the Dubai air show in November 2013.

The company occupies a recently fleet including a large number of the airbus airplanes A083, and Boeing 777 which serves 137 stations in 77 states of the world's six continents. The Emirates series achieved pure profits during the valued at 2.2 billion dirham first half

of the year 2013. The revenues of the group recorded 42.5 billion dirham during the months of the first financial year that ended in September 2013, with an increasing of 13% for the same period of the year 2012 that in return recorded 37.5 dirham revenues.

Dubai government owns the Emirates airlines, which launched its first airline outside Emirates by rented airplanes only in the 25th of October 1985. Then, it was developed to become a set of touristic and traveling agencies influencing the whole global level and being famous internationally for committing all quality standards in the aviation sector.



### Shaikh Ahmed bin Saeed Al-Maktoom: Group Chairman and CEO, Chairman of Dubai Civil Aviation Authority



Sheikh Ahmad Bin Saeed Al Mactoom, CEO, United Arab Emirates

Airlines and the president of the civil aviation of Dubai Authority.

Sheikh Ahmad Bin Saeed Al Mactoom took over the first position in the civil aviation sector in 1985 as president of the Dubai civil aviation. The government authority takes over supervising int'l Dubai airport and fee zone in the Dubai airport. In the same year United Arab Emirates Airlines founded; it was the official career of the Dubai Emirate. Sheikh Ahmed took over as president. Today he is the supreme president and CEO of the Emirates airlines and the group including leading Dana-ta group in all the region and world in the field of travel, tourism and land handling; this is in addition to a number of the other airlines and travel companies.

Sheikh Ahmad Bin Saeed Al Mactoom, who has bachelor degree in political sciences from Diviner university in Colorado, USA, acquired int'l fame because he contribute in developing the civil airlines in the middle east. He was honored by the Royal society of the British Aviation which is one of the most famous association in the world. He was honored for his achievements in the field of civil aviation. He was granted the membership of this association since 1994 G in the aviation exhibition "Farnpora" in the UK. He acquired the highest honor distinction from France as appreciation for his efforts in the field of aviation during Dubai Exhibition for aviation, tournament 2003.





**His royal highness prince Fahd Bin Abdullah Bin Mohd, chairman of the board of the Saudi Airlines**



In addition to the General Authority of Civil Aviation, his royal highness prince Fahd Bin Abdullah Bin Mohd chaired the board of the Saudi airlines. Prince Fahd started his career as a war pilot, he passed a number of administration positions up till he supervised the aviation sector. He occupied a number of positions as asst. of the minister of civil aviation and inspector general. In addition to his military experience, he has a great experience through his tenure. He is a great supporter of the new approaches and administration. He planned the future strategies of the General Authority of Civil Aviation through restructuring and dividing into independent sectors.

Prince Fahd has a distinctive characteristics and technical experience rich in many information of the aviation and air transportation. Under his supervision, Saudi airlines continued to renew its fleet though supporting it with the best civil planes in the world. This took place after a comprehensive practical study of the association for the different planes regarding operation strategies of the internal and external flights.



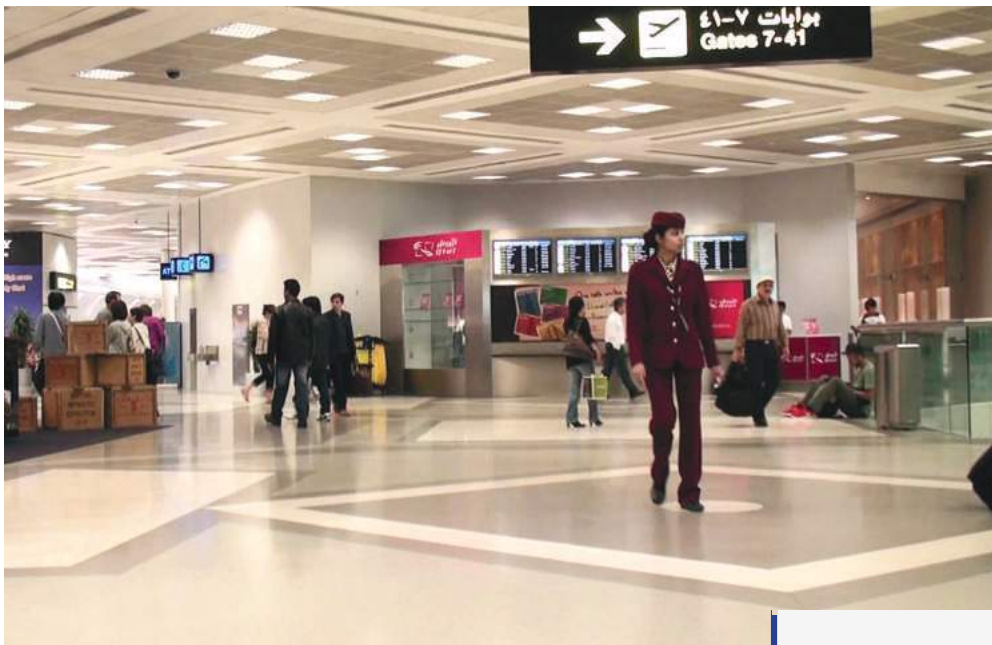
### **The Saudi Arabian Airways: More than 132,000 trips involved in the year 2013**

In December 1946, it was announced for the establishment of Saudi Arabian Airlines under the slogan of (SDI). It was also following the ministry of defense and Aviation, and continued to modernize its fleet through the support of the events created by airplanes factories in the world, until it imposed itself as one of the important airlines in the Middle East.

In the year 2013, The Saudi Arabian airlines carried about 18 millions, 541 thousands and 647 travelers the rate of the disciplined flights reached 90.14%, by which 132,110 flights were launched. In addition to, it occupies its flights from and to 27 local stations, and 52 inter-

**Saudi airlines transport  
more than 18 million  
passenger in 2013 G**

national terminal stations a total of 79 stations, rising to more than 100 stations during the season. The Saudi Arabian airlines is distinguishing by its support and contribution in all the activities and national occasions especially those which stimulates local tourism and identifies the touristic potentials, historical monuments, and archaeological sites in different regions of the kingdom.



## Strategic position

**Gulf Airlines company succeeded to have the best position among the int'l airlines; this is because of the best location and economic development of the region countries.**

## 2520 airplanes by the year 2030

Despite the success of the civil aviation authorities in the Gulf States countries in inventing solutions for widening and improving its airports which engaged 16 of the airports competitive on a global level, but it is facing same challenges under restrictions were imposed on the airspace usage. It's facing difficulty in adding new airways.

By the year 2030, Middle East Airlines are planning to spend 450 billion dollars on buying 2520 new airplanes which will increase the volume of its fleets from 1060 airplanes to 2710 through its 90's into 160%.

The Gulf airlines succeeded in being among the list of the best international airlines companies by the virtue of the strategic location and the State oil-rich regions economic growth regardless the liquidity crisis which the European airlines is suffering from.

## International Air Transport Association (IATA) :

It is the means where the airlines companies correlate in the light of different language, currency and laws. International Air Transport Association (IATA) whose number of its members are 265 airline companies, aims to develop the safe, organized and economic air transport in favor of the world people solving the air transport directly or indirectly through the int'l air transport services creating cooperation with civil, int'l, etc. of the world, regional airlines companies to have organized airlines among countries; so that transport the passengers, goods and mail.

International Air Transport Association (IATA) opened the cooperation fields among all the airlines companies in the world through the annual conference of the related union; it depends on the free exchange of data and experiences among airlines companies. These data will benefit the Int'l Air Transport Associations to have the requirements; so that to integrate their activities in all standard levels specifying the their assis-

tance of the process of the related government.

On the other hand, finance committee tasks include supervising the settlements and accounting between the airlines transport companies; it concentrates on the problems of the different airlines companies as for the currency, taxes, fees, insurance and statistics.

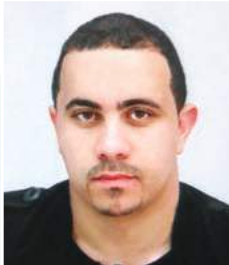
International Air Transport Association (IATA) was founded in 1945 G; so that to face the problems which may arise through the fast expansion of the civil airlines services after the 2nd world war.

In fact, the world in a short time overcame the impedances represented in the different currencies system and the commercial systems; so that to develop the economies of the countries in the field of the air transport safely.



Expenditure of 450 billion USD to buy 2520 new planes

# The Gulf Airlines: Aerial competition in fleet and profits



By Mohammed  
Alhadi Bin Hamla



**T**he Arabian Gulf states raced with time to apply techniques and solutions aiming to improve its airspace and to preserve the aviation sectors growth rate. This can be done through implementing plans costing millions of dollars in expansion projects of its airports until it can accommodate 450 million passengers by the year 2020. According to the International Air Transportation Association (IATA), it is expected the improvement of the (global net profit).

Airlines global net profit in the year 2014 Reaching 16.4 billion dollars

The Middle East Airlines is expected to achieve the net profits reaching 2.1 billion dollars.



# Business & Finance Club Magazine

Annual Subscription For only 1\$ a day



You Will have this Free International Traveler's Guide and a Luxurious Wallet, with a 24 hours World Wide Services in more then 122 Countries



## Offer Also includes:

- Car Rental
- Hotel Services
- Travel Services & Insurance
- Global Phone Sim Card
- Monthly Magazine Subscription
- Daily Online Magazine

Scan the QRCode on the card to Join the Largest Subscription campaign for Business & Finance Club Magazine and get the most Five-Star Meal and enjoy a membership loyalty card that has Fantastic Benefits

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
 Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

www.bfg-globals.com





## In Kuwait: 44 dairy farms are without yoghurt factories

The director of the Kuwaiti union of yogurt producers assured that the average production of Kuwait 44 farms which are officially registered is 150 tons of milk per day. Large factories demand from this milk nearly 135 tons and the rest is delivered to small companies. He also said: "if our farms had the chance to establish small factories, we could double the production to reach 440 tons and more per day." The president of the union said: "I can personally produce in my own farm 150 tons of milk per day but the government should offer protection for the consumer."

In parallel, the general vice president of livestock affairs in the general committee of agricultural affairs and fish wealth in Kuwait Nabila Alali states that milk production in the farms of Salibiyyah has evolved through the years from 32 thousand tons in year 2004 ac to 53.3 thousand tons in year 2012 ac pointing at the role of the committee in supporting milk production. As for the contribution of the private sector in milk production in Kuwait, Alali stated that the private sector contributes in more than 99% of milk production where most of that takes place in private farms located in the agricultural region of Salibiyyah. There exists one governmental farm in the cow cen-

**Saleh Abdallah Alatiki**  
CEO of K. D. Cow - Qatar



The Kuwaiti Ki DiCow Company, a corporation established in year 1960 specialized in manufacturing, producing, and marketing fresh yogurt products inside and outside Kuwait. The company contains labs with high value that apply all safety conditions according to standard specifications. The process of sanitary test the company does matches the complete administration regulations for value certificates ( ISO 14001 ISO 9001 and ISO 22000) in addition to the certificates of Kuwaiti mark value. The company also works on providing food security for more than 50 years.



ter of research in Salibiyyah that produces around 318 tons which represent 0.6 % of the production of farms of the private sector in Salibiyyah. She also made clear that there are three yogurt companies running in Kuwait which are: "Kuwait company of yogurts", "Kuwait Danish company of yogurts" and " Petra company for food industries" in addition to other yogurt factories such as Safat company

in the region of Salibiyyah. The committee is completing procedures to establish three factories to produce milk: one in the region of Wafra, the second in the agricultural region of Abdali, and the third in Kabad's region through the project of security diet for raising cows to produce milk and fattening calves.

## Omani Khamayel company

The recent yogurt factory "Khamayel" is an Omani company established In year 1972. This company started performing minor operations in the state of Matrah. The factory then moved to its present head office in "the Big Valley" (Alwadi Alkabeer ) in year 1948 through expanding and entering new techniques and equipments until it became one of the most leading companies in yogurt production where it obtains a unique spot in the Omani market in the domain of Yogurt production. "Khamayel" has 11 branches in the various states of the Sultanate such as: Alhayl, Barkaa, Abri, Jaalan, and Almdayreb.



## 4bn yoghurt market derivatives in the Emirates

The size of the market of yogurt derivatives in the UAE is estimated to be worth nearly 4 billion dirham. Expectations indicate the growth of yogurt consumption by 8%. "Sumith Mathor" the Regional Director of Marketing in Freezeland Cambina Middle East said that the company he represents achieved in year 2013 a double profit of two digits in the UAE. He also indicated that his company holds six lines of yogurt powder production and concentrated yogurt in addition to coffee cream and cheese. Freezeland Cambina Middle East is known for the production of milk Abou Kaws (Rainbow milk) and many products mostly produced in Holland and delivered to the Emirati market and the region in general. Mathour added that "Abou Kaws" (Rainbow milk) yogurts control a share exceeding 90% of this kind of yogurt market in the Emirates indicating that the head office of the company in the Emirates serves the markets of the Gulf countries in addition to the markets of Iraq, Jordan, and Lebanon. He also pointed that the company is optimistic toward the growth of its business in the Emirates and the region during year 2014 and is continuing the huge growth achieved three years ago.

### Said Khalfan Ben Matar Alroumaithi Chairman of Al-Ain - Qatar



The yogurt farm "Alayn" achieved a great development in its products of milk, yogurts, and juices to cover the huge and increasing demand on yogurt products in the Emirati market. This plan set by the board of directors seeks to develop the products and enlarge these products in the local market in addition to manufacture new products.

"Alayn" company for yogurt was established in year 1981 due to the request of Sheikh Zayed Ben Soultan Al Nehyan (May his



soul rest in peace). His aim was to provide an important food product for the citizen of the UAE. As a result, a poultry farm was established in the region of Sad in the city of Ain with a production energy that reached 20 000 thousand bird and 15 000 eggs daily.

## Qatari yoghurt needs protection against imported products

The Sales Manager of "Dandy" Limited Company, Khalid Abu Alala said that the yogurt products of Qatar are facing a fierce competition from products imported from neighboring countries. He remarked that this competition is unfair especially that the imported products are sold with a price lower than that of local products. He also called for the urge to protect the Qatari products from this competition wondering how can the imported products which are shipped by land can be 100 % healthy and match all descriptions and measures. He called the parts concerned in managing consumer protection to strengthen censorship on imported food products, and yogurts in particular. He indicated that Dandy has recently presented new products to diverse the options of the consumer among which was the Zabadi Hala product, Laban Spicy product, and ice cream products. He also pointed that there is an interesting acceptance toward Dandy's products adding that most consumers that prefer Dandy's prod-

### Mr. Saad Aljabrein Chairman of Ghadeer - Qatari



Ghadir was established in year 1986 as a partnership between the Arabic Company for developing livestock (ACOLID) and the Gulf Institution for Investment in order to achieve food security in the domain of producing yogurt and its derivatives as well as the production of green feed for nurturing cows that belong to the company and sell the excess of that in the local market." Ghadir" is considered the only yogurt company in Qatar that has a cow farm with more than 24 000 cows in addition to a 1200 acres feed farm.



Since its launching the company committed to the highest levels of value with the present technology and his permanent aim to enter the newest techniques and production systems to present the finest products to its consumers and the best services for its customers. The Qatari-Arab company for Yogurt Production obtained the ISO certificate (9001 2000) and is willing to execute the applications for obtaining the ISO certificate (2005, 22000).

ucts are people more than 40 years old which is the same age category that got used to Dandy's products many years ago indicating

that the company is endeavoring to attract youth to buy its products.



# Most important Gulf companies producing diaries and related materials

## Almarai.. a clear vision based on value

At the end of year 2013, the company "Almarai" marked a rise in its profits that reached 1502.2 million riyals, 2.50 riyal for each share, compared to the profit gained in the same period of year 2012 that reached 1440.6 million riyals. The company assured in a statement that despite the increase in the total profit by 12.6 % and the relative consistency of the total profit and the operating profit in sales as a result of the rationalization of operating expenses, the growth of the net profit was affected by the increase of consumption fees and finance due to investment programs.

Almarai also succeeded in lifting its market share in the sector of yogurt products to nearly 44 % in the meantime in the countries of Gulf Cooperation Council. The market value of the company reached 33 billion riyals, while its revenues grew to more than five times during the last five years. It is noteworthy that the company started its program of investment in year 2013 which is decided to last for five years with an investment size reaching 15.7 billion riyals which is the largest since the establishment of the company in year 1997. The company also financed its program by issuing bonds with a value of 1.3 billion riyals. In addition, it is considered the first non banking company in the region that issues hybrid bonds with a value of 1.7 billion riyals. These bonds were recently issued.

### His Hines Emir Sultan Ben Muhammad Ben Saoud Elkabir

*Chairman of Al-Maraie - KSA*



Almarai company was established in year 1976 and takes the capital Riyadh as its head office. Being a corporation company, "Safola" group obtains 30 % of its shares and it covers the local Saudi market and all Gulf countries." "Almarai" went through a long track of development and expanding since his Hines noticed in year 1977 the importance of developing the yogurt industry in Saudi Arabia with a clear vision focusing on value as a criterion to serve distinguished foods. Today, it has become the largest company of a wide range of yogurt products in the world, and one of its biggest achievements was obtaining the ISO certificate for value ( 9002).

The chief director of the board of directors is his Hines El Emir Sultan Ben Muhammad Ben Saoud El Kabeer. He obtained a Bachelor degree in political and economic sciences from the University of King Saud. He was the chief director of the board of directors of the Arab Union for manufacturing cement and construction material. He is also the mandatory member of the cement company "Yamama" and the chief director of the board of directors of Taysar group for Travel, chief director of board of directors of the Arab Shield for Insurance", owner of Nova Jazira" institution, owner of Arab Cubs institution, owner of the institution of technical projects and contract-



ing ( AITEC ). He is also a member of the council of Trustees Of King Abdel El Aziz establishment and co for sponsoring talented people, member of the board of directors of the Chivalry Club, member of the board of directors of the Committee of Graduates in the Model Capital Institution , member of the board of directors of Barr Charity Group, the honorary president of Saudi Heart Committee, the honorary president of the Saudi Committee for Breast Surgery, the honorary president of the Saudi Committee of Audio Disability, and the honorary president of the Saudi Committee for Blood Pressure Diseases.

**Almarai also succeeded in lifting its market share in the sector of yogurt products to nearly 44 % in the meantime in the countries of Gulf Cooperation Council**







sured that the price of one liter of milk in Saudi Arabia is the lowest on the level of countries of GCC and certain Arab and foreign countries where one bottle containing one liter of fresh milk is sold for 4 riyals while a two liter bottle is sold for 7 riyals.

A study conducted by the International Center of food supplies revealed that one liter of fresh milk in Saudi Arabia is the lowest on the level of countries of the GCC and certain Arab and foreign countries while it is sold in the local market for 4 riyals while a 2 liter bottle is sold for 7 riyals. The same bottle is sold for 5 riyals in Bahrain, for 5.5 riyals in Kuwait, for 5.65 riyals in the sultanate of Oman, for more than 6 riyals in the UAE, for more than 6.65 riyals in Qatar, for 4.7 riyals in Egypt, for more than 6 riyals in Jordan, for 6.75 riyals in France, for more than 7 riyals in Switzerland and Canada, and 7.5 riyals in New Zealand (prices of year 2013) .

From its side, "Tetra Pack " company, which is a global pioneer in the do-

main of offering solutions related to the treatment and filling of liquid food supplies conducted a study in which it stated that 2.7 billion consumer of low revenues in developing countries represent a high chance of growth of the yogurt industry, amidst the anticipated increase in the level of living, the purchasing power, and the desire to consume yogurt products. According to the " yogurt index" that traces facts, surveys, and directions in the yogurt industry worldwide, it is expected that the consumption of individuals of low revenues in developing markets will increase to nearly 80 billion liters during the year 2014.

The report also anticipated the increase of demand on flavored milk globally indicating that this demand in Saudi Arabia and Middle East countries will exceed the demand in the countries of North America and Europe. "Tetra Pack" also states the increase of the consumption of flavored milk where it combines good taste with the food value.

### Saudi Arabia: investments by 15 billion riyal

Out of the total of milk quantities and its derivatives consumed in the Gulf market that is estimated to be 2 billion liters annually, fresh milk constitutes a quantity of 1, 24 billion liter of milk while Yogurt constitutes a 64% of the total milk consumption. As for power milk and long term milk, it constitutes a 36% while the market of Saudi Arabia benefits from a 60 percent of the total milk quantity from the Gulf market where the Yogurt companies in the kingdom export a percentage of 20% to 30 % of the milk and long term fresh yogurt to Gulf markets thus gaining annual profits exceeding 2 billion Riyal (533 Million Dollars). The size of investments of Saudi companies in dairies industries related to Yogurt products reaches 15 billion Riyal (4 billion US Dollars) . Eight companies are considered active in the sector of Yogurt Products in Saudi Arabia among which four are considered the largest on the level of the countries of Gulf Cooperation Council and the neighboring Arab countries.



tions between the Arab countries concerning the protection of the consumer.

Regarding the subject concerning the manipulation of some companies by decreasing bottle sizes of their products without lowering the price in the last year in Saudi Arabia, the response of the Saudi committee for customer protection which was established in year 1428 due to the resolution number 202 of the council of ministries in order to solve the issue came out with the best available measures.

The committee mentioned in a statement that it assures in respect to the authorities granted for it and according to its main regulation issued by the resolution of the council of ministries number 3, the committee had discussed this matter with the department of the ministry of trade and industry of consumer affairs in order to adopt the proper measure needed to deal with these companies that are increasing the price of their yogurt products by decreasing the size of its bottles which is considered a commercial cheating. It will also follow up this matter until the concerned parts adopt the proper measure.

The committee also recommends all people to present any official complains at the ministry of trade and industry in this matter. Such complains will be represented in the ministry agency of consumer affairs. This can be done by dialing the free number special for information about cases of prices increase which appears on the website of the ministry of trade and industry.

Apprehending of the customer is considered one of the main tasks of the job of the committee of customer protection. It contributes in raising awareness about issues related to the rights and responsibilities of the consumer which is what the committee in Saudi Arabia is trying to perform in order to inform its society about manipulation, cheating and blackmailing concerning goods and products as well as providing awareness concerning drawn products from the Saudi market and what is new locally and globally.

Dr. Naser Brahim Al Twim, the director of the executive council had announced : " our duty is to protect the consumer and maintain his safety, money, and defeat

commercial cheating, guarantee that the products on sale are original and registered, adopt the necessary measures concerning fake products along the coordination with the concerned parts.

On the Arab level and despite that the Saudi committee for protecting the consumer is a new member, and that it has been accepted as an active member three years ago in the Arabic union for customer protection, it was able to occupy a leadership rank in the union by electing Dr. Nasser Ben Braham Al Twim the vice president of the Arabic union for customer protection and for developing businesses, where he was granted the confidence of the council to run this leadership position thanks to his multiple expertise, administrative capacity , and leadership position for many constitutions of the civil community.

### Natural factors and fluctuations of global markets control yogurt prices

A previous report conducted by the International Center of Food Supplies as-



“Global Dairy Trade” confirmed in a report that the prices of some goods of food supply such as UHT ( under high temperature) milk powder and chocolate, orange juice, yellow corn which is considered a main source in producing long term milk had a huge price increase where the price of long term milk increased by 112%. In this matter, the member of the retail committee in Jeddah’s chamber of trade Sami Hussein stated that the prices of milk powder are gradually increasing throughout the year, considering that this increase is due to the increase of the price raw material that is included in producing certain food supplies on top of which comes the UHT milk. He also said that the prices are subject to the increases and decreases and the fluctuations of the global markets.

On the other hand, the member of the food industry committee in the chamber of trade of Jeddah Muhammad Falata stated that the price of one ton of milk powder has increased from 3 to 5 thousand dollars in the global markets. The prices of milk powder have also increased in the Saudi market by 5 to 10 % during the second quarter compared to the first quarter of last year.

As for the economic expert Dr. Abdullah Maglouth, he stated that the global inflation contributed in the increase of prices of food supplies locally and the role of the government was crucial in setting the prices of baby

milk as a kind of support, indicating that the other prices of milk powder are increasing according to the exporting countries.

### Minimizing bottle sizes

Another way to increase prices

The sector of yogurt production witnessed during the last year an increase of prices of products of production companies through minimizing bottle sizes, by presenting new bottles of smaller sizes ranging between 300 and 500 ml. according to press reports concerning this matter, the companies planned since the beginning of year 2013 to shrink the size of bottles of two liters which are directly subjected to the supply regulation, accompanied by the increase of offering the new smaller bottles in order to avoid receiving irregularities.

In this matter, the legal counselor Abdullah Al Rashoud confirmed that minimizing bottle sizes without decreasing the price is considered a “ commercial cheating “ that calls for a serious attitude and strict measures for disobeying the system of ration provisions. He also stated that decreasing the size of some bottles had reached its half which means that the prices are starting to arise again, insisting that this matter needs a governmental intervention to emphasize the urge of preserving the balance of markets.

### Organizations of customer protection

Customer protection is a necessity in markets filled with corrupt products and false prices. Here comes the important work of organizations and committees preserving the rights of customers and the major role they play in customer protection. Since yogurt products are one of the most important products in demand nowadays in the markets as necessary food source, these committees have to unify its function in order to set an eye on the market and organize it.

The Arabic union for customer protection was established in year 1998 by the Arab organization for customer protection by the suggestion of Dr. Muhammad Abaydat, director of the Jordanian national committee for customer protection. Today, the union includes all organizations and committees that protect and support the customer in the Arab world. The head office of the committee is located in the Jordanian capital which aims to achieve the cooperation and coordination between each other to protect the Arabic customer and preserve his rights realized by the general committee of the United Nations. One of the tasks of this committee is to implement projects for laws and module systems as well as stimulating the Arab countries which are members to benefit from the advices given when setting its national legislations order to unify legisla



Diary markets in the Gulf including 135 companies

## Yogurt market in the Gulf Region: remarkable growth and high competitiveness



By Dr Tarek Sameh



**A**midst the existence of nearly 153 competitive companies in the Yogurt market in the Gulf region, and under the pressure of high demand and commercial competitiveness, factors of quality, price, taste, and marketing control an invisible war of prices in the region.

On the other hand, the increase of demand on various yogurt products and the entry of harsh local and European competitors locally play a pivotal role in this active industry. In addition, the strong competitiveness caused by the increase of demand made the producing companies develop their productive and administrative capacities and adopt new policies to lower expenses. But according to the companies, the only obstacle facing their work is the increase of the price of raw material, which affected ultimately the cost effectiveness.

A recent global report indicated that some

companies that produce milk in Saudi Arabia and Gulf countries have stopped long term production of milk because of the increase of the expenses of production and raw material. The report of the International Center for Foodstuff also indicated that a large number of milk production companies in Gulf countries and Saudi Arabia have assured that the expense of the production of long term milk has become much higher than its price in the market. The report also mentioned that some companies are now in front only two options: either stop the line of long term milk production to limit the loss companies are suffering from, or increase the price by a percentage ranging between 10 and 15 % in order to achieve a balance or a slight profit margin and find a balance between the expense of long term production of milk and its price in the Gulf markets.

Despite the previously mentioned, the fu-

ture prospect for the yogurt production sector in the region remains optimistic where the Yogurt market in the Arab Gulf countries is showing a slight growth during the last few years. At the same time, reports are indicating that the total consumption of milk and its derivatives has reached nearly 2 billion liters annually.

### All year round rise

Experts in the food supply sector stated that the prices of milk production had increased in the local market by 5 % to 10% during the second quarter of year 2013 compared to the first quarter. They also said that the prices of juices had also increased globally by 10 % during the same period, indicating that the cause of the decrease of the revenue of agricultural products was caused by the dryness that some regions suffered from.

On the other hand, the international



## Over 150,000 male and female students are studying abroad in over 30 countries

private and public sectors though exceptional competencies.

The number of male and female students studying abroad is around 150,000 students in over 30 countries enrolled in the most prestigious international universities to get degrees in several fields and majors: scientific, health, medical, engineering... All these fields are required by the market in intellectual development, scientific, and economic programs in Saudi Arabia. About 55,000 students have graduated from this program. The study abroad experience started in 1346/1927 AH, as the head of the Kingdom of Saudi Arabia King Abdul-Aziz Bin Abdurrahman Al Saud believed since the foundation of the Kingdom that real development and progress in a nation is obtained first and foremost through investing and building the qualified minds of the men and women of this nation.

## Comparison between the budgets of 2013 and 2014

Education and training sector got the lion's share of the budget in 2014 with 210 billion riyal compared to 204 billion riyal in 2013, which means an increase of 3%. The inflation rate is expected to be 3.5%, a very reasonable rate in the light of all the big projects an economic activity in the country

The Ministry of Finance estimates that Saudi Arabia's budget revenues for 2014 reached 855 billion riyal and public expenditures reached 855 billion riyal. Expenditures estimated for 2014 are 70 billion riyal less than expenditures spent in 2013.

Data indicates a surplus of 206 billion riyal in the 2013 budget. Revenues reached 1,131 billion riyal while expenditures reached 925 billion riyal. Actual expenditures surpassed the planned amount by 105 billion riyal.

As usual the education and training sector got the biggest allocation, 210 billion riyal, of the budget in 2014 compared to 204 billion riyal in 2013. This indicates an increase of 3%. Expenditures in the health sector also increased in 2014 to reach 108 billion riyal compared to 100 billion riyal in 2013. This constitutes an 8% increase. The Infrastructure and transportation sector's

**The Ministry of Finance estimates that Saudi Arabia's budget revenues for 2014 reached 855 billion riyal and public expenditures reached 855 billion riyal. Expenditures estimated for 2014 are 70 billion riyal less than expenditures spent in 2013**

budget reached 66.6 billion riyal in 2014 compared to 65 billion riyal in 2013, a 2.5% increase. The water, agriculture, industry, and other economic resources sector's budget was 61 billion riyal in 2014 compared to 57 billion riyal in 2013, a 5.7% increase. The municipal services sector was allocated 39 billion riyal in 2014 compared to 36 billion riyal in 2013, a 9% increase.

The Minister of Finance Dr. Ibrahim As-saf noted that the surplus in the budget of 2013 will be invested in projects for the citizens. He said: "The Custodian of the Two Holy Mosques King Abdullah Bin Abdul-Aziz has agreed to invest a part of this surplus in projects for the people such as increasing the resources of the Saudi Arabian Investment Bank "loans and savings", to enable the bank to increase its loans for small, medium, and emerging enterprises which concern citizens in general, as well as social loans."

He also indicated that the inflation rate decreased from last year's and is expected to be 3.5%, a very reasonable rate in the light of all the big projects an economic activity in the country. In addition, he mentioned that there are a lot of uncontrollable factors that affect inflation like the increase of international prices. International indicators, food indicators particularly and food and other products, are relatively stable.



**3,474 contracts signed during fiscal year 2013 with an aggregate value of 215 billion riyal**



for the floors of the expanded building. There are also electric stairs for the floor beneath the courts and air conditioning for the ground floor in the expanded building. Furthermore, the region that will be opened this year from the expanded building and in the outer courts will be equipped with proper lighting, sound system, televisions and anti-fire systems.

Masjid al-Haram will be expanded by 400,000 m<sup>2</sup> in length and 380 m in depth, increasing its capacity to retain over 1,200,000 pilgrims. The approximated value for properties demolished for this project is around 40 billion riyal.

### Residential projects

During 2013, the Ministry of Housing delivered 5 residential projects and is getting ready to deliver 7 more. In addition, 10 contracts have been signed to construct model neighborhoods with full services and carry out infrastructure works which include water, sanitation, irrigation, electricity extensions, telecommunication, lighting, sidewalks and



### The Real Estate Development Fund gave out last year 52,689 loans to citizens

pavers, and forestation and gardens. Others projects include educational, amusement, and commercial sites, as well as mosques according to the best planning standards and artistic qualifications to the parties responsible that ensure an active environment for the Saudi family. These properties, after being developed, will be given to citizens with loans for construction. The Ministry is also in the midst of signing other projects.

