



## More than 600 residential, commercial, hotel and administrative units

to live therein, and every owner of a profession, activity, craft, trade to work therein in light of a world-class quality services. Madaen Complex is characterized by its commercial warehouses that spread underground on the whole area of the project with spaces starting from 100 meters to 250 meters.

The Complex contains four towers with tied piers, each of four floors height, and entry thereto and exist therefrom is quite easy through elevators allocated for this purpose. The towers with each other shall form “Madaen Commercial & Residential Complex” which shall be the next main milestone of the center of New Ain Dar, which contains the qualitative collection of services that the whole area lacks, and making living therein similar to living in the best cities of the Kingdom of Saudi Arabia and the Gulf region.

The idea of “Madaen Complex” construction has been inspired from the need of New Ain Dar to a modern lifestyle in which all services needed by the people in their lives are available. Every tower of the Complex is designed to have complete specialty in services, and security and safety requirements, which includes the security control technology through linking to the ground visual transmission dishes, in light of the banking and other support services included in the project, which lie in guarding around the clock by specialized security teams.



### Integrated Design

The towers have been designed in a distinguished engineering style that takes into account the world specifications relating to infrastructure, building quality, spaces, parking lots, services, in respect of the electricity, water and sewage supply requirements, air conditioning, refrigeration, and dealing with the weather and climatic conditions, including rains, sandstorms, winds, etc, in addition to taking into account the standard health conditions in the directions and distribution of its buildings, ensuring maximum benefit from the sunbeams and air. The four towers are constructed on the whole surface area of the mall.

### Stages of the Project

“Madaen Complex” project contains four towers carefully examined by

top engineers and executives for all details of the project, represented in stages accurately timed, and an integrated mechanism of action for completion in a record period, shorter than any time that can be taken for implementing such distinguished complex in the most advanced countries of the world. “Madaen Real Estate & Business” Group has been a symbol of commitment and transparency in its fields of action wherever locally and externally.

The first stage of the project, relating to the north tower, in four floors height, includes construction of a multi-service clinic working for 24 hours a day, and computer education center for boys and girls, in addition to construction of sports, health and entertainment club, and the ground north level, which includes, and a bank

branch, in addition to pharmaceutical services and other commercial services. As for the second stage of the project relating to the west tower, it is divided into four floors, the east upper level in which a residential complex shall be constructed in the range of 200 residential units and with spaces starting from 150 meters to 250 sq. meters, and the ground level of the west tower from the east side which includes a mall on 10 thousand meters with a building surface of 20 thousand meters at two floors level. The mall contains 200 multi-purpose and multi-service stores with diverse spaces starting from 100 sq. meters. The mall of the first floor contains a commercial complex which contains hypermarket, restaurant lounge, and child entertainment games room. In addition, the second floor contains a complex of shops for selling women, men and child wear, perfumes, cosmetics, dressmaking, furnishings, in addition to electronics shops, gold

shops, and photographic studio for men and women, and in the course of keenness of those who are responsible for the project on providing the maximum privacy levels.

Launch of the lease-to-own basis in the project and a unified call number has been assigned to 920012800

Then comes the third stage of the project, the south tower in four floors height, as it contains 100 hotel apartments starting from one room to four rooms, and they have

been designed for short and long term lease for employees of the companies working near the New Ain Dar according to the studies conducted by the Company as the region extremely lacks residential units, as it has constructed this tower within the project to contribute to reducing the scale of residential need of the categories of workers coming from outside the region. The ground floor from the south side of the tower contains support shops for the fuel station of the Complex, which include a car wash, car accessories shop, oil change and tire repair shop, car electrics shop, aluminum shop and carpentry. Privacy has been taken into account for all inhabitants of the Complex and the support area has completely been isolated from the Complex in terms of the vehicles and pedestrians traffic.

In the fourth and last stage, relating to the east side of the Complex, the fourth tower, which connects between the north side and the south side. The tower shall also be constructed in four floors height, as the floors of the fourth tower have been designed to be used as business offices in the range of 200 offices with spaces starting from 150 meters to 250 sq. meters, equipped with the most important and latest technology supplies. It is worth mentioning here that "Madaen Complex" takes into account the privacy of movement and transport between the four towers and to fulfill the needs of the inhabitants of the commercial and residential Madaen Complex, contrary to what has been stated for integrated services in a single complex. However the project has allocated an area of two thousand meters, on which a fuel station for cars and heavy equipments shall be constructed, taking into account the full privacy in the traffic flow and compliance with all rules of security, safety and environment.



## 5% of the Value Each Meal to Support Charitable Activities “Gourmets City”: One Million Quality Meals are the Capacity of the Production Line



its cadres, is seeking to offer a long menu and various eatables dining tables than contain all integral nutritious and healthy items in order to circulate the culture of balanced and healthy diet as well as etiquette in the service offered for all. Within the scope of developing its cadres, “Gourmets City” Group concluded several partnerships with a number of global companies which are regulated by important

by Gourmets City

“Gourmets City” is famous for serving the tastiest and most delicious Arab and global special dishes. Banquets are offered during all public and private events through Gourmets City’s kitchen which has the freshest seafood, shrimp and many other meals. It is also famous for its well known Arab and global salads as well as the most desirable Arab and global desserts made in high quality and with the best nuts.

Business and Finance Club –Riyad

Healthy and balanced nutrition is the main supporter of human body protection. Any deficiency in this respect would negatively affect this immunity and make the body vulnerable to health epidemics and as a result, it would be changed into an appropriate environment for several diseases.

To achieve an integrally nutritious life, a group of “Gourmets City” started serving food, committed to the highest health safety conditions in its various products. City Group is considered one of the prestigious specialized groups in food industry and it has an excellent experience in all food-related activities.

### Trained Cadres

“Gourmets City” provides the best trained cadres that possesses a long experience in the area of nutrition, restaurants and beverages so as to serve the highest degree of services. The Group, through

rules, mainly attracting competent cadres and bringing well qualified and trained hands to prepare all kinds of food. All periodical medical examination procedures for food service providers are available, in addition to continuously and highly accurate training, qualifying and supervision by a specialized body.

Various Meals “prepared daily in calories produced especially for students of schools and universities

“Gourmets City” adds to its rich and large record the daily dinner and supper buffets, which include tens of Eastern and Western foods, as well as drinks that suit everyone’s taste.

### Accuracy in selection

It is notable that the program issues “Gourmets City” cooking book which contains 1,000 meals. It also invites the best chefs from different cities around the world. The program is distinguished by a televised surveillance round the clock to ensure the optimum degrees of sterilization, cleaning, health and safety.

“Gourmets City” Group applies highly restrictive measures on food items and main and sub buffets. To achieve this, a number of committees which are responsible for the cleanliness of food have been formed to reach the highest degree of food safety in accordance with the internationally accepted

Production and Distribution of More Than 200,000 Meals in faster’s and Benaefactor Initiative in Three Years





## Various Meals “prepared daily in calories produced especially for students of schools and universities



food safety conditions. They are also responsible for the direct supervision on personal cleaning of chefs and waiters. As well as those who transport and deliver food.

