



بيت لحم 2010 Bethlehem

# SUCCESS Stories





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# Foreword by H.E. Mr. Mahmoud Abbas, President of the PNA

"The Palestine Liberation Organization, the sole and legitimate representative of the Palestinian people, is leading the national effort to end the occupation and establish the Palestinian State. The Palestinian National Authority is leading nation-building efforts to provide a secure and dignified life for its citizens."

**President Mahmoud Abbas** 

#### Dear Business Leaders and Investors,

As all efforts, Palestinian, Arab and International are being geared towards establishing the independent and sovereign Arab Palestinian State with Jerusalem as its capital, we are forging bridges of cooperation and channels of communication with the international business and investment community. Paramount among these initiatives is the Palestine Investment Conference – a platform that showcases our progress in creating an enabling investment environment, and the various investment opportunities that exist in Palestine's diverse sectors.

At a time when Palestinians are mobilizing their resources and capabilities to achieve the ultimate national goal, the Palestinian Liberation Organization, the sole and legitimate representative of the Palestinian people, is leading the national effort to end the occupation and establish the Palestinian State. The Palestinian National Authority is leading nation-building efforts to provide a secure and dignified life to its citizens based on partnerships amongst the various components of the Palestinian society.

We call upon all Palestinian, Arab and international investors to actively engage in our nation-building efforts, with unequivocal assurance of providing the proper regulatory framework that guarantees and safeguards your investments; enabling you to operate your business as genuine partners in the development process, thus contributing to the establishment of a prosperous Palestinian State.

I would like to take this opportunity to welcome you all to Palestine – a country where we have made great progress in providing security and rule of law, paving the way for economic and social development; a place where you can witness the veracity of the Palestinian people and their steadfastness and persistence to stay and build a better future; a place where we are experiencing a great urban and economic boom. I invite you to witness firsthand the outstanding achievements of the Palestinian private sector at the industrial and investment levels and our progress in economic and administrative reforms.

We are determined to reunite our people and to accomplish economic advancement and prosperity to ultimately achieve our national goal of establishing an independent state.

#### Mahmoud Abbas (Abu Mazen)

Chairman of the Executive Committee of the Palestine Liberation Organization President of the Palestinian National Authority

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### **PPC Slaughter House & Broiler Farms**

The company has continuously achieved higher profit margins since its establishment. Net profit for 2009 was approximately US\$ 3.7 million, while total assets exceeded US\$ 34 million and accumulated shareholders' equity was US\$ 25 million by the end of 2009.

Palestine Poultry Company leads the Palestinian poultry industry in terms of market share as well as in terms of pioneering in the launching of new projects. The proposed slaughterhouse will be the first in Palestine in terms of size, quality, and technology used.

Finally, it is worth highlighting that Palestine Poultry Company has obtained the ISO 9001 -2008 certification, and will soon be receiving others, such as Halal and HASSP.

#### Firm Overview

Palestine Poultry Company was established as a Public Shareholding Co. in 1997 with capital of US\$ 9 million, as a subsidiary for Palestine Industrial & Investment Co. In 1999 this capital was increased to \$ 14 million. PPC offers the following products:

Different kinds of animal feed, the factory is near the village of Kufr Sur - Tulkarem Governorate and has a production capacity of 12 tons/hour;

Hatching eggs produced in the breeding farms located in the area of Jenin and Jericho, with a capacity of more than 35 million hatching eggs per year, covering 70% of Palestinian market needs;

Day-old broiler chicks (DOC) produced in the Tulkarem hatchery, a production capacity of more than 12 Million DOCs per year;

Fresh and frozen chickens slaughtered and processed in the Anabta -Tulkarem slaughter-house; with a capacity of 3000 birds/hour and expandable to 6000 birds/hour.

#### Success at a Glance

**Location:** Anabta - Tulkarem

Establishment Date: August 2009

Operating Date: July 2010

Number of Employees: 130

**Business Sector:** Agro-business

**Business Challenge:** Meeting market demand for fresh and frozen high quality chicken meat at a competitive price

Solution: Establishing a fully automated slaughter house to guarantee a high quality, healthy product, and leveraging economies of scale while developing new products within the context of a fully integrated firm

#### For more information:

Website: www.aziza-ppc.com
Phone: +970-9-2683177
Email: aziza@aziza-ppc.com
Address: Kufur Sur – Tulkarem

**Palestine** 





# Al- Zahra Exemplary School & Kindergarten

#### **Business Value and Success**

The physical, economic, and political Israeli-imposed blockade on Gaza has taken its toll on numerous aspects of the society, including children and education. Therefore it is important that Gazans take initiative to continue investing in the children's education, which is exactly what Al-Zahra has done. Success milestones are as follows:

- 2003 Inauguration of elementary cycle
- 2007 Inaugurating of preparatory cycle
- 2009 International franchise
- 2009 Opened two IMA centres in the Gaza Strip
- 2010 Opened additional seven centres as partnership

Following the strong reception the school has received in Gaza, Al-Zahra plans to expand the distribution of IMA centres all over the Gaza Strip & West Bank.