Branches of the Ministry have been established all over the country to provide a better service for citizens and to follow up on residential projects up close. Last year, the Real Estate development Fund gave around 52,689 loans to citizens. It was able to decrease the waiting period for applicants for a mortgage up to 10 years compared to a period of over 16 years three years ago. The Ministry of Housing is expected to continue its projects in several regions.



### The Custodian of the Holy Two Mosques' Foreign Scholarship Program

One of the most important projects for which the biggest part of the budget was allocated is the education and training sector, in order to produce distinguished generations for a knowledgeable society based on the economy of knowledge. The Custodian of the Holy Two Mosques' Foreign Scholarship Program, that was established in 1426 AH to keep up with progress, aims at forming Saudi human resources, enabling them to compete on an international basis in the work market and field of scientific research, and at creating an important source in supporting Saudi universities and



## The budget Contracts signed in fiscal year 2013

Reports indicate that a total of 3,747 contracts, at an aggregate value of 215 billion riyal, were signed during the fiscal year 1434/1435 AH (2013/2014). This represents a 42 billion riyal increase, 25% increase, compared to the fiscal year 1433/1434 AH (2012/2013). According to a statement by the Ministry of Finance, the number of developmental loans increased

by 258 contracts and by an aggregate value of 18 billion riyal, which is an increase of 12%. The number of contracts signed does not include contracts whose duration is less than one year and worth less than 5 million riyal, as stipulated in Government Competition and Procurement Law. In the budget of 2014 the government continued its focus on developmental projects that reinforce long-term growth, development, and increase job opportunities. The focus was mainly on several sectors: education, health, social services, municipal,

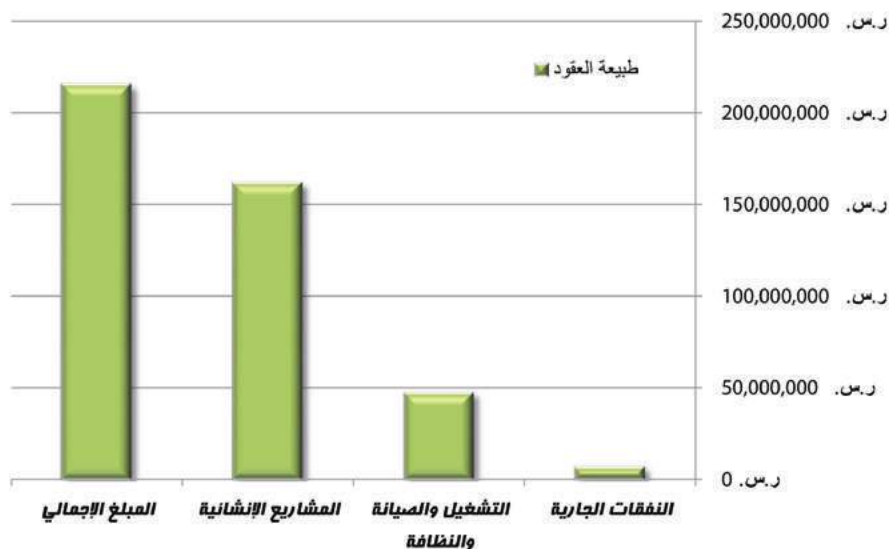
water, sanitation, and roads, as well as supporting scientific research.

## Most important projects done with 2013 budget

Saudi Arabia's announcement of its 2013 budget caught the attention of local and international markets. Its revenues are estimated at over 1 trillion riyal and its public expenditures reached 825 billion riyal. This number is considered the biggest of its kind, and a first in the history of Saudi Arabia. This budget includes new projects and programs and more stages to projects already done. The following report mentions the most important of these projects.

### Expanding Haram Al-Sharif

The Custodian of the Two Holy Mosques issued an order last Ramadan to open the ground floor, first floor of the expansion building, as well as the northern, southern, and western outdoor courts which may hold up to 400,000 pilgrims, for the Custodian of the Two Holy Mosques King Abdullah Bin Abdul-Aziz's project to expand Masjid al-Haram. He also ordered that the toilets be equipped, new ablution stations be put, cool drinking water fountains be installed in the expanded building and in outdoor courts, and the activation of electric stairs





the north-eastern part of the country with Holy Mecca by a road between Alkasem and Holy Mecca.

Dr. Assaf said: "There is no doubt of the existence of non-petroleum revenues, yet overall revenues are limited. Continuous efforts are made to procure and recover costs for some services and to use technology to decrease losses. All these factors will contribute in the growth of non-petroleum revenues in the following years. However, our major dependence is on petroleum."

The Minister of Finance mentioned that the International Monetary Fund's report qualified Saudi Arabia's financial investment in the economy's infrastructure and human resources as the right step to take.

As for the budget's effect on Saudi Arabia's economic position and future challenges, he said: "Thankfully, the govern-

ment is well aware of these challenges, but other countries and the international private sector considers that the Kingdom has plenty of investment opportunities. This is why foreign investors are attracted to the Kingdom." The Minister also noted that countries in Latin American and Asia see big and continuous investment opportunities in the Kingdom and Gulf countries in general. These investments ultimately strengthen the Kingdom's economy.

Concerning infrastructure investments, he said: "There are plenty of universities in Saudi Arabia and students studying abroad, as well students in technical and vocational training. Hopefully, all these

factors will reflect on the power of the country's economy."

We notice that this year's budget has maintained a high level of expenditure in several vital sectors such as education, health, and investments compared to last year. This reflects that the Kingdom is keen on developing these sectors. Nevertheless, the government will face challenges in case petroleum exportation decreases or international prices drop, especially that it composed 885 billion riyal of revenues. Despite huge investments in non-petroleum sectors, the Kingdom still relies on petroleum in its revenues, thus requiring more developmental programs to enhance other sectors such as industry.







Minister of Finance,  
Dr. Ibrahim Al Assaf

**Reports indicate that a total of 3,747 contracts, at an aggregate value of 215 billion riyal, were signed during the fiscal year 1434/1435 AH (2013/2014)**

Education Dr. Khalid Al-Ankory, what was dedicated from the budget of fiscal year 1435/1436 AH to the sector of higher education is a confirmation on the government's continuous care to provide the building blocks for students and to enable the labor force responsible for the progress of the various development issues.

The Minister said that 24% of the government's budget this year was dedicated to the educational and training sector, while the higher education sector received about 40%, 80 billion riyal, of the budget dedicated to this sector. This 40% will be invested in new projects, in carrying on existing projects such as providing housing for members of the teaching faculty, university hospitals, complexes and college towns all over the country. Some of the budget will be spent on the King Abdullah Foreign Scholarship Program, on providing internal



Minister of Higher Education ,  
Dr. Khalid Al Angari

**Education and training sector got the lion's share of the budget in 2014 with 210 billion riyal compared to 204 billion riyal in 2013, which means an increase of 3%**

scholarships for domestic universities, on developing university infrastructure, on spending on quality programs, on providing student and society college friendly environments, and on carrying on the support for scientific research. The Minister also announced that the ministry will keep up an intensive and periodical follow-up of the spending of the budget. It will also adopt all necessary measures to get the upmost benefit from the financial allocations.

### Investment and Infrastructure

In an attempt to keep up with the country's economic boom, Saudi Arabia aims at providing the most modern infrastructure compatible with this economic shift and development. As a result, a part of the budget was allocated to increase spending on infrastructure and other investments. This will increase job opportunities and the



Minister of housing ,  
Dr. Shwish Al Dhwaihi

**the Real Estate development Fund gave around 52,689 loans to citizens. It was able to decrease the waiting period for applicants for a mortgage**

number of foreign international companies which will bring their expertise. According to the declarations of the Minister of Finance Dr. Ibrahim Assaf, the resources of the Public Investment Fund have been increased in order to carry out the major projects that the Custodian of the Holy Two Mosques has ordered, in particular the railway for the Kingdom and approving several vital roads that link regions in the Kingdom such as continuing or changing the double road between the regions of Holy Mecca and Jazan into a highway.

Furthermore, works will continue on Tabuk-Madina road to become a highway, on the construction of a road similar to that that currently exists and that links the regions of Jazan and Asir to resolve the problems in them, on a road from Aljbeil by continuing the road that links Aljbeil with Alkaseem, and the road that directly links

The Kingdom of Saudi Arabia Dedicates Record Budget to Pave the Way for an Economic Boom in 2014

## Saudi Arabia achieves 4.4% growth this year - IMF



By Wessam Alzawaghi



**T**he Saudi cabinet declared in a session presided by the Custodian of the Two Holy Mosques King Abdullah Bin Abdul-Aziz the public budget for the new fiscal year 1435/1436 AH, the biggest budget in the history of the Kingdom. This reflects the Custodian's keen attention to the development and care of his people.

Education is a priority for the government. 40% of the government's budget, around 120 billion riyal, was dedicated to the sector of higher education. As for revenues, they reached

a total of 855 billion riyal, of which 108 billion was allocated for health and social services and 35 billion riyal for municipal services.

The International Monetary Fund expected Saudi Arabia to achieve a 4.4% growth in 2014 compared to 3.6% in 2013, according to the latest report published in December 2013.

### Education gets the lion's share, followed by infrastructure and health

Years ago, Saudi Arabia realized that investing in the educational sector is one of the most important com-

ponents of building its economy. It has succeeded in establishing universities considered among the best universities on an international and Arab basis. In addition, Saudi Arabia ranked first among countries with most students with scholarships to study abroad with the King Abdullah Foreign Scholarship Program. This program sends Saudi students to study in the best international and most advanced universities. In order to develop this sector, Saudi Arabia spares no effort in supporting it through the new budget in order to achieve its highest growth rates. According to the Minister of Higher

Then, the Secretary-General of the award Ali bin Tamim, welcomed HRH Prince Miteb bin Abdullah bin Abdul Aziz - Minister of National Guard representative of the Custodian of the Two Holy Mosques - to receive the award .

He said: " Our celebration in this edition acquires a special taste with the winning of Custodian of the Two Holy Mosques King Abdullah bin Abdul Aziz Al Saud of the title "Personality of the Year". Yes, he is the undisputed personality of the year, as he is the one who pushed forward the course of development in the Kingdom, and who laid down the values of enlightenment, moderation and dialogue among civilizations, who makes science and building universities and scientific institutes a strong response to intolerance, ignorance and superstition, whose initiatives of goodness represent a witness of loyalty, insight and noble vision, he is Knight King whose word is wisdom."

In the same context, HRH Prince Miteb bin Abdullah bin Abdul Aziz - Minister of National Guard - arrived to Jeddah this evening, coming from Abu Dhabi after attending the ceremony for receiving HH Sheikh Zayed Book Award in its 8th edition.

He was welcomed at King Abdul Aziz International Airport by His Highness Prince Khalid bin Faisal bin Turki - Deputy Minister of National Guard for the Western Sector- and His Highness Prince Mohammed bin Mansour bin Jalawy - Asst. Deputy Minister of National Guard for the Western Sector - and Asst. Deputy Minister of the National Guard for military staff of the Western Sector General Staff Manea bin Omar Aba Al-Ela .

## Upon the directions of Mohammed bin Zayed, a main street in Abu Dhabi is titled with the name of King Abdullah bin Abdulaziz



General Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of U.A.E. Armed Forces, acting on directives from President His Highness Sheikh Khalifa bin Zayed Al Nahyan, has given orders to name a main road in Abu Dhabi City after Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz of Saudi Arabia.

The Crown Prince of Abu Dhabi made note of the high humanitarian, progressive and cultural stature of the Custodian of the Two Holy Mosques who has earned the respect of all the nationals of Gulf countries and the appreciation of Arabs and the whole world.

Stressing on the deep and solid fraternal ties between UAE and Kingdom of Saudi Arabia, Sheikh Mohamed bin Zayed said, "The relations between UAE and Saudi Arabia clearly embody the values of brotherhood, love and common historical ties."

Sheikh Mohamed also affirmed the keen interest of President His Highness Sheikh Khalifa

bin Zayed Al Nahyan on walking in the steps of the late UAE founding father, Sheikh Zayed bin Sultan Al Nahyan, towards further bolstering cooperation between the two countries and reflecting the aspirations of the leaderships and peoples of the two countries for fruitful cooperation that further strengthens and consolidates Gulf unity and furthers the progress and prosperity of nationals of all Arabian Gulf countries.

Sheikh Hazza bin Zayed Al Nahyan, National Security Advisor and Deputy Chairman of Abu Dhabi Executive Council, in a special ceremony unveiled a commemorative plaque marking the occasion of naming the street after King Abdullah bin Abdul Aziz Al Saud. At the ceremony, the national anthems of UAE and Saudi Arabia were played.

Sheikh Abdullah bin Zayed Al Nahyan, Foreign Minister, members of Abu Dhabi Executive Council, Abu Dhabi government leaders and Dr. Mohammed bin Abdul Rehman bin Balbishr attended the special ceremony.

The two-way King Abdullah bin Abdul Aziz Al Saud Street is one of the most beautiful and vital veins of Abu Dhabi road network. It runs to and from the Presidential Palace and other landmarks of the UAE capital city including the Emirates Palace Hotel, Etihad Towers and government buildings. The street is surrounded by two lines of trees along both sides with water fountains and beautiful landscaping.

Recently, King Abdullah Bin Abdul Aziz Al Saud was named Cultural Personality of the year by the eighth edition of the Sheikh Zayed Book Award in recognition of the his valuable contribution to and support for peace and tolerance in education and science, his support for the cultural and literary movement in Saudi Arabia, his humane and civilizational initiatives in different international spheres as well as his incessant efforts to promote the value of justice, security and love between peoples and countries of the world.



Business and finance magazine is the first economic and social magazine to cover the news.

## On behalf of the Custodian of the Two Holy Mosques, Miteb bin Abdullah receives Cultural Personality of the Year Award



On behalf of the Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz Al Saud, His Royal Highness Prince Miteb bin Abdullah bin Abdul Aziz - Minister of National Guard - received today Sheikh Zayed Book Award, that announced Custodian of the Two Holy Mosques the Cultural Personality during the 8th Edition 2013/2014 of the award, in recognition of his remarkable contributions in the cultural, intellectual, humanitarian, scientific areas and his tireless efforts in the dissemination of culture, heritage service at the Arab and Islamic levels and the world in general.

HRH Prince Miteb bin Abdullah received the award from HH General Sheikh Mohamed bin Zayed Al-Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of UAE Armed Forces, during the ceremony held on this occasion at Abu Dhabi Exhibi-

tions Center in the presence of a number of prominent cultural and intellectual Arab and international media personnel.

A ceremony was held on this occasion in which the audience watched a documentary film about Sheikh Zayed Award .



## Biography of Sheikh Mohammad Ben Rashed

Sheikh "Mohammad Ben Rashed" was born on July 15th, 1949, in the house of Al Maktoum family at Chandagha near the famous Al Khor River in Dubai; he is the 3rd son among the four sons for the late Sheikh "Rashed Ben Said Al Maktoum" who are: Sheikh Maktoum, Sheikh Hamdan and Sheikh Ahmad.

Sheikh Mohammad lived a happy childhood where his parents-Sheikh Rashed and Sheikha Latifa-as well as his grandfather Sheikh Said Al Maktoum, overwhelmed him with tender and care. He was surrounded by a strongly attached family. Sheikh Mohammad and his brothers found their childhood companions among their cousins and children of the major commercial tribes in Dubai that represented the aristocratic class in chieftom. He learned hunting and equestrian since his early years, in addition to learning Arabic language and Islamic studies.

Sheikh Mohammad Ben Rashed Al Maktoum became Dubai governor in the 4th of January in 2006 to lead its path towards universalism. In the 5th of January in the same year, Sheikh Mohammad was chosen by the members of supreme board of UAE as vice for head of state.

yed shall be extremely happy when our nation's sons meet together."

We also see one of the awesome photos on his page for his children and grandchildren. Several times, he has published photos which go back to his childhood and youth, His Highness chose his official page on Instagram to be the first mean holding the most important media photos for His Highness "Sheikh Zayed Ben Mohammad", who's a year and a half in age accompanied by his father. His Highness wrote commenting on the photo "I'm presenting my son Zayed to you". The photo had many comments as one of them wrote "this cub is from that lion" and many wished that God keeps this child Zayed safe and may he live long years... other recalled Sheikh Zayed Ben Sultan AlNahyan, the union founder, and wished that may God bless his soul.

Also, Sheikh Mohammad published a photo with his daughter princess "Al Jalila", as

he was watching her playing with one of the small animals on one of the beaches, in which Ben Rashed commented on the photo saying: "There's nothing more beautiful than spending some time with my daughter "Al Jalila".

His Highness is regarded as one of the top leaders around the world who use social communication networks, since he is constantly interested in broadening his communication circle with society, through benefiting from what the social communication sites provide from direct and current interaction with people whether inside the state or outside it, for His Highness values social communication as one of the important elements which must be extremely signified by leaders and decision makers.

Official page for His Highness Sheikh Mohammad Ben Rashed Al Maktoum on twitter:

<https://twitter.com/HHShkMohd>

Official page for His Highness on Instagram:

<http://instagram.com/hhshkmohd>



It is followed continually by 1420 persons

# Mohammad Ben Rashed al Maktoum Number one International Leader in the use of Social Communication Networks



By Obaida Mahrom

Business and Finance Club  
Dubai  
BY MASDO DUBAI

**H**is highness, Sheikh "Mohammad Ben Rashed al Maktoum", vice president of emirates state and head of cabinet, governor of Dubai-God bless him-is considered among the most important active Arab leaders on the social communication sites. He is strongly followed on Twitter where the number of his followers exceeds 2.6 million people. As for Instagram, he is followed by more than 420 thousand people. The number of viewers of his private official channel on YouTube is around 1.8 million viewers...so what do these accounts represent? What is it that makes him among the followers' major concerns?

His Highness, Sheikh Mohammad communicates daily with his lovers and followers through his modest character, he publishes his photos while attending various events which are hosted by the Emirate of Dubai, as the "Mohammad Ben Rashed for Capacity" race or economic exhibitions as "Getex". He has also published his photos during the launching of the most important vital projects of the emirate like "Mohammad Ben Rashed Al Maktoum complex for solar energy". Even when he welcomes his guests, as the photo he has published as he was driving his Mercedes

and besides him was Prince of Qatar, whom he welcomed at Zaabil palace, in which he commented on the photo saying "I had the pleasure of meeting my dear brother Tamim bin Hamad Al Thani, the Emir of Qatar, the Prince's visiting crowned the deep popular and family and fraternal relationship between the two countries." Not to mention the pictures of his inspection tours around Dubai."

As for Eid Al-Fitr, he has published on Instagram a photo while he was driving his car accompanied by Sheikh "Mohammad Ben Zayed Al Nahyan", Crown Prince of Abu Dhabi, vice supreme commander of armed forces, and Sheikh "Hazaa Ben Zayed A INahyan" the national security advisor, in which he commented saying "I was pleased to welcome my brothers Sheikh Mohammad Ben Zayed and Sheikh Hazaa Ben Zayed as Eid congratulators...for cohesion and coherence are considered among our Islamic values...my brother Sheikh Mohammad Ben Za-



## Al Dira Project

It's a waterfront which shall add more than 40 kilometers to the Dubai based coast and the real cost of this project wasn't stated.

## District one

Mohamed Ben Rashed City has 1500 luxurious villas, a 350 meters square water park, the biggest crystal lake in the world, seven lakes extending to around 7 kilometers and industrial beaches, retail centers, entertainment and sports parks, and the project is expected to be finished between 6 to 8 years.

## The lakes

Built by Dubai Holding and Emaar for Construction inside Mohamed Ben Rashed city and it is expected that this project shall cover a distance of 6 million meters square.

## The Biggest airport in world

The first phase of Al Maktoum International Airport project is completed, in which its cost is around 122 billion Dirham (33 billion American dollars) and it shall accommodate around 160 million traveler yearly.

## Taj Arabia

It's a replica of the Famous monument of Taj Mahal in India and it shall be a hotel made of glass, composed from 350 rooms and residential apartments equipped with all services.



## Expo receive huge projects

# The Dream City

His Highness Sheikh Mohammad Ben Rashed Al Maktoum, the vice president of the state, the prime minister, and the governor of Dubai, God bless him, in 28th of late January, signified the beginning of the first phase of the Mohamed Ben Rashed City project facing Maidan city at a distance of 4 km of Khalifa Tower in the center of Dubai in which its total cost amounts up to approximately 30 million dirham, its area reaches more than 54 million square feet, of which 4 million square feet the distance of the first phase.

And during His Highness listening to the interpretation of Said Hamid El Tayer, the head of Maidan board of directors, the owner company which owns and executes the projects, in which the city of Mohammad Ben Rashed has 600 Hectares of open spaces and they include gardens for fun and entertainment, bodies of water and a central island for relaxation, the city is specialized with its water bodies whose surface is around 14 km in addition to crystal lakes with a length of 7 km, and it shall be the biggest around the world once it is finished parallel with the finalizing of project in 2019. It was clarified that the city shall have 1500 residential villas which shall be delivered in 4 phases.

### Blue Waters Island

It shall cost around 6 billion dirham and it shall be one of the most important touristic site in the world. It shall include retail centers, residential houses, entertainment cities and it shall have Dubai A ring near the Jumairah beach.

### Dubai water canal

This project shall cost 7.34 billion dirham and it shall connect the business Gulf with the Persian Gulf through Dubai canal. This water canal shall expand a distance of 3 kilometers and its width shall range between 80 to 120 meters. It is expected to finalize this project in 2017 and it shall welcome around 20 to 22 million visitors yearly.

### Dubai Adventures Studios

It shall cost around 10 billion dirham and it focuses on the entertainment aspect.







sector when Dubai has the opportunity to organize the event of Expo 2020, as for the Emirate particularly and the state generally.

The general manager of tourism and commercial promotion department, Hilal Said Al Mari, signified that Dubai presented a number of new projects as public parks and a big zoo, in addition to a number of retail facilities. The number of hotel rooms in Dubai is estimated currently around 81492 room distributed in 603 hotels, however this number shall multiply before the exhibition launches.

And according to the study, the number of Dubai hotels guests in the past year of

2013 increased to more than 11 million which those in charge in the Emirate considered as a positive index that Dubai is moving towards realizing its goal by attracting 20 million visitors by 2020. And it's normal to alleviate when the number of the visitors and participants increase, clarifying that they are working currently in equipping 16 thousand rooms by 2016, and that there is still around 64 thousand rooms to be provided before the launching of the big event.

In terms of travels and tourism, and according to the study, it's expected to reach a large number estimated around 7.5 million local visitors and 17.5 million from other

countries that is approximately 2.1 billion American dollars for the tourism sector which shall constitute a 5% of a general gross domestic product for the state by 2020.

With regard to the banking sector, the study clarified that the process of development and expansion projects and the new business are all factors that assist the growth of the volume of the development loans, and it's expected that the local and regional financial banks and institutions acquire the biggest share. At that time, its counter at the other western countries shall remain resistant before the sovereign debt problems and obstructed loans.



# Investments amounting up to 17 billion euro and 277 thousand new job opportunities



Dubai government stated that organizing Expo 2020 will be a great opportunity for emirates to attract investments and job opportunities. It is expected that Expo provide investments estimated up to 17 billion euro. Experts on the other hand expected that Expo 2020 nourishes the

tourism and services sector, besides the growth of working companies, advertisement and public relations. It shall also contribute to the growth of tourism sector in the region. The value of 8.5 billion dollars. It is worth noting that Emirates state is in the 5th rank worldwide according to the index of efficiency of macro-economic environment, whereas Russia, Turkey and Brazil are in the 23rd, 49th, and 72nd ranks worldwide.

## 25 million visitors within 6 months

A recent study expected that the verified revenues from having emirates host Expo 2020 will be 50 billion Dirham within the duration of having the universal event occur for 6 months, and according to the study issued by Capital Code company, emirates shall have around 25 million visitor in case of winning the organization of Expo exhibition, which shall provide around 277 thousand job opportunity within the duration from 2015 until 2020. It mentioned that it is more likely that several possible economic impacts shall be reflected on the business and companies



## Hazaa Ben Zayed... Chairman of Emirates Identity Agency / Emirates committee for identity continues its path



The head of board of directors of emirates committee for identity His Highness Sheikh Hazaa Ben Zayed Al Nahyan, national security advisor stated "the emirates committee for identity continues its blessed path towards the bright future outlook which our wise leadership drew. Also, it dedicated its efforts to contribute to the cultural, social, economic and structural progress, development and prosperity, thus devoting a integrated system for the stability of society, its security and its tranquility".

## Health committee: we seek to translate Dubai's vision a destination for medical tourism:

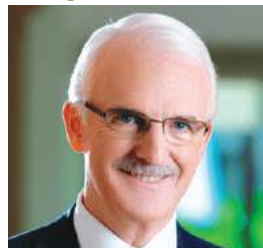


The health committee in Dubai hosted accompanied by its partners, with more than 50 medical conferences, and it plans to build 6 specialized centers in Rashed hospital. In this regard, Issa Al Midour, the general manager of health committee in Dubai, stated: "The strategic plan for the duration between 2013 and 2025, as for the health committee in Dubai shall translated the distant vision for His Highness Sheikh Mohammad Ben Rashed Al Maktoum, vice president of state, head of cabinet and governor of Dubai, which consider Dubai a destination for medical tourism in Gulf and Middle East".



## JUMEIRAH Jumairah hotels group

Gerald Loulis, chief executive of Jumairah Group stated: "It is expected that around 20 million tourist visit Dubai by 2020, therefore witnessing an increase of 11 million in current year and Jumairah Group shall broaden its universal destinations and enforce its presence through increasing and solidifying its accomplishments of hotels in the state".



## Dubai municipality: we seek to make the emirate the most sustainable cities in the world



The engineer Hussein Nasser Lutah, general manager of Dubai municipality confirmed the eagerness and pursuit of municipality in making Dubai the most sustainable cities in the world, and most prepared for hosting "Expo International 2020" exhibition through applying the terms and lists of green buildings and related measures in this concern parallel with the strategic vision and goals for government of Dubai.

## Emirates National Oil Company "ENOC"



Emirates National Oil Company supported the official file for UAE to host "Expo International 2020" exhibition in Dubai through ensuring its promotion in various markets where the company has a strong influence. A new banner was reflected which declared the hosting file, it covered the front of main headquarter for the company in Dubai.



## Government enterprise which supports the united Arab Emirates society is preparing itself for the biggest exhibition in the region



**His highness Sheikh Saif Bin Zayed,** deputy premier and minister of interior: **We should succeed and win in hosting the activity.**

Headed by His Highness Saif Ben Zayed Al Nahyan, vice president of cabinet, minister of Interior, the efforts of ministry in supporting the file of Expo 2020 were manifested through distributing the slogan of Expo to all employees, as a translation for its vision in supporting the hosting of Dubai for Expo 2020. The same slogan was distributed to the officers at the administration of vehicles and drivers authorization and also the directorate of traffic and patrols of Abu Dhabi police, in support for the file. After having the state win the honor of hosting, His Highness stated: We thank God Who granted us the chance to succeed and win hosting our country for "Expo international 2020" exhibition, and the gratitude in achieving this unique universal event goes back to the efforts, perseverance and wise leadership of the nation."



**Abdullah Bin Zayed:** Foreign Minister of United Arab Emirates **"Success is the ally of Dubai"**

After Emirate won hosting the event, His Highness Sheikh Abdallah Ben Zayed Al Nahyan, the minister of foreign affairs worked efficiently, in which he met His Highness Sheikh Ahmad Ben Said Al Maktoum, head of committee of Dubai for aviation, supreme head of emirates fly group, head of supreme national committee for Expo 2020 at Brongniart Palais at the French capital Paris, their excellences the ambassadors of Arabic states in Paris, in which His Highness thanked in the name of emirates state, leadership, government and people the attitudes of their supportive states for the emirates state for having Dubai host "Expo 2020", assuring that the success of emirates state in hosting this important international event is regarded a success for all Arabs.



**Dubai Economic council record its mark of the file of hosting the united Arab Emirates for the Expo Exhibition of 2020**

Among the most important partners who left their official imprints on the hosting file for having the emirate host the "Expo International 2020" exhibition is the economic board of Dubai, according to the statements of Hani Al Hamili, secretary general of the board who stated: "the membership application of the board in the campaign led by Dubai to win the hosting of "Expo International 2020" exhibition aims at enforcing its social responsibility in supporting the strategic initiatives which solidify the status of Dubai and emirates state on the map of universal economy".

Her Excellency Rim Al Hashemy, minister of state and delegated member for superior committee for hosting "Expo International 2020" exhibition stated: "the initiative of economic board of Dubai to establish a partnership with Expo 2020 file reflects the real desire for the business community in emirate of Dubai, in supporting the campaign and providing all means to make it succeed".





## Fazaa raises emirates flag at top of Khalifa Tower

**His** Highness Sheikh Hamdan Ben Mohammed Ben Rashed Al Maktoum, Crown Prince of Dubai and head of executive board for Dubai's emirate, raised the state's flag above Khalifa Tower, the tallest building in the world celebrating the emirates winning the file of hosting "Expo International 2020" exhibition in Dubai. His Highness

published the video of his private page on the social communication site "Facebook" achieving exceptionally high percentages of viewers within short time duration.

His Highness commenting on the photo said: "his flag is accustomed to being at the top and all the tops shall be for it, a thousand congrats."





# Expo Dubai 2020... a new economic period in the Gulf and Middle East



Eng. Emad Bin Muhammad Al Hati



As preparations launched in emirate of Dubai to host Expo2020 exhibition, "Business and finance club" magazine specialized monthly pages for the event files, to cover all the preparations of hosting this universal exhibition. In this edition we shall present Expo exhibition history since its early launchings, as well as the interactions of Emirates' winning its organization it along with all the current preparations to launch it. Also, we shall shed the light on the huge projects which were launched in the state after declaring its winning the Expo organization, and the extent of the expected economic development in the future.

Expo exhibition launched before more than 150 years under the title

"Grand Exhibition for Industry Products from around the World". Expo was founded in London in 1851, as one of the most important events aiming at enforcing the international relations and cohering them and is regarded as a cultural interaction platform, also exhibiting the most important achievements in technology supersedes. The exhibition witnessed back then the attendance of 6 million persons and its revenues were used in funding the construction of Victoria and Albert museum. The idea of launching the first universal expo goes back to Prince Albert, husband of Queen Victoria.

International Expo exhibitions happen every five years and continue for a maximum duration of 6 months where millions of visitors attend, with participation of creative parties and leading companies in all vital sectors including governments, international organizations and companies.

Expo International exhibition is considered of the major universal non-commercial events as for the cultural and economic influence after Football World Cup and the Olympics. The first in universal cycle of "Expo international exhibition" was organized in USA in 1878 in which the first phone apparatus was exhibited and the first commercial typewriter, also the first tomato sauce "Heinz" declared its launching.



## Business and Finance Club covers the file starting from the beginning up to the end of the activity

إكسبو 2020  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES



Dubai's governor, His Highness Sheikh Mohammad Ben Rashed stated in one of his twitter comments: " There is no substitute for first rank and impossible isn't a word in Emirates dictionary, and he added: we promised the world that we shall dazzle it in 2020, and today we are confirming our promise. We also promise that we shall verify slogan in minds communication for the sake of building a better future".

Dubai achieved a record in votes which favored it during the first round in the voting process by getting 77 votes out of a total 162, having three states abstain from voting, whereas the Brazilian city Sao Paolo was out of competition in the same round. Then, Dubai continued its preponderance in the second round of voting by adding ten votes so that the total of states which voted for it reaches 87 states, and thus it was crowned as Gulf's pearl by massive winning against the Russian Yekaterinburg in the final round by a total of 116 votes.