### **Prestigious Services**

“Gourmets City” Group seeks to be number one in the field of foodstuffs in the region. It further aims at achieving leadership in this field at both regional and international levels through providing food services to restaurants and accommodations with high quality and distinguished service. It also seeks to provide permanent solutions in the field of food development with the utmost degrees of care for health protection.

The Group’s work is not only restricted to already motioned

areas, But its openness policy stress on providing the best food and restaurant items with much emphasis to keep up seeking new ideas and innovations for foodstuffs and food industry through a wide network of specialized and highly competent cadres. The Group’s administration emphasizes on its non-stopping efforts to fulfill its commitments in front of its customers by following work process to achieve the highest levels of development in a innovative way.

The Group ensures the best services of catering and supply in high quality and excellence, with care for the safety and quality of food served, whether the provision aims at serving cooked or uncooked meals. We hold a motto of providing the best services with the highest

degree of food quality and safety.

“Gourmets City” Group seeks to provide hospitals and medical centers with the best foods that meet patients and cadres needs, and it is also looking forward to providing its food services to military divisions wherever they are.

“Gourmets City” Group is also supply maritime, aircraft and marine companies as well as all working transport companies with highest quality foods in the fastest time.

In addition, “Gourmets City” Group is providing its food services to the airports and other related facilities, and similarly is supplying industrial, administrative, academic institutions and universities.

## Production and Distribution of More Than 200,000 Meals in faster's and Benefactor Initiative in Three Years



The Group also offers its services to the next generation in schools through the management and operation of school canteens, catering for fresh, healthy and daily prepared meals to help students improve their assessment. It should be noted that "Gourmets City" has its own policy of producing and marketing meals from "child's saving meal" to "complete individual's meal" at symbolic prices affordable by all, and these meals are made available for academic people, residents or even workforce, based on monthly subscription. The total production of various snack and rich meals produced has reached more than one million.

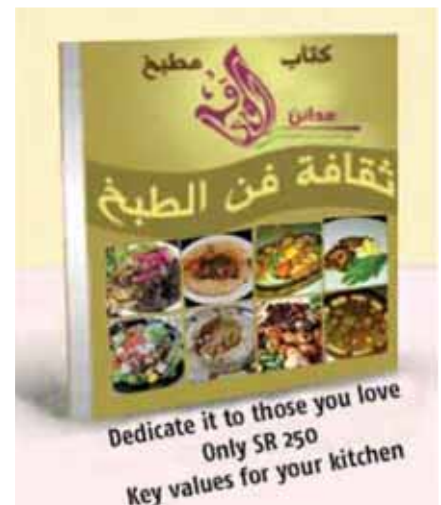
Production and Distribution of More Than 200 Meals in faster's and Benefactor Initiative in Three Years  
These meals have been marketed through different outlets, including the fasting – Iftar Program

benefactor's Program, Gourmet breakfast meal program, Gourmets launch Program and Gourmets dinner Program.

"Gourmets City" has approved an alternative checkbook for any of the subscription categories, ranging from SAR 150 for breakfast meals up to SAR 650.

Gourmets City has approved a qualitative approach for any of the monthly subscription of its meals represented in checkbook contains more than one category starting from SR 150 for kids breakfast meals for 25 days. The subscriptions list ends with SR 650 for full month for rich meals.

For more information, please visit the following website:  
[www.bfg.global.com](http://www.bfg.global.com)



It should be noted that Gourmets City issue Gourmets Kitchen Book which contains 1000 food meals and hosts the most famous from many cities in the world to reserve your copy 920012800.

**New**

**Gourmets seafood kitchen**

All types of seafood made in our kitchens and supplied directly to your occasions to the highest quality.

**New**

**Gourmets meat kitchen**

Finest types of nutritional value meat prepared in our Gourmets kitchens and supplied to your occasions and grilled in your premises wherever located.

**New**

**Gourmets kitchen for Italian food**

Most delicious types of Italian macaroni dishes prepared in our kitchens to reach you with their original flavor.

**We meet all your needs ..... once you call**

**Catering Meals of Projects Labor**

Gourmets produces three main meals starting from breakfast, lunch and dinner to the labor of the field projects which require producing high calorie and nutritional value meals to satisfy the full nutritional need.

Every meal contains five nutritional elements, and the meal price starts from 8 riyals for a single meal. Gourmets produces the projects meals under monthly or annual long-term contracts.

**Catering Meals of Services Facilities**

Gourmets produces three full nutritional value meals and the Gourmets meals contains:

**1- Gourmets Breakfast Sandwiches**

It is a plastic dish that contains 25 sandwiches. Every 5 sandwiches have a flavor and the Gourmets breakfast sandwiches meal is sufficient for 4 to 6 adult persons.

**2- Gourmets Lunch Sandwiches**

It is a plastic dish that contains 25 cooked sandwiches. Every 5 sandwiches have a flavor and the Gourmets lunch sandwiches meal is sufficient for 4 to 6 adult persons.

**3- Gourmets Diner Sandwiches**

It is a plastic dish that contains 25 sandwiches with variety of food.

Every 5 sandwiches have a flavor and the Gourmets dinner sandwiches meal is sufficient for 4 to 6 adult persons.

The value of any sandwich of Gourmets breakfast, lunch and dinner meals starts from 25 riyals for a single meal, inclusive of delivery. Gourmets provides supply to the institutions and individuals working therein through monthly subscription by purchasing the Gourmets meals checkbook which contains 25 papers. You can obtain it from the Marketing & Supply Center of the Gourmets Cities.

**Catering Meals of Educational Institutes**

Gourmets produces high calorie meals for students in all school grades so that the meal is sufficient to nutritional satisfaction throughout the daily school period. The meal contains five nutritional elements, starting from water, juice, milk, sandwich in several flavors in addition to a piece of dessert. The specifications of the meal ingredients vary based on the student's school grade. The price of full meal starts from 5 to 10 riyals. The daily meals are delivered to the student by a checkbook issued by Gourmets and every checkbook contains 25 papers, and it is purchased directly from the Marketing & Supply Center of the Gourmets Cities.





Jazira Company for Furniture with its two division: projects and retail has been working for 25 years as one of the national companies in the field of furniture and décor. The company would have the honor to participate in the requirements of achievements and ongoing development in the Kingdom through academic, health, and hosting projects in both public and private sectors.

Three years later, the company opened other branches for projects in Jeddah and Al Khobar to practice the activities of furnishing in various sectors.

Jazira Projects provide several products related to flooring, providing and installing different ground covers, wall covers, curtains and furniture in different styles under the supervision of engineers and a high level technically experienced and dedicated team which has executed several important projects in different parts of Saudi Arabia. Jazira Projects is looking forward to achieving many projects in the next stage. It has gained a wide-range experience and goodwill through its significant works which prove its growing day after day.