#### **Overview:**

Al- Zahra Exemplary School & Kindergarten specialises in providing educational services to children aged from 4 to 15 using both proven and innovative methodologies. The School has a strong network made up of local & international educational development bodies.

Al-Zahra has become an official franchise of a Malaysian academy known as the "Intelligent Mental Arithmetic Program". The significance of the program lies in: (a) developing thinking skills, (b) enhancing imagination & improving creativity, (c) increasing concentration abilities & observation as well as improving memory and attention, (d) improving various mathematical abilities, (e) reinforcing self-learning skills and other real-life situations, and (f) advancing rational thinking ability.

The school's well-qualified staff have obtained specialized training by the Intelligent Mental Arithmetic SND. BHD. academy in Malaysia.

#### Success at a Glance

**Location:** Gaza Strip

Establishment Date: 2000

Operating Date: 2000

Number of Employees: 110

Business Sector: Educational

Services

**Business Challenge:** Enhancing services to include more family participation and provide value-added options outside the formal schooling

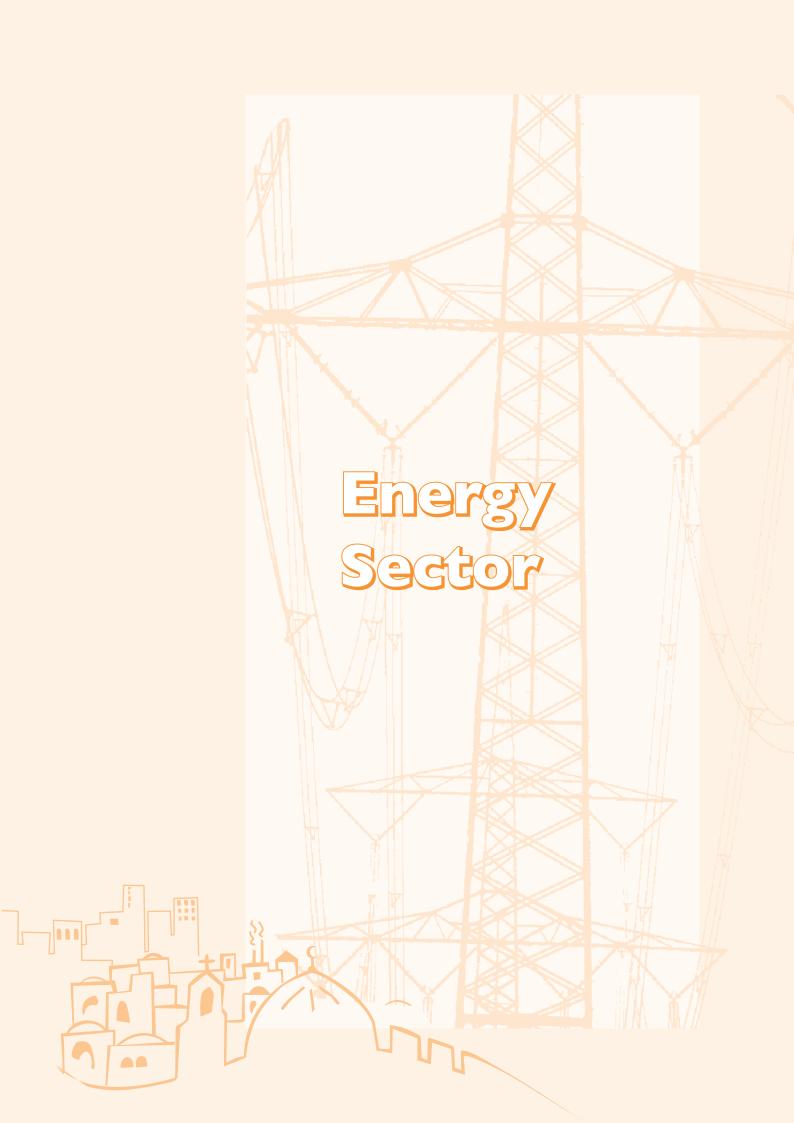
**Business Solution:** Building on proven successful methods, in order to attract more audience from other segments of the community