Emirates state had a broad international support which its pace alleviated before the voting process which occurred in the headquarter of international office for exhibitions at the French capital Paris, in which several friendly Arabic and foreign states, in the east and west of the world, declared full support for emirates state in its offer to host the most important universal event of its kind.



Leadership and achievements



# The beginning of a new dawn

Committed to offer high quality produce  
to enrich the health of our generations

Delivering high levels of quality lies at the core of our values.  
We work hard to source a premium nutritional produce for the wellbeing of our generations.



**NUTRITION STAR**  
AGRICULTURAL DEVELOPMENT

# RISING TO NEW HEIGHTS IN QUALITY

Dedicated in bringing high quality, wholesome produce to a new generation

Perfection is always our aim, as we consistently achieve the highest levels of quality. From the heart of nature we only produce the best, staking our reputation on the excellence of the wholesome products we supply.

**SAUDI STAR**

Agricultural  
Development  
Addis Ababa - Ethiopia





food from various sources, of highest qualities and favorable prices for all citizens, residents and visitors to Saudi Arabia .

### **The Kingdom offers the biggest donation ever to the World Food Program to save 90 million hungry people in 82 countries**

Saudi Arabia donated , under the guidance of the Custodian of the two Holy Mosques King Abdullah Bin Abdul-Aziz- may God protect him- an amount of \$500 million to the World Food Program of the United Nations, in response to an appeal launched by the program. This amount is considered the biggest contribution ever, donated to an agency of the United Nations (UN). Moreover, the program would help in relieving the suffering of millions of hungry people affected by the rising of food prices.

“Ban Ki-moon” , the Secretary-General of the United Nations, welcomed the donation of Saudi Arabia and said that it matches the goal of the program’s appeal to collect \$755 million, as a response to the rise of fuel and food prices. He praised the Saudi contribution under the patron-

age of the Custodian of the two Holy Mosques King Abdullah Bin Abdul-Aziz, as he said that this unprecedented contribution in terms of size and generosity, comes at the right time in light of the need of millions of human beings who depend on food rations.

“Josette Sheeran”, the Executive Director of the World Food Program, said: “ This very generous donation is historic. The Saudi Arabians are playing an effective and a primary role in the international humanitarian work. Today’s donation will save many people from tomorrow’s death of famine, and many others from slipping into malnutrition and diseases, and it will even help stave off civil unrest.”

With this generous donation from Saudi Arabia, the program has been able to collect the additional funds requested from the international community in a private appeal launched in March due to the rise of food prices. The program can carry out, by the available funds, very important operations particularly in Africa and other parts of the world. WFP needs to feed at least 73 million people in the world this year.

### **Quality:**

**The stage of exporting the best Ethiopian rice to the kingdom is the most important stage in the investments of the Saudi Star Co. for Agriculture development. World experiences have been used, represented in Japan, India and Pakistan.**

### **The Kingdom in the forefront of supporting the International Community**

This generous donation came without return. Saudi Arabia didn’t intend to send the donation to a specific country or a private process, so that the program can use the money to help the most needy people in the world like millions of children- who are the most vulnerable to hunger- enrolled in schools and therapeutic feeding programs in Kenya, Cambodia, Yemen, Ethiopia and Somalia.

Sheeran added: “ These are the desired results, arising from solidarity and providing humanitarian assistance to rise to the challenges and the humanitarian suffering we are facing in the world today.”

This contribution puts Saudi Arabia at the forefront in the international community to find long-term solutions to cope with the rising prices of food and fuel, in light of the crisis that is sweeping the world and causing an increase at the levels of hunger, poverty and incitement in some places to riot and government destabilization. The rise in food prices represents the biggest challenge faced by the World Food Program in its history, that is 45 years old. The analysis being currently done by experts from the program, is supported by estimations from the International Bank that reveal that there are hundred million people living in a miserable poverty.

The support provided by Saudi Arabia of \$500 million to the World Food Program of the United Nations, contributed to achieving a surplus, about \$214 million, after the rise in food prices by about 55%, including fuel prices, caused deficit that reached about \$755 million. Such assistance that was described as the biggest for the World Food Program, contributes to saving nearly 90 million hungry and needy people in 82 countries all over the world covered by the program.

nature of the investment in the kingdom differs from that in other countries. It also included the mechanisms through which financing is done, so that the item to be produced and the country welcoming the investment, should be within the framework of King Abdullah Initiative for agricultural investment abroad .

In his turn, Eid Al Maarik, the Chairman of The National Agricultural Council of Saudi Chambers, welcomed the process of guiding the lending of the projects, related to the cultivation of fodder, since it drains large amounts of water resources.

### Saudi Star Agricultural Development PLC company.. and signs of food production

" Saudi Star Agricultural Development PLC" in Ethiopia , which is owned by Al Amoudi, offers its rice crop to be marketed in local markets under several new brands, and several varieties of the finest types of rice comparable to the best-known brands in the world. It is also expected to establish another independent and specialized company within the group of companies, for marketing and distributing all food products in the Saudi market .

Al Amoudi confirmed that those exports prelude the production of most important and largest investment farms of the Star Company outside the kingdom. This achievement is expected to be the beginning of a series of successes throughout consecutive stages, God willing, either concerning the featured type of the agricultural products, or other agricultural products from the agricultural and animal sectors.

### The Finest Food by Saudi Experiences

The Chief Executive Officer of the Saudi Star Agricultural Development Plc in Ethiopia, Dr. Healy Asjiday, confirmed that exporting the finest kinds of rice to the Kingdom is the most important among the company's investments, explaining that the company sought experiences from all over the world, such as Japan, India and Pakistan, to take advantage of all of these experiences in the exploitation of vast areas that are currently available for the benefit of the group, and which is one of the most fertile African farms. Dr. Asjiday mentioned that the stage of producing various types of high-protein green fodder, will take place shortly after starting to export rice to the kingdom. Besides, preparations are rapidly made to provide green fodder for Saudi markets as soon as possible.

This production is also associated with several other giant projects in both countries, including, the establishment of a factory for preparing feed cubes, in one of the Kingdom's coastal cities.

This project was carried out over the past three years, as agricultural lands in Ethiopia were about to be ready alongside a vital environment for the project. Then starting the process of transplanting seedlings of rice by conventional methods, and provide the best possible care during the stages of growth via high-performance teams, who are specialized in engineering and agriculture and adopting natural production plans to ensure a high-quality organic product, free of fertilizers and chemical inputs at all stages of production, which is supervised by Japanese nationals specialized in steaming processes.

### Al Amoudi's Company and Bridging the Food Gap

The issue of food security in Saudi Arabia comes as one of the largest and most important ongoing structural economic challenges, in light of agricultural potential challenges, namely limited water resources and expectations on the rise of global food prices.

Mr. Nasser Al-Thaqafi, Vice Chairman of the Board of Directors of the Saudi Star Agricultural Development Plc in the Kingdom, which is the only and exclusive supplier of agricultural products for Al Amoudi group, confirmed that the company has carried out exhausted processes to select the finest qualities of long grain rice (basmati), and it was subjected to a series of research and experiments to select the best possible quality that can meet the requirements of Saudi Arabian dish regarding this essential commodity in the Saudi and international cuisines with the best and the most appropriate prices. The first samples of rice production have recently arrived and have been subjected to a series of quality studies and marketing research and experiments to know to what extent does the commercial market accept these luxury types of rice. In addition to fulfilling the constituent procedures and preparing for unique brands, God willing, in the fields of different food crops, especially rice .

Thaqafi added that the company overcame many challenges starting from packaging equipments and shipping from Ethiopian territory to the Kingdom, as well as various marketing studies and quality tests, ending up with shipping and supply processes to the Saudi ports through agreements with



a number of air cargo companies to transport the needs of the Saudi market by air and sea, to the airports and major Saudi ports, to ensure its availability throughout the year.

### The Arab food gap is alarming

If we want to know the volume of the food crisis facing the Arab countries, which is similar in features to the food crisis in Saudi Arabia, we have to examine the gap between the essential agricultural crops , and the import bill paid by Arab countries, that exceeds 54 % of its needs of cereal crops, about 63% of vegetable oil, and 71% of sugar. These goods formed about 76 % of the gap of the main Arab nutrients. Later, the Arab food gap became an obsession for experts and Arab officials, as its volume grew, and the annual average growth rate of the gap reached 9% , which means that the size of the gap would be about \$44 billion by 2020 .

This Saudi strategic plan for food security, which arises from the initiative of the Custodian of the Two Holy Mosques for agricultural investments abroad, and emerges from his good deeds, was found to support anything that would provide best types of



A photo gathering both Shaikh Mohammed bin Hussain Alamoudi and Artist Mohammed Abdu

## Partnership:

**The Saudi Ministry of agriculture takes over the responsibility of supervising realizations of the approach setting the required basics where the investors invest the agreements concluded by the kingdom with some other countries where these investments hosted through the benefits granted by the ministry to create agriculture projects related to the kingdom requirements of basic food goods.**

ingly, the Saudi Cabinet issued a decision, including its approval on lending and financing investment projects abroad and assigning it to the Agricultural Development Fund.

The first stage of the initiative has resulted in adopting main foundations, where the Cabinet issued a decision to establish the

Saudi Company for Agricultural and Animal Investment abroad "Salk". The company started working. Later, the actual practice revealed the necessity to move to the second stage, which does not require the presence of a permanent team of the four ministries concerned.

In accordance with the aforementioned, the Ministry of Agriculture was commissioned to follow up and supervise the initiative, since it is responsible for food security and local production. The ministry, in coordination with the concerned authorities, including the "Salk" Company, and the Agricultural Development Fund and other government agencies, has built the organizational structure within, in a bid to receive the initiative and bring the main steps together and activate them without any hindrances.

## 21 billion riyals as a capital for the Agricultural Development Fund

The government of the Custodian of the Two Holy Mosques has decided to change the so-called "Agricultural Bank" to "Agricultural Development Fund," and increased

its capital to 21 billion riyals, a sign of continuity in developing the agricultural sector in the Kingdom. The Fund seeks to finance the agricultural loans, as a translation of the mechanism of the initiative of King Abdullah bin Abdul Aziz for agricultural investments abroad. The Chairman of the Board of Directors of the Fund, Engineer Abdullah Rubaiaan confirmed in this regard, that the Fund will form a technical team that is qualified to study the applications of Saudi investors willing to set up agricultural projects outside the Kingdom, and estimate their commitment to the mechanisms adopted by the cabinet, before supporting their agricultural and animal projects abroad.

Rubaiaan added: "These mechanisms are in favor of the Saudi investor and protect him from falling into any losses," stressing that the feasibility study that is stated between the financing conditions, is one of the most important points that need to be addressed, as a first step to the success of foreign investment, in addition to setting an infrastructure for the project invested abroad. And the study must be carried out by well-experienced figures, since



HRH prince Megren bin Abdulaziz, 2nd Crown prince of Saudi Arabia honoring Shaikh Mohammed bin Hussain Alamoudi

### Implementation

Cultivate agricultural lands in the countries that have already declared their approval, so as to achieve the food security of the kingdom, preventing future food crises and maintaining the stability of food prices. These investments are the responsibility of the Saudi private sector through Saudi agricultural investors.

### External Agricultural Investment: controls and decisions

To ensure the success of these investments, the Saudi Cabinet set a group of controls to support the external agricultural investment. One of which, the item to be produced and the country of investment, should be within the framework of the initiative. Besides, the investor should present an integrated feasibility study for the proposed projects conducted by a specialized advisory body that is familiar with the investment that will take place in the target country. The value of Saudi funding should not exceed 60% of the investment volume according to the feasibility study, and the

Saudi investor should have, in accordance with the laws of the target country, the right to export more than 50% of his production to the markets of the kingdom.

It is permissible to benefit from the equipments of local farmers, for the sake of the agricultural investment abroad and transfer due loans to the beneficiary. The investments should be also long-term and provide all the necessary resources for agriculture, including fertile lands, abundant water and agricultural inputs. In addition to identifying incentives and appropriate facilities adopted by the state to help do agricultural investments in the target countries, such as the possibility of financing the infrastructure projects associated with these investments, and implementing contracts of agricultural crops purchase.

To support the activation of the initiative, the government of the Custodian of the two Holy Mosques issued a decision to form a ministerial committee composed of Ministries of Trade and Industry, Agriculture, Foreign Affairs and Finance (technical teams were later emanated) in order to do an ac-

tion plan and take appropriate steps to contribute to the achievement of food security of the kingdom. Similarly, to construct and manage a strategic stock for essential nutrients in partnership with the private sector, in a bid to cope with crises and price fluctuations.

### Role of Ministry of Agriculture in achieving the initiative

The Saudi Ministry of Agriculture takes responsibility for overseeing the achievement of the initiative and set the basis for that. The investors, who wish to benefit from the agreements that had been signed by the kingdom and some of the counties that welcome these investments, seeks to take advantage of the opportunities that will be suggested by the Ministry to establish agricultural projects relevant to the Kingdom's needs for essential nutritive goods. A formula of the international agreements that are concluded between the Kingdom and the target countries was approved within this framework. This what the Saudi Ministry of Foreign Affairs did; accord-



aware of the rarity of its water resources and arable lands, as it faces a high population growth rate, which means an increase in food demand.

The initiative formed a long-term and advanced leap to solve this crisis. It also provided the best options and alternatives for the kingdom to save much of its needs of essential agricultural crops without being surprised by global food crises or exposed to a sharp rise in its prices, which might affect the Saudi consumer negatively.

### The Custodian of the two Holy Mosques' initiative for Agricultural Investment

The Custodian of the two Holy Mosques' initiative for agricultural investment abroad came in the wake of the global food crisis in 2007 and 2008. The said crisis overshadowed a lot of regions and world countries and led to many economic and social consequences, when the world suffered from shortage of essential nutrients and a drop in the international cereal production due to natural conditions, effects of climate change and waves of drought and frost

### Ban Ki-Moon: The Saudi role is a distinctive mark in the global food program.

that hit many parts of the world during the crisis, causing the damage of a big portion of nutritive cereals in some major agricultural countries like Australia, China, Argentina and India. This fact led to a sharp rise in the prices of essential foods.

In order for this initiative to find its way into implementation, the Saudi Cabinet issued a decision approving the establishment of the Saudi Arabia Company for Agricultural Investment and Animal Production (SCAIAP), with a capital of three billion riyals, fully owned by the Public Investment Fund, seeking to invest in projects aimed at achieving food security and helping to stabilize food prices in the kingdom. Yet, what are the details, objectives and the mechanism of implementation of this initiative?

### Approach

The approach launched by King Abdullah Bin Abdul Aziz, the custodian of the two holy mosques represented the agriculture investment abroad through his vision in facing the global food crisis; so that to realize the food security in the kingdom. This approach represented the king's concerns of the maintaining the interior water resources; so that the future Saudi generations will not be deprived of their rights in the regard.

### Objectives

Construction and management of a safe strategic storage of essential nutrients such as: rice, wheat, barley, corn, soybeans, oil-seeds, sugar, green fodder and meat (most of those goods are not locally produced.)



## Global food crisis: Is a main cause of launching the approach of the custodian of the two holy mosques.

Sheikh Mohammed Hussien Al Amoudi has won the title of the most important investment character, to be the first globally in the field of food as he contributes to preserving the right of food security. Thus, Al Amoudi reached this position through a general referendum that included local, territorial and international figures specialized in planting rice and producing food and importing it.

### Investments and Enterprises

Al Amoudi started his investments in Sweden in the seventies. In 1988, his company, MIDROC Construction (Mohammed International Development Research and Organization Companies), won a contract to build Saudi Arabia's estimated \$30 billion nationwide underground oil storage complex. It is

worth mentioning that his wife Sofia Saleh Al Amoudi is an important shareholder of MIDROC company. Furthermore, Al Amoudi has a gold mine in Ethiopia, oil refineries in Morocco and Sweden and oilfields in the west of Africa.

Al Amoudi passed through several stages of achievements and successes, where he has a wide investment portfolio of business that is not only confined to oil but it also includes mining, agriculture, hotels, hospitals, finance, operation and maintenance. Al Amoudi employs more than 40,000 people in each of "MIDROC" and "Corral" companies.

### Charitable Projects

Regarding charities, Mohammed Hussein Al Amoudi established many of health centers in Africa as he contributes to the establishment of King Abdullah Institute for NANO Technology in Riyadh Techno Valley. The King Abdullah Bin Abdul-Aziz has opened this leading educational institution in June 2012. Al Amoudi endowed Sheikh Mohammed Hussein Al Amoudi Center for breast cancer research at King Abdullah University

of Science and Technology (KAUST) in 2010. He has also funded Chairs in Biomedical Practice Ethics, Diabetic Food Research, Viral Hemorrhagic Fever and Water Networks Research.

### King Abdullah Initiative for Agricultural Investment: A sophisticated vision for food security

The initiative launched by the Custodian of the two Holy Mosques King Abdullah Bin Abdul-Aziz, may God protect him-, for agricultural investment abroad, reflected his keen vision and capability of facing the global food crisis and ensure food security in the kingdom. It reflects also his keenness on keeping groundwater resources from depletion, so as not to deprive the coming Saudi Arabian generations of their proportion.

Custodian of the two Holy Mosques' initiative depends on agricultural investment in several foreign countries that have excess productive capabilities, under certain conditions and features that are formulated in international bilateral agreements signed with those countries, to ensure Saudi Arabia's rights according to the international law; especially that the Kingdom is clearly





Award of merit presented by the Business & Finance Group based on the questionnaire results as the best national global figure in supporting food security during 2013



By Hassen Binsoud



When the convoy of the businessman and the most important investor, Mohammed Hussein Al Amoudi, arrives in his hometown in Ethiopia, he is received by hundreds and even thousands of Ethiopians who gather on street sides and squares welcoming him. This is because they just see in his positions and awards the Sheikh who comes up, wherever he goes, with one of the developmental, charitable and educational projects for their country. His projects are diverse and distributed all over the world. Everyone who has the opportunity to join these projects is lucky, not only in agriculture, yet his factories and transport fleets related to his projects are roaming across the country in addition to hotels and huge residential compounds.

In a bid to extend appreciation and gratitude to the most important Saudi figure in the field of external agricultural investment; who made prominent efforts in this field and became the first among the Saudi agricultural investors counterparts abroad, we shed light on a study made by "Business and Finance Club Magazine" for monitoring influential figures in the field of Saudi investment, in which the Sheikh Mohammed Hussein Ali Al Amoudi came to the forefront and was considered the first who responded to the call of the King to ensure food security achievement in Saudi Arabia.

### Business and Finance Club honors the first character in food security

On the sidelines of the US-Saudi Business Opportunities Forum 2013,

the "Business and Finance Club Magazine" honored Sheikh Mohammed Hussein Al Amoudi for achieving the title of the first global man in the field of food and for his significant contribution to food security. This character was named, based on objective criteria and norms, as well as on studies conducted by the magazine through observing and comparing various investment sectors and fields, particularly the value of agricultural investment projects abroad, assets' costs, capital, employment's volume and anticipated and actual productive energy.



### Al Amoudi's Biography

**Mohd Bin Hussain Al Amoudi was born in 1946 G in Disi city in Ethiopia. Al Amoudi acquired PhD (honor) in philosophy from University of Addis Ababa . He was honored by Sweden King Karl the 16th who granted him " polar star prize " . Al Amoudi could build its fortune from erections and estates through his good practices and good mind before he started to buy oil refineries in Sweden and Morocco and a part of projects development process .**

The first person who fulfilled the call of the Custodian of the Two Holy Mosques for support of food security in Saudi Arabia

A Saudi Businessman, the richest in Ethiopia...  
His projects provide millions of jobs

## Mohammed Hussein Al Amoudi... Person of 2013 for Food Security Support



**energy**

سابك  
sabic

## The greatest company in the field of petrochemicals



SABIC was founded in accordance with the Royal decree issued in 1976. Nowadays the company works in 40 countries and has more 40 000 employees. The objective of its foundation was investing in oil derivatives to produce high value materials like chemicals, polymer and fertilizers in order to export them. SABIC is classified among the biggest companies in the world in petrochemicals. It is headquartered in Riyadh and the government owns 70% of its shares while citizens of Gulf States own the rest. SAPAC chairman is the Prince Saud Bin Abdullah Ben Thanyan Al-Saud who is the head of the international management team of Mohammad Ben Hamad Al-Madi's company, the vice chairman and the chief executive officer. The company board of directors includes people from the public and private sectors.

### His Highness Prince Saud bin Abdullah bin Thunyan al Saud Chairman of the Board of Directors of SABIC

He is the head of the Royal Commission of Jubail and Yanbu. He served as the Chairman of the Board of Directors of SABIC since 2003, graduated from King Saud University in 1977. He holds a bachelor degree in civil engineering and has since occupied several government positions. He currently occupies, besides being the chairman of board of directors of SABIC, the following positions: Chairman of the Board of Directors of electricity and water facilities in Jubail and Yanbu, vice Chairman of the Prince Salman Social Center.



## BECTEL Co is the company which is renowned of executing great projects

Bechtel Corporation is the largest construction and engineering company in the United States. It has a record full of big projects in Washington, London and in Saudi Arabia. It won a bid of 9.45 billion dollars to build one of the very first two metro lines in Riyadh. Bechtel is aiming at expansion in the Gulf and tries to benefit from sectors in which it has a large experience.

Walsh is the Senior Vice President of Bechtel Company and director of a region that includes Europe, Africa, and the Middle East. He has previously worked as a U.S. diplomat where he served as deputy foreign minister (2005-2008), Ambassador of United States in Egypt (2001-2005) and deputy minister of international organizations (1998-2001). Ambassador Walsh has also worked in Pakistan, Syria, Jordan and Saudi Arabia and within the work crew of the National Security Council at the White House. Walsh has completed his education at George Town University and joined the faculty of Fletcher at Tufts University.

### David Walsh – Head of Bechtel



**energy**

## The leading Chiffon Co. in the field of exploring oil in kingdom of Saudi Arabia

In 1933, the Saudi government signed an agreement for petrol drilling with Standard Oil of California Company SOCAL. On November the 8th the subsidiary California Arabian Standard Oil Company CASOC was founded to manage this concession. In 1936, Texas Company (later Chevron) had 50% of the SOCAL concession. Chevron is a multinational American company. Chevron headquarter is located in San Ramon, California. Chevron operates in more than 180 countries around the world. It is engaged in every aspect of the oil, gas, and geothermal energy industries including exploration, production, refining, marketing, and transportation, chemicals manufacturing and sales. Over the past five years Chevron is considered one of the most powerful and biggest six companies working in the oil field. Chevron is the 5th on the list of the top American companies.

Since the mother company was founded, Saudi Chevron worked in Saudi Arabia in cooperation with Aramco. The foundation of Chevron Phillips for Petrochemicals formed a strategic alliance with the Saudi Group for



### Ahmad Awwad Al-Omar Head of Saudi Chevron

He started working in Chevron Company more than 41 years ago. Being a Saudi, he was the center of attention in the company that is committed to train its employees on the latest proven technologies and develop their full potential. Ahmad began his career as an assistant for office affairs, and then he developed his experience until he reached the top and became the head of the company, which includes more than 85% of the employees that are of Saudi nationality. Ahmad is also the Head of Board and the executive officer in the company.



Industrial Investment. Saudi Chevron Phillips is a limited responsibilities company, located in the Joubail region. Its capital is about 655 million SR. It started production in 2000 by manufacturing Gasoline materials, cyclohexane and the cars Gasoline combination.

# energy

أرامكو السعودية  
Saudi Aramco



## The worldwide Aramco: 80 years of experience

It is a state-owned company. It is a national petrol and chemicals company. Over 80 years Aramco became the pioneer in drilling, producing, refining, distributing, shipping and selling hydrocarbons. Aramco is a pioneer company among the worldwide crude oils and natural gas liquids exporting companies.

It also manages the untraditional crude oil and condensers reserves in the world amounting to 260.2 billion barrels. The daily production of crude oil average reached 9.5 million barrels in 2012. The gross oil production average reached 3.5 billion barrels which represents 1/8 barrels from the crude oil production in the world and the biggest quantity produced by a company in one year. Aramco supervises the natural gas reserves estimated at 284.8 trillion square feet. In 2012 the annual gas production whether it is crude gas or the gas delivered to industries reached 3.9 trillion square feet, an increase by 8.3% comparing to 2011.



### Khalid Bin Abed Al-Aziz Al-Faleh Chief Executive Officer (CEO) of Aramco Company

Khalid Bin Abed Al-Aziz Al-Faleh took office as president and chief executive of Aramco Company in Saudi Arabia on January 1, 2009. Al-Faleh, who is one of the senior officers who have served in Aramco Company in KSA for three decades that summarize his whole career, have also served in leadership posts in the various departments of the company ; thus he contributed to the expansion of the company's business as well as pushing it towards new areas of business. This was ultimately done after he occupied the post of executive vice president during the period between 2007 and 2008. In 2004, AL-Faleh was appointed a member in the board of directors of Saudi Aramco in 2004. He is also a member of the Supreme Council of Petroleum and Minerals in the kingdom of Saudi Arabia, chaired by the Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz Al Saud, may God bless him.

It's worth mentioning that Al-Faleh holds a Bachelor Degree in Mechanical Engineering from the University of Texas A and M and a Masters Degree in Business Administration from King Fahd University of Petroleum and

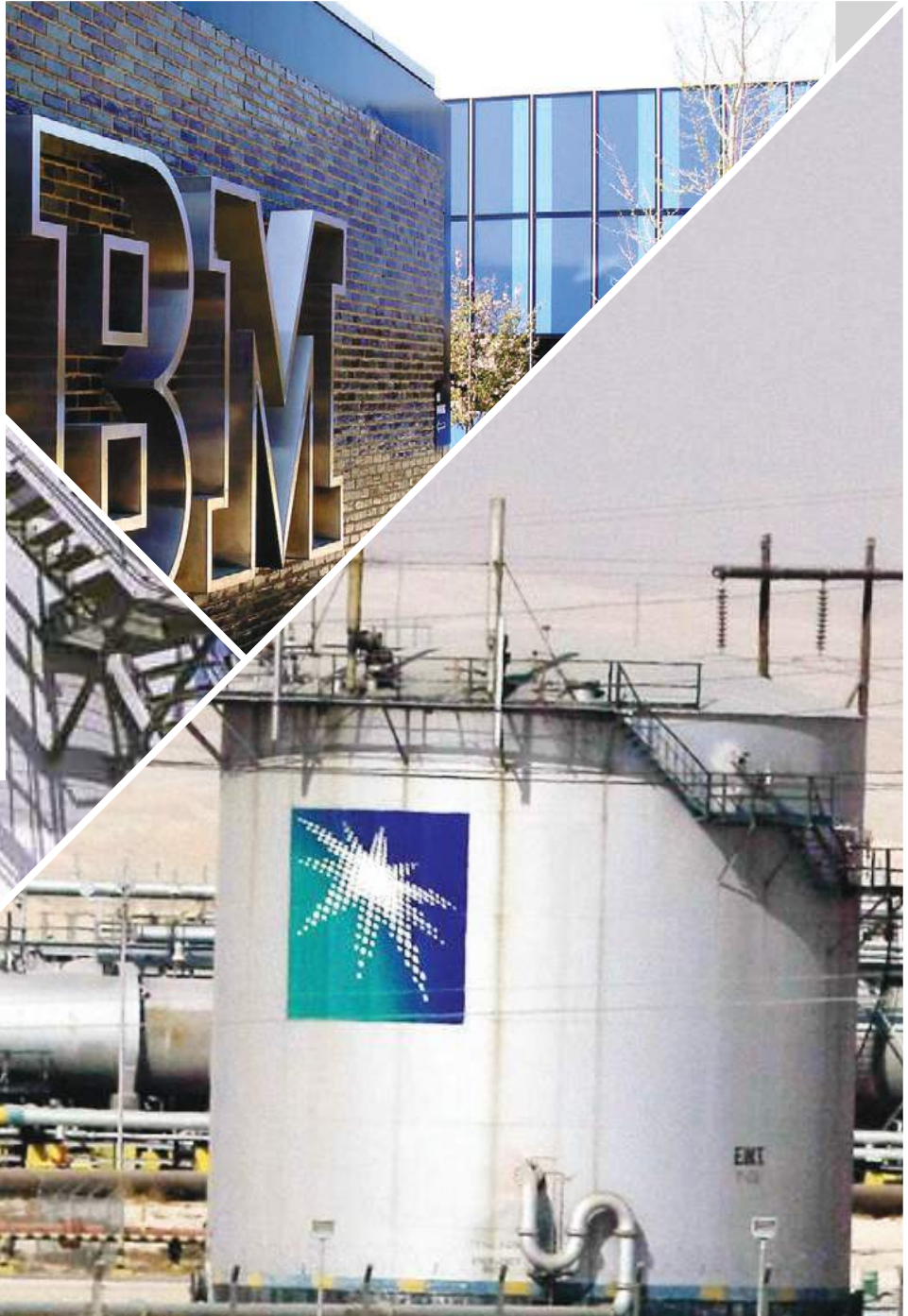


Minerals in Dhahran, Saudi Arabia in 1991. He also received an honorary doctorate from the advanced Korean institute of Science and Technology in 2011. Moreover, Al-Faleh is a member of several professional associations as the American Society of Mechanical Engineers and the International Association of Power Economy and the Forum of Power Policy at Oxford University.

# Most important USA & KSA companies in the field of power and technical industries

BY Business and Finance Club  
MASD  Riyadh

In the 1930's, American petrol drilling companies were interested in the Saudi market. First petrol drilling contract signed with the Saudi government was in 1933. Nowadays, the Kingdom that lives an economic prosperity witnesses the entrance of many American companies in different fields such as tourism, services and real estates. The Business and Finance Club Magazine will inform you about the biggest American companies working in the kingdom aside from some Saudi companies working in the States.





since 1945 to the United States of America



**Ambassador  
Faisal Houjailan**

He was the ambassador of the kingdom in the United States from 1978 until 1983 during the terms of Jimmy Carter and Ronald Reagan



**Ambassador  
Prince Bandar  
Ben Sultan**

Prince Bandar was appointed to be the Saudi ambassador in Washington for 22 years (1983-2005). He worked during the terms of Ronald Reagan, George Bush, Bill Clinton and George W. Bush



**Ambassador  
Prince Turki al-Faisal**

Prince Turki worked as an ambassador in the United States from 2005 until 2007 during the term of George W. Bush



**Ambassador  
Adel al-Jbayr**

Adel al-Jbayr was appointed to be the Saudi ambassador in the states in 2007 and he is still active. He



## Eight ambassadors of the Kingdom of Saudi Arabia



**Ambassador  
Asaad Al- Fakih:**

Ambassador Asaad Al-Fakih was the first ambassador of the kingdom in Washington during the term of King Abdel Aziz Al- Saud. Al-Fakih remained in office from 1945 until 1954. He was active during the term of Franklin Roosevelt and Harry Truman.



**Ambassador  
Abdullah Al-Khayyal**

Abdullah Al-Khayyal was the ambassador of the kingdom in the states for ten year (1954-1964). He worked during the terms of Eisenhower, John Kennedy and Lyndon Johnson



**Ambassador  
Ibrahim Saouil**

He was the third Saudi ambassador to the states. He worked for ten years (1964-1975) during the terms of Lyndon Johnson, Richard Nixon and Gerald Ford.



**Ambassador  
Ali Rida**

Ali Rida was the ambassador of the kingdom in the states from 1975 until 1979. He is the fourth ambassador of the kingdom. He worked during the terms of Gerald Ford and Jimmy Carter.