Jazira Projects is the owner of many global dealerships as it exclusively owns several global dealerships, such as:

**Cambridge for Moquette** - It is an authorized company in most

of the world's luxurious and high-class hotels, such as Hilton series of hotels and others.

**Wise woven Vinyl flooring** - An Austrian company which provides flooring and modern wall coverings.

**Backwell** - A Belgian leading company in wall covering distinguished by 2.7 m wide per roll in different colors and anti-abrasion, ant-fire and anti-bacteria models.

**SilentGliss** - A Swiss company which is specialized in electric window and curtain solutions and glass roofs.

**Somfy** - A French company specialized in curtain motors.

**Alkenz** - A company specialized in first-rate textiles which are used to block sunlight in different degrees.

In 2001, Jazira Projects joined KA Contract, a giant company in the field of internal design, furniture, accessories and textile production. It has been a leading company in the field of internal design for more than 30 years, And it has executed more than 800 projects on France, Italy, Switzerland, the UAE and, of course, Spain, as it is one of the earliest Spanish companies in terms of international presence.

The company was established by KA International to be one of the best internal designing companies and internal supervision in the

world. In line with the company's policy of expansion and customer satisfaction, Jazira established a factory for furniture and another one for curtains, using the most up to date world technology to serve the company's projects. The company has carried out several academic, health and hosting projects in both public and private sectors.

Examples of academic projects which were executed by the companies are King Abdul Aziz University, King Saud University, King Abdullah University for Science and Technology (KAUST), Emir Sultan National University, and Princess Noora Bent Abdul Rahman University, one of the world's distinguished and modern university is under construction.

Of health projects, there are King Faisal Specialized Hospital, Research center, Emir Sultan Humanitarian City, Queen Hospital and Dr Sulaiman Al Faqih Hospital. In the field of hospitality, there are Eastern Palace Hotel, Hilton Jeddah and Mecca, Four Seasons hotel, Novotel Hotel, Intercontinental Hotel and other several projects which are evidence of the company's pioneering and shows its achievements and ongoing development since the establishment of the Kingdom during the time of its founder, His majesty King Abdul Aziz Al Saud throughout his heir sons, may God protect them.

# OUR PROJECTS

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## Hospitals



## Governmental



## Commercials



## Partners



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## Invitation to Businessmen and Capitalists to Participate in the First Global Gulf Economic Forum Hosted by Jeddah



*His Royal Highness, Emir Dr. Mansour Bin Meteb Bin Abdul Aziz, Minister of Municipalities and Village Affairs*



**Project Logo**

Business and Finance Club – Exclusive

**B**usiness and Finance group launched its first and largest qualitative specialized event that involves the display of achievements fulfilled and those achievements underway in the most important ten cities of GCC through Gulf municipalities and local councils.

The total size of these cities' projects tops \$3 trillions. The event seeks to shed light on the achievements fulfilled by each municipality or local council in the participating state separately. This marvelous event come in parallel with the financial recess sustained by the international markets in the present time, And the hopefully sought methods to possibly by pass the risks of this crisis. This is coupled with the evidence of the range of strength, continuity and dynamicity of the Gulf economies, and their potential to absorb the negative effects resulting from the crisis through gulf and global economic coalitions and alliances which are being hopefully sought to be achieved within the frame of this event.

This event, which is considered the biggest gulf and global economic demonstration, aims at creating a sense of competitiveness among municipalities and local councils which will lead to the selection of





## “The Best 10 Gulf Cities” Economic Achievements Totals \$ 3 Trillion



*His Excellency, Minister of Information, Dr. Abdul Aziz Al Khoja*

the most important ten Gulf cities with respect to their performance and achievements in accordance with disclosed, transparent and objective criteria.

The most significant strategic objectives are represented by displaying honorable image of the media for the achievements done by ten gulf excellent cities on both Arabic and international levels and promoting the sense of competitiveness among Gulf municipalities and local councils which could strengthen integrity between them in all areas.

Awarding celebration will be held annually, beginning from Saudi Arabia which will host the first session this year, then, the celebration will be moving from to other states in succession. After that, the event's annual sessions will be displayed internationally for the purpose of circulating local investment at the international level



and seeking regional and global partnership.

This qualitative event gains support from the Ministry of Municipalities and Village Affairs, represented by His Royal Highness, Emir Dr. Mansour Bin Meteb Bin Abdul Aziz, Minister of Municipalities and Village Affairs, and the Ministry

of Culture and Information and External Information, represented by Excellency, Minister of Information, Dr. Abdul Aziz Al Khoja, As well as the Their Excellency, local area's governors' speeches which involve offering all necessary facilities and support to make this Gulf event completely successful.

The event also aims to explore





## Jeddah hosts the first forum of the leaders of the ten gulf cities



*H.E. Dr./ Hani Bin Mohammed Abu – Ras Jeddah Mayor*

and crystallize available investment opportunities of Gulf municipalities and local councils through organizing 10 workshops accompanied by the awarding celebration. Each workshop shall discuss one of the available investment and project opportunities in every sector of the economic sectors which participates in this event. More than 4000 local,

regional and international economic figures, financiers and businessmen were addressed for this event, as well as global experts. This allows Gulf municipalities, local councils and companies make use of global experiences and form strategic corporations and partnerships with giant global companies, all to be gathered under one roof with the

presence of decision makers of both public and private sectors.

The most economic objectives of the program can be summarized by emphasizing on the range of the GCC's economic strength, stability and attractiveness, promoting capital regional and international investments to effectively contribute to the seizure of opportunities and investment projects proposed by Gulf municipalities and local councils, in addition to the private sector working within. In addition, the program seeks to explore and crystallize similar investment opportunities in the Gulf markets, particularly in the field of real estate, through workshops and seminars accompanying the awarding celebration. The program also aims at promoting strategic partnership between the public sector, represented by municipalities and local councils, and the private sector. This can be made possible through inviting the biggest Gulf and global companies in the fields of architecture, real estate, construction







*Prince Dr. Abdulaziz Bin Mohamed  
Bin Ayyaf Mayor of the City of  
Riyadh*

and other economic sectors to participate in this outstanding event. Socially, the program is looking forward to promoting the bonds of cooperation among Gulf municipalities and local councils through sharing experiences with regard to projects of infrastructure, architecture development and services to achieve integrity among them, Pursuant to the directions of the supreme leadership and to support and strengthen the sense of social responsibility of the biggest Gulf companies and institutions as a result of their participation in the projects proposed by Gulf municipalities and local councils, and further to preserve achievements and gains fulfilled by municipalities and local councils in the field of infrastructure and services.

This event is considered the first commonly economic gathering of its kind among the performance of the most important 10 Gulf cities. It is held for the first time to display the achievements made in every Gulf state one by the other. This event



also reviews the most economic sectors in various fields.