#### For more information:

Website: www.alzahra.sch.ps

www.imapalestine.ps

Phone: +970-8-2846 113
Email: alzahrak@hotmail.com
Address: Ansar Square, Gaza City



#### **Gaza Power Plant**

#### **Business Value and Success**

For the past decades, the Israeli Electric Company was the sole supplier of electricity to Gaza. Due to the strategic importance of this sector, the Palestine Electric Company Public Shareholding Company Limited "PEC" was established. Gaza Power Generating Private Limited Company "GPGC" was formed under PEC to develop, own and operate a I40MW power plant as a first stage of a more expandable plant to cover the immediate and forecasted needs of Gaza. The corner stone of the project was laid down on 1999 and the plant was declared commercial on March 2004 after overcoming so many political hurdles that threatened its completion.

Keeping in mind the current economical adversities and political instabilities in Gaza and the West Bank, the Gaza Power Generating Company managed successfully to keep head above water and be and instrumental factor in the ease of suffering of the badly wounded and bleeding Gaza. GPGC management and staff kept the power plant well maintained and running smoothly.

#### Overview:

Gaza Power Plant is 140MW combined cycle power plant based on four Gas Turbines and two Steam Turbines in a configuration of two blocks. The Turbines are designed for dual fuel system and could burn both natural gas and Industrial Diesel Fuel.

Gaza Power plant is located in the middle zone of Gaza, at the northern part of Al Nuseirat Camp near Wadi Gaza and 2km away from the seashore.

It sits at  $147,000 \text{ m}^2$  of land property, which is enough for future expansions. The power plant complies with the OPIC and World Bank's Pollution Prevention and Abatement Standards.

The company also aims at ensuring that the project is designed, constructed, operated and maintained in an environmentally sensitive manner, and in accordance with applicable OPIC guidelines and local Palestinian environmental requirements and policies.

#### Success at a Glance

Shareholders: Consolidated Contractors Company, Al Said Company, Palestine Investment Fund, Arab Bank, PADICO, APIC, UNIPAL & Public Shareholders

**Location:** Al Nusirat, Gaza Strip, Palestine

**Total Investment Leveraged:** US\$150 Million

Establishment Date: June 1999

Commercial Operation Date: March 2004

Number of Employees: 175

**Business Sector:** Power Generating Plant

Business Challenge: To provide Palestine and Gaza in particular with its forecasted electricity demand. Moreover, there are current plans in the negotiation stage of providing Gaza Power Plant with natural gas. The plant would be more reliable and cost effective.

**Solution:** The output of the plant designed to be sufficient for a rapid growing economy of Gaza and its estimated 1.8 million inhabitants.

#### For more information:

Website: www.pec.ps

Phone: +970-2-2888600 Ext 331

Email: info@pec.ps Address: P.O. Box 1336

El Nusirat, Salah Aldin St., Gaza, Palestine

### **Millennium Energy Industries**

#### **Business Value and Success**

Millennium Energy Industries (MEI) has successfully established a subsidiary in Palestine to better meet local demand for energy alternatives. Established in 2008, MEI Palestine provided solar energy solutions to a number of Palestinian entities visioning to lead the region into making solar energy as the primary source of energy in a way that is economically feasible, environmentally friendly, reliable, and practical.

MEI Palestine successfully implemented projects for:

- Tri-fitness Health Club: MEI Palestine designed and installed Tri fitness's swimming pool heating system.
- Leather Tanneries in Hebron: MEI Palestine designed and installed their hot water supply for the leather processing.

Various Villas/Homes in Ramallah: MEI Palestine designed and installed various space heating systems for various homes in Ramallah.

#### **Overview:**

Millennium Energy Industries (MEI), an international solar energy solutions company operating in the Arab MENA region. MEI is the world's most reputable high-quality manufacturers of evacuated tube solar collectors.

MEI Palestine offers solar energy solutions for industrial, commercial, and residential clients; a wide range of applications which include heating, cooling, water distillation, water generation, and electrical power generation for residential, commercial and industrial usage.

MEI Palestine total sales for the last six months was \$260,000, and the company is targeting to increase its sales to US\$1.2 million by 2010.