## Strategic planning

The education policies represent the strategic planning, coherence and integration between the education policies and scholarship policies. This program created a turning point in the kingdom where we reap its results year after year. This programs decreased the load of the Saudi Universities which receive tenth of thousand of students every year; it granted the foreign universities to have opportunities of benefits in this regard.

and North Africa Mr. Nail Jawabra: “ economic and trade relations between both countries will continue. Many thought that the US politics in the Middle East and its opposition by the Kingdom will break the commercial bonds and the oil selling between both countries. But the kingdom is the biggest oil exporter to the world and USA is the biggest oil consumer. The Kingdom has also strong economic bonds and this was due to the foundation of the Saudi infrastructure by American companies,” Said Jawabra. “Let’s not forget that the Kingdom pumped over decades most of its revenues from energy selling in the state. Instead the Kingdom bought goods, services and bonds that served the commercial trade between the Kingdom and the state. This commercial trade was about 282 billion SR in the past 2013, 199 billion SR of which represent the Kingdom’s exports to the States and 83 billion SR represent the Kingdom’s import. KSA is the second biggest market for American

exports in the Middle East especially in machines, transportation equipment, industries, foods and steel products.”

Concerning the Saudi scholarship to American universities and its huge role in developing the educational system in the Kingdom Mr. Jawabra said: “as for the educational system, when the King Abdullah gave priority to this sector knowing the necessity of the continual development of human resources in the Kingdom, he launched his initiative in creating a scholarship program to be a support of universities and both the private and public sectors in order to develop Saudi human resources to make them competitive in the labor market. Economically, the education policies are where strategies, coordination and integration between scholarships and education policies are created. The scholarships resulted in a big educational transformation in the kingdom and its results are proven day after day. It also eased the burden on

Saudi universities that receive tens of thousands of students each year. These scholarships gave the opportunity to benefit from foreign universities concerning languages, experience, and educational progress which will finally end up in the Kingdom. It will also widen the horizon for the Saudi youth in order to work on economic projects and to offer jobs for the youth especially that the scholarships helped graduating a huge number of Saudis who are able to achieve the economic aspirations of the KSA.”

Finally, speaking about the role of the American and Saudi relations and their impact on Gulf States, Mr. Nail said: “It surely has a major role. KSA is the beating heart of the Gulf whether in politics, economics or trade. The kingdom is the largest Gulf State and has pass ways and borders with many countries; it also plays a big role in the politics of the region and has played that role to solve many issues in the Middle East.”



## The trusted traveller

Prince Mohammad Bin Nayef Bin Abdulaziz the Saudi Minister of Interior met lately in Washington the United States Secretary of Homeland Security Janet Napolitano and discussed the partnership and cooperation bonds between Saudi Arabia and the United States to strengthen security and assure the economic prosperity for both nations.

The United States Secretary of Homeland security said in a statement issued by the ministry that the meeting is a step forward in order to support the common interests between both countries. "I am proud of the strong bonds between both countries, because enhancing cooperation shows the commitment of both parties in securing their countries against emergent threats."

The Saudi Minister of Interior and the United State Secretary of Homeland Security signed the agreement of special arrangements to start working with the

Trusted Traveller program. It gives the customs; passport checkers and the border guard the chance to apply the equal treating principle to facilitate the checking of the trusted travelers in airports. This program allows authorities to focus on travellers that may cause a potential threat. Ambassador Adel Ben Ahmad al-Jbayr attended this meeting along with the Minister of Interior accompanying delegation.

"Both MOI and DHS know that the support and the development of these bonds serve the common interests. In order to strengthen the strong bonds and in orders to support the advance of relations between both countries, MOI and DHS signed the arrangements to begin implementation for each nation's trusted traveler programs. The trusted traveler programs will facilitate trade and travel between the Kingdom of Saudi Arabia and the United States of America and will help authorities from MOI and DHS more

effectively to identify potential threats to keep their borders and countries secure.

Prince Mohammad Bin Nayef had already met the US Attorney General Erick Holder in the Ministry of Justice in Washington. They discussed the relation between both countries and the ways to enhance the cooperation in different fields.

Ambassador Adel Ben Ahamad al-Jbayr and the MOI accompanying delegation attended this meeting.

The Saudi MOI also met the Director of the National Security Agency General Keith Alexander in Washington. They discussed the relation between both countries and the ways to enhance the cooperation in different fields. Ambassador Adel Ben Ahamad al-Jbayr and the MOI accompanying delegation attended this meeting.

In this context, we met the economic and finance expert and the Regional Manager of Lance Bank in the Middle East



launched in 2005 to solve six issues which are: anti-terrorism, military affairs, energy, economic and financial affairs, partnership and education, human resources development and finally consulate affairs. In 2008, they signed a cooperation agreement concerning the Saudi nuclear and civil program. The kingdom was allowed to upgrade its nuclear program to invest it in medicine, industry and energy in addition to enhancing security arrangements to join anti-terrorism and to train security forces to guard the borders. The last clause of the agreement was about VISA for citizens of both countries in addition to work or tourism Visas available for five years and studying Visas dedicated to students also available for five year.

After this agreement, relations be-

tween both countries became stronger than before. This was due to the creation of the foreign scholarship program and the launching of the University of King Abdullah for sciences and lately the trusted traveller agreement.

### Education development between both countries

After 9/11, the number of Saudi students in the USA decreased to a thousand students in 2004. In 2004 King Abdullah Bin Abdel Aziz convinced the American officials to give the students Visas, which was deactivated since 9/11. In 2011, Saudi students in the USA reached 47 thousand students, the highest number among students arriving to the states with a student visa. About 92 thousand Saudi are studying in the USA today in a

50% increase rate for each year.

In 2009, after signing the American Saudi Cooperation Agreement, the University of King Abdullah for Science and Technology KAUST was launched. It is considered a model of the development and the scientific progress. The United States considered it a step towards implementing the education development agreement.

Finally, in 2013, and after 80 years of relations, both countries signed an agreement which allowed the implementation of the "trusted traveler" program that gives the customs, passport checkers and the border guard the chance to apply the equal treating principle to facilitate checking the trusted travelers in airports. This program allows authorities to focus on travelers who may cause a

## Trusted Traveler

After elapse of 80 years of the relations between our two countries, an agreement signed last year; this agreement included that it is allowed to apply a program of the “trusted Traveler” which allows customs, passports and borders guards to apply the program and same dealing; so that speed the trusted travelers in the airports.



and the implementation of the Security Council resolution to boycott and besiege Iraq. Clinton had ordered to strike Iraq after moving his forces toward Kuwait.

### King Abdullah and Clinton

In 1998, Saudi Arabia heir apparent Prince Abdullah Bin Abed el-Aziz met President Clinton in the United States in a world tour including seven countries. They discussed relations between their countries and the worsening of the situation in Iraq because of the refusal of implementing Security Council resolutions which led later to the launching of the American-British Desert Fox operation against Iraq.

### Prince Abdullah and George W. Bush

In 2002, Saudi Arabia heir apparent Prince Abdullah Bin Abed Aziz met President George W. Bush in his farm in Crawford, Texas. It was the first meeting after 9/11 was condemned by Saudi

Arabia. The kingdom was ready to cooperate with American officials to track terrorists. Prince Abdullah met George W. Bush another time in Crawford farm in 2005.

### King Abdullah and George W. Bush

In 2008, President George W. Bush visited Riyadh to celebrate the diamond jubilee of the relation between both countries. He met King Abdullah where the president danced the Ardha traditional dance for the first time.

### King Abdullah and Obama

In 2009, President Obama shook the king's hand during the Group of Twenty summit in London with much respect. In the same year, the king presented a 132 thousand dollar diamond and ruby present to Mrs. Michelle Obama in addition to a 14 thousand dollar chain and earrings and chains for Obama's daughters Sasha and Malia. The King's present to Obama's family was about 331,620 thou-

sand dollars.

### 11 September: temporary tension

American and Saudi relations observers describe 11 September 2001 as the worst day in the history of the countries relations which had witnessed tension during the oil embargo between 1973 and 1974. On September the 11th USA condemned the suicide attack on the world trade center saying 15 out of 19 hijackers were Saudis. Despite issuing a statement in which Saudi Arabia condemned the attack and described it as not related to humanity, a group of Congress members and American officials believed the Saudi government financed terrorism. This was the situation until October the 25th when Washington diminished the role of KSA in financing terrorism but remained pessimist about the Saudi declaration to counter terrorism. A report issued by the Congress described the kingdom as the emergent enemy and the home of terrorism.

Later a strategic dialogue was



president agreed on sending US Army Engineering corps teams to Saudi Arabia. They also agreed on managing the joint ventures with the Saudi government especially those relating to weaponry. The king stressed on his demand to buy F-104 Star fighter.

### King Faisal and Nixon

In 1971, King Faisal Bin Abed Aziz met President Richard Nixon. He insisted on providing the Saudi Royal Air Force with jet fighters. This demand came along with the acceptance of selling the jet fighters to Saudi Arabia by a committee related to the White House. It affirmed that the US government is ready to sell to Saudi what they wanted. A huge number of Congress members refused the Saudi demand because they considered that providing Saudi Arabia with weapons threatened Israel.

In 1974, President Nixon visited Saudi Arabia and became the first American president to make this visit. He met King Faisal and discussed with him the ways

to enhance the cooperation between both countries especially in training the National Guard, upgrading the security apparatus and founding a joint American Saudi economic committee.

### King Khalid and Carter

In 1978, President Carter visited Riyadh and met King Khalid Bin Abed Aziz for the second time. The king had already visited the United States months ago. Carter discussed with the king in Riyadh his project to animate the peace process between Arabs and Israelis in addition to fortifying relations between both countries.

### King Fahd and Reagan

In the same year, King Fahd met President Ronald Reagan in Washington. Relations between both countries witnessed a huge amelioration during Reagan's first and second mandates. Reagan played a major role in selling AWAX planes to Saudi Arabia and in coordinating the battle against the communist and the

leftist powers in the region. He also contributed in supporting the Gulf security. Cooperation between both countries included the support of jihadists against the Russian occupation in Afghanistan.

### King Fahd and President Bush

In 1990 the Iraqi aggression against Kuwait was the main reason behind President Bush's visit to Saudi Arabia. He discussed with the King Fahd Bin Abed el-Aziz the strategy to free Kuwait. Both leaders checked the international forces arriving to the kingdom to launch the Desert Storm operation. They also discussed the post-operation stage to bring stabilization back to Kuwait and the region and to animate the peace process between Arabs and Israelis which led to the Madrid summit.

### King Fahd and Clinton

In 1994, President Bill Clinton visited the kingdom and met King Fahd Bin Abed Aziz in Hafr El Baten base. They discussed relations between their countries



### King Saud:

**Is the first king who visited white house; Faisal the man of the year 1974 G**

Saudi exported goods to the United States vary from crude oil and its products, Ethylene Glycol, urea fertilizer, aromatic alcohols, anti-rust steel pipes and more of goods and products as shown in table 2.

Exported good	Value (by million SR)
Crude oil and its products	120629
Ethylene Glycol	746
Urea fertilizer	736
Aromatic alcohols	540
Anti-rust steel pipes	89

Source: Department of General Statistics and Information.

### Binaries of political history

The historic observers of the American and Saudi relation know that once we say the name of any Saudi king we immediately know the name of the American president active in his term. Despite the change of personalities, the relation between both countries was distinguished by strength and solidity and

was not disturbed but a few times; especially in 11 December 2001. When we mention King Abdel Aziz Al-Saud, we have to mention Franklin Roosevelt. When we speak about King Saud Bin Abed Aziz we have to speak about President John Kennedy. When we talk about King Faisal Bin Abed Aziz we have to talk about Richard Nixon, King Khalid Bin Abed Aziz was in the time of President Jimmy Carter, and King Fahd Bin Abed Aziz came along with President Ronald Reagan, George Bush and Bill Clinton.

### King Saud and Eisenhower

King Saud Bin Abed Aziz is considered to be the first Saudi king to visit the United States. He met the President Dwight Eisenhower who played a major role in stopping the British, French and

Israeli aggression on Egypt in 1956. The king and the president discussed in this meeting the king's initiative to realize stability in the Middle East and to face the communist power.

### King Saud and Kennedy

King Saud Bin Abed Aziz visited the United States one more time in 1962. He met the President John Kennedy. They discussed during their meeting the cooperation between Saudi Arabia and the International Bank and UN organizations. They also discussed the will of the US government to help Saudi Arabia in activating its oil revenues to enhance the economic growth as well as the ways to strengthen to relation between both countries.

### King Faisal and Johnson

In 1966, King Faisal Bin Abed Aziz met the President Lyndon Johnson. They discussed the foundation of an American-Saudi partnership for development projects in the kingdom. The king and the



the trade and the economic overlap between both countries. After this agreement the United States became the biggest commercial partner of Saudi Arabia. It led the first rank among the countries exporting to the United States and the third rank among the countries exporting from them. The commercial exchange between both countries reached more than 55 billion dollars according to the latest report issued by the Center of American Energy Information and the Council of Saudi Chambers.

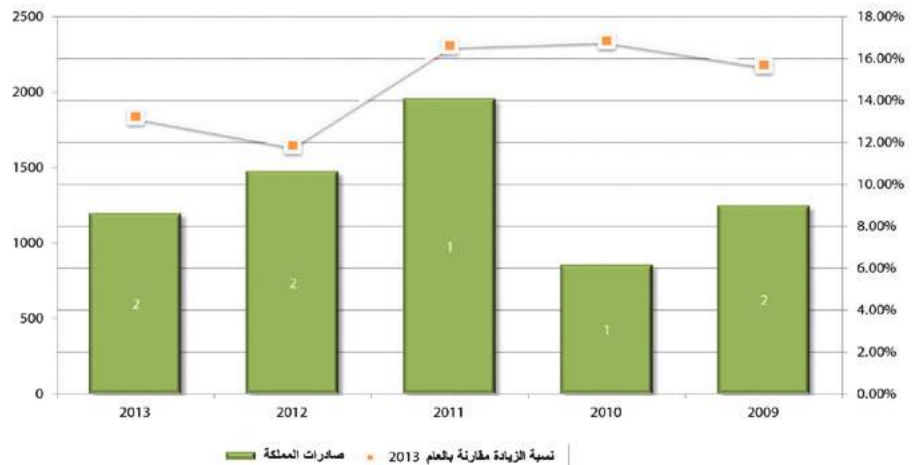
Saudi exports to the United States are based on oil, while American imports to Saudi Arabia differ from cars, food, airplanes, and weapons. In 2011 the car exports from the United States reached 4.4 billion dollars, machines exports reached 3 billion dollars, electronics exports reached 950 billion dollars, medical equipment exports reached 589 billion dollars and airplanes exports reached 504 billion dollars. Corns are the main food exported from the United States to Saudi Arabia reaching 183 bil-

### First visit

**King Saudi Bin Abdul Aziz is the first Saudi king who visits USA in 1957 G .**

lion dollars, grain reaching 161 billion dollars, vegetable oils reaching 128 billion dollars, rice reaching 114 billion dollars, dried grains reaching 113 billion dollars.

Saudi and American exports reached 124.7 billion SR approximately in 2010 which is equal to 13.24% of the kingdom total exports as shown in the table 1.



(%) percentage of Saudi exports to the United States. Source: Department of General Statistics and Information.



## The discovery of oil

Before announcing the unity and the foundation of Saudi Arabia in 1932 by King Abdel Aziz Al- Saud, a group of American doctors were visiting the country. They provided medical care for patients. The King was pleased especially after curing him from a rare tumor in his face and right eye. Ever since, the King gave the priority for the American expeditions rather than other foreign expeditions visiting the newly-founded Saudi Arabia which facilitated the discovery of oil in the kingdom by the American businessman Charles Richard Crane. He was given the right to drill for petrol in 1931 to start making a profit of it later on and expanding in its discovery. Saudi Arabia jumped to the first ranks among the richest and strategic nations. This development and shifting from a primitive economy to an advanced one was due to the discovery of oil. It also paved the way for many countries to make a step forward towards the kingdom to strengthen the economic and political ties.

## historical meeting

**on February the 14th 1945, a historical meeting took place between king Abdel Aziz the founder of Saudi Arabia and the American President Franklin Roosevelt onboard the U.S**

King Abdel Aziz Al-Saud, the founder of Saudi Arabia, knew the importance of what the Americans did for his country. In 1973, the king spoke his famous words to the chief of the medical American expedition: "I admire your country and I'm impressed with your president. Thank you for your services. You only came here to help us."

## Fusion of two currencies without similarity

If it is right to call two currencies "the non-similar twin" then the USD and the SR are the top candidates for this title. Since 1988 until 2013, the USD

exchange rate with SR was stable at 1\$ = 3.57 SR. The USD reached its highest rate at 1\$ = 3.78SR in 2009. The lowest level was in December 2012 at 1\$ = 3.76 SR. Back to the currency history, before the decisions of tying the SR to the USD between 1960 and 1975, there was a change in the official exchange between both currencies. In March 1975, 1 SR was equal to 4.28 USD. Monetary agency SAMA allowed this exchange to swing ups and downs by only 2.25%. In 1986 SAMA changed the exchange to 3.47 USD. This exchange did not change until 1993 when banks were allowed to exchange by 0.125% as a difference from the price defined by the monetary agency.

## The United States, the biggest partner of Saudi Arabia

In 2003, Saudi Arabia, represented by its Minister of Saudi Trade Hachem Yamani, signed with the commercial representative of the United States Robert Zoleck an agreement of commerce and investment. It aimed at growing





and other cases during the current term of the actual Custodian of the Two Holy Mosques King Abdullah Bin Abed-el Aziz.

### The impossible meeting

on February the 14th 1945, a historical meeting took place between king Abdel Aziz the founder of Saudi Arabia and the American President Franklin Roosevelt onboard the U.S. Navy cruiser Quincy in the Great Bitter Lake segment of the Suez Canal. This meeting was considered impossible because of the massive cultural difference between Americans and Saudis. This first face-to-face meeting between the King and the President lasted five hours and was preceded by many obstacles because of the difference in customs and traditions. Since King Abdel Aziz wanted to have fresh halal meat prepared following the Islamic procedure, Americans had to dedicate a place for ten sheep aboard the U.S Navy Cruiser. They allowed the set of fireplaces to prepare Arabic coffee, received 48 traveling companions although

they had said they could accommodate no more than ten, and dealt with the insistence of the King on pitching tents on deck to sleep in rather than in cabins, but these obstacles were all removed.

King Abdel Aziz arrived to the summit onboard the U.S Murphy. For the first time he was able to see the costal line of his country from the red sea. U.S minister Colonel William A. Eddy was the impresario of this meeting and the interpreter between Roosevelt and Abdel Aziz since he was the only one to speak Arabic and English "Americans and Saudis became friends despite the absence of a common language" Eddy said.

Six years later (1951), Saudi Arabia and the United States signed a joint defense agreement. In 1950 the California Arabian Standard Oil Company CASOC changed its name to Arabian American Oil Company also known as ARAMCO. Profits were divided between both countries until 1980 when Saudi Arabia earned the whole profits realized by the company. In 1988 a royal decree was issued in which

the king nationalized this company and changed its name to Saudi Aramco.

### King Abdullah and the cultural approach between both countries

In the term of the Custodian of the Two Holy Mosques King Abdullah Bin Abed-el Aziz and President George W. Bush, bonds between Saudi Arabia and the United States became the strongest ever . In 2008 President George W. Bush made a historical precedence by visiting Saudi Arabia twice within four months. It was the first time an American president visits a Gulf state twice within a short period of time.

King Abdullah Bin Abed-el Aziz visited the United States in 2002, 2005, and 2008. Both countries strengthened their cooperation in many fields such as oil, anti-terrorism and foreign scholarship which gave the Saudi youth the opportunity for traveling to the United States and bring both American and Saudi cultures closer.



### Expected growth

Economic relations between Saudi Arabia and the United States have witnessed a massive growth during the past two decades. The commercial trade between the two countries increased by more than 700% since 2005 (35 billion

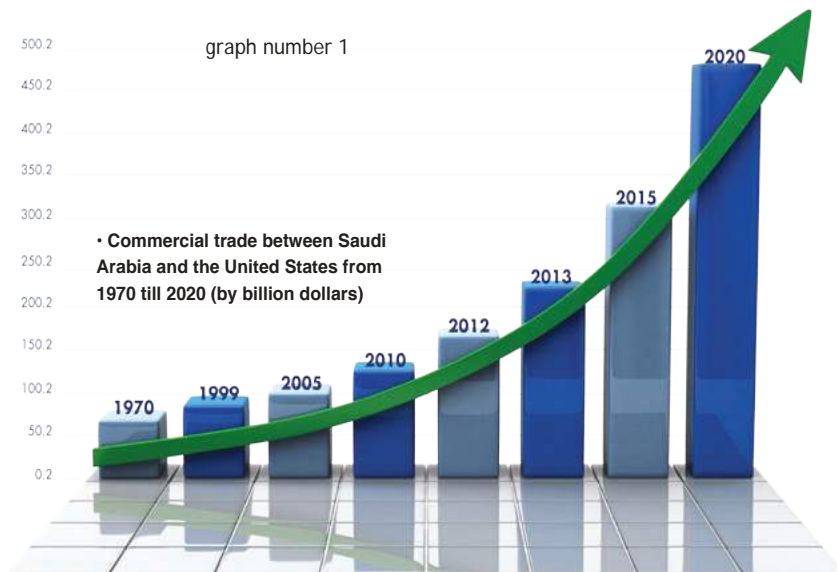
dollars) and until the past 2013 (282 billion dollars). It is expected to increase by 100% until 2020 to reach 500 billion dollars according to some expectations and economic studies as shown in graph number1.

### Historical ties

Relations between Saudi Arabia and the United States started 83 years ago when the American businessman Charles Richards was given the right to drill for petrol in the kingdom in 1931. It is in the same year that the United State recognized the Saudi government. Since 1931 relations between the two countries have witnessed progress until they became the hard number in the international relations balance and the address where the latest issues are solved.

These special relations had both bright and dark sides but in both cases they have been surrounded by honesty and common interests which reflected positively on the growth and development levels in Saudi Arabia.

Despite all of this, problems between the two countries rose constantly because of the different points of view regarding the Palestinian case and other cases concerning Arabs. It is enough to mention the oil embargo during the Yom Kippur war in 1973 during King Faisal Bin Abed Aziz term





Eng. Emad Bin Muhammad Al Hati



Economic and political relations between Saudi Arabia and the United States have witnessed a massive growth during the past two decades. According to some economic studies along with studies made by the Business and Finance Club Magazine, the commercial trade between the two countries increased by more than 700% since 2005 and until the past 2013.

During the past decades Saudi Arabia, by the wisdom of its leaders, has established with the United States the balance of sapience that serves its political posi-

tion on the international level and enhances its regional pioneer role.

Sources of the Business and Finance Club Magazine affirmed that the anticipated visit of the American President to the Saudi Arabia will take place next March. This visit will be about the incessant and strategic relations between the two countries in addition to the continual cooperation to upswing the common interests regarding the Gulf, regional peace in the Middle East, anti-terrorism and more. Furthermore, this visit will bridge the gaps and will reflect the American desire to maintain the strong bonds with Saudi Arabia.

In this special report, the Business and Finance Club Magazine analyzes this relation, its expansions and roots and will

## Trade :

**US 500 billion is the size the trade between kingdom of Saudi Arabia and USA up to 2020 G .**

shed the light on its economic, social and historical dimensions established tens of years ago. These dimensions became part of the strategic vision of the two countries. The special report will also display the most important meetings between the leaders of the two countries during the past decades, but first we have to start from the beginnings of these relations.

From King Abdel Aziz and President Roosevelt to King Abdullah and President Obama

# 83 years of common interests

## The American-Saudi relations, the Hard Number in the International Equation



file of the issue

Top 100  
Brands, E-Mail

Inter.  
University  
Information

Worldwide  
Card Rental  
Offers

International  
Hotel Offers

Tourism  
Offers World  
wide

Inter. Hospital  
Worldwide

Traveler Sim  
Roaming  
Service

International  
Insurance  
Policy

Embassies  
Information in  
122 Countries

Info About  
Hosting  
Countries

Info About  
Kingdom of  
Saudia Arabia

Prayers &  
Athkar of the  
Prophet

Hijri & Greg.  
Calendar

Traveling  
Prayers

**The Compass for More than 3 Million Travel  
Accepted in more Than 122 Countries**



**Categories:**

- Businessmen
- Traveling Families
- Diplomats
- Abroad Students

Traveler Guide Available at:  
airlines companies  
tourism companies  
and public libraries



For only **100\$**, Scan the QRCode on the card and enjoy the free international Services with the Traveler's Guide

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388

Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966 114650980 - Fax: +966 114 166800

[www.bfg-globals.com](http://www.bfg-globals.com)





nated by Saudi Arabia and it was my first visit in 1991 that opened the door to the culture and people of Saudi Arabia. Travel is powerful in the way it does this. The Saudi Commission for Tourism and Antiquities has been working to enhance and promote tourism in Saudi Arabia. As home to one of the largest annual gatherings of people in the world, the hajj, Saudi Arabia is a leading destination for religious tourism. Every year, over 10,000 American Muslims come to Saudi Arabia to fulfill this essential pillar of their faith. The Commission has been working to expand tourism opportunities in Saudi Arabia and has achieved exciting results. Visitors create jobs and boost the Saudi economy.

**Mr. Ambassador, you have demonstrated interest in the Bedouin way of life, I wonder, whether you would be interested in living or investing in the region?**

My wife, Janet, and I have tremendously enjoyed visiting all of the regions of Saudi Arabia and we both have a special interest in bedouin life - the natural rhythm of things, the serenity and clarity of the place are all fascinating to us. I have visited ten of the 13 regions in this country, and I plan to visit all 13 before I leave. One of the most important aspects for long-term growth and sustainability in the Kingdom is developing investments in all regions of the country and providing op-

portunities for all the country's inhabitants. I think that any business person would be mistaken if they overlooked any area where there are new and exciting investment opportunities. Saudi Arabia rose from 67th place on the World Bank "Ease of Doing Business Survey" to 12th place in 2012. By any measure, Saudi Arabia is now a much more attractive place to invest.

**During a visit to Al-Qassim University, you made a very moving statement, you wished if time were reversed and you return to university as student. What was it that prompted you to make this wish? Can you talk a little bit about this?**

Education is a lifelong process and it is not something that ends at graduation. I can say that in my professional career, I try to take each possible opportunity to continue my education whether that is through reading or from the human interactions and conversations I have each day. When I think back to my time as a student, I remember how exciting learning was and how I was able to dedicate myself to my studies. I do hope that Saudi and American students alike are able to enjoy their educational careers and make the most of the opportunity they have been afforded.

**The U.S. has played a very positive role in working collaboratively with Saudi Ara-**



**bia in cultural, trade, military, and judicial spheres. What is the share of Saudi women in this support, specifically in what sector?**

The collaborative relationship between the United States and the Kingdom of Saudi Arabia is extremely important, and we are always making efforts to find new areas of cooperation with our Saudi partners. Saudi Arabia is working toward developing a knowledge-based economy, and we applaud and share the King's vision of a Saudi Arabia that will draw on the talents of all of its citizens. The Kingdom is making great investments in education, and women are benefitting from this in preparation to play a greater role in supporting the Kingdom's economic development. More than 51% of Saudi university graduates today are women, and about a quarter of Saudi KASP students in the United States today are women. It is heartening to see increasing opportunities extended to all Saudis, including women, to play an important role in the Kingdom's advancement.



Ambassador James Smith with the Publisher - Chairman of the Group

## Saudi heritage

**My wife Janet visited all the regions in the kingdom of Saudi Arabia and admired them. We are especially concerned of the Bedouins life, natural life affaires and quiet places.**

efit of the U.S. and Saudi business partners. For there to be a healthy business climate for foreign direct investment, U.S. businesses often seek markets where there is rule of commercial law and contracts; minimal bureaucratic processes; transparent financial and business reporting requirements; and sufficient market access to skilled labor and financial resources. As the Kingdom of Saudi Arabia is in direct competition with other countries for much desired foreign direct investment (FDI), the maintaining of a healthy investment climate and having the regulations in place that is conducive to investment and business development is what the Saudi Investment Authority should be striving to achieve. Finally, there has never been a better time to conduct business in Saudi Arabia. Saudi Arabia was ranked number 12 out of 183 economies in the World Bank's "Ease of Doing Business" report. I do have to note one caution, however, with regard to enforcement of contracts specifically, the World Bank ranks Saudi Arabia 138th in the same report.

**There are more than 300 joint venture or independent American projects in Saudi Arabia, the largest foreign investment in the country, what difficulties American investors encounter in Saudi Arabia? Will American projects in Saudi Arabia grow dramatically?**

As noted in the previous question, American investors seek stability in the commercial regulatory environment and to have rule of commercial law including adhering to international norms for contracts and the acceptance of third party arbitration if disputes

occur. As Saudi Arabia seeks to diversify beyond the petrochemicals and mining sectors, the Saudi business and investment climate will dictate additional FDI as it continues to compete for FDI with other countries in the region. I believe American firms will look at business and investment opportunities related to the alternative energy, environmental technologies, and health care/life sciences market that appear to be of Saudi business interest.

**Under your leadership the U.S. Embassy undertakes an important role in community services, what are the major achievements of the U.S. Embassy in Riyadh?**

The U.S. Mission to Saudi Arabia has done a great deal to work cooperatively with the Saudi government in many fields. The United States takes pride in the cooperation between our two countries on issues ranging from trade to education, science, technology and health - including raising awareness of breast cancer. We have worked to help Hajj pilgrims stay healthy and we have a shared goal to expanding opportunities for all Saudis, including women and youth. There are have also been important successes from our cooperative work with the Kingdom in international organizations to do things like provide humanitarian assistance around the world, including helping the tens of thousands of Syrian refugees and supporting the transition in Yemen.

On the business front, I am pleased report that there are hundreds of U.S. businesses that work hand in hand with businesses in the Kingdom to provide jobs and prosperity

for Saudis and Americans, as we are committed to producing new opportunities for the citizens of both of our countries. Of special importance, we want to put a new emphasis on student exchanges and educational partnerships. I know this is something close to King Abdullah's heart.

**On tourism, the U.S. Embassy and its consulates issued more than 70,000 tourism visas for Saudi citizens. On the other hand, Saudi Arabia has many tourism attraction sites, will American tourists would be interested in visiting Saudi Arabia?**

The Kingdom's mountain valleys are some of the most majestic in the world, and the waters of the Red Sea are famous for offering some of the world's finest diving opportunities. The World Heritage Sites, Madain Saleh and the at-Turaif District in Dir'iyah, allow people to look back into ancient history. The experience of tourism, both traveling abroad and hosting visitors, enriches our cultures and fosters mutual understanding.

As the U.S. Ambassador to Saudi Arabia I have a wide variety of conversations with Saudis, often young Saudis, who have just returned from their first trip to the United States. During these conversations, people consistently tell me that visiting the United States gave them a better understanding of the country and its culture leaving them with a new appreciation. I say the same thing about my time here in Saudi Arabia, being here gives me a better understanding and new appreciation for the culture.

I must admit that I have always been fasci



**relationship with Saudi Arabia, namely the economic, security, cultural, judicial, military one?**

Certainly, we continuously work with Saudi Arabia to strengthen our relationship in all of these areas for the mutual benefit of our two peoples. Our bilateral relationship is dynamic, and our two countries have a variety of shared interests. My aspiration is that we continue to look for new ways to cooperate and support each other in building our own economies through trade and investment while also increasing our knowledge and cultural understanding of each other. Each of the areas you listed is instrumental in providing for stability in the region, opportunity for economic growth and an ongoing exchange of ideas.

**How could we overcome the challenge of the global financial and economic crisis? Do you have any ideas to offer here?**

Recovering from a crisis of this magnitude takes time, but we continue to see signs of incremental progress. Governments continue to take concrete measures in the U.S., Europe, and elsewhere to support the recovery. Provided the international community continues to work together to guide the global economy through this challenging period, I'm confident we'll arrive at a mutually beneficial outcome.

While the global financial crisis seems to be slightly improving, we all continue to feel the effects. Markets remain volatile, governments insolvent, and housing and labor markets still at historical lows. That said, we must not use this time to close ourselves

off from the world, but we must continue to integrate our markets and investments on the global level. Furthermore, we must continue to provide stability to energy markets to ensure no extra economic burdens hit already weak or barely stable economies.