Statistics made by the program for this event in the GCC revealed the outcomes achieved by tourism, energy, health, education, telecommunications, transport, finance and real estate sectors.

Business and finance magazine employed its entire monthly issues as from the end of October 2011 to

October 2012, so that each issue will cover one of the participating city. The portfolio contains the most economic achievements in the most significant sectors through field meetings with businessmen and officials.

The magazine is also highlighting through the figure of the series a genius economic outstanding personality who plays a substantial





*His Excellency the Secretary of the Eastern Region Engineer Daifallah Ayesh Al-Otaibi*

role in economic development. This contribution of the figure of the series is considered an essential tools which helps attract investments and increase exports, so that this would reflect the local economic returns through the role played by this figure to help his/ her own country. In addition, through "Leaders and Achievements" section, the magazine hosts outstanding figures from both public ad private sectors who contribute to the economic industry



*His Excellency the Secretary of the Holy City, Dr. Osama bin Fadl bar*



in the society, So that these will talk about the achievements, the factors of success, the role they played in the economic development. There is also the series portfolio which deals with everything about every participating city in this event through listing most 10 significant economic sectors, including oil, tourism, education, medicine, telecommunications, industry, investment, real estate, transport, insurance, higher education and banking. It is worth mentioning that Jedah's call for this event has been since the Minister of labor has been its governor. For more information, you can visit our website at: [www.bfg-global.com](http://www.bfg-global.com)







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

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

Register your firm in the most important and first GCC and global economic event, in which the economic achievements size exceeds US \$ 3 trillion

### Elements of the event

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

### Participating countries

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

### Media coverage accompanying the event:



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The event is organized by the Business & Finance Group:

General Administration: Dubai Media City: P.O. Box: 502188, Tel.: 00971 4 3910808, Fax: 00971 4 3908388

The Group's branch in Saudi Arabia: P.O. Box: 54909 / Riyadh 11524, Tel.: 0096614650980, Fax: 0096614166800



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“Saudi Book” is the mirror of the Kingdom’s economy in the era of the Custodian of the Two Holy Mosques.



Business and Finance Club – Riyadh

The Saudi Book is the first Saudi economic reference to record the economic achievements of the Kingdom of Saudi Arabia in the era of the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz – may Allah preserve him.

The Saudi Book, which is printed in one million copies annually and distributed to fifty countries around the world, records the history of the Kingdom of Saudi Arabia as from the foundation time up to date, and the civilized and honorable achievements made in all fields between these two dates, with a focus on the Kingdom’s efforts in developing the economic and financial sector which reflects positively on the life of the Saudi citizen.

The Book, whose third edition

shall be issued early next year, is the first annual real reference, which is written in a documentary language reflecting by figures the Kingdom’s economic achievements in all its sectors as from the foundation time up to this brilliant era under the leadership of the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz and HH Crown Prince, may Allah preserve them.

Stressing the importance of honoring the influential personalities in the economy sector.

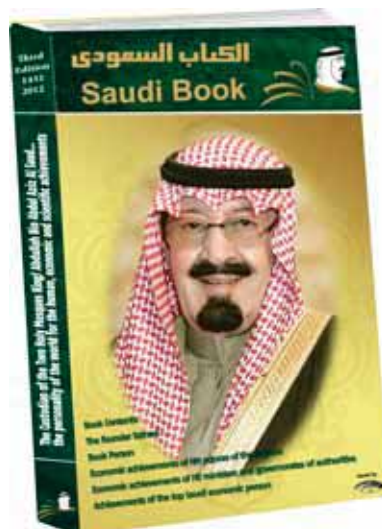
### The Saudi Book in Five Chapters

The Saudi Book reference contains five chapters, as Chapter I provides an overview on the founder king

of the Kingdom of Saudi Arabia, may Allah rest him in peace, who said shortly after foundation: “We have founded this Kingdom without helper, and Allah was my helper and supporter, and He who gave success to my actions. I’m not a King by the will of a foreign, but by the will of Allah, then by the will of the Arabs”. These words, recorded by history in letters of gold, are words bearing the secret of greatness and glory of the Saudi experience.

Chapter I also makes mention of his sons, the kings, may Allah rest them in peace, up to the era of the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz Al Saud.

Chapter II of the Saudi Book provides a narration about the Book person, the Custodian of the Two Holy Mosques, King Abdullah bin Abdul





## SR 300 for a single copy inclusive of delivery costs Records the achievements of 13 emirates, 40 ministries and authorities, and the top 100 economic Saudi personalities



Aziz Al Saud, the world person for economic, humanitarian, scientific and medical achievements, as the Kingdom has witnessed in his blessed era a qualitative development at all levels and in all fields.

Chapter III talks about the achievements of HH princes of regions, including the economic boom progress in the Kingdom of Saudi Arabia for the most important 10 economic sectors for every region in the era of the Custodian of the Two Holy Mosques.

Chapter IV contains the most important economic achievements of HE ministers and governors of authorities to highlight the role of every authority and the achievements they made in the era of the Custodian of the

Two Holy Mosques.

The Book concludes by Chapter V which contains the most important economic achievements of the top 100 economic Saudi personalities who performed a pivotal role in the boom of the Saudi economy in the era of the Custodian of the Two Holy Mosques.

The Book did not omit the importance of the official websites, ministries and related authorities together with a monthly update for the events holders, so that the Book becomes an economic reference throughout the day, month and year, and a certified evidence for all economic events desiring to launch their projects or expand their facilities located on the territories of the Kingdom.

The Book reflects the strength and firmness of the Saudi economy and its high ability to absorb the financial shocks and their negative effects on the economies of the world, forming appropriate and secure environment for investment, even in light of the crises prevailing in the world markets.

The Book also encourages the national exports through promoting them, thus opening new markets before the local products and tending to attract investments, the matter which contributes to driving the wheel of development forward. This unique reference effectively contributes to promoting competitiveness which forms an essential element in the success of any economic sector, thus reaching an advanced financial position at the

regional and international levels.

In addition, the Book contains the economic achievements of the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz, may Allah preserve him, and it reviews the most important projects implemented in his blessed era, as the Kingdom has witnessed many development projects which would promote the aspirations of the Saudi citizen, as these projects have extended to the purest parts of the world in the Two Holy Mosques, and many economic, scientific, sports,

medical and other projects. During the last five years, the Saudi Arabia has witnessed a continuous growth in the economy and a strength in the infrastructure of the systems and regulations of the financial and economic sectors, the matter which made it a unique example among the countries which faced the recent global financial crisis that hit all parts of the world in the year 2008. This is in addition to a number of procedures and measures taken by the rational leadership, represented by the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz Al Saud – may Allah

preserve him, in order to face the repercussions of this crisis on the economy which boomed during the last five years thanks to the guidance of His Majesty, to become, through its economic and industrial structure and cities, present at the top of the countries of the world on the world economic map.