#### Success at a Glance

Investors: APIC Group, Catalyst Private Equity, Millennium Energy Industries - Jordan

**Location:** Ramallah

**Total Investment Leveraged:** US\$750.000

**Establishment Date:** November 2008

**Operating Date:** April 2009

Number of Employees: 10

**Business Sector:** Energy

**Business Challenge:** Demand for Energy Alternatives

**Solution:** Established a subsidiary for Millennium Energy Industries in Palestine

#### For more information:

Website: www.millenniumenergy.co.uk Phone: +970-2-2413677 /8 /9

Email: nijimh@ millenniumenergy.co.uk

Address: Nablus Street, Al Bireh Ramallah, West Bank, Palestine



# Financial Services Sector

#### **Bank of Palestine**

#### **Business Value and Success**

In July 2008, Bank of Palestine and the International Finance Corporation (IFC), a member of the World Bank Group, formed a long-term partnership: IFC acquired 5% of the bank's equity through a private placement and invested \$15 million in the bank, including a \$3 million trade line for the bank through the IFC Global Trade Finance Program. This investment helped strengthen the domestic financial sector and facilitated sustainable private sector development in the highly challenging environment. IFC's strategic support strengthened the Bank of Palestine's position in the market and increased the confidence of its customers and potential investors - locally and in international markets. With IFC's support, Bank of Palestine advanced its student loan, trade finance, housing mortgage, and SME lending projects. As part of the partnership with IFC, Bank of Palestine has launched a student loan product - the first of its kind in Palestine. The student loan program is a joint initiative of Bank of Palestine, and the IFC to provide up to \$10 million in loans of 8 to 9 years for up to 8,000 students a year.

#### **Overview:**

Bank of Palestine (BoP) is the first and largest national bank with a well diversified branch network with 41 branches in the West Bank and Gaza, with a capital of \$100 million and assets of over \$1.3 billion. Established in 1960, BoP has successfully expanded its presence and operations throughout the country and in 2007 established its new head office in a pretigous building in Ramallah. BoP has 41 branches, with over 900 employees serving over 400,000 customers. BoP has 17% market share of deposits and credit facilities. Operating as a universal bank, BoP is engaged in retail, corporate and SME banking, with the largest card processing operations in Palestine. BoP is the sole agent for Visa & Master Card in Palestine with over 4,000 Point of Sale machines nationwide. BoP has been very active in promoting the SME Finance and Micro Finance sector in Palestine and established dedicated units within the bank to service those customers with the aim of developing the economy through wider access to finance.

#### Success at a Glance

Investor: IFC

**Location**: Ramallah

**Total Investment Leveraged:** US\$15 Million

**Business Sector:** Financial Services

**Business Challenge:** Advance facilitating Banking Sector lending services

**Solution:** Partnership with International Finance Corporation

#### For more information:

Website: www.bankofpalestine.com Phone: +970-2-296-5010

Email: info@bankofpalestine.com

Address: Ein Mesbah Ramallah, Palestine

# **Loan Guarantee Facility (LGF)**

#### **Business Value and Success**

The program's success continued throughout 2009 as the number of bank loans granted to SMEs reached 229 loans totaling US\$51.3 million by 31 December, 2009.

Loans covered various economic sectors, such as trade, industry, transportation and agriculture, and were distributed across most Palestinian regions. The program's growth is expected to continue in 2010, and the LGF loan portfolio is expected to reach US\$85 million by year's end.

#### **Overview:**

The Loan Guarantee Facility (LGF) is an extension of PIF's commitment to promoting a thriving private sector in Palestine. Through LGF, PIF and its partners will provide guarantees for loans totaling up to US\$230 million over the course of ten years to small- and medium-sized enterprises (SMEs) throughout Palestine, generating an estimated 15,000 local jobs across a broad spectrum of economic sectors.

To increase the amount of credit available to Palestinian SMEs, LGF offers local banks loan guarantees of up to 70 percent as an incentive for them to increase lending to the SME market. LGF is currently working with local banks to change the lending culture from restrictive, collateral-based lending practices to cash-flow-based lending.

LGF has been working closely with local banks, providing its partner banks with training and technical assistance to increase the ability of local banks to lend in the SME sector. LGF has also been working with the banks on developing new financial products and services tailored to the needs of SMEs.

#### Success at a Glance

Investors: Palestinian Investment Fund (PIF), Overseas Private Investment Corporation ("OPIC"), Middle East Investment Initiative ("MEII").

**Location:** Palestine

Total Investment Leveraged: US\$230 million

Establishment Date: July 25,2007

Operating Date: January 1, 2008

Number of Employees: 30

**Business Sector: SMEs** 

Business Challenge: SMEs' restricted access to finance. Local banks often demand large amounts of collateral (up to 200%), resulting in almost three quarters of loan applications being rejected due to inadequate collateral.