Leaders from the U.S. Treasury have remarked on the importance of the public and private sectors collaborating and learning from each other. Creating the right system of regulatory reform and addressing threats to financial stability require broad engagement. The United States, Saudi Arabia and the international community have taken steps in this direction and we must continue to pursue growth, prosperity and stability for all.

**In light of Saudi economic openness and foreign investment as a major component of it, how do you view the Saudization program, has it achieved its objectives?**

As a nation fighting unemployment at home, the United States understands how difficult it can be for any country to address this challenge. One of the critical challenges in reducing unemployment is how to create an appropriately skilled work force. As the Saudi government is making massive education investments, they are also looking to the private sector as an important source of economic growth and stability. We appreciate the long-term effort the Kingdom is making towards educating its future professionals and the private sector and public institutions are creating opportunities for the new generation of Saudi scholars who are graduating each year. The Nitaqat program is one of the

steps the Kingdom is taking to provide those opportunities.

I know Minister Fakieh and his team have worked hard to guarantee job opportunities and living wages for Saudis, and I know the business community is working hard to comply. I think Nitaqat is still a work in progress and of course it is not yet complete. Naturally, anyone looking to establish a business in any part of the world wants to be confident that he can identify and hire the talent he needs to succeed, so of course foreign investors want to understand what Nitaqat means for their companies. While the goals of Saudization efforts are laudable and make sense, it is important to balance the need to increase jobs for Saudis with the need for profitability and productivity of the private sector. As the program becomes more familiar, however, we find that business leaders are moving forward confidently and in good faith to implement the Labor Ministry's policies.

**Why do American businessmen open production lines for their industries in Saudi Arabia as joint-ventures with their Saudi counterparts or through direct investment? Is there any advice you want to give to the Saudi Investment Authority?**

U.S. businessmen open production lines and invest in Saudi Arabia in order to be closer to the market, manage supply chain costs, tap into the locally available physical and human capital resources, and to be more responsive to the unique market requirements of the Saudi customer. U.S. foreign direct investment is made based on the mutual ben-





tify and submit an emergency appointment request if the appointment they scheduled is too late for urgent business travel that has come up at short notice. In the case of delegation attending trade shows in the United States, we traditionally work with our U.S. Foreign Commercial Service to facilitate their travel. Advance planning for visa appointments generally makes the process much smoother for all applicants. I always remind people that the U.S. Embassy Riyadh website provides valuable information regarding the visa application process ([riyadh.usembassy.gov](http://riyadh.usembassy.gov)).

**Each year your embassy facilitates travel of Saudi trade delegations to participate in trade shows in the U.S. Are there any plans to organize an annual trade gathering in Saudi Arabia similar to trade shows in the U.S?**

Whether in New York, Washington, Atlanta, Orlando, New Orleans, Houston, Chicago, Las Vegas or San Francisco, the major exhibitions attract a good number of foreign buyers given the professional management of the exhibitions and the international quality of the venues. With respect to exhibitions in Saudi Arabia, the U.S. Commercial Service is currently working with the States of Missouri and Maine to bring business delegations to a Riyadh exhibition later this fall. I am hopeful that these U.S. visiting delegations would be able to meet with potential Saudi business partners as they look to establish closer business relationships.

Just last month I led an historic 45-Member Saudi trade delegation sponsored by our

Embassy and the state-owned Saudi Mining Company, Ma'aden to attend "Mine Expo", the world's largest and most comprehensive exposition dedicated to mining and held every four years. Saudi Arabia has named mining as the third pillar of its economy and I would consider it a great success for the bilateral relationship if we are able to facilitate mutually beneficial business relationships that will help bolster this growing sector of the Saudi economy.

**What is the size of American investments in Saudi Arabia now? Is it growing? How can we improve it? And what are the major investments?**

According to the Department of Commerce's Bureau of Economic Analysis, the United States had approximately USD 8 billion in foreign direct investment in Saudi Arabia in 2011. The growth in FDI from the United States and other countries will depend on Saudi Arabia's business climate and how the country proceeds to move forward on economic diversification. Rule of commercial law, the maintaining of a transparent regulatory environment, and the allowing of the movement of business persons and corporate physical capital would clearly be necessary conditions for Saudi Arabia to compete for the finite FDI monies seeking partnerships, markets, and fair levels of financial return on investment.

--What is your message to Saudi businessmen? What are the major investments projects you promote and encourage?

My message to Saudi businessmen is

clear: U.S. businesses are reliable and they are customer and market oriented. Since the founding of the Kingdom, U.S. business has been in Saudi Arabia and our business ties will only grow stronger. American businessmen seek business relationships that are mutually beneficial, and to achieve this, there needs to be transparent business regulations, rule of commercial law, and the full level of trust required to maintain the relationship long term. As for major investments projects, as Ambassador I would like for the markets and global competition to decide which investments are to be made.

King Abdullah has placed an emphasis on education for people of Saudi Arabia through programs like the King Abdullah Scholarship Program. The future decisions regarding investment in Saudi Arabia will likely be driven by the thousands of well-educated Saudis who graduate each year from the top schools in the Kingdom and around the world. This investment in education will pay dividends to Saudi society for generations to come. The U.S. government supports the development of a business and investment climate that is healthy, strong and provides the necessary infrastructure to support that investment and that needed initiative. As I travel around Saudi Arabia, I see that Saudi Arabia has undertaken a plethora of such projects and I look forward to working together with them to continue on this path to the future.

**As the principal representative of the U.S. here, what are your aspirations with regard to improving some of the aspects of the**



## Our joint investments

**I can understand clearly how the new business opportunities and increase of the commercial links work to strengthen our mutual relations more and more properly.**



n Ambassador James Smith with HH Prince Al-Waleed bin Talal

to foreign investors, which will increase Saudi's visibility to global investors and attract more talent and top-tier expertise.

On the question of education, I look forward to seeing the numerous new institutions in Saudi Arabia serve the demand for education in the Kingdom. The King has dedicated approximately 25 percent of the budget to education and training, and I applaud him for that. I am hopeful that these centers of learning will be filled with eager students and talented teachers who can help them learn to become future business owners, teachers and leaders in Saudi Arabia. A building is but only a shell, but when it is filled with students and teachers, something wonderful happens. The youth are the Kingdom's greatest renewable resource and continuing to invest in them will help to strengthen the foundation of this economy ensuring many of economic success for the Kingdom. In order to accommodate thousands of new graduates each year, with the majority of them being women, it is important to continue to fuel the development of new business opportunities.

**Can you provide us with statement on King Abdullah's economic achievements for our annual "Saudi Book" on King Abdullah's achievements? You have visited several regions and cities of Saudi Arabia, what is your impression?**

I've been impressed by the Kingdom's efforts to identify and address its most pressing economic needs. Everywhere I go in Saudi Arabia, I see tangible evidence of the King's

emphasis on economic diversification, job creation, availability of housing, education, healthcare, and so on. The King and his government have made a sustained push to capitalize on their strong fiscal position in recent years to ensure the long-term health of the Kingdom and its people.

Specifically, the Saudi Industrial Development Fund's SME Loan Guarantee Program and the BADIR Program for Technology Incubators are important achievements that will help to provide opportunities for entrepreneurs. I am encouraged that the Saudi government has developed creative programs to assist entrepreneurs and new business owners. Without these programs, it would be challenging for those who dream to establish a new business to obtain investment capital for their start-ups.

On a more technical level, there have been positive developments for improving the business climate such as the Commercial Law Development Program (CLDP) to improve the administrative and commercial legal process in Saudi Arabia. With steps like these, the King is forming an economy where domestic and foreign businesses can thrive and create new opportunities for economic growth. With the vision that is being cast by King Abdullah, I am confident that young Saudis will find a plethora of new opportunities in an economy where individual entrepreneurs are able to establish small- and medium-sized enterprises that give each willing worker a place in the job market.

**As U.S. Ambassador to Saudi Arabia, you must have met with scores of Saudi businessmen. Talk to us about these encounters. Recently, media outlets have discussed special business visas for Saudi businessmen. What is your expectation with regard to increasing Saudi investment in the U.S. by Saudi businessmen?**

As Ambassador, I regularly meet with members of the Saudi Business community and I would say that it is one of the most interesting aspects of my job. These meetings allow me to get a sense of what business opportunities exist in the Kingdom. As Saudi Arabia looks to diversify its economy and to move into areas such as alternative energy, aerospace and defense technologies, and other growth areas, I believe that we will see Saudi Arabia invest more outside Saudi Arabia where some of these technologies are currently being developed. The U.S. is a leader in technology, and it has an open business and investment climate. I believe that Saudi investors should look favorably to investing in the United States, given that the U.S. has the technology, the capability, and the long history of partnering with Saudi Arabia to help the Kingdom achieve its objective of economic diversification.

As for visas for business travelers, I encourage any business travelers to book their visa interview appointment as soon as they know they are going to travel to the United States. Currently, appointments are available in Riyadh in 1-2 days; waiting times in Jeddah and Dhahran are also at their lowest time to date. If necessary, business travelers can jus-



Ambassador James Smith with HH Prince Faisal Bin Khalid



James Smith, the ambassador with prince Bandar Bin Sultan

and continuously conduct market and post market oversight to determine if product quality meets customer satisfaction requirements. Whether following ISO quality control processes or Six Sigma protocols, U.S. companies know that there can always be a deficiency in design or product application; however, it is the minimizing or the elimination of deficiencies that is the true hallmark of quality. U.S. products stand out in terms of quality and value to the consumer because American business listens to the customer and responds to the demands of the marketplace.

Saudi importers of U.S. agricultural and food products strongly believe that U.S. products have superior quality compared to other competitors. They are aware of the stringent U.S. regulatory requirements that producers must follow to ensure safety and quality standards established for all agricultural and food products consumed in the U.S. market or for exports. U.S. consumers trust their regulatory system and have high confidence in the food regulatory agencies such as the FDA and USDA to insure the wholesomeness and quality of the products they consume. In fact, the Saudi regulatory agencies have set up their food standards and inspection procedures after the U.S. model.

In addition, the U.S. is known to be a reliable supplier of agricultural commodities, especially during periods of world market's turmoil and drastic price fluctuations. Therefore it is comforting for the Saudi importers to seek U.S. products knowing full well that they are readily available and have been inspected and approved for exports by credible

regulatory authorities.

**You have met with King Abdullah in several occasions, what is your personal view of King Abdullah's leadership, his diplomacy, and his policy of combating domestic terrorism?**

We recognize and appreciate the leadership shown by the Custodian of the Two Holy Mosques. When Secretary of State Hillary Clinton visited Riyadh in March and met with King Abdullah, Secretary Clinton acknowledged that the United States and Saudi Arabia are working together on a wide range of common bilateral and multilateral interests, including fostering economic growth in the Kingdom and in the United States. We are working together to promote prosperity in both our countries and throughout the world.

Under King Abdullah's leadership, one of the most important achievements has been the establishment of the King Abdulaziz Center for National Dialogue, which promotes moderation and tolerance in the Kingdom and beyond. Dialogue and a culture of tolerance are essential to promoting and realizing peace, prosperity, and stability in the region and around the world. In the spirit of dialogue, together we are building new bridges of understanding and cooperation between Americans and Saudis at all levels.

**Could you comment on King Abdullah's economic achievements such as foreign investment regulations, combating corruption, social development and King Abdullah Financial Center? And on his educational reforms such as the establishment of King Abdul-**

**I am satisfied with the continual progress of our country to realize the purposeful goals.**

**lah University for Science and Technology (KAUST) and Princess Nora University.**

In the political, social, and economic realms, we're witnessing a considered, deliberate development program, and that has certainly led to a number of noteworthy successes. The Kingdom has done a great deal to improve its investment climate, for instance through the concerted efforts of the Anti-corruption Commission, and we're seeing the results from the King's multi-year agenda of public investment in infrastructure, health, and education.

The Saudi economy remains strong and provides opportunities for foreign investors. While we have seen good indications that Saudi Arabia is working to expand access to foreign investors, there are some who remain concerned about increasing regulation that could result in increased operational costs in the private sector. Of course, with all changes, there is a period of learning and adaptation. Right now, the private sector is still learning how they will adopt Saudization quotas and compete with generous public sector benefits and wages. We further await important milestones such as opening the Tadawul



**The most important achievements realized under the leadership of King Abdullah represented in the establishing king Abdul Aziz center for national dialogue which encourages the moderation and tolerance in KSA. We understand and appreciate the leadership characteristics of the custodian of the two holy mosques.**

that continues to build its infrastructure and streamline the process for people to establish businesses, create new jobs, and continue to add to the economic stability and vitality in the region.

Today, this relationship is even more dynamic as the Kingdom has become as an important partner of the United States in working together to ensure stability in the region. In the last few months, Saudi Arabia has led efforts to provide critical humanitarian support to the people of Yemen and Syria, and we applaud the Kingdom and King Abdullah's leadership in brokering the GCC's initiative for peaceful transition in Yemen, which was signed in Riyadh last November.

**What is the volume of trade exchange between the two countries?**

Trade between the United States and Saudi Arabia remains strong and robust and it is an important component of the bilateral relationship and it is an issue on which I spend a lot time as Ambassador. For the first seven months of 2012, U.S. exports to Saudi Arabia reached USD 10.33 billion with Saudi Arabian exports to the United States reporting at USD 35.66 billion. U.S. agricultural and food product exports to Saudi Arabia in 2011 soared to their highest level of \$1.3 billion, an increase of 55 percent compared to exports in 2010. Leading U.S. agricultural product exports in 2011 included wheat, yellow corn, rice, soybean, corn oil, planting seeds, dairy products, processed fruit and vegetables, and snack foods. In 2011, Saudi Arabia exported about \$5.6 million worth of agricultural and food products to the U.S. market.

I'm excited to note that for 2012, we will be ahead of the trade volume that was reached by end of year 2011. In 2011, the United States exported USD 13.83 billion in goods and imported USD 47.48 billion from Saudi Arabia (source: United States Department of Commerce-Bureau of the Census). The World Trade Organization (WTO) notes that 84.2 percent of all Saudi Arabian exports are related to petroleum, petrochemical products, and mined commodities. Saudi Arabian imports reflect that 79.9 percent of all imports to Saudi Arabia are manufactured goods. These figures show a good reason why the Kingdom should continue the work it has begun to move it toward a diversified knowledge-based economy.

**Saudi importers trust and believe in the quality of American products; what is the secret behind this exceptionality of made in the USA products?**

American manufacturers and service providers maintain a high standard in terms of quality control. U.S. companies adhere to strict manufacturing and industrial standards

That meeting back in 1945 laid the groundwork for this important and long-standing bilateral relationship. Although the history of our relationship is certainly important, it is more important to look forward and see how we can continue to build on what has been established, especially with respect to the more than 50 years of commercial ties we have. The United States looks forward to seeing Saudi Arabia establish a knowledge-based economy



**BFG:** Mr. James Smith, you are well-known as F-15 combat pilot; now you enjoy the confidence of the White House as its envoy to Saudi Arabia. Could you give us some detailed biographic information of you and your family?

As a member of the United States military for 28 years, I was proud to serve my country and I see my mission here in Saudi Arabia as a way to continue that service. The United States and Saudi Arabia have a long relationship and the two nations are close friends and allies. It was a great honor and pleasure for me to be asked by the President of the United States to be our nation's representative in the Kingdom of Saudi Arabia. My wife Janet and I have greatly enjoyed our time in the Kingdom as we have worked closely with our Embassy's staff to facilitate and strengthen our relationship with the Kingdom and the Custodian of the Two Holy Mosques, King Abdullah bin Adulaziz Al Saud.

I have been very fortunate in my career. I've had the opportunity to work with great men and women in the military, in the private sector, and in civilian government. In each phase of my career I have appreciated the opportunities to work with people from diverse areas of expertise or different backgrounds. I believe in the importance of learning from those who are around me and believe that intellectual curiosity and cooperation are necessary elements to growth and success, whether personal or professional.

In the more than three years that we have been in Saudi Arabia, my wife and I have greatly enjoyed interacting with Saudis on a wide range of issues and in many different contexts. We are grateful for the hospitality of our Saudi hosts and for the many enjoyable and rewarding experiences we have had here. We have appreciated the opportunity we have had to not only learn about this great Kingdom, but also to share with the Saudis my own country.

**Are you satisfied with your work? Please tell us about some of your notable accomplishments and achievements?**

Yes, I am very satisfied with my work and accomplishments here in the Kingdom. In the three plus years that my wife and I have lived and worked in the Kingdom, we have been able to see the U.S.-Saudi relationship grow in a number of ways, especially the stronger and increasingly diversified trade and business relationship between the two countries.

My work here has been extremely rewarding and I am very satisfied by the continued progress that our two nations are making in achieving our mutual goals. Whenever I have the opportunity to speak with Saudi business leaders, I can see how new business opportunities and increasing trade ties add depth to our bilateral relationship.

**Would you assess the longstanding relationship between the U.S. and Saudi Arabia, whose foundation was laid in the first meeting between the founder, late King Abdulaziz, and President Roosevelt in 1945?**

Through a special dialogue with the Business and Finance Club, **James Smith**, the USA ambassador in KSA admires the Saudi heritage

## Optimistic to extend Saudi American relations



Eng. Emad Bin Muhammad Al Hati

BY  

**S**tarting from acquiring the prize of Richard A Pong, as the best military student in the military history up to distinctive graduation from the American Air force Academy through a long experience of 28 years of tenure; James B. Smith acquired leadership characteristics since the first days of his life. He occupied executive positions in Rithon Co. He also worked in strategic planning, planes manufacturing, developing international commercial works.

He has been in KSA since 2009 G as the US ambassador and in his interview with the Business and Finance Club magazine, he emphasized the leadership characteristics of King Abdullah, the custodian of the two holy mosques. He admires the Saudi heritage and Bedouins life, he is optimistic of the Saudi USA relations which are under development on all fields.

Personality of the Issue

# The United Kingdom

## UK seeks to raise the value of trade with UAE

### Economy at its best since 2007



**Largest deficit in account balance since 24 year**



**The best performance in economic growth**



**UK seeks to raise trade with UAE**



The current account deficit of the United Kingdom recorded in the third quarter of the year its highest level since 24 years, as the deficit of current account balance of the UK with the rest of the world, jumped in the third quarter of 2013 to reach 20.7 billion pounds (\$33.9 billion), compared with 6.2 billion pounds in the second quarter, which is equivalent to 5.1% of GDP, which is the largest share since the third quarter of 1989. Economists had expected a deficit of 13.85 billion pounds in the same year.



United Kingdom's economy grew by 0.7% in the fourth quarter of last year, bringing the annual growth rate to 1.9%, which is the fastest annual growth rate for the UK since before the beginning of the global financial crisis.

It boosted all sectors of economic growth mainly the services sector, which grew at a rate of 0.8% in the fourth quarter, while the construction sector shrank by 0.3%.

UK's shares rose at the end of January transactions, supported the growth rates of the British economy over the past year, where the index of European financial service companies rose by 3%, led by shares of "Aberdeen Asset Management" company for asset management, to reach its highest level in five and a half years, as the index of "FTSE 100" rose by 0.3% to reach 6,572.33 points.

The volume of UK exports of goods to the UAE has increased to 11% until last September, totaling 6 billion pounds. The volume of trade between the two countries has increased in the first half of 2013 with a growth of UAE exports to the UK by about 59% to reach 1.43 billion pounds, while the growth of imports increased by about 9% compared with 2.84 billion pounds in the same period of 2012. The "UK-UAE Joint Economic Council" seeks to raise the value of trade exchange between the two countries to reach 19 billion USD by 2015.

In addition, the United Kingdom participated, represented by the Secretary of State for Business, Innovation and Skills, in the activities of "World Future Energy Summit" held in Abu Dhabi, with the participation of 70 UK companies. The British side showed United Kingdom's interests regarding oil and new technologies, where British oil companies seek to build relationships based on cooperation with Abu Dhabi, in a bid to shift into a global center for development. The British people are more optimistic by three times on the recovery of their country's economy in the current year, compared to the past two years. Their percentage increased from 9% in 2012 to 29% in 2014, while the percentage of pessimists decreased from 74% to 40% during the same period.

The UK's economy is classified as the sixth largest economy in the world and the second largest economy in the financial world in addition to having the largest GDP. Indeed, 100 European companies out of 500 are found in the UK. The Kingdom recorded an unexpected economic growth over the past years in spite of the crisis that hit the economic world; this growth was driven by the recovery of the service sector and high oil and gas production in the North Sea.

Nevertheless, the British economy ended 2013 with strong figures. It grew by 0.7% from October to December, reaching its best year of growth since 2007. And according to the "Business and Finance Club" magazine, the sustainability of the economic growth would be guaranteed by the improvement of exports and corporate investments, since the recovery of the British economy is affected by the sectors of housing and consumption expenditure.





# Turkey

Rise in exports and imports after currency deterioration

Expectations of economic growth in spite of budget deficit

Interest rates rise revives stock market



\$7.88 billion budget deficit in 2013



Rise in exports and imports



Turkey's Istanbul Index rose to 30 by 2.11% due to the tight monetary policy that was imposed by the Turkish Central Bank in a bid to double the interest rate by 10%. The rise of interest rates that the Turkish Central Bank imposed, contributed to the rise in European stock market. FTSEurofirst index increased by 0.8%, closing at 1308.29 points, and Euro Stoxx 50 (Europe's leading Bluechip index for the Euro zone) increased by 1%, reaching 3068.96 points.

Besides, the decline in the Turkish lira continues during the current year 2014, recording losses that exceeded 20% last year, as the Turkish currency decreased by 5% against the US dollar during last January. Turkish Central Bank has decided to raise the lending rate for one night from 7.75% to 12%, the Repo rate for a week from 4.5% to 10%, and the lending interest rate for one night, from 3.5% to 8%. This sharp rise of interest rates was a result of the bank's failure to stop the deterioration of the currency, through pumping foreign currency into the market from cash reserves.



Turkey achieved a growth of 2.2%. According to expectations, it will continue its robust performance to reach a growth of 4 and 5% by 2015 and 2016. Regarding the unemployment rate, it reached 18% during 2013, recording a budget deficit of \$ 17.2 billion liras last December, while the initial deficit of the same period is estimated at 15.2 billion pounds, excluding interest payments.

On the other hand, Turkey's tourism revenues reached \$ 24.5 billion throughout nine months of 2013, recording a rise of 11%. The average of spending per tourist reached \$824 compared to \$729 recorded last year.

The total value of Turkish exports in 2013 was \$151 billion and 869 million, while that of imports was \$251 billion and 651 million. The value of Turkey's exports for December 2013 increased by 4.9%, compared to the same month of 2012, and amounted to \$13 billion and 220 million, while the value of imports was estimated by \$23 billion and 137 million, with an increase of 16.7%. Turkey's exports to the EU also increased by 6.6%. Indeed, Germany tops the list of countries exporting to Turkey.



Turkey is considered one of the new industrial countries. Its economy is an emerging market that is rapidly evolving by the IMF. Turkey is considered as one of the largest producing countries of agricultural commodities in the world in addition to the manufacturing of textiles and other industries. It is also a founding member of the Organization for Economic Co-operation and Development (OECD).

Turkey has been able to achieve successful economic growth in spite of the slow pace of the global economy last year. Yet, according to the analysis of the "Business and Financial Club", the challenge of raising the growth rate to 5% will continue to exist, in case of the permanence of factors of reducing the U.S. stimulus program, the reduction of financial flows to Turkey and global economic programs, and the decline of the Turkish lira price, that raises concern about a crisis similar to that of 2001, especially that the country is in the center of a financial political crisis.



# Japan

## Stocks rise despite a drop in the volume of exchanges

## Japan surpasses stage of deflation



### Rise of Japanese stocks



### Safe Exit from Deflation



### Decline in the volume of exchanges with the Middle East



Japanese stocks led the region's shares to the roof top after four consecutive sessions of decline since the beginning of the new year with a weak demand from investors on the yen. Nikkei 225 closed at 15,383.91, rising by 2.70 % after it dropped by 2.51% in the previous session. JPX-Nikkei 400 closed in Tokyo at a rise of 2.56% at 11,347.32, in addition to Topix index, which closed higher by 2.60 % at 1,256.18 at the beginning of February.

Japan also pumped an economic stimulus package worth about \$3 billion to support the economy, in order to reduce the economic impact of the tax rise, which is the biggest step taken by Japan since decades in a bid to reduce its huge debt. The initial budget for the fiscal year April 2014 –March 2015 is equivalent to \$922 billion (€ 673 billion). And the new budget relies on the significant tax revenues in an attempt to reduce the deficit.



According to the economic data, Japan has surpassed the deflation stage after implementing the plan of monetary and fiscal stimuli policy that has been adopted by Tokyo over the past year, after the core inflation reached 1%, and the core consumer price index, which excludes petroleum products, rose by 0.9 %. The narrower inflation index, which excludes food and energy prices, rose by 0.3 %, and it is considered the first increase within five years and the fastest since August 1998.

The Japanese economy slowed down in the third quarter of last year, with a decline in exports and household spending. Yet, economists expect growth to accelerate in the fourth quarter with a recovery in exports and a rise in private sector consumption.

Japan is one of the most advanced countries in the world economically. Industry is considered one of the economic pillars, where it comes globally in the second place after the United States. Japan is also specialized in the electronic industry.

The "Business and Finance Club Magazine" believes that although Japan surpassed the stage of deflation, the risk of recurrence cannot be ruled out, despite the decline in the unemployment rate in Japan to 3.7 % in the month of December last year, which witnessed a decline of 0.3% in 2013. The number of unemployed reached 340 thousand in December compared to 2.25 million people a year earlier. However, in case of reducing the implementation of motivational policies that lead to an increase of production and demand for labor, which are factors that help in rising wages and consumer spending, Japan might return to the stage of price deflation.





# Italy

**Expectations of higher trade with UAE...**

**Economic recovery depends on the reduction of public debt**

## Shrinking Fiscal Deficit



The value of the fiscal deficit decreased during the third quarter of 2013 by 3.7% compared to the second quarter, which recorded a deficit of 4.1%, an average of 0.07%. The Italian government expects to achieve economic growth this year by 1.1% to reach 1.3% by 2015.

On the other hand, Italy's debt fell to 132.9% from a peak of 133.3%, recorded in the previous quarter, but it remains the second highest debt in the region, coming after Greece. The public debt has risen to €18.7 billion last November, registering an increase of €2,104 trillion, while tax revenues relatively decreased to €339.1 billion.



## The growth of exports and imports



Italian exports grew by 1.7% and imports by 1.1% in August 2013 on a monthly basis. However, the country's exports fell by 4.4% and imports by 9.8% in the same period, compared to the same month of the previous year. While the trade balance surplus reached €19.2 billion in the first eight months of last year. It is worth mentioning that the Italian exports recorded in July last year, annual and monthly declines.

On the other hand, 30 Italian companies recently offered their products of construction materials, doors, windows, bricks and marble, upon their participation in the Iraqi exhibition for construction materials in Najaf. The exhibition organizers considered it a start for attracting international companies to the city, in terms of future plans for the growth of the economy.

## Expectations of additional bilateral trade with UAE



The economic and trade cooperation between Italy and the United Arab Emirates has witnessed a major leap, recording €6.5 billion last year. The volume of trade exchange between the two countries is expected to soar during the current year and exceed €10 billion. Italy looks forward to building new Emirati partnerships concerning strategic infrastructure such as ports, airports and railways, as well as security, defense, trade and services.



And the most important event that affected the Italian financial trading market at the end of last January was the decline in the share price of the Italian carmaker company "Fiat", after it declared its intention to move its headquarters from Italy, and keep its factories there.

Fiat shares were temporarily suspended from trading last January, after the company announced its annual results; then, the share value dropped by more than 5.3% and the stock by more than 6%. In return, the Italian Vitesse index closed at a rise 0.29% (at 20,295.61 points) in the first trading week of February.

Italy was characterized by a capitalist economy with a high per capita income. According to the International Monetary Fund (IMF), Italy is considered the seventh largest economy in the world and the European Union and the third largest economy in Europe. It is also an active member of the Group of Eight (G8), the European Union and the Organization for Economic, Co-operation and Development.

According to the analysis of the "Business and Finance Club Magazine", the Italian economy began to recover, registering a relative growth. However, Italy faces a major challenge in developing a mechanism of financial stability by reducing its high debt. This is what the Italian Prime Minister "Matteo Renzi" announced in his first press conference after taking office, where he promised a series of reforms that his government will adopt through 100 days to overcome the worst economic recession since World War II, which caused an increase in the unemployment rate to 13%.

# Switzerland

**Surplus in trade balance  
Possible partnership with South Korea...**

**Swiss Economy... the Easiest  
Way for Investors**



**Swiss Stock  
closes higher**



Economic data have indicated that the direction of the Swiss index (SIX) recorded an increase in early February, after it decreased at the end of December and January. Yet, investors tended to buy most of the stocks. SIX closed at a stable change, slightly rising by 0.02%, at levels of 8,272.23 points. Swiss watchmaker Swatch Group SA has seen a rise by 3.66% in the SIX in Zurich. The biggest rise in profit growth that a company, listed on the stock, might record is 20%, to \$ 1.93 billion Swiss francs, or \$2.31 billion as for last year.



**3% Growth rate  
in 2014**



In 2013, the economic growth rate in Switzerland reached 1.9% and it is expected to hit 2.3% during the current year, if exports continue to grow. According to statistics, unemployment rate fell to 3.2 %, maintain average stability, which remained constant over the past year at 3.2 till late December, compared to 149.43 thousand unemployed with a rise exceeding 5 % compared to the same period in 2012.

The Swiss franc came second after the euro as one of the best performing currencies during 2013. The Swiss bank has maintained the base of the EUR/ CHF at 1.20 for the second year in a row, and the Swiss franc rose by more than 15% against the Australian dollar and the Japanese yen. The performance of the Swiss franc is expected to continue on the same rate this year. The GDP growth rate accelerates by 0.8% in the first quarter of 2012 to reach 1.9 % in the third quarter of 2013, after the Swiss bank set the trading base of EUR / CHF at 1.20 in 2011.



**Trade Balance  
Surplus**



The surplus in the trade balance increased to 2.429 million Swiss francs in October 2013, compared to 2.405, recorded last September. As for the exports, they rose to 18.335 million vs. 16.912 million Swiss francs, while imports increased from 14.418 million to 15.097 million francs.

South Korea has tackled with Switzerland last January ways of expanding trade and investment and promoting cooperation in the fields of vocational education, science, technology and various global issues.

South Korea confirmed in summit talks in the Swiss capital, Bern, ahead of the World Economic Forum "Davos", the necessity of supporting the financial cooperation between the two states' companies in a bid to boost the competitive advantage and encourage them to enter the market of a third country.



According to the "Business and Finance Club Magazine", the economic situation in the U.S. and Europe contributed to the rise of the Swiss franc, making it a safe haven for investors. Yet, it deems necessary to reduce the unemployment rate, especially that Switzerland has a thriving economy and a developed technology, and it is considered one of the wealthiest countries in terms of per capita and top-rated in Europe's economic freedom rating in 2010. Besides, Switzerland adopts a private-sector driven economy according to western standards.



# Spain

Economy recovers ...  
Focus is turned to activity of industry

**25% in unemployment rate and higher GDP**

Rise in stock market



Industrial output growth



Support of economic partnerships



Spanish stock market numbers saw a modest rise by the end of 2013, as "IBEX 35" closed at a rise of 0.39% (equivalent to 31.20 points) at 8,018.00 points at the end of its dealings. Besides, "IBEX" increased by about 1.7%. Spanish government bond decreased by 40% from the level of 7% at the end of last year, recording an increase in the Madrid Stock Exchange (IBEX-35) by 20% since the beginning of 2013, outperforming the Eurostoxx, DAX-30, FTSE-100 and Dow Jones industrial index, during the same period.