During the last years, the Kingdom has made historic budgets, the matter which contributed to promoting the economic development instructed by the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz Al Saud, whose announcement, in opening the G-20 summit meeting in the year 2008 for implementing the investment program of the governmental and oil sectors, for allocating about USD \$ 400 billion during the next five years, was a clearly defined step in a slowing global economy. This step has contributed to reviving the economic situation of the country and restoring confidence in the economy in general.

Saudi Arabia also seeks to promote the contributions of the private sector in the development processes on which the Government works, through the vision held in the 9th Development Plan, for which amounts up to SR 1,4 trillion (USD \$ 374 billion) during the years from 2010 to 2014, have been approved, which includes acceleration of the development process and establishing its sustainability, and achieving balanced development among the regions of the Kingdom, and continuing improvement of the citizens' standard of living and enhancing the quality of their lives.

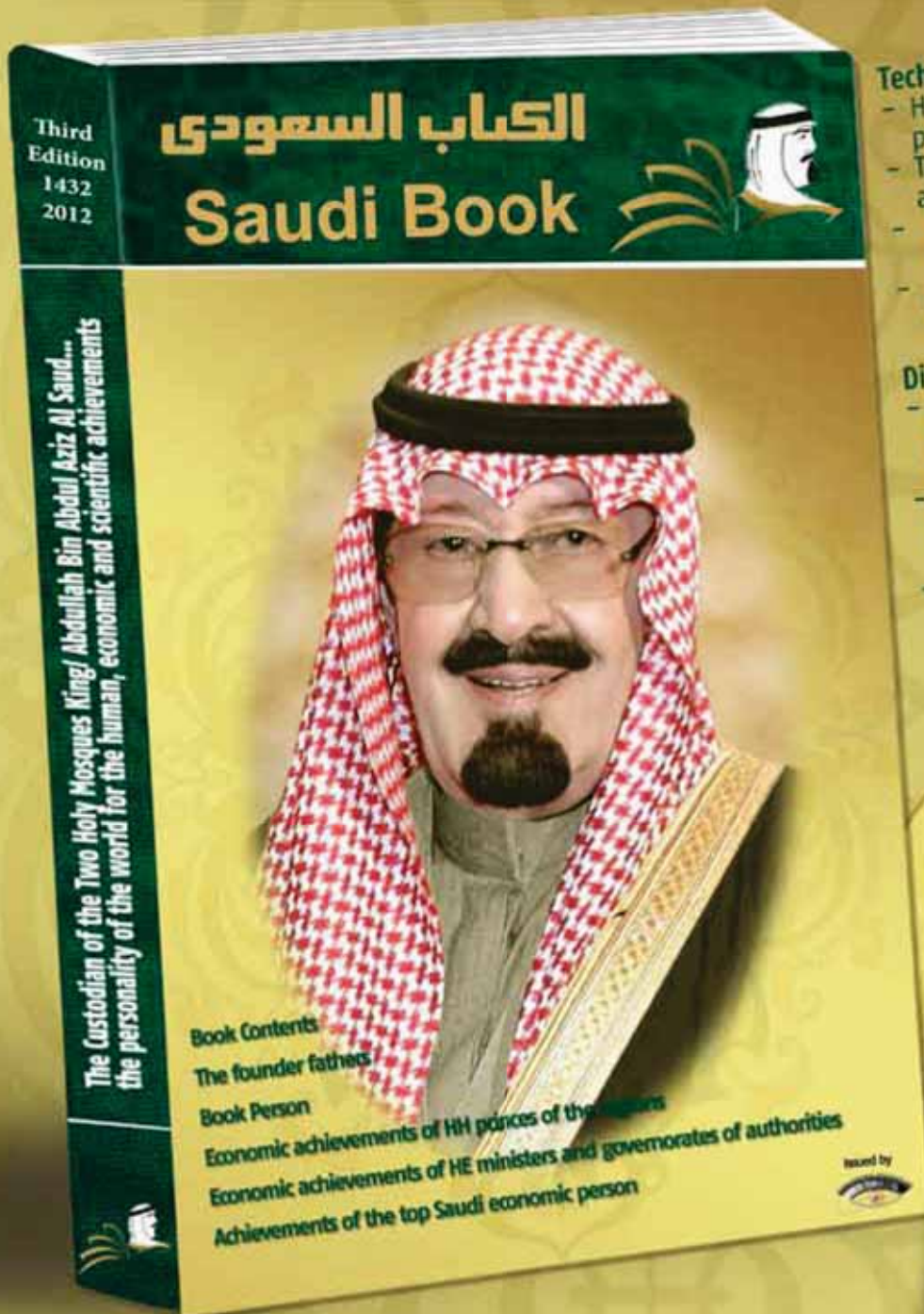




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## First Contracting Company, a pioneer in properties industry in the region

Money and Business Club – Riyadh

Saudi First Contract Company was established in 1980 as a contracting company specialized in general contracting that includes government facilities, commercial and residential building such as towers, palaces and villas with special finishing in addition to roads and bridges.

With Allah's blessings, and as a result of its distinguished works, the company was able take its place among the first Saudi contractors and the works it executed are best example to such status.

The management of the company is vested in elite of Saudi and Lebanese administrators and technicians who have vast experience in the field of contracting ranging between ten and forty years. During the last thirty years, the company was able to form a team of skilled technicians and workers from Philippines and the Indian Subcontinent who had been selected and trained at excellent standards of accuracy in manufacturing and they are at a high level of qualification and mastership.

Saudi First Contracting Company is proud to have contributed to the building renaissance in the Kingdom of Saudi Arabia as it is always interested in the development of its qualifications and technologies through being open to the world in order to familiarize itself with the latest developments in the field of contracting and materials used in

finishing. Therefore, the company is always prepared and ready to receive the new century by contributing to the country's structure by using modern advanced means and technology.

The Development of the infrastructure of the company is one of its main concerns in order to implement its programs successfully. Therefore, the company worked



on and recorded the quality of its performance to be in compliance with the requirements of ISO9001.

### The Company executed tens of projects including:

- The project of construction of annex to Intercontinental Hotel Khubar
- The project of construction of stadium in Nova Equestrian Resort
- The project of construction of new villa for Prince Faisal bin Sattam
- The project of construction of offices for Metals Company – Riyadh
- The project of construction of villa for Mr. Issam Al Dughaitar – Riyadh
- The project of construction Al Jumaih Showroom in Hael
- The project of construction of the new location of Gallery showroom – Riyadh
- The project of construction of the building of classrooms in the university city – Dhahran
- The project of construction of Villa Al Sheikh in Darieya – Riyadh
- The project of Centria General Commercial Center in Riyadh
- The project of electro-mechanical works of Metals Company – Riyadh
- The project of construction of radiology center for fertilization of foodstuffs in the Industrial City in Riyadh
- The project of construction of leisure and celebrations halls in Nova Equestrian Resort
- The project of construction of laundry buildings in King Faisal Specialized Hospital in Riyadh



More than **40** years in the service  
of the Saudi economy



We are distinguished by group of national cadres specialized in Management and Supervision



We are distinguished in the implementation of Government Contracting projects and Commercial Buildings



## “World of Direction” Launches the First Integrated Maintenance Program to Serve Mosques, Resorts, Academic and Medical Institutions



Money and Business Club – Riyadh

Properties and Business Cities Group for the development of investment and properties, crowned its activity in the field of maintenance of facilities and premises through its arm, World of Directions for Construction, launched the comprehensive maintenance project under the name “Siyanati Service Master”.