Economic stability is now obvious as we follow up the movement of the most active stocks in Madrid's market, where four companies recorded a rise in their dealings, such as: (Aertas, Bankint and MediaSet) compared to a decline of 9 companies, most notably: (Jazztel PLC, Beck Boyeol-laz, and Aatejoa). While the oil sector (+ 0.11%), chemicals sector (+ 0.25%), services sector (+ 0.03%) and banks sector (+ 0.43%), witnessed a breakthrough in their activity against a decline in the ten other sectors.

In spite of the qualitative leap achieved by the industrial output late November last year, in almost three years after the tax hike, analysts say there are likely no changes in the production, which means that the industry may not give a boost to GDP, compared to the previous period. However, the Spanish Prime Minister, "Mariano Rajoy" is optimistic, based on studies and analyses, which say that in 2014 there will be a decrease in the unemployment rate, which fell to 25% according to the OECD. Knowing that the growth was back on track late last year at a rate of 0.3% of GDP, but it shrank last year by 1.2%.

"Luis de Guindos", Minister of Economy, stressed on Spain's ability to cut the budget deficit to the desired level which is 5.9% of GDP, by virtue of its agreement with the European Commission.



The Census Bureau linked the reasons of the Spanish economy decline last year to the weakness of domestic demand (consumption and investment), where the export sector couldn't compensate for its negative consequences. Knowing that Spain is currently seeking to confirm its economic and trade partnerships with friendly countries, in an attempt to surpass its crisis. Joint projects are expected between Spain and Egypt, Jordan, Algeria and Morocco.

Huge sports investments' countries closed the year 2013 by achieving one of the main objectives of economic reforms taken by the Government of Spain over the past two years, which played an important role in moving the economic activity and restoring the confidence of international investors, as well as reducing the public deficit and Spanish debt. Spain's economic situation is heavily influenced by boosting the industry sector and raising domestic demand, which the export sector couldn't compensate for its negative consequences.

Year 2014 is expected to continue recovering and recording 1% of the growth to meet the expectations of the Spanish people who are suffering from unemployment. The Spanish government pledges to work more to maintain this recovery and boost the operating segment.

Spain succeeded in recovering from recession against the backdrop of a growth in its GDP in the third quarter of last year, following a continuous shrinking for nine consecutive seasons. Estimates indicate the entry of Spain to the stage of triggering the economic activity and restoring the international investors' confidence, in addition to reducing the public deficit and Spanish debt.

# Iran

## Revival of Trade between Turkey and Iran

### Iran's Dependence on Oil Production & Exports



#### Rate of Exchange Reduction



#### Rising Prices Due to Budget



#### Revival of Trade with Turkey



In 2013, Iran decided to reduce the value of the Iranian rial against the dollar by half, in the midst of a severe economic crisis that resulted from international sanctions against its nuclear program. Iranian banks were a target of a ban that was imposed on carrying out global financial transactions through international banking networks. As for the central bank, it allowed most importers to buy local currency with a value of 24,779 riyals against the dollar, while the exchange rate was previously estimated by 12,260 riyals.

Moreover, the Iranian commodity stock exchange recorded, during the first 9 months of 2013, an increase in the trading volume by 19% and 60% after selling 17.7 million tons of various products that exceeded 309 thousand billion riyals. Mining and industrial products saw a rise of 12 and 30% in volume and value while trading about 9.8 million tons of various products that are worth more than 161 thousand billion riyals. Besides, oil and petrochemical derivatives recorded a rise in the volume of trading amounted to 32 % and 115 %.



Draft budget for the current year included expenses of approximately \$80 billion based on the official exchange rate. Besides, it included a duty increase in prices for the sake of providing annual subsidies amounted to 630 trillion riyals; including a cut in fuel and food subsidies within the subsidy reform plan. Around 83 % of the funds will be provided by an increase in fuel prices. Iran's budget for 2014 imposes the export of 1.1 million barrels of crude oil per day, with an increase of about 10% from current levels. Indeed, Iran's oil exports dropped from 2.5 million barrels per day to about one million barrels per day due to the American and European sanctions.

Iran and Turkey decided to hike up the volume of trade between the two countries to \$30 billion by 2015. Turkey announced its need for Iranian energy products especially the Iranian natural gas. Both countries agreed to take joint steps for the sake of bilateral interests. The volume of bilateral trade in 2012 was nearly \$8.21 billion before falling last year to \$5.13 billion.



Iran, the third largest economy in the Middle East, expects that the proportion of economic growth could reach 3% during the current year; it also aims at amending its financial plans. Iran works on reducing the rate of inflation, which hit 40%, and the rate of unemployment to 25 % by March 2015. In accordance with the International Monetary Fund (IMF) latest assessment, the Iranian economy is a weak economy but at the same time it is in the stage of growth. The analysis offered by our magazine show that the ongoing international sanctions on Iran's nuclear program alongside the bans on the financial transactions, will hinder the growth of Iran's economy, in spite of its efforts to raise oil production and promote trade.

Tehran hosted at the beginning of last February an economic forum for joint investment between Iran and France where the two sides tackled the economic potential of both countries. They decided to raise the trade volume to €5 billion annually; currently this volume stands at about €240 million.



# Greece

## Decline in Stock Market and Lower Industrial Output

### Government hopes to surpass the financial crisis

#### Stock & Industrial Output Decline



#### Austerity cuts



#### Rising Exports and Shrinking Imports



Athens Stock Exchange saw a decline of 4.58% in the first week of February, to reach 886.57 points, after it opened at a loss of 2.44%. The bank index value lost 4.11%. On the other hand, investors tended in mid-January to sell shares in order to make profits after the year's index closed down with a change of 2% (i.e. 1.260.70 points). Greek industrial output recorded its sharpest annual decline by 8.1% as consumer prices continued to shrink. Production of non-ferrous metals such as wood and clothing went down, causing a decline of 4.3% in the industrial output in July.



Greek government seeks to overpass the crisis that is invading the country. The government expects that the debt-laden Greece will find a way out of the recession that has started six years ago. After nearly going bankrupt and almost crashing out of the euro zone last year, Greece expects a growth rate of 0.6% in 2014, after the unemployment rate was 27% in 2013. Greece seeks to delay the payment of the €240 billion that it owes to the European Union (EU) and the International Monetary Fund (IMF). The budget for 2014 included austerity cuts amounted to \$3.2 billion. The budget deficit decreased from 15% of GDP in 2002 to 2.2% in 2012. As for the €325 million, it is the remaining part of the austerity package, under which Greece would reduce its expenditure by €3.2 billion for (\$4.2 billion) in 2012.

Greece's exports rose 5% in the first eight months of 2013, by the value of €18.3 billion after it was €17.4 billion in 2012. As for Greece's imports, they dropped 5%, from €32.8 billion in 2012 to €31.2 billion in 2013.

The Greek trade balance recorded a deficit of €12.9 billion in the first eight months of 2013, compared with €15.4 billion in 2012. In the midst of Athens' recession, Greece hosted mid last year the first forum against austerity measures imposed in a number of European countries. Representatives of civil society organizations and trade unions, alongside citizens, who are against austerity and its repercussions, attended the forum. This event was held since Greece is one of the most European countries suffering from austerity measures.



Greece adopts a quasi-capitalist economic policy in the presence of the public sector that contributes to about half of the gross national product of the Republic. Greece is considered a leading country in the global maritime shipping, since the tourism sector contributes 15% to GDP. The total number of tourists in the country exceeded 17 million tourists last year and according to expectations, arrivals might reach 24 million by 2021. Since the outbreak of the financial crisis, Greece has taken drastic actions in efforts to reduce the budget deficit. However, according to the analysis of our magazine, things will stay vague until the end of the governmental debt crisis, through boosting the industrial and tourism sectors, as possible alternatives.

# USA

## Negative indicators with the start of 2014 and China is about to be involved



The most powerful economy in the world



A timid growth of the U.S. economy



Economic crises



The American economy started 2014 with high forecasts to realize a rate of growth different from those it realized in the last years but several factors decreased these forecasts by 0.1% in the first quarter of the current 2014 after their increase by 2.6% by the end of 2013. The production of factories in U.S.S also decreased by 0.8 % in the last month which is the biggest decrease since 2009 after an increase of 0.3 in last December with the sector being affected by an extremely cold weather indicated the weak start of the world's biggest economy this year.



The economy of U.S.A seemed to be fluctuated between high growth forecasts and negative and receding indicators, the activists in the economic and financial field fear their subsequent impact on its performance which translates the world's largest economy where the American shares went down noticeably in the mid May in the Dow Jones Indicator of the shares of the American major companies which closed the trading session of the wall street stock exchange dipped by 42.47 points or 0.28% while Standard & Poor 500 indicator decreased by 8.31 points or 50% and Nasdaq Composite closed dipped by 6.37 points or 18%



While the International Monetary Fund expected that the size of the Chinese economy by 2016 will overtake the American economy in terms of purchasing power, many international Research institutions consider that the Chinese economy has become number one since 2010 and that it will become the leader of the global economy by the end of 2014 particularly after the increase of the American debt from 9.2 trillion dollars to more than 17 trillion dollars currently.





# Australia

Increase the trade exchange with UAE

Unemployment rate increases to **5.8%** in the world's happiest industrialized nation

The happiest industrialized country in the world



For the fourth year, Australia has topped the list of the world's happiest industrial country in the Organization for Economic Cooperation and Development's Annual Better Life Index, ahead of Norway, Sweden, Denmark and Canada.

The OECD ranks its members according to 11 different criteria, which it views as essential to a happy life and connected with the quality of environment, health condition, housing, personal security, work opportunities, income, education, skills, personal well-being, social relations, income and wealth.

Australia called the lucky country has been classified within a list of 36 industrialized countries using the scientific research survey which help with identifying the essential factor contributing to happiness of nations through allowing persons to measure the importance of the criteria and to place a bigger value or a smaller value in each category. Greece has been ranked number 34 in this classification issued in mid May due to the suffering of its people from the lowest average of life satisfaction followed by Mexico ranked 35 where the major problem lies in the personal security and safety due to the rates of murder and assault crimes while Turkey has been ranked 36 owing to its people suffering from the problems of income and housing in addition to life dissatisfaction and non-balance between work and life.

GDP growth



The Reserve Bank of Australia declared the indicator of the first four months for 2014 and which showed that the economic forecasts are still unconfirmed. However, the current estimations indicate that the economy reserve capability will be stable for a period of time. The members of the Reserve Bank believe that the facility monetary policy currently adopted is suitable for the current condition despite the change of the inflation forecasts compared with the previous report.

On the other hand, the Australia monetary policy maker expects the growth of gross domestic product by 2.75% during 2014 in addition to the increased rate of this growth in 2015. The Central Bank has maintained the rate of interest at a low record level within a limit of 2.50% in an attempt to support the economy to activate the investments in the mining sector after the companies have declared smaller plans for the new projects.



The growth of economic and trade relations



Trade of goods between the UAE and Australia exceeded 4.6 Billion Dollars, represented mainly in the food and agricultural products, allowing the possibility of developing these activities further in the near future. The food security in the UAE is an important issue, in addition to the education sector, where the State puts the Knowledge Economy and Innovation on the main priorities, while we hope that Knowledge Economy will contribute by about 5% of GDP in the UAE.

Australia and the Gulf Cooperation Council States (GCC) have similar advantages. However, they also share in some of the environmental constraints. Therefore, Australia occupies a suitable position and shares the region its superior expertise of the management of the best practices and innovative technologies ..



If we consider carefully the aforementioned data, we notice that it indicates in the aggregate that the Australian market enjoys prosperity and that it is the happiest and luckiest industrialized country. However, this prosperity does not reflect the figures of unemployment which has increased to 5.8% during the last month of April and this is an indicator regarded relatively high by the activists in the economic and financial field and translates only the contradiction of the economic and social conditions in Australia facing despite the indicators of prosperity and happiness, adverse situations caused by the decline in the investments in the natural resources and the cancellation of the activity of some companies in the Australian market amid instability of the economic activity and this is in fact a paradox raising many questions and discussion.



# Germany

Stock market between ups and downs, can country overcome global crisis?



Stock Market Decline Didn't Last Long



Trade surplus up to 198.9 billion Euros



400 decision-makers from the Gulf attends Berlin Forum



The German stock index fell sharply. In the first week of February, Germany's DAX index fell to 0.15 % (i.e. at a point of 9,114). Yet, it recorded an increase during last December sessions, stopping at a point of 9,680.0. In January, it continued rising by 0.29 % and recorded 9,744 points.



Trade surplus in Germany mounts to €198.9 billion in 2013 after it was 189.8 billion in 2012, hitting a record despite the slight decline that it witnessed during December. Indeed, the manufacturing sector led the growth, for the private sector witnessed its fastest pace since the beginning of this year.

Unemployment rate in Germany increased by 263,000 and reached 3.136 million in January. In December, it declined by 15,000, reaching 2.965 million, which is considered the biggest drop in almost two years. While the unemployment rate stood at 6.9 %, this, according to economic estimates, was due to the stoppage of work at the construction sites because of the cold weather waiting for the re-launch in spring.

Berlin hosted on March 11, 12 and 13 the events of the second forum on GCC Business and Investment, with the participation of about 400 high-level decision makers of the GCC countries and Germany. The attendees discussed cooperation possibilities, reinforcement of business networks, establishment of new partnerships in the fields of "logistics, construction, energy, water, finance, health sector and education, joint investments and technology transfer." The volume of trade exchange between both countries is around \$35 billion annually.



Germany is the fourth largest economy in the world and the most important market in the European Union because for its economy is based on industrial products and services. Germany was the engine of growth in the early years of the crisis of the euro zone before its performance dropped in the last two years. Yet, the rate of growth did not exceed 0.4% in 2013 though its economy escaped the crisis. Germany has been able to overcome the economic crisis for it maintained a leading position in the industrial sector. However, the biggest challenge that will face this sector, according to the analysis of "Business and Finance Club", is the expansion of the scope of renewable energy, boosting hopes that this sector will support the growth of Europe's biggest economy.



# France

## French unemployment at record high, stocks fall sharply, country to cut public deficit

**France Seeks Tax Hike to Reduce Deficit**



**Gross Domestic Product (GDP) Declines**



**Saudi Arabia's Largest Trading Partner**



France has approved, within the budget of 2014, a 75% tax on high earners; i.e. on companies that pay annual salaries exceeding one million Euros, in a bid to reduce the country's budget deficit.

The French Parliament adopted the Socialist government's budget for 2014, aiming to reduce the country's public deficit from 4.1% to 3.6% during the current year of GDP and to keep it below 3% in 2015. Besides, the budget includes € 15billion cuts in public spending (\$20.5billion) and the Value Added Tax (VAT) increases from 19.6% to 20%.



According to the National Bureau of Statistics "INSEE", the French GDP witnessed a decline of 0.1% in the third quarter of 2013, compared with the previous quarter. This result bucked analysts' predictions of a growth of 0.1%. As the French trade deficit widened, it adversely affected the growth of the economy, where exports fell 1.5% and imports rose 1%. Besides, fixed asset investment declined by 0.6% in the third quarter of 2013, and household spending growth slowed down from 0.4% in the second quarter of the year to 0.2% in the third quarter.

Furthermore, the number of unemployed people in France has reached a record of 3.3 million, hitting a new record high. Last January has registered an increase of 5.7% from the previous year, a percentage that is equivalent to 177.8 thousand. According to the statistical office of the European Union "EUROSTAT", unemployment rate in France now stands at 10.8%.

The figures presented by the stock indicators have been below desired levels throughout 5 weeks since the beginning of the year, for the French CAC index fell by 0.51%, i.e. 20.80 points, prompting the trading level to stand at 4086.95 points. The index "CAC 40" has declined by 0.31%, and hence closed last April trading at 3856.75 points.

Saudi Arabia ranks first as France's largest trading partner, as trade exchange (between the two countries) reached 45 billion riyals in 2012. Both countries boosted their economic ties by signing eight agreements, including energy, training, transport and health. Currently, France is considered the third largest foreign investor in Saudi Arabia and it aspires to attract more Saudi investments that, in fact, do not exceed €600 million in France, noting that Saudi investments in Paris are limited to real estate and stock sectors.

In light of France's inability to get the budget deficit to 3% of GDP during 2013, the "Business and Finance Club" magazine views France as a country that should exercise extreme caution, pursuant to the European Union (EU) rules that say that countries using the euro are not allowed to have an annual deficit of more than 3% of GDP.



France is the fifth leading country in the field of foreign trade. Petroleum products are France's major imports, whereas its exports include chemical products, machinery, electrical equipment and vehicles. France carries out almost half of its trade transactions with the EU member states. However, the economic crisis has negatively affected it and currently, France is searching for a way out that help it reduces its budget deficit.

# China

Largest trading country in the world, trade exchange values exceed 4,000



Stability of growth rate



China overtakes the United States



China, the theme of Davos discussions



China has maintained an economic growth rate of 7.7% for 2013; the same percentage was recorded in 2012, exceeding the growth target by 7.5%. The Chinese economy registered a significant recovery in the third quarter before it tumbled in the fourth quarter of last year. China prepared a rehabilitation program that aims at restoring the balance of growth, in order to focus on domestic consumption rather than on infrastructure investments.



According to data made available by the Chinese Customs, China has become the world's biggest goods trading nation, overtaking the US after its annual trade exceeded \$4000 billion for 2013. Chinese exports rose by 7.9% to reach \$2210 billion, while imports increased by 7.3%. Hence, the trade surplus rose up to \$260 billion, equivalent to 12.8%, and the total foreign trade reached \$4160 billion, by 7.6%.



The volume of overseas investments in Chinese mergers and acquisitions also increased during the first half of 2013, following the announcement of 98 foreign transactions totaling \$35.3 billion, compared to 97 transactions in 2012, valued at \$22.9 billion. These transactions were mainly based on the energy sector and consumer goods-resources sectors in the Middle East and the world.



The World Economic Forum in Davos, recently discussed the change in the Chinese economy from high-speed growth to stable growth. The forum tackled the impact of China's financial reform on the systematic reform in the country, in addition to the global benefits that might pop up, as China promises a more open economy.

The final reading of the Market Index HSBC for the PMI for January, decreased to 49.5 points, from 50.5 in December. This decline is the first since six months ago. The said figure complies with the first reading of the index of 49.6, which was issued a week before the end of January. Indeed, 50 points do separate the growth and contraction in manufacturers' activity, which saw a weakness in the productivity growth and new orders. This fact forebodes a weak start for the economy in 2014.

China is considered the fastest-growing economy in the world, with an annual growth rate of more than 10% throughout the last thirty years, while the growth of the gross national product rate per capita decreased by 8%. According to the Chinese Customs, China is shifting into world's biggest goods trading nation, in terms of the value of annual trade exchanges.


According to data analyzed by the "Business and Finance Club", though China maintains a stable and relatively fast economic growth, yet the country has to abide by the reform and openness policy, granting licenses to private banks and increasing trade competition through the removal of barriers that prevent the entrance of private companies.



# Canada

## Investment by 500 million euro in Morocco, central bank maintains interest rate

Promoting economic growth 

Real estate falls in several provinces 

Investments in Morocco 



The economic growth in Canada was promoted during the second half of 2013. Its rate hit 2.5% in the last quarter, reaching an average growth rate of 1.8% in the last year. Banks are expecting the national economy to grow by 2.5% in the years 2014 and 2015. The Canadian central bank kept the essential interest rate at 1%. The essential interest rate was lastly amended in 2010, when it was raised from 0.75% to 1%. The value of the Canadian dollar declined immediately after the emended decision, amounting to 0,95 U.S. cents and continued to reach its current level 90,19 U.S. cents.



The average price of housing in Canada reached \$391 thousand in 2013. It increased by 10%, compared to 2012 and it recorded a rise of 13.6% and 11% in the Canadian cities of Vancouver and Toronto, respectively. It declined to 1.9% in the city of Montreal and to 8.7% in Province of New Brunswick.

Canada put €500 million at the disposal of Morocco to promote investments and Canadian contracting exports that seek to invest in Morocco. It will allow the Moroccan contracting to buy the Canadian materials and services. However, the good exchanges increased between Canada and Morocco to reach \$522,6 million yearly in the year 2012, compared to \$418,9 million in the year 2011, i.e. with an increase of 25%. The volume of the Moroccan imports settled at \$368,5 million in 2012, while the average of exports reached 154,2 million.



Canada is the richest country in the world and it is a member of the Organization for Economic Co-operating and Development and of the Group of Eight (G8). It occupies the eighth place in the sectors of fishing and the seafood industry in the world. In addition, logging and petrol industries occupy an important place, alongside a huge sector of manufacturing which takes place in the downtown. Based on the Financial and Businesses Club analysis, the value of the productivity of the natural resources like petrol and gas must be raised to achieve economic growth; In addition to expanding trade relations and controlling the real estate market.

# Tunisia

## Reinforcement of Trade with Iran

### Tourism saves the economy...



#### Rise in stock market and cooperation with Iran

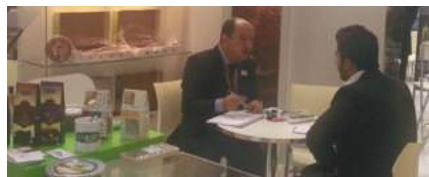


Tunis Stock Exchange closed the trading of the last week of January with a rise in its main index at a point of 4498.42 by 1.99%, and the volume of trading reached 22.649 million dinars. "Tunisair" ended trading with an increase of 18.5 %, followed by the Agricultural Production Company in Tabulbah with an increase of 16.57 %. The capital markets saw an increase of 2.2 %. The degradation included the prices of the Tunisian Company of Equipment, which retreated by 12.77 %, and "New Body Line" company which retreated by 3 0.74%. Recently, Tunisia and Iran have signed agreements to promote trade and economic exchanges within the framework of economic cooperation between the two countries where Iran allocated about \$125 million to encourage Iranian investors to establish private partnership projects in the sectors of phosphate, cars and oil.



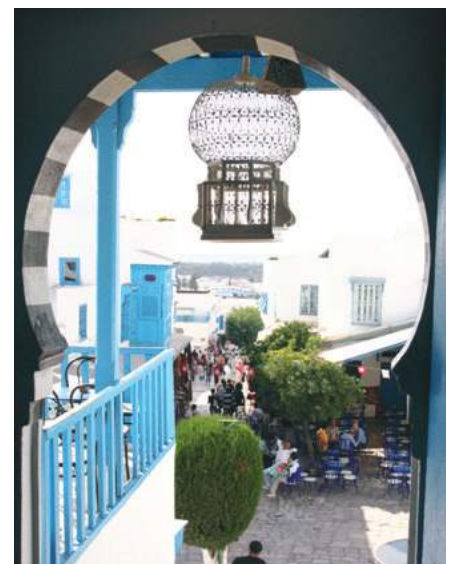
The Tunisian economy began to evolve as it adopted the liberal reforms in the mid-80s. Then this economy opened up to foreign economies and entered into a partnership agreement with the European Union which came into force in 2008, especially after rating Tunisia's economy as 4th in the Arab World and 29th in the world. The Tunisian economy faced many difficulties in several sectors, yet it had a strong annual growth that reached 4 % before collapsing and retreating to 1 % after the revolution of December 2010. The future plans for Tunisia, according to the analysis of "Business and Finance Club", will focus on improving the investment climate and boosting the pace of growth and economic activity within the current scheme, for the sake of ensuring the distribution of state resources between investments and expenses.

#### Growth Hopes Linked to Agriculture



Some official figures revealed a slow growth in the Tunisian economy during 2013 to 2.4%, compared to 3.2% last year. The Tunisian Central Bank expects the economy to grow 3.8% in 2014. The agricultural sector has seen a negative growth of 3.3%, influenced by the low production of cereals this year, which was among the factors that caused the decline in growth. Regarding the agricultural investment value, it rose 36.5 %, estimated at 359.8 million dinars, during the first nine months of 2013, compared to 263.6 million dinars in the same period of the previous year. The government currently counts on the agriculture investment as part and parcel of the current scheme that aims at boosting economy and creating 3503 job opportunities. Tunisia shall reduce the inflation rate amounted to 6.1% and the trade deficit amounted to 8.3%, and to reduce the unemployment rate amounted to 15.7 %.

#### Tourism partially revives



Tunisia has received during 2013, six million three hundred thousand tourists, recording a growth rate of 5.3% compared to 2012. Subsequently, revenues rose by 2%, yet the ratio remains distant from 9% that was recorded in 2010. Tunisia was planning to hit a number of 7 million tourists in 2014, compared to 6 million in 2012 and to achieve revenues of more than 3.4 billion dinars. The Tunisian Ministry of Tourism explained in a statement that the number of tourists who visited Tunisia in the first two months of the year amounted to 646,751 tourists, with an increase of 22.6%, moving closer to the level recorded in 2010.

The ministry said that the sector's revenues amounted to 352.9 million dinars (223.6 million USD) by a rise of 2.9% as compared with the same period of 2013.



# Syria

**Trade has been deteriorating since the beginning of the crisis...**

**Political crisis affects economy, industry**

**25-year agreement between Syria & Russia**



**Industry losses open doors to new projects**



**Deterioration of exchanges**



Damascus recently signed a significant agreement with a Russian company to explore Syrian offshore oil and gas. The contract covers a 2,190 square-kilometer surface area. It is a 25-year deal that includes several stages. The value of prospection and exploration is \$100 million. Funding will come from Russia, yet it will recoup its production expenses if oil and gas is discovered in commercial quantities.

Oil production, which represents an essential resource for Syria's economy, has declined by 90% since the outbreak of the revolution.



The value of the 2014 budget amounted to 1.39 trillion pounds and the credits investment plan of industrial enterprises decreased to 1.625 billion in 2014 compared to 2.152 billion pounds in 2013. The amount of 1.297 billion pounds was allocated for renovations, along with 11.3 million pounds for new projects. It is reported that the Syrian industry losses reached \$ 2.2 billion last year.

The index of DSE closed yesterday lower by 5.17 points from the meeting which preceded the last day in January, closing with a value of 1,174.10 points, and the rate of change is negative by 0.44% as a result of trading 25,205 shares spread over 35 deals worth trading of total value of 4.074 million pounds. The shares of Bank of Syria and Overseas rose 2.31% (equivalent to 5,970 traded shares) by a value of 1.132 million pounds. The shares of Qatar National Bank - Syria fell by 1.99% as a result of trading 8,000 shares, reaching a value of 984 thousand pounds. The share of Syria International Islamic Bank shut down by a drop of 2% following a trade of three thousand shares worth 405,000 pounds.

Foreign trade has witnessed a sharp decline since the beginning of the crisis up till the first quarter (Q1) of 2014, at a rate of 95% of exports and 88% of imports.



The value of the total Syrian exports, including oil and commodities, dropped to \$94.7 million in the first quarter of 2013 compared to \$1,901 million during the same period of 2011, recording a decline of 95%. The total Syrian imports also fell by 88% during the same period, from about \$4,115 million in the first quarter of 2011 to about \$818 million in the first quarter of 2013.

The Syrian economy depends mainly on agriculture and other services, including tourism, industry and underground resources. The value of GDP in Syria in 2011 was about \$64 billion dollars before the outbreak of the Syrian revolution which affected the economic growth and reduced the volume of oil production.

According to the analysis of "Business and Finance Club", the stability of the Syrian economy is mainly influenced by the political situation. Hence, the production process was highly affected and its costs soared, regardless of the economic sanctions that have directly affected the financing of foreign trade. According to expectations, the Syrian economy is to touch its lowest level in 2014, before it regrows, and the economy is to be one-third smaller by 2018.

# Lebanon

## Stocks rise despite slowing growth...

## Deterioration of tourism, Rising industrial exports



### Shares rise in Lebanon



### Deceleration in economic growth



### Rising industrial exports



The tourism sector, which constitutes 16% of GDP in Lebanon, is facing a crisis which is the hardest since 2005, where the number of tourists increased by 12.69 % during the first half of 2013 which recorded 623,864 tourists, after it was 714,549 in the same period of 2012. For example, the rate of bookings in the Mount Lebanon Summer Center declined to zero. The contribution of tourism is estimated by about \$8 billion of GDP, which is \$55 billion.

On the other hand, the number and value of traded shares on the stock exchange of Lebanon increased this year. The first financial week of February saw the trading of 1.506.692 million shares valued at \$14.148.497 million compared to \$714,590 shares valued at \$6.250.973 million during the last week of January. The Lebanese stock have missed the big wave of high prices in the international markets and closed the year of 2013 on a decline, where the shares of Solidere witnessed the worst performance as it went down by 15 %, while the RYMCO shares recorded the best performance with a rise of 33%.

The economic movement in Lebanon slowed down to about 1.5% in the third quarter of 2013. The World Bank expected Lebanon's GDP to grow by 3.6% in 2014. The Lebanese economy ranked the highest 72 country among 108 developing countries, compared to the growth rate in developing countries in the Middle East and North Africa, which is 2.7%.

For the year 2014, the Institute of International Finance expected net private capital flows to Lebanon to reach \$4.3 billion, with an increase of 48.8% from the expected figure for 2013. Yet, this figure is far less than the average of \$ 7.5 billion annually, between 2008 and 2011. Thus, the expected flows to Lebanon next year reflect second-largest growth rate among the economies of emerging countries and the Middle East and Africa.



The value of the Lebanese industrial exports during the first 11 months of 2013 rose to about 2 billion and 861 million USD, achieving \$2 billion and 569 million. While the value of imports of industrial machinery and equipment during the same period was about \$280 million and 100 thousand.

In contrast, the Lebanese Customs announced a decline in its imports to 2.66 billion USD, by 4.12% during the first 11 months of 2013, compared to 2.78 billion USD during the same period of 2012. This is due to a decline in the revenues from the value-added tax rate of 3.86 % per annum to 1.29 billion USD, and the shrinking of customs imports by 4.12% to about 1.38 billion USD.



The Lebanese economy is a free economy that depends on individual initiatives and openness to the outside world, with a suitable movement of capital and employment. The private sector accounts for more than 75% of the total business economy. Lebanon faced a slowdown in growth in 2006 due to a drop in consumption and capital investments, while the current slowdown was influenced by the political crisis, according to economists.

According to the "Business and Finance Club magazine", the Lebanese economic performance requires appropriate political and security climates to help investors regain confidence, instead of heading to safer areas around the world; In addition to the necessity of boosting tourism in a, hopefully, better security situation.



# Libya

## Transformation of Islamic Economics and Contraction in Trade with China Economy at Stake Due to Political Situation

### Islamic economic system



Libya tends to transform its banking and economic system to comply fully with Islamic law that bans interest payments, as announced by the Ministry of Economy. The source added that experts would now study how best to apply Islamic Sharia law in the economy. During the pre-revolution stage, the growth of Islamic banking was not encouraged and four state-controlled institutions dominated the relatively undeveloped financial sector. Regarding a starting date, it depends on in-depth studies to examine the market and the Libyan economy. The National Congress, which convened lately, granted the government a deadline to terminate the interest dealings since the changes will take effect as of the beginning of 2015. And the Libyan government is optimistic about joining a growing global trend, at a time that more and more countries move towards Sharia in the wake of banking crises in the United States and Europe; indeed, the entire world is moving toward an Islamic economy.

### Greeting foreign investors



Libyan financial market is expected to welcome foreign investors as they might have the chance to possess about 10 % of the stocks; noting that most of the companies belong to the financial sector, especially banks and insurance, in addition to the Libyan Cement Company. And as scheduled, a real estate company and an Islamic fund will be added to the market in the coming period. The list will also include the two mobile phone companies "Al Madar" and "Libyana". And the Libyan government acknowledged that all companies listed in the financial market will enjoy tax cuts for five years.

The volume of trade between China and Libya decreased by 50% (i.e. by \$3.6 billion), due to the Libyan oil crisis, compared to \$8.8 billion recorded in 2012. It's worth mentioning that the country's oil revenues amounted to \$40 billion last year, which is less 20% than the target \$50 billion.

### Expectations of GDP contraction



The International Monetary Fund (IMF) forecasted that GDP will contract by 5.1% in 2013, in the absence of accurate statistics, due to the fact that the protesters have seized control of oil ports 6 months ago, hampering oil exports and reducing the production of Libyan oil to a fraction of its capacity amounting to 1.25 million barrels per day. The average production of oil in Libya recorded 1.4 million barrels per day in 2012, as compared with 1.6 million barrels per day in 2011. Moreover, the closure of the Sharara Oil Field again by armed groups caused a loss of approximately 34 million dollars per day, according to the director of Sharara Oil Field, Hassan Saddik said.



Libya has the biggest oil deposit in Africa and its economy completely depends on fuel revenues, which represents more than 96% of GDP. The decline in economic growth is measured by the retraction of production rate and export of the most important resource due to the political situation and the strikes held by workers of fuel sector.

And Libya – pursuant to the "Business and Finance Club" data – is facing difficulties in covering the budget expenses, if light that oil is the main source of its revenue. Besides, losses resulting from the crisis were estimated by about \$9 billion according to the latest statistics of the Libyan government. This fact requires a firm decision that separates economy from politics through diversifying the areas of investment.



# Jordan

## Economy flops between rising costs and budget deficit; industrial and touristic indicators variation



### Budget and taxes deficit



The rise of the tax revenue outcome, which reached approximately 378.1 million dinars by 14.3%, and the drop of the non-tax revenue, by approximately 11.8 million dinars (7.8%), contributed to the rise of the total local revenues and foreign grants during the first ten months of 2013 to reach 4,684.7 million dinars, after it recorded 3864.8 million dinars during the same time in 2012, equivalent to 21.2%. The local revenues reached 4134.4 million dinars after it recorded 3,768.2 million dinars during the same time of last year, by an increase of 9.7%. While the foreign grants reached, during the same period, 550.3 million after it recorded 96.6 million dinars in the same period of last year.

Jordan's expenses increased to 5,582.2 million dinars compared to 5,025.9 million dinars during the same period of 2012, by 11.1%. The general budget recorded a high deficit by 897.5 million dinars, compared to 1,161.1 million dinars during the same period in the previous year.

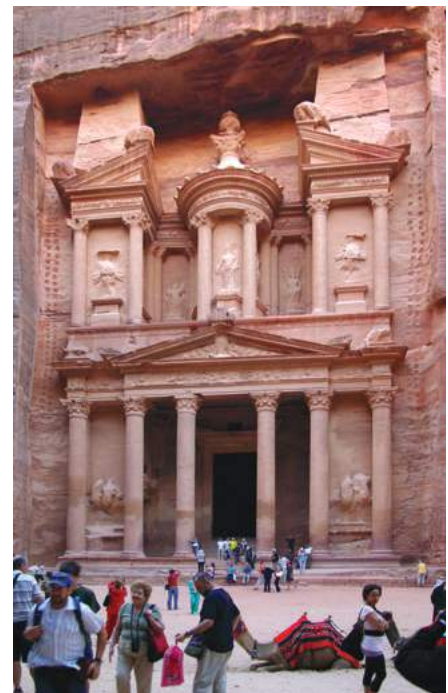
### Improved economic growth



The economic growth improved in Jordan, reaching 3.3% in 2013 after it was 2.7% in 2012. Foreign reserves at the Central Bank increased, exceeding \$12 billion. Besides, foreign investment flows increased in the Kingdom by approximately 20%, while the competitive national exports improved by 7.9%. On the other hand, the rate of the public debt recorded an increase of 1,997.5 million dinars by the end of 2013, by a rate of 12%, reaching 18,577.9 million dinars (i.e. 77.4% of GDP for 2013). Whereas, it approximately reached 16,580.4 million dinars (i.e. 75.5% of GDP for 2012), recording a rise of 1.9%.



### Industrial and touristic indicators variation



In general, Jordan has a healthy and strong economy that is capable of withstanding internal and external shocks and achieving sustainable growth by stable rates, since the Jordanian economy depends on the Business and Tourism service sector and on some strategic industries. Jordan will achieve the highest levels of the economic growth that ensures sustainable development, if it takes advantage of the natural resources that it possesses.

According to the "Business and Finance Magazine", the economic reform that Jordan has adopted is achieving positive results. However, the challenges still exist due to the scarce financial resources and capital expenditures. This situation requires the adoption of strategies that help in increasing public revenues and decreasing the percentage of debt to GDP. The strategies are acceptable plans that are preferably implemented at a time Jordan suffers from a financial deficit in the general budget.

The general index reached by the end of January 2206.96 points, recording an increase of 6.83% and achieving the best start in the current year. In the first month of 2013, the general index recorded the best result with an increase of 4.5%. Similarly, the insurance sector index increased to 2.16%, while the financial sector index decreased by 3.14%. The sector's trading volume decreased by 26% to reach 55.2 million dinars. As for the service sector, the transportation index saw the sharpest drop by 4.71%, while the hotels and tourism sector index increased by 1.08%, and the industry sector index decreased by 1.45%.



# Egypt

## Rise in debt and unemployment, decline in growth rates and recovery in stokes

### Recovery of the Stock Market



The main EGX 30 Index closed the January transactions for the stock exchange at 7,405 points, by a rise of 9.18%. The EGX 70 Index rose about 7.83%, closing at 585 points, while the larger-scale EGX 100 Index rose by 7.48% to close at 992 points. The Egyptian Stock Exchange gained during the trading of January about 25.1 billion pounds, prompting the market capital for the shares of companies listed on the stock exchange to reach about 451.9 billion pounds (an increase of 5.8%).



### Decline in economic growth rate



The economic growth decreased to 2.1% during the fiscal year 2012-2013, compared to 2.2% during the previous fiscal year. The tourism sector ranked first during the previous fiscal year, hitting the highest economic growth rates and reaching 6.6%, where the number of tourists rose to about 12.21 million tourists, and tourism revenues totaled \$9.9 billion. The construction sector came second, achieving a growth rate of 5.9%.

The Suez Canal growth rate decreased to 3.8%, since its revenues reached \$5 billion and 27 million in the fiscal year 2012-2013, compared to \$5 billion and 208 million in 2011-2012. The extractive activities sector also decreased, reaching 2.7%.

### Debt and investments



The economic indicators of 2013 showed a rise in the total external debt that reached \$49.3 billion, by an increase of \$8.8 billion dollars, while domestic debt reached 1590 billion pounds, an increase of 60 billion pounds. The unemployment rate also rose to 14.6 % by the end of last year after it reached 11% in 2012 due to the political situation. The growth rate did not exceed 2.6% while the population growth rate reached 2.2%.

Egypt seeks to expand its bilateral investment cooperation with Qatar by projects worth an estimated \$18 billion in industry, tourism and energy production. Egypt aims at supporting giant national industries and implementing successful partnerships and fruitful relationships with China and South Korea, as well as the Arabian Gulf, in a number of tourism and business projects, in an investment of more than 1 billion EGP. China is establishing its first investment zone in Egypt worth \$2 billion.

According to "Business and Finance Club Magazine", the economic situation in Egypt requires an urgent emergency recovery plan to boost and rebuild the economy, in a way that ensures development and creates job opportunities that rescue Egyptians from poverty that targets 40% of the population.



The Egyptian economy has passed through several stages of economic reform, firstly it started with the agricultural and trade sectors started with the neighboring countries before relatively reaching higher levels in recent years. Economic plans also succeeded to raise the growth pace and attract foreign investments, allowing the GDP to grow as well. However, the political situation destabilized the economy.

# Morocco

## Stock stability despite fluctuating trade, expectations of economic growth in 2014...



### Stability in the Green Zone



Casablanca Stock Exchange saw, at the end of the transactions in last day of January, stability in the Green Zone of its two main indexes. "MASI" gained 4.44 points to reach 9,140.11 points, and "MADEX" rose by about 0.01 points to reach 7,429.79 points. 19 companies, out of 44 companies participating in the trade, saw an increase in stock prices, 20 companies saw a decline, and the stock prices of 5 companies remained unchanged. The market capitalization gained about 241 million dirham to reach 452.263 billion dirham, compared to 452.022 billion dirham during the penultimate session in January. The value of stock transactions increased to about 57.59 million dirham, compared to 33 million dirham.



The Kingdom of Morocco tops the list of economies of North Africa after it recorded an economic growth of 4.9% in 2011, yet it saw a slow growth in 2012 amounted to 2.9% due to the weak profitability of the agriculture sector, which is the first contributor to the GDP, followed by the tourism sector by 8%. Its revenues amounted to € 5.5 billion a year. According to IMF forecasts, growth will reach a value of 4% in 2014. The Business and Finance Club believes that Morocco has a significant advantage which is revealed in a diversified economy that is able to surpass the economic crisis, though trade exchanges with European countries was mainly affected. Yet the main challenge that faces this economy is reducing the proportion of the fiscal deficit, which has seen a slight decrease by 5.7 billion dirham last year compared to 2012, and achieving a growth rate of 5.5%. Morocco must proceed in reforming and improving the business climate and the judicial system transparency in order to attract investments. Besides it shall adopt appropriate policies to increase employment opportunities generated by growth.

### Exports increases by 6%



Moroccan exports rose 6.7% in 2013 valued at 145.7 billion dirham (except phosphate and its derivatives) compared to 136.5 billion dirham recorded in 2012. This result was achieved since the auto industry increased by 23.3% and the size of the agricultural and food industry sector by 3.4%; similarly, the exports of the aviation industry recorded a rise of 14.7%. In contrast, imports fell by 2% in 2013, after it saw a rise of 8.2% in 2012 and 20.1% in 2011. This decline contributed to the decrease of food bill by 6 billion dirham and energy bill by 4.2 billion, and the increase of the capital goods and semi-finished product imports.

### Tourist activity and faltering trade



The number of tourists in Morocco reached 10 million and 46 thousand tourists during 2013, with an increase of 7% from 2012. Morocco is a major tourist destination for Europeans whom percentage increased to 40%. Rabat is seeking to increase the number of its tourists to 20 million tourists per year by 2022 due to the favorable climate that prevails in the Kingdom of Morocco vis-a-vis the political tensions that are invading the neighboring countries and the region as a whole. Morocco trade with the European continent was largely affected due to the worsening economic crisis. Business dealings went down with France, the first trade partner in Europe and globally, by 34% in 2013 and the volume of trade shrank to 66 billion dirham after it was 87 billion dirham in 2012. Morocco's exports have fallen by more than 10 billion dirham and the volume of trade with Spain by more than 15 billion dirham. Moroccan exports to Spain recorded a decline by 3.1 billion dirham.



# Algeria

Trade balance stability, country seeks to promote water tourism; increase in China's imports

Algeria opens bourse to foreigner investors



Algeria will allow, for the first time, foreign investors to buy shares on its stock exchange through holding partnerships with Algerian investors. Algeria approved a new law for stock that should boost the economy, where the number of listed companies will rise from 4 to 50 in the next five years. The plan aimed at opening up Algeria's largely state-controlled economy, diversifying its sources of income and complying with international standards. On the other hand, official figures show stability in the trade balance of Algeria during the first ten months of 2013 at about 9.14 billion dollars against \$17.85 billion from a year earlier. It recorded a decline of 48.8%, according to provisional figures of the National Bureau of Automated Media and Statistics related to Customs.



Algeria attracts water tourism



In October 2013, Paris hosted the first European-Algerian forum over Real Estate and investment "Immo-Invest 2013". Several contactors and institutions attended this meeting, as well as construction and upgrading specialists. All participants tackled the issue of the Algerian real estate market and ways of development, in addition to the determination of real estate possession mechanisms and ways of dealing with banks.

Petrol and natural gas sector is the main wealth of the country, besides it is a sort of danger on the Algerian economy in the future since Algeria depends on the incomes of this sector. Figures show a decline in exports due to the low level of petrol exports. The biggest challenge that must be confronted is opening up new horizons for the economy, especially in the fields of agriculture and tourist investment.

Decline in exports & stability in imports



Algerian exports fell 8.38% in 2013, recording \$54.54 billion compared to \$59.52 billion in the same period of 2012. This decline in exports is due to the 9.03% decline in fuel exports, 35% in crude products, 14.8% in properties of industrial supplies and 12.5% in the of non-food consumption.

As for imports, they were stable at \$45.4 billion between January and October of the last year compared to \$41.67 billion during the same period in 2012, recording an increase of 8.96%.

The report of the Algerian Customs indicated that the size of Algeria's imports from China amounted to \$6.82, i.e. 11.98% of the total imports of Algeria during 2013. Regarding the volume of imports from France, it amounts \$6.25 billion, i.e. 11.37% of Algeria's total imports after it was the first goods and services supplier of Algeria in 2012 by more than \$6 billion, followed by Italy in third place with \$3.95 billion, then Spain (3.93) and Germany (2.13 billion).

Fateh Alwazani, the economic analyst, said at an economic conference held lately in Paris that France lost its status as the first supplier of Algeria last year. This decline was in favor of China, which is entering industrial lands that spread across Algeria, especially the 49 new areas, road schemes, side road of high hills, outlets, railway schemes, tramway, residential schemes, hospitals, agriculture, finance, insurance, tourism, transportation, training and constructions.



Algeria occupies the third place in the Arab world and the 22nd in the entire world, since it possesses a gold reserve of 173.60 tons. However, petrol and natural gas represents 96.63% of exports followed by phosphate, fruits, vegetables, and iron ore. As for Algerian imports, they are represented by goods, food, consumer goods and semi-finished products. The Algerian Dinar is the basic unit of the Algerian currency which is equal to 20.009 euro and 0.0128 USD.

According to the "Business and Finance Club" magazine, Algeria attracts water tourism for it possesses 200 hot springs and a coast of 1200km long. Moreover, the desert tourism is considered as a major destination for foreign tourists in Algeria, hence Algeria shall develop and strengthen this sector.

# Bahrain

## Efforts to extract gas

### Bahrain goes economically out of petrol sector



#### Stock rise, thanks to banks



Bahrain stock exchange indices recorded a collective rise during the trading of January 2014 with increasing levels of liquidity. However the general Bahrain index increased during the January trade in 2014 by 3.6% to end its last sessions at a rate 1294.33 points. Bahrain stock settled during the third week of January inside the Green zone supported by banking and investment rise. The main index rose to 0.35% (i.e. 4.46 points) surpassing 1290, to reach the level of 1294.33 points. Imports index rose to 0.38% to reach 1312.279 points.



#### Possible plans of natural gas investment



Bahrain studies a project on constructing a station to import natural gas. This station would be ready to work by 2016. In addition, Bahrain continues to work on expanding the Sitra refinery, which is likely to be completed by 2017. Bahrain also seeks expanding the pipelines linking it to Saudi Arabia by a value exceeding the current ability by 50%, in addition to conducting deep drilling operations to explore gas fields.

#### Rise in Spending



The economic growth of the kingdom of Bahrain rated 4.6% on an annual basis in the third quarter of 2013, recording a drop of 5.3% compared with the second quarter. Besides, GDP growth slowed down reaching 3.5% in 2014. Yet, the GDP was expected to see a rise of 4% in 2013 after recording 3.4% in 2012. The petrol sector contributed to about 45% of the achieved growth due to improving petrol prices in the global markets and increasing production. While other sectors reached \$30 million since the financial sector tops non-petroleum sectors by 16% of GDP.

Budget spending of the current year increased to 164.5 million dinars to reach a total of 3.71 billion, while the volume of spending in the budget of 2013 was 3.26 billion dinars, compared to 3.26 billion of actual spending in 2012.

Revenue is expected to decline in Bahrain to 2.89 billion dinars in 2014 from 3 billion last year, based on the oil price average in the budget amounting to \$90 a barrel.

Pursuant to International Monetary Fund outlook, the budget deficit is to rise to 914.4 million in the current year by 8.36% of GDP in 2018, compared to a 4.2% rise in the current year.



In the last three years, the Bahraini economy was exposed to several shocks because of the global economic crisis that hit the financial sector and led to a budget deficit amounted to \$1.9 billion in 2012, but the kingdom was able to recover quickly. The Kingdom of Bahrain has a unique location and it is considered the gate of GCC. Based on the analysis of the "Finance Club and Business" magazine, the slow growth of GDP and Bahraini economy (oil sector contributes to the economy by 45%), the kingdom shall exert further efforts to diversify the economy and invest in infrastructure projects, knowing that Bahrain has benefited from a number of development projects by 4.4% billion dollars funded by the GCC.



# Sultanate of Oman

## Necessity of diversity of national income resources

### Expectations of Trade Surplus Growth and Income Diversity

Decline in stock general index



Surplus expected to hit \$1.8 billion



Oman paves way for investment



Amman Stock Exchange closed in January with a decline for the fourth session in a row amid declining liquidity, and the main stock index dropped by 0.17% (3.73 points) to close at 2193 points. Besides, the trade value continued to decline to 9.8 million dinars compared to 12.3 million dinars with trades amounted to 12.2 million shares versus 14.2 million shares in the previous session.

As expected, the general index will face selling pressure to close the bank overdraft. There is optimism that the market will witness further ups, since stock exchange has been witnessing the biggest reform process since last September after the index lost nearly 74 points during trading in late January.



Latest studies and reports confirmed that the Sultanate of Oman succeeded in attracting investment projects from the Gulf and foreign countries worth \$10 billion, in a bid to strengthen and encourage investments in the country through the enactment of laws that facilitate the work of local and foreign partnerships in all sectors. The Public Authority for Investment Promotion and Export Development also signed a memorandum of understanding with the Industrial Innovation Center for mutual cooperation, support of Oman industries, and development of management techniques so as to ensure improved competitive capacity, locally and globally.

Lately, in light of boosting Oman's economy, it has been announced that a «College of Generations» will be established in the state of «Bahla», specialized in rehabilitating young people in the fields of traditional crafts and handicrafts. In addition to «Al Rafd Fund» that supports young people and enables them to develop their small and medium businesses. The fund has started with 70 million, supported later by an amount of 7 million riyals that will be added to the capital every year. A Public Authority for the Development of Small and Medium Enterprises was also established.



The volume of public spending approved by the general budget for the fiscal year 2014 is around 13.5 billion Omani riyals (35 billion USD), with an increase of 5 % compared to the spending authorized in the budget last year, which recorded 11.20 billion riyals. At that time, revenues amounted to 11.74 billion riyals, indicating a 544 million riyals budget surplus in 2013, which is far less than the surplus in the same period in 2012 that amounted to 2.81 billion riyals. The budget deficit is expected to reach about 1.8 billion riyals (on basis of \$ 85 per oil barrel), knowing that the Sultanate produces about 950 thousand barrels per day.



According to the Business and Finance Club, the Sultanate of Oman will be obliged to reform the economic situation by modifying the spending plans and diversifying the sources of national income away from oil. It has to increase non-oil revenues by encouraging foreign and domestic investments of the private companies to avoid worsening budget deficit and ensure a stable public finance.

# Qatar

World leader in terms of savings with a value of \$200 billion, keen to diversify foreign investment...



## Index rising



Qatar Index closed last January on a high level at 11000 (i.e.155.73 points), compared to 776.14 thousand points recorded last December. The total value of traded shares increased during the first month of last year by 49.07% to 10 billion and 942 million and 188 thousand and 568.67 QR, compared to 7 billion and 340 million and 489 thousand and 509.68 QR during last December. Besides, the number of shares increased to 224 million and 908 thousand and 874 shares with an increase of 0.08%. The number of transactions rose by 10.16 % to reach 114 thousand and 651 contracts, compared to 104 thousand and 81 contracts. The banking sector and financial services ranked first last January in terms of value of shares traded at a rate of 39.04 %, followed by the industrial sector at a rate of 25.48 %.



## Rise in GDP



Some economic analysts expect Qatar's GDP to grow, with stable prices, by 6.8% during 2014, while the growth rate reached 6.5% a year earlier. This strong growth is supported by the increasing investments in large infrastructure projects.

The industrial sector achieved the highest growth rates among the economic sectors by 12.5% as work was launched at Pearl Gas-to-Liquid Projects. The construction sector witnessed a strong growth of 11.7% in the first quarter of 2013 compared to the first quarter of 2012, and it also grew by 6.3% in the first quarter of 2013, as compared with the fourth quarter of 2012, which reflects the acceleration in implementing the infrastructure development projects in the state.

## Islamic Banking is World's fastest growing industry



The balance sheet of Islamic banks in Qatar has exceeded the threshold of 54 billion dollars and it is expected to exceed the growth of core assets of \$100 billion in 2017, prompting the Islamic banking market in Qatar to be the third-largest market in the Gulf within the strategy pursued by the Qatari, which has been classified as the fastest in the world.

In the context of events and exhibitions, "Qatar Career 2013" fair contributed to creating more than 14 thousand jobs. Similarly, the exhibitors provided 2,100 educational programs, more than 2,850 training opportunities, and more than 3,300 development opportunities.



Qatar ranks first among the top-saving countries in the world at \$ 200 billion and it owns the largest natural gas field in the world. In spite of its openness to the world of investment, Qatar does depend on the oil and gas sector, which still accounts for the largest share of GDP at constant prices, exceeding 42%. Qatar currently produces about one million barrels of oil per day.

The said details, according to "Business and Finance Club Magazine", reveal Qatar's keenness to diversify its foreign investment and sources of income as a cornerstone in the strategy of the economic State of Qatar, as well as its commitment to invest in the oil and gas sector where it plans to raise its production of liquefied natural gas by 10% compared to its current level of 77 million tons per year without any additional investment. However, the challenge that Qatar faces is developing the knowledge economy to ensure an economic future adopted by national human cadres.



# Kuwait

**Country to 4 million barrels per day by 2020, expected International Kuwaiti investments**

Stock market closes in green zone



Enhancing oil projects



Signs of developmental investments and granted loans



Kuwait Stock Exchange (KSE) indicators closed the trading of 2013 with a rise. The price index of the Kuwaiti market was positive throughout the year, recording a rise of 27.22 %, according to a direct report, after it closed at 7,549.52 points, as compared with the close of the last session of the previous year at 5,934.28 points. Subsequently, the index attained annual gains amounted to 1,615.24 points. The value of traded shares at the close was about 4.21 million Kuwaiti dinars with an amount of shares amounted to about 246 million shares through 5,263 transactions.

The stocks of “Gulf Finance, Mayadin, Mustathmirun (Investors), Athmar and Abyar” companies were the most actively traded stocks while the stocks of “First Takaful Insurance (FTI), Kuwait, Tiba, an-Nakheel and REAM” were the highest.

It is worth mentioning that the Capital Market Authority has agreed on establishing a joint-stock company under the name of the “Kuwait Stock Exchange for Securities” with an authorized capital of 60 million dinars and a subscribed capital of 6 million dinars and paid-up capital of 1.5 million dinars.

Kuwait has adopted programs to help produce four million barrels per day by 2020, as it seeks to stimulate the private sector and attract foreign investments. Indeed, the Petroleum Corporation strategy, which is in force until 2030, requires intensified mining operations in a bid to compensate any production and maintain a 100%-reserve, as it is currently. Kuwait, which has the world's sixth biggest oil reserves, is working to improve methods of extraction from the currently known hydrocarbon reservoirs and to continue exploration onshore and offshore. New refinery projects, environmental fuel, Vietnam and China refineries, as well as Lower Fars Heavy Oil Field Development, are the major projects that are carried out now to achieve the level of production of 60 thousand barrels per day.



Regarding the developmental investment, Kuwait has allocated three billion dollars for trade with Turkey through the establishment of 78 companies. This amount is expected to rise to nearly one billion dollars. Kuwait also plans to produce shale gas with a capacity up to 200 million cubic feet per day. Kuwait also voices readiness to invest in a huge real estate project in the USA, costing \$15 billion.

In contrast, Kuwait recently hosted the events of the Afro-Arab Summit for two days. His Highness, the Emir of Kuwait, Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah, opened the summit declaring that Kuwait will offer soft loans to African countries, worth \$1 billion over the next five years.

**The** Kuwaiti economy is one of the most important economies in the region in the Middle East, and one of the world's biggest oil-exporting countries. The oil industry, owned by the state, constitutes more than 50% of GDP, 95 % of exports and 80% of government revenues. It also occupies sixth place globally in terms of oil reserves with a coverage estimated by 104 billion barrels.

Kuwait shall develop a strategy combining government and private sectors to activate the process of economic reform and to develop the national economy by diversifying the economic base, in order not to rely heavily on oil revenues and to confront of external shocks on the fiscal year, according to data made available by the Business and Finance Club Magazine.



# United Arab Emirates

## Emiratis enter China's real estate investments, solid gains in the stock market...



### Dubai records highest monthly trading



The stock markets in UAE closed the first month of 2014 on strong gains, and the market has seen a remarkable performance from Dubai and Abu Dhabi, where the Dubai Financial Market scored, during trading in January, the highest monthly trading value in six years, by 36.4 billion dirham, and the average daily trading in Dubai Financial Market during the same month rose to 1.9 billion dirham in comparison with 402 million dirham in January 2013, recording a growth of 190%.

Dubai Financial Market index closed at 3770.38 points, down 0.6% from the previous closing level, but on the other hand, it rose by more than 12% in January, after it succeeded in adding about 400 new points throughout the month's sessions.

### Rise of the Abu Dhabi index



The Abu Dhabi index closed higher at a rate of 8.92% over the dealings of the month, with the support of real estate stocks and banks, respectively, whereas the turnover in Abu Dhabi amounted to 23 billion dirham during January, after volumes amounted to 10.6 billion shares.

It also recorded gains of shares traded increased from 21.3 billion dirham, after rising market value of 259.6 billion dirham at the end of December last year, to reach 280.96 billion dirham at the end of January.

### Emirati residential investments in China



Emiratis entered residential projects in Bangkok, valued at 539 million dirham. The UAE is seeking to expand investment opportunities with China, out of sending an electronic gate to China and Asia to promote Dubai real estate. Head of Emmar Properties Company in Dubai, recently revealed the intention of the company to build a new tower higher than Burj Khalifa, which is currently the highest in the world, allowing the UAE to maintain first place on the list of skyscrapers. This real estate project is considered a huge project by all accounts, and it will be included within Mohammed bin Rashid new city. UAE lives in the distinctive rhythmic atmosphere of exhibitions and forums that it is hosting, as it successfully concluded in Dubai's Shopping Festival at its nineteenth session, over the 32 days of promotions involving nearly 6,000 outlets and about 70 shopping centers.




The developed infrastructure helped the UAE to become the destination for international companies wishing to expand their presence in the region, turning it into a conduit for trade and economic cooperation between the countries of the world. The UAE was also able to achieve its goal and become the center of trade in the Arab region and the Middle East, through applying a strategy of freedom from natural resource dependence, at a time it is trying to raise the oil production to 3.5 million barrels by 2017.

The "Business and Finance Club" magazine believes that the real challenge facing the UAE, that is seeking to achieve sustainable development, is the need for human resources in the presence of huge oil surpluses and in light of the state's trend to build institutions and structures and achieve development, especially that the UAE witnesses fast economic movement accompanied by remarkable dynamic investment and cooperation strategies.



# Saudi Arabia

## Hajj and Umrah: Booming seasons for the third largest global economy

Hajj and Umrah economy 

The total reserve assets exceed 3 billion Riyals 

Rise in market of issued shares 



**K**SA counts on Hajj and Umrah economy, since this economy generates increased revenue for its public treasury and increases employment opportunities. The spending rates of pilgrims reached 18 billion riyals and the average cost per pilgrim, from abroad, reached 17,381 riyals; despite the fact that the number of pilgrims declined in 2013 to one million and 980,000 pilgrims, compared to more than 3 million last season, due to the expansion work.



**T**he total Saudi reserve assets, including gold, rose 309 billion riyals by the end of the third quarter of 2013, to reach two trillion six hundred thirty nine billion riyals, compared to two trillion six hundred thirty billion at the end of the third quarter of 2012. The total reserve asset of the kingdom is 9 times larger than that of the Euro zone, and it represents 88.1 % of the total reserve assets of the EU member states.

According to the IMF forecast, the Kingdom will maintain its position as the world's third biggest current account surplus until 2018 AD. Saudi Arabia occupies the third place after China and India in terms of the best performance among the Group of Twenty (G20) countries.

The state's total budget surplus, during the period of 2013-2018, will likely exceed 800 billion riyals, although public expenditures continue to grow and approximately reach 1.2 trillion riyals by the end of 2018. Besides, the Fitch Rating Agency affirmed Saudi Arabia rating at (AA-) with a positive outlook.

**S**hares outstanding market has recorded an increase of 2.97 % at the end of January 2014, i.e. a value of 1,801.71 billion riyals (\$480.45 billion).

The Saudi market index closed in the last week of January at 8,761 points, with a slight decline of 11 points. However, the index closed in the third week at 8,772 points. As for the total value of trades, it saw a decline of 30.5 billion riyals, at a rate of 6.1 billion riyals per day compared to the third week which recorded 30.5 billion riyals, at a rate of 6.3 billion riyals a day.

KSA also allocated 210 billion riyals for the education sector and 108 billion for health and social services. These figures pave the way for an economic leap in the current year of 2014. Ministry of Finance estimated the revenue by 855 billion riyals, and the public expenditures by 855 billion riyals. The estimated expenses for 2014 decreased from those spent in 2013 by 70 billion riyals, while the public debt is expected to drop to 75 billion riyals.

On the other hand, data showed a budget surplus for 2013 by about 206 billion riyals, where revenues amounted to 1,131 billion riyals and expenditures amounted to 925 billion riyals.



**T**he Saudi economy retains the fourth rank in the world in terms of international investments, and it is the third biggest economy in terms of the total reserve assets, thanks to the wise leadership of the economy that is based mainly on oil, and partially on gas and gold. Let us not forget the religious tourism and its leading role in the Organization of the Petroleum Exporting Countries (OPEC). Saudi Arabia also has 25% of the world's proven oil reserves, and is classified as the top oil exporter.

The abovementioned indicators confirm the fact that the Saudi national economy is strong and attracts investments. Yet, the current challenge facing the Saudi economy during 2014, according to the analysis of the "Business and Finance Club" magazine, is the need to diversify investments and develop tourism, without relying only on oil incomes.



international investment, and the third largest global economy in the total reserve assets, to be 9 times greater than the total reserve assets of the euro zone. As for Qatar, it ranked first in the world in terms of savings by a value of \$200 billion.

On the other hand, economic reform, which is being applied by some countries, such as Jordan, is achieving positive results. Yet, challenges remain intact due to the scarcity of financial resources and capital spending. This fact requires the adoption of a strategy that helps in raising revenues and reducing the ratio of public

debt to GDP.

In spite of the financial crisis that is facing some countries such as Greece, governments are still optimistic and carry high hopes to overcome any difficulties. The debt-laden Greek government expects to surpass the recession and austerity plans in the current year and next year, by adopting investment plans that raise the proportion of exports.

According to preliminary indications, Japan has overcome the deflation phase and China has maintained its position as an economic powerhouse and it is

expected to lead the growth for next year. As for the Arab Spring countries, they are the most damaged and economic growth is expected to remain sluggish during the next few years. Therefore, the financial markets have witnessed in some emerging countries an evident volatility in the movement of stocks, accompanied by gains mostly recorded in the GCC markets, which had a major impact on the price of gold, oil and gas; in the East and West, and raised the rate of interest in some banks of several countries such as Canada.