In this program, the Group includes five types of facilities that are considered among the most needed by users and represent more consumption. The “Siyanati Service Master” covers mosques, restaurants, hospitals, spas and schools providing each type with 12 integrated maintenance services at fixed rate affordable to everyone. In addition the program includes making available spare parts necessary for the participating facilities and premises.

The “Siyanati Service Master” characterized by being the first

quality program that allows the provision of specialized services beyond the maintenance works concept through visiting the targeted facilities. The program provides guarantee on the engines of the facility according to the program of its services on non-stop service basis.

The businessman, owner of investment establishment, of whatever type and specialization, looks forward with passion to such services if they were available. We are proud to be the only entity to provide “Siyanati Service Master” Program that covers twelve services represented in the following:

Maintenance of refrigeration and air conditioning – communications systems – security systems – pesticide works – marble wash – carpentry – water tanks – landscapes – drainage works – satellite systems – electric extensions – signboards.

In addition, “Siyanati Service Master” Program is distinguished by providing service to educational, health, tourist and foodstuff establishments and religious facilities as these need periodical maintenance which is in the heart of design of “Siyanati Service Master” that covers the twelve services program throughout the day, month and year according to the visits schedule organized by the operations department for every party participating in the program.

The “Siyanati Service Master” service is designed such that the service is provided within six hours as of the time of receipt of operation order.

Compared to other maintenance programs, this program is distinguished from other due to the following:

It is the first general maintenance program that contains 12 services provided on one location – to guarantee, maintain and operate all services of Siyanati Program throughout the month and year – complete accuracy in the program of the schedule of visits of the maintenance team to the participating establishments according to the schedule of visits – “Siyanati Express” within 6 hours as of the time of requesting the service – professional and specialized maintenance team working around the clock – spare parts with annual guarantee and special prices through direct purchase – modern equipment starting from discovering water leakage to the remote wash of buildings glass facades.

Long experience in maintenance of airports and facilities and infrastructure projects.





## (Siyanati Service Master Program) provides 12 quality services and time scheduled monthly field visits

Siyanati Service Master Program made several agreements with other services establishments that provide their services for the member facilities in "Siyanati service Master" Program mainly the agreement of loyalty card membership in Money and Business that allows the member facility in Siyanati Program several benefits throughout the year mainly granting immediate discount at the rate of 25% to the member facility in "Siyanati Service Master". We believed that by allowing our customers to benefit from this distinguished discount and the other services provided through the membership, we outstand in serving our customer and solely associated with the event.

Going back to the variety of activities of World of Directions for Construction and its long professional experience in the field of execution and maintenance of buildings as a result of executing several residential and commercial projects such as houses, villas, companies, shopping centers and malls we can see that its work teams had acquired long experience in the field of construction and contracting. The company provides maintenance services according to contracts made with those who wish to benefit from the services provided by maintenance teams that carry out the maintenance services around the clock for houses, residential flats, offices, malls and governmental premises including all services.

The career of World of Directions for Construction enabled it to



establish a wide engineering base that distinguishes it from other competitors in the Kingdom of Saudi Arabia as it owns state of art equipment, cutting and excavation machines in addition to compressors up to 3000 tons and all kinds of welding machines. Because we have a crew of highly experienced professionals and engineers in the field of electrical, mechanical and electronic engineers, this helped us make contracts with international companies in the field of maintenance and manufacturing spare parts and rehabilitation of airports and their equipment. Among the major activities practiced by the company is the rehabilitation of and equipping airports and considering the large volume of demand for such works due to the existence of large numbers of airports in the Kingdom, this allowed us to acquire vast experience in this field.

Among the most prominent services that we provide are the

fitting, operation and maintenance of safety and security devices in airports, rehabilitation and rebuilding of passengers towers for airplanes in cooperation with European and western companies, the maintenance, rebuilding and requalification of hydraulic and air systems, rehabilitation and rebuilding of airplanes maintenance podiums in cooperation with international companies, rehabilitation, rebuilding and modernization of electrical lifts in cooperation with major German and European lifts companies, rehabilitation, rebuilding and modernization of electric controls systems over medium pressure and the design of electronic control systems and the establishment of control stations such as CCC and BMS...

In addition, World of Directions is specialized in the works of buildings maintenance as it executed several maintenance projects for malls, residential and commercial

compounds, government facilities through to residential houses where the company had gained vast experience and large reputation in this field through the execution of paint works and extension of electricity and drainage networks.

World of Directions is characterized by electrical, mechanical and electronic works in all fields where it provides comprehensive solutions in the field of electricity maintenance for individuals, companies and establishments through a specialized work team of engineers and technicians who have vast experiences. In addition, it provides practical solutions for exterior lighting such as public and private gardens, roads, public squares and otherwise and provides maintenance teams equipped to work around the clock. Moreover, World of Directions supervises over communications networks starting from the installation of telephone exchanges and extension of special cables to public and private companies, commercial centers and residential houses in addition to the extension of television satellite cables and units of direct broadcasting and transmission with the presence of most skillful specialists in addition to the maintenance of all kinds of communications devices and equipment.

Other than the said activities of World of Directions, our facilities are involved in the air conditioning and refrigeration works for malls, government facilities and residential units of all kinds through its specialists comprising part of its work crews and also, it supervises over maintenance operations for air conditioning and refrigeration units around the clock.

The major professional activities works that World of Directions for Construction are those related to interior design and exterior decoration starting from the landscape designs of gardens for houses, compounds and government and private facilities that include high quality wood and gypsum works both in form and context. Our facilities also carry out large drainage projects through technical crews and high professional expertise where it had extended water and drainage networks, electrical works and lighting roads in various cities in the Kingdom. The company is endeavoring to improve the level of services it provides in this field by providing state of art devices and equipment used in the construction and maintenance works. In addition, it provides complete solutions in relation to water networks and extending the same and provision of high quality water tanks and provides maintenance service

through mobilized teams around the clock.

“World of Directions” is distinguished by its gardens landscape, irrigation, maintenance and providing them with natural plants that are appropriate for their surrounding environment, the execution of modern regular and automatic irrigation networks, the completion of gardens designs by using three dimensions computer programs, construction of waterfalls, fountains, paints and gypsum decorations in various forms. The company also provides skillful technicians specialized in designing gardens and dealing with problems that the plants growth may face.

World of Directions is considered one of the local and regional establishments that had played major role with major companies specialized in roads pavement whether within or outside cities so that the role of our establishments would begin in the phase of infrastructure to construct roads and also planning their course by their paint and coordination of pavements associated with the roads. Considering the long experience that our establishments have in the execution of maintenance works and after conducting in deep study to deal with all classes of society and the provision of quality services in maintenance world, we introduced a new section in terms of context and meaning and observed, in addition to quality which is our motto, the provision of prices affordable by everybody and here, from this platform, we announce the launching of the comprehensive Siyanati programs that targets the busiest establishments such as mosques, resorts, health and educational facilities.







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- Landscaping
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- Electrical works
- Ad. banners maintenance

## 12 service monthly throughout the year covering

- Education facilities - Health facilities - Tourist facilities
- Food facilities - Mosque 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
- ✓ Punctuality 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 starting from detection of water leaks



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US\$ 800 Billion of Annual Turnover

## “Dafos Gulf” Encyclopedia, conference and exhibition of the largest 100 Gulf Companies in its 18th Session



Money and Business Club – Dubai

The achievements of Money and Business Group had become distinctive mark in the field of development of economical and media work in the region particularly through its exclusive initiatives launched in the region at the top of which is the Best 100 Gulf Companies that it organizes since eighteen years. It is considered the largest world regional forum of the largest Gulf companies of which sales, at its seventeenth session, exceeded US\$ 800 Billion, which is in value larger than budgets of countries as a whole.

Under its umbrella, the forum gathers senior officers and decisions makers in the largest 100 Gulf companies and about 600 exhibitor companies from all around the region in a meeting that

accomplished, during the previous sessions, huge achievements that contributed to the improvement of the economical media march in the region and also helped in building bridges of partnership and bringing closer points of view and create investment opportunities and partnerships among several investment establishments in the region. The array of positive and constructive reflections achieved with the effort of Money and Business Group to organize such huge event cannot be measured due to their diversity at more than one level. In addition to the fact that several companies were able to achieve and harvest benefits and investment opportunities under the umbrella of such forum, many opportunities were achieved at the level of countries in the region particularly through highlighting the participant companies.

This huge event captures major interest from the host country as the attraction of the largest 100 companies from the Gulf countries companies and in all economical sectors, represents extreme importance for such country and the introduction of its development plans, available opportunities, investment laws and available facilities such as the infrastructure and the tax exemption on several investment projects' In addition, the forum represents a chance to introduce the latest what the participating companies offer and their developmental plans to establish strategic projects

in the host country.

In organizing such forum successfully over a period of eighteen years, the Money and Business Group lays down four main standards for joining the list of the largest 100 Gulf companies based on the Group's commitment and sense of responsibility as it bears the burden of selecting the largest hundred Gulf companies from among the total major gulf companies. In emphasis of the credibility and transparency factors, the Money and Business Group adopts the following internationally recognized standards for the evaluation of any global company based on several considerations.

### First: Volume of total turnover

This is based on the volumes and values of achieved annual and monthly sales and their comparison with the previous years and periods while shedding the light on any changes or regional or world variables that contributed to the increase or decrease of the sales levels due to conditions beyond the control of the company and its developmental plans in a manner that gives true and expressive image of such indicator.

### Second: Volume of assets of the company

The volume of assets owned by the company is considered one of the most important standards for which Gulf companies are nominated for joining the forum and the list of the largest 100 Gulf companies. In this





600 exhibitor companies and hundreds of millions of dollars deals  
**Official opening by the senior leaders hosting the event**  
and distinction of the presence of leading economic personalities



concern, we rely on the estimations of the internal auditors in addition to the international financial experts and analysts from all over the world. We also rely on the final financial statements announced by the companies nominated annually. In addition, upon nomination, the extent of change in the volume of assets during the year is included in the discussion in addition to the company's acquisition of new assets and the extent of their compliance with the expansion plans of the company or the execution of new projects plus the extent of reliance on own abilities in owning and acquiring such assets and their methods of evaluation by technical experts from within and outside

the company.

#### **Third: Paid capital**

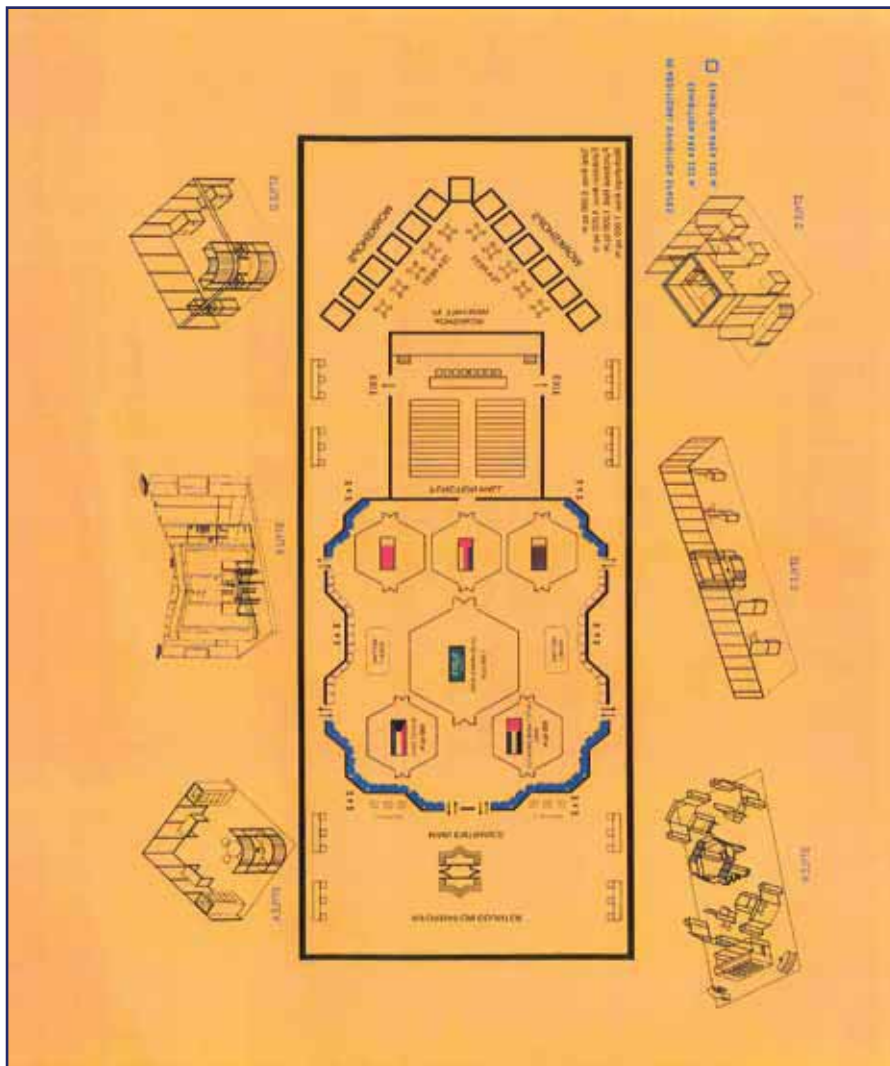
In addition, the element of capital of the company that is nominated for the list of largest 100 Gulf companies represents a priority due to the importance of such element in the success of the company's business, financing lines of production and adoption of more strategies of expansion and development. This element is also subject, according to the company's statements, plans and financial structures, to the extent of availability of own finance channels or reliance on bonds and issues of shares as a shareholding company. In addition, discussion covers the extent of change in the

averages of capital cycle, nature of sector or economic activity in which the company practice its business. Some economic sectors are characterized with high averages of the capital cycle such as properties sector, services sector and commercial sector while it is low in some sectors particularly the industrial and agricultural sectors.