## A quantum leap in the Gulf stock market... Saudi Arabia maintains its position as the third largest global economy



By Zmorda  
Dalhoumi



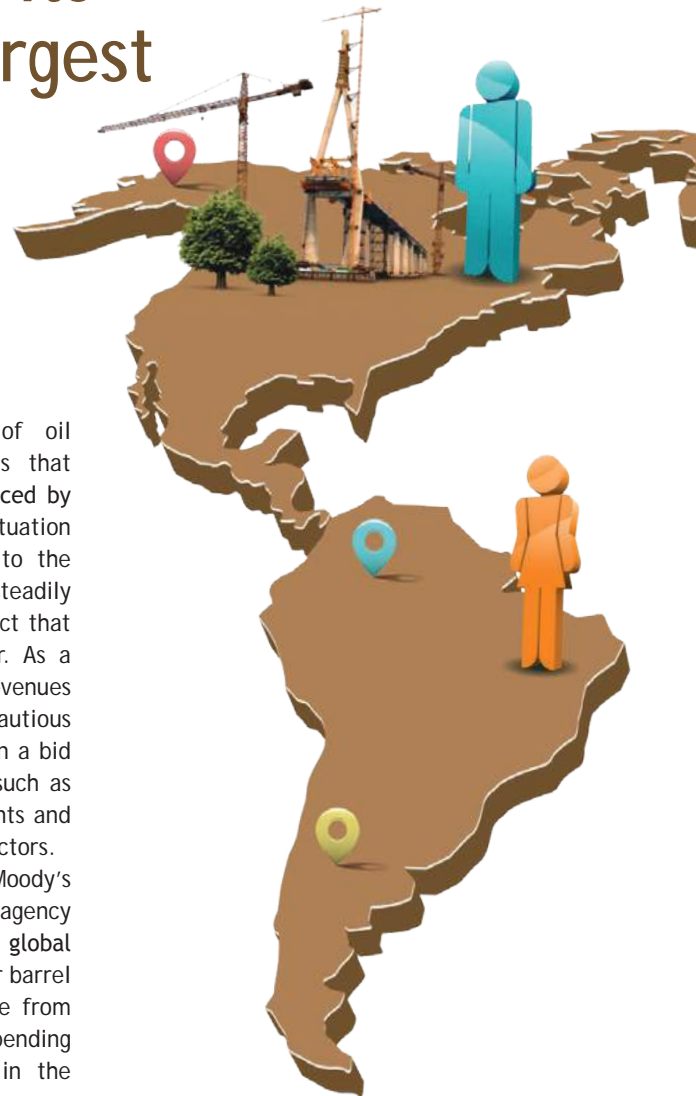
The global economy faces a dark future due to mysterious oil future prices and Arab Spring consequences. In a race with growth, the largest economic countries in the world seek to come into view through their chances of investment and oil output. 2013 has witnessed a clear decline in the economies of most countries in general, before the world resumed its recovery in 2014, based on the yearly economic reports of the United Nations, as well as the studies conducted by Business and Finance Club Magazine. As for the previous years, 2012 witnessed contradictory results, where most oil-exporting countries achieved strong growth yet with short pace, while the oil-importing countries have witnessed a sharp decline in their economic activity.

The mysterious decline of oil prices is one of the reasons that entirely influenced the risks faced by the world. The deteriorating situation that is pushing the economy to the very sluggish growth, works steadily to reduce the oil prices, the fact that major exporting countries fear. As a result, all countries, which revenues depend on oil output, should be cautious and create new opportunities in a bid to gain guaranteed revenues; such as depending on foreign investments and on industrial and agricultural sectors.

As a proof of this, Moody's international credit rating agency confirmed that the average global price of oil could reach \$107 per barrel in 2014, with a slight decrease from 2013. The slowdown in the spending growth is likely to continue in the budget of 2014.

The Business and Finance Club Magazine conducted full and comprehensive studies, conducted by specialized reporters and editors, who studied the major hubs of 26 countries around the world from all economic perspectives, being the first Arab economic magazine to carry out such studies. The results of this year found a quantum leap in the stock market, especially in the Gulf, where Dubai recorded the highest monthly trading value in 6 years, after its market, as well as Abu Dhabi, which

witnessed a remarkable performance. Regarding the gains from traded shares, they increased by about 21.3 billion dirham. The Kingdom of Saudi Arabia also achieved an indescribable growth without being affected by the constraints facing it, where market shares increased by 2.97%. According to the IMF outlook, the Kingdom will maintain its position as the third largest global economy in terms of the account surplus until 2018. Saudi economy ranked fourth in the world in terms of the stability of





Eng. Emad Bin Muhammad Al Hati  
Publisher & Group Chairman

## History with a Mission Twenty Nine Years of Giving and More



Three decades, a quarter of a century, the silver jubilee... Different names but the origin is one with roots going back to 1985, the year when Business and Finance Group was launched. Today, we are in the second quarter of 2014 and the Group has started its twenty ninth year of ongoing achievements and successes. As the world celebrated the start of the new year in conventional methods, our Group has celebrated through this golden version its Silver Jubilee after twenty nine years of commitment to the values and principles that we had set since the beginning of our mission. The most important investment in our Group is its media arm: Business and Finance Club Magazine.

Here we are today, after twenty years since its launch, making a quantum leap in the identification of its new identity in this issue supported by the production of the innovative media film, which can be watched on the e-link : (UR the main.bfg-globals.com), presenting the history and mission of Business and Finance Club Magazine in its new form and annual subscription program, which grants the subscriber the "loyalty card" as a kind gesture from us to our customers, not to mention the special advantages obtained by subscribers. This came after long studies and careful reviews overcome by the urge to evolve and keep up with the spirit of the age with the increased sense of responsibility and the nobility of the message we convey.

These successes came to line up in the list of projects implemented by the Group, which attract governmental and private institutions, from finance and business owners to community members of all different nationalities and positions. Add to this, the magazine has developed its daily electronic edition on the link: [www.bfg-globals.com](http://www.bfg-globals.com), and which has been visited by more than eighteen million visitors through the group's website, for our customers to browse through the magazine and its advantages through the Business & Finance application "Priority is You" which works via mobile phone to inaugurate a quantum leap in the establishment of interactive media. Also, the magazine has created what is known as the "e-mall" to give subscribers an opportunity to shop within the gate of "Top 100 Brands" from any spot in the world.

To achieve our aspirations to spread the positive culture and knowledge on various economic, social and cultural topics, we have renewed our commitment to move forward in this publication through research and studies provided by our team at the forefront of each calendar month, valuing the great efforts to bring this issue in its new look and its special file on 83 years of US-Saudi relations which is one of the most important researches and analytical studies carried out by the magazine for this edition, documenting the magazine's special interview with the current U.S. Ambassador in Saudi Arabia which adds to our information facts and answers of interest to the reader; we put all this and more in the hands of our readers as a rare documentary reference of the past and the present, followed by a promising future to look forward to.

Finally, the huge supremacy and the phenomenal success achieved by the Business and Finance Group is the result of the Grace of God Almighty and the fruit of great gifts offered by the Custodian of the Two Holy Mosques - may God protect him - for investors and business owners in the Kingdom in addition to the efforts made by the our team that is dedicated to deliver our message. Today, we present to you our magazine with pride, promising you continuity and modernity year after year, with due loyalty and respect for all our dear readers. I will be pleased to communicate with you through my e-mail: [Chairman@bfg-globals.com](mailto:Chairman@bfg-globals.com)

Business and Finance Group... History with a Mission

Current issue



Production and output management

Head of Designers  
**Raymond Daniel**  
**Madonna Alrais**  
**Khaled Alashqar**

Designers  
**Nawal Alshair**  
**Edward Alrais**  
 Website Designers  
**Carlos Anitanatan**  
**Netanya Remus**

Main magazine address

General administration:  
 United Arab Emirates  
 P.O.Box: 502188,  
 Dubai, Media City  
 Phone: 0097143910800  
 Fax: 0097143908388

Saudi Branch  
 P.O.Box: 54909 - Riyadh 11524  
 Phone: 00966114650980  
 Fax: 00966114166800  
 Email: info@bfg-globals.com  
 Website: www.bfg-globals.com

Issues by Business and Finance Group



Publisher - Chairman of the Group

**Eng. Emad Mohammed Alhati**  
 Chairman@bfg-globals.com

Editorial Secretary

Saeb Allahem

Senior Editor:

Dr. Khaled Abu Alainain  
 Zmorda Aldalhomii

Reports of Business and Finance Group worldwide

Kingdom of Saudi Arabia: Riyadh - Jeddah - Dammam

**Hasan Baswed - Khadija Bakri**

Bahrain: Almanama  
 Botrous Shalayel

Qatar: Doha **Eman Aljabri**

Kuwait: Kuwait **Sanaa Waslati**  
 Oman: Masqat **Hanan Alamdoni**

United Arab Emirates:  
 Lebanon: Beirut - Trablus

**Obaida Mahrom**

Jordan: Amman - Alaqaba

**Hassen Abadi**

Syria: Dimashq

**Nahla Khaled**

Egypt: Cairo - Alexandria

**Dr. Sabri Azzam**

Tunisia: Tunis - Safax **Fawzi Ezz**

**Aldeen - Zmorda Aldalhomii**

**Mohammadi - Basma Alghareebi - Nadia Barota**

Algeria: Algeria - Wahran

**Mohammed Alhadi Bin Hamla**

Morocco: Ribat **Aldar Albayda'a**

Libia: Tarablus - Bin Ghazi

**Wessam Alzawaghi**

Russia: Moscow **Lutfi Kabeer**

France: Paris - Mercilia

**Tayseer Bin Zayed**

United Kingdom: London

**Samia Aljebali**

Italy: Rome - Milano

**Nabila Zayati**

Subscription and sales offices worldwide

- Kingdom of Saudi Arabia: Riyadh - Jeddah - Dammam
- United Arab Emirates: Abu Dhabi - Dubai - Sharjah
- Kuwait: Kuwait
- Qatar : Doha
- Oman: Masqat
- Bahrain: Almanama
- Algeria: Algeria - Wahran
- Morocco: Aldar Albayda'a - Ribat
- Egypt: Cairo - Alexandria
- Jordan: Amman
- Libia: Tarablus - Bin Ghazi
- Lebanon: Beirut
- Syria: Dimashq
- Tunisia: Tunisia - Safaqis
- Canada: Montreal - Vancouver
- China: Bikin - Shanghai
- France: Paris - Mercilia
- Germany: Munich
- Australia: Sidney
- United States of America: Washington - New York - Seattle
- Greece: Athina
- Iran: Tehran
- Spain: Madrid - Barcelona
- Switzerland: Geneve - Bern
- Italy: Rome - Milano
- Japan: Tokyo
- Turkey: Anqara - Istanbul
- United Kingdom: London

Annual magazine's subscription link and barcode

Annual subscription Including Benefits: **350\$**



1 Issue order Excluding Benefits: **20\$**  
 Prices above Including Delivery

Top 100  
Brands, E-Mall

Inter.  
University  
Information

Worldwide  
Card Rental  
Offers

International  
Hotel Offers

Tourism  
Offers World  
wide

Inter. Hospital  
Worldwide

Traveler Sim  
Roaming  
Service

International  
Insurance  
Policy

Embassies  
Information in  
122 Countries

Info About  
Hosting  
Countries

Info About  
Kingdom of  
Saudia Arabia

Prayers &  
Athkar of the  
Prophet

Hijri & Greg.  
Calendar

Traveling  
Prayers

**The Compass for More then 3 Million Travel  
Accepted in more Then 122 Countries**



**Categories:**

- Businessmen
- Traveling Families
- Diplomats
- Abroad Students

Traveler Guide Available at:  
airlines companies  
tourism companies  
and public libraries



For only **100\$**, Scan the QRCode on the card and enjoy the free international Services with the Traveler's Guide





# i n d e x



## functions

The 16th Forum of the Private Sector in OIC; under the patronage of HH Sheik / Dr. Sultan Bin Mohd Al Qasimi



## economy community Development

Traveler's guide, the first Shaia'h compliant insurance policy to the traveler



## the best 100 trademarks



Your own application, "You are the main" through your mobile phone.

It allows you shopping, payment and receiving within 72 hours of the most important brands, airlines and international hotels





# Business & Finance Club Magazine

Annual Subscription For only 1\$ a day



You Will have this Free International Traveler's Guide and a Luxurious Wallet, with a 24 hours World Wide Services in more than 122 Countries



## Offer Also includes:

- Car Rental
- Hotel Services
- Travel Services & Insurance
- Global Phone Sim Card
- Monthly Magazine Subscription
- Daily Online Magazine

Scan the QRCode on the card to Join the Largest Subscription campaign for Business & Finance Club Magazine and get the most Five-Star Meal and enjoy a membership loyalty card that has Fantastic Benefits

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone:+971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

[www.bfg-globals.com](http://www.bfg-globals.com)





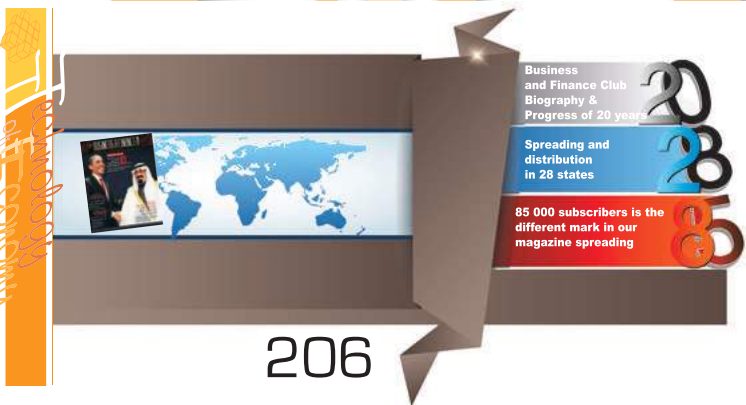
# i n d e x



## economy and sports



The “Gulf Sponsorship”  
invades Uncle Sam’s  
land and breaks Germans’ pride



## technology of economy



Priority is You for \$1 daily:  
Business and  
Finance Club magazine  
subscribers get the Club’s  
Loyalty Card



### Seyanty Services

Air conditioning maintenance

Telecommunications network maintenance

Security systems maintenance

Pest control works

Marble polishing

Carpentry works

Water tanks maintenance

Landscaping

Sanitation works

Water tanks maintenance

Electrical works

Ad. banners maintenance



To subscribe to the  
General Seyanty Program,  
call us the common number:  
**920012800**

To get the service electronical, [www.bfg-globals.com](http://www.bfg-globals.com)

12 service monthly throught the year covering

Education facilities

Health facilities

- Tourist facilities

Food facilities

Mosque maintenance



Carpentry works



Marble polishing



Pest control works



Security systems maintenance



Telecommunications networks maintenance



Air conditioning maintenance



Ad. banners maintenance



Electrical works



Satellite maintenance



Sanitation works



Landscaping



Water tanks maintenance

### Why the "General Master Service Seyanty Program" is distinct from others?

- ✓ The first program for general maintenance containing
- ✓ Ensuring maintenance and operation of all services of Seyanty Program
- ✓ Panctuality of the schedule of visits of the maintenance team to the firms
- ✓ "Seyanty Express" service within 6 hours from requesting the service.
- ✓ Professional and specialized maintenance team working throughout the day.
- ✓ Original spare parts with annual guarantee and special prices
- ✓ up-to-date equipments staring from detection of water leaks





# i n d e x



## economy and people

Mohammed Bin Hussein  
Al Amoudi Group:  
Large investment portfolio with  
more than 40,000 employees



## health and beauty

Celebrity Magician Dentist: Majd Naji  
My inspiration is Mohammad Ben Rached;  
I refused to treat Naser Al Qasabi;  
Saudi deserve better dentistry

**EXPERIENCE**



**PROGRESS**

**PRINCIPLES**

**PRUDENCE**

**DYNAMISM**

## See what keeps us going

When the times are tough, it takes more than just confidence to take-off with your ambitions. Our dynamic business experience and keen foresight that led to many success, continues to take us higher. Because a mature vision outlives tough times.





# i n d e x



Leadership and Achievements

Leadership and achievements



Business and Finance Club covers

EXPO 2020 إكسبو 2020  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES



right from start to end



Local Stations

stations - local



Saudi Arabia dedicates record budget to pave way for economic boom in 2014



Islamic Economy

Islamic economy



Grand Mosque in Mecca, the largest expansion in history

# RISING TO NEW HEIGHTS IN QUALITY

Dedicated in bringing high quality, wholesome produce to a new generation

Perfection is always our aim, as we consistently achieve the highest levels of quality. From the heart of nature we only produce the best, staking our reputation on the excellence of the wholesome products we supply.

**SAUDI STAR**

Agricultural  
Development  
Addis Ababa - Ethiopia





# i n d e x



52

## personality of the issue



Through a special dialogue with the Business and Finance Club, James Smith, the USA ambassador in KSA admires the Saudi heritage



62

## file of the issue



83 years of common interests: American-Saudi relations, the hard number in the international equation



82

## issue sponsor



Mohammed Hussein Al Amoudi:  
Person of 2013 for Food Security Support



Breguet  
Depuis 1775

## Breguet, the innovator.

Creation of a peerless style, 1775

With a particularly refined and timeless design, Breguet renewed the traditional horological aesthetic of the late 18th century. Today, the Classique 7787 model, indicating the age and phases of the moon, is a contemporary interpretation of the Breguet style: white *grand feu* enamel dial, Breguet arabic numerals, Breguet moon-tip hands and secret signature. History is still being written...





# i n d e x



## Economic



22



Business and Finance Club in the monthly harvest  
monitors the performance of the most important sectors in 28 countries

**SAUDI ARABIA**  
Hajj and Umrah: booming seasons for the kingdom's economy

**UNITED ARAB EMIRATES**  
Solid gains in the stock market

**KUWAIT**  
Expected international kuwaiti investments

**QATAR**  
Keen to diversify foreign investment

**SULTANATE OF OMAN**  
Necessity of diversity of national income resources

**BAHRAIN**  
Efforts to extract gas

**ALGERIA**  
Trade balance stability

**MOROCCO**  
Expectations of economic growth in 2014

**EGYPT**  
Rise in debt and unemployment

**JORDAN**  
Industrial and touristic indicators variation

**LIBYA**  
Contraction in trade with China

**LEBANON**  
Stocks rise despite slowing growth

**SYRIA**  
Trade deteriorating since the beginning of the crisis...

**TUNISIA**  
Reinforcement of trade with Iran

**CANADA**  
Investment by 500 million Euro in Morocco

**CHINA**  
Largest trading country in the world

**FRANCE**  
French unemployment at record high

**GERMANY**  
Stock market between ups and downs

**AUSTRALIA**  
Unemployment rate increases to 5.8% in the world's happiest industrialized nation

**USA**  
Negative indicators with the start of 2014 and China is about to be involved

**GREECE**  
Decline in stock market and lower industrial output

**IRAN**  
Revival of trade between Turkey and Iran

**SPAIN**  
Economy recovers, focus turned to activity of industry

**SWITZERLAND**  
Surplus in trade balance possible partnership with South Korea

**ITALY**  
Expectations of higher trade with UAE

**JAPAN**  
Stocks rise despite drop in the volume of exchanges

**TURKEY**  
Rise in exports and imports after currency deterioration

**THE UNITED KINGDOM**  
Seeks to raise value of trade with UAE



# Special Invitation

Under the generous sponsorship of His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, a member of the Supreme Council of the United Arab Emirates, the Ruler of Sharjah

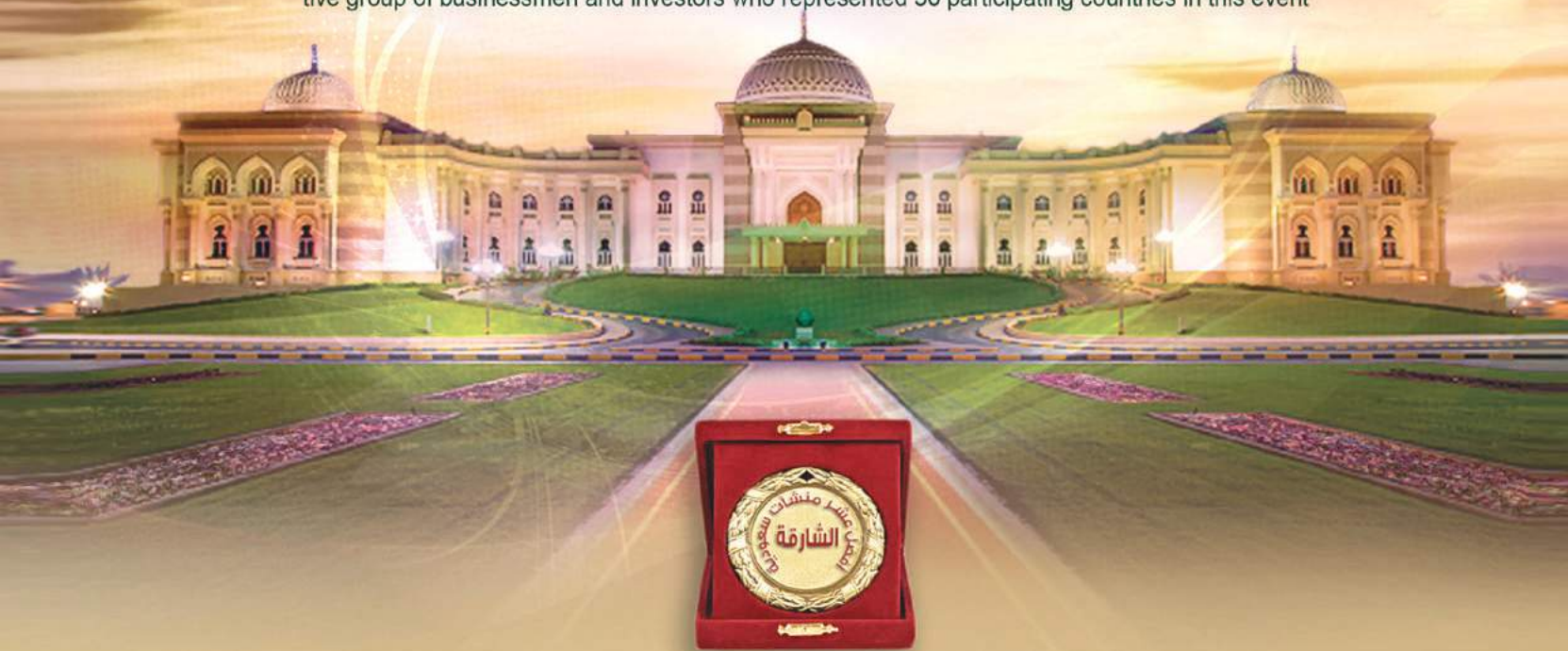
Sharjah's Chamber of Commerce has organized the event from 19 - 20 March, with coordination of Ministry of Commerce, Federation of UAE Chambers of Commerce & Industry and Islamic Chamber of Commerce, Industry and Agriculture



The 16th Private Sector Forum of Organization of Islamic Cooperation Countries



The attendees included their excellencies Ministers of Trade and Economy from Islamic countries, Chairmans and members of the Board of Directors of Chambers of Commerce and Industry, Managers of regional and international organizations, and an elite distinctive group of businessmen and investors who represented 56 participating countries in this event



Exclusively, the event hosted Kingdom of Saudi Arabia as "Guest of Honor", honoring the mutual Saudi Emirate relationships and the diverse Saudi achievements in Sharjah

The event honored the top 10 unique Saudi investment facilities, as the best investment project in Sharjah



The forum has coincided with the launch of The Saudi Investing Companies Exhibition in Sharjah, along with workshops of new investment chances between 19 - 20 March



The honoring ceremony was broadcasted live, and the event's activities has been covered through all media

المنظمون والشركاء الإستراتيجيون:

الرعاية الرئيسيون:



# Soon in the markets

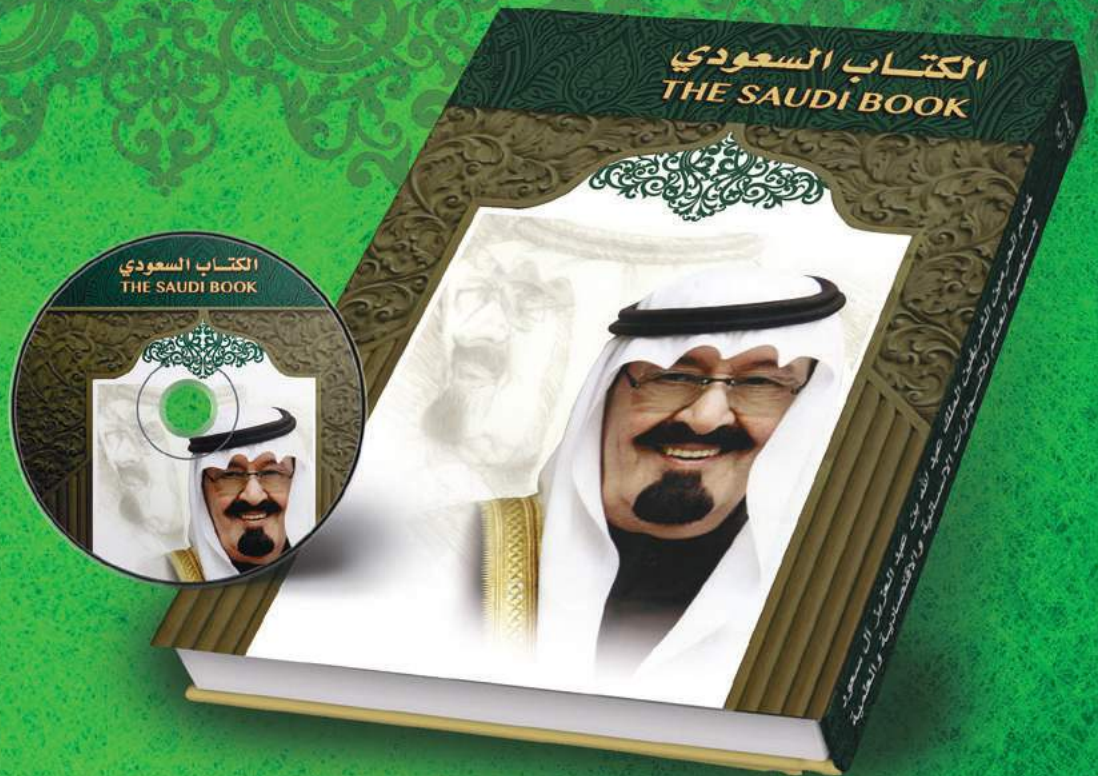
## The Fourth version of The Saudi book

The first documentary economic reference issued  
in arabic and english (1432 -2014)

Add to your library a reference for history  
Read for top economics professors within the reference  
Top giants of history and economics in Saudi Arabia wrote in this issue  
Documentary photos and contents published for the first time

ORDER YOUR  
COPY NOW

Only SR 375  
Inclusive of  
information disc  
& postal delivery



### Technical specification of the book

- Highest specification of printing in the world
- The book contains 400 pages alphabetically arranged
- Thickness of internal paper 170 gsm.
- Thickness of outer cover 350 gsm.

### Distribution:

- Distributed to all embassies of the Custodian of the Two Holy Mosques in the world
- Distributed to all regions and ministries in the kingdom of Saudi Arabia
- Distributed to the most important publishing and distribution houses around the world

Head Office: United Arab Emirates - P.O.Box: 502188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388  
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

[www.bfg-globals.com](http://www.bfg-globals.com)



# GCC Top 100 Companies Encyclopedia

## GULF DAVOS

Invitation to the elite of businessmen to join Gulf's top economic event in its 20<sup>th</sup> round

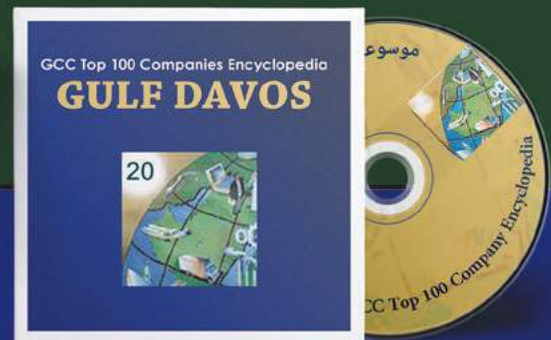


- The first global gulf event transmitted live to honor the GCC top 100 companies.
- Official hosting by the hosting Country and official presence and representation for inauguration of the galleries.
- The first gulf economic event that involves US \$ 800 billion, the total sales of 100 GCC companies.
- Twelve workshops representing twelve economic sector, in which the elite of economy makers talk, and more than four thousand individuals participate. It approves the systems in the terms of quantity and quality, and will last for four days.
- The first gallery that includes the GCC countries under one roof through a gallery for every Gulf country covering the most prominent firms

**Special Offer**



Insert the name of your firm before 2014-2015 encyclopedia of the GCC top 100 companies and get for free a written advertising for a full year in the monthly and daily electronic



The event is organized by the  
Business & Finance Group

BUSINESS & FINANCE  
المؤسسات المالية

Head Office: United Arab Emirates - P.O.Box: 502 188, Dubai, Media City - Phone: +971 4 3910800 - Fax: +971 4 3908388

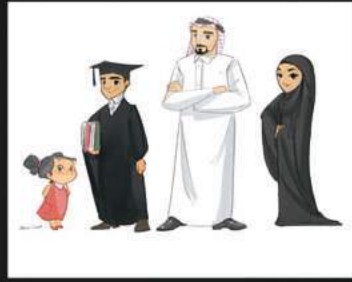
Saudi Office: P.O.Box: 54909 - Riyadh 11524 - Phone: +966114650980 - Fax: +966114166800

[www.bfg-globals.com](http://www.bfg-globals.com)



# 18 YEARS OF SUCCESS

real image 





الادارة العامة لشركة صوامع الدقيق والغلال



اسكان اعضاء هيئة التدريس  
بجامعة الملك فيصل بالاحساء



مدينة الملك عبدالله للطالبات بجامعة الإمام



مدينة الملك عبدالله الطبية بمكة المكرمة



مدينة الملك عبدالله الطبية



اسكان اعضاء هيئة التدريس بجامعة  
الامام محمد بن سعود



شركة الفوزان للتجارة والمقاولات العامة  
AL FOUZAN TRADING & GENERAL CONSTRUCTION CO.

AI FOUZAN...  
Name evidenced  
by our achievements



البرج الطبي بالشميسي



مستشفى شرق الرياض



مدينة الملك عبدالله الطبية



جائزة الشركة الرائدة في تنفيذ المشاريع  
الطبية على مستوى الشرق الأوسط



## Masa'a Extension Project - Holy Haram Mosque

مشروع خادم الحرمين لتطوير وتوسعة المسعى - الحل الشامل



The widening of the Masa'a is part of Al Haram Al-Sharif Extensions Project to increase the Mosque's inner capacity while preserving the integrity of the Holy Mosque and the sanctity of the communal experience shared by millions of worshipers yearly. The Masa'a Gallery connects the Rock of al-Safa' and al-Marwah to the Holy Mosque and boasts eleven gates designed to conserve the structure's exterior identity and history.

# King Abdullah Bin Abdulaziz Project 3<sup>rd</sup> Saudi Expansion of Holy Haram Makkah and the Surrounding Areas



مشروع خادم الحرمين الشريفين الملك عبد الله بن عبد العزيز لتوسعة المسجد الحرام والعناصر المرتبطة بها



## High Committee for the Development of the Makkah Region

The 180-ha northern Haram Al-Shamiyah sector calls for an integrative and flexible masterplan that will expand the Sahaat (outdoor plazas) by providing additional prayer capacity. Connectivity, safety, security and the wellbeing of the worshipers as well as the sanctity and the preservation of the Holy Place are at the core of this project. The project is currently under construction.

# LAYING THE FOUNDATIONS FOR A SOLID FUTURE

CONTINUING TO DEDICATED INVESTMENT FOR HUMANITY

A history of distinction in serving our community through well-planned opportunities  
and dedicated involvement, for a better tomorrow.



# أساس راسخ لمستقبل شامخ

جهود متفانية نستثمرها لخير مجتمعنا

تاريخ من التميز في خدمة مجتمعنا وتطوير كفاءتنا، عبر فرص استثمارية واعدة تعلقو بنهضتنا ويهناؤها بمستقبلنا.



شركة المنتجات الحيوية الطبية  
Biomedical Products Company



النجمة الغذائية  
شركة النجاة



محمد بن عبد الله بن عبد المطلب  
وغيره من الصحابة الكرام