#### **Fourth: Number of employees**

Considering the importance of workforce in any company as the human resources represent the pillar for the development of its business and prosperity and multiplying its performance in addition to its role at the social level in terms of reducing unemployment

EVENT MAP



of main sectors such as the sector of oil and gas and the sectors of tourism, education, medicine, transportation, communications, foodstuff, investment, commerce, properties and insurance.

The Money and Business Group organized a number of various events such as world level organization, nomination standards and mechanism of coordination with major companies and establishments in the region simultaneously with the launching of the latest multimedia audio, printed and visual program that presents the performance of achievements of such companies and personal careers of chairmen of their boards of directors and the major intentions and plans of expansion and their point of view concerning the economical and social events in the GCC countries and the world.

This huge media program includes the coverage of all media that shed the light on the participant companies in a direct manner so that their information is conveyed through all media.

It is worth mentioning that the Money and Business Club Magazine is vested with the exclusive right to cover this event and as of next month it shall start monitoring the movement of the participant companies in the forum and it should be noted that during the ceremony in this event, a comprehensive encyclopedia shall be issued covering the largest 100 Gulf companies. In addition, the Magazine shall, through its daily and monthly issue, provide quality and appropriate coverage for this distinguished event in the Gulf region.

and minimizing reliance on foreign labors which contributes to the improvement of levels of living and income per capita, such indicator is considered one of the most important current indicators in evaluating the performance of the largest 100 companies in the region and their role in the economical and social development.

In addition, within the framework of nomination of largest 100 Gulf companies, the Money and Business Group relied on the necessity of comprehensive nature in economical performance in general

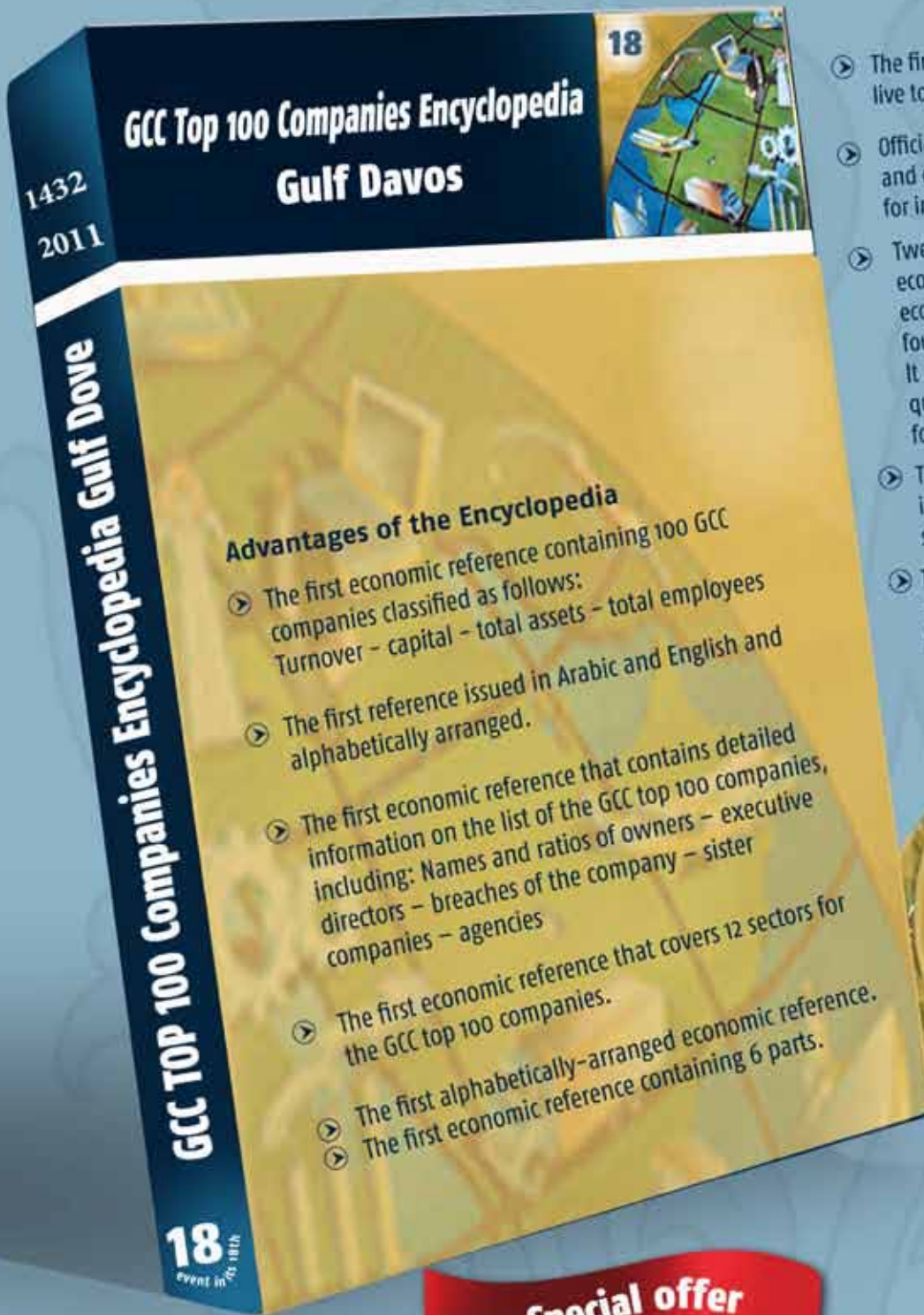
and particularly the importance of selecting such companies from the various economical sectors and highlight their contribution to the growth of such sectors being about 12 economical sectors so that such participant companies in this huge economical and media event play the role of a mirror that reflects the renaissance and growth of such sectors.

Taking into consideration the importance of such sectors as being the veins of economical and social development of the countries of the GCC, discussion will cover the contribution to the indicators



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Invitation to the elite of businessmen to join the Gulf's top economic event in its 18th round



## Advantages of the Encyclopedia

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