Solution: PIF's Loan Guarantee Facility provides guarantees to banks to encourage and facilitate lending to SMEs. LGF has helped increase SMEs' access to finance, thus enabling SMEs in a number of sectors, to develop and grow their businesses.

#### For more information:

Website: www.pif.ps Phone: +970-2-2974971 Email: info@pif.ps

Address: P.O. Box 413, Ramallah - Palestine

# **Palestine Growth Capital Fund**

#### **Business Value and Success**

The Fund is supported by the Palestine Investment Fund and will be managed by Abraaj, with a local Ramallah-based office staffed by senior professionals, providing on the ground expertise and specific market knowledge

- Unmatched capacity to address the needs of SMEs through providing access to
  - · Long term intelligent capital
  - A dedicated "Back Office" platform providing all investee companies with services beyond their normal reach, such as best-in-class technology solutions and professionals services
  - Strategic support through access to the larger Abraaj platform, including offices in multiple countries.
  - 75+ investment professionals, operational experts, an investor base of over 150 that includes leading institutions and family groups in the region and 35+ past and present portfolio companies

#### **Overview:**

- The \$50 million Palestine Growth Capital Fund is the first private equity fund that will invest in the SME segment in Palestine
- Strategy to invest \$500k to \$7.5 million per deal and acquire 'influential' minority stakes in SMEs, broadly defined as companies with enterprise values of less than \$50 million and/or employing less than 250 people
- Focus will be primarily to target growth capital transactions with an allocation for early stage investments
- Although the Fund will not have an industry-specific focus, it will take a thematic approach reflecting the nature of the Palestinian economic landscape and the investment opportunities available:
  - Key themes will include knowledge-based sectors, such as technology, communications, pharmaceuticals and education, and sectors that have the opportunity to create long-term sustainable employment in the Palestinian economy, such as high-value added agricultural products, manufacturing, fast moving consumer goods and professional services.

#### Success at a Glance

**Investors:** Abraaj Capital, the Palestine Investment Fund (PIF)

Fund Manager: Abraaj Capital – Riyada Managers Ltd

Location: Ramallah, Palestine

Fund size: US\$50 million

**Business Sector:** Private Equity

Challenges &Solutions: The private equity fund will facilitate access to much needed capital for growth and also addresses the biggest issue facing SMEs today other than access to finance, namely institutional support, including back-office functionality, improved governance, and access to top-tier human talent and mature business networks. The Fund will also focus on enabling SMEs in Palestine to develop effective platforms through partnerships with regional and international investors, entering new markets, and unlocking value.

For more information:

Website: www.abraaj.com

#### **SME and Micro Finance**

#### **Business Value and Success**

Recently the Bank of Palestine has focused on granting loans to small and medium enterprises to contribute to driving economic change. BoP provides the necessary financing to new and existing small and medium businesses. To date, BOP has extended \$100 million in financing to businesses in various economic sectors such as industrial, commercial, service, agricultural, tourism, and contracting.

In May 2010, BoP established a special microfinance unit with the aim of developing a wider access to finance in line with BoP's expansion strategy and outreach to rural areas through its wide branch network.

#### **Overview:**

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#### Success at a Glance

**Investor:** Bank of Palestine

**Location:** Ramallah

**Business Sector:** SME and Micro Finance

**Solution:** Special lending programs providing wider access to finance for the SME and Micro finance sectors.

#### For more information:

Website: www.bankofpalestine.com

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Email: info@bankofpalestine.com

Address: Ein Mesbah

Ramallah, Palestine

#### **Smart Cards**

#### **Business Value and Success**

Bank of Palestine owes much of its success to a commitment to respond quickly to market needs both in terms of geographic expansion and making available to clients the ease and convenience offered by new technologies. BoP, the sole distributor for POS machines in Palestine, currently owns a network of 4,000 Point-of-Sale (POS) machines. BoP was recently awarded the Success Certificate from VISA and MasterCard for issuing and accepting smart chip cards with the PIN security feature. BoP is the only bank in Palestine issuing and accepting smart cards as well as being one of the leading banks in the Middle East to apply this technology. BoP now also offers GPRS machines (wireless operation using SIM cards) - enabling restaurants, hotels, and vendors to offer customers a more comfortable experience. In 2009, BoP introduced the Easy Life installment card, the first of its kind in Palestine, the region and a truly innovative product. The Easy Life card is a highly competitive product in that installments are approved at the POS and eliminate the need for complex paper-based bureaucratic procedures.

#### **Overview:**

Bank of Palestine (BoP) is the first and largest national bank with a well diversified branch network with 41 branches in the West Bank and Gaza, with a capital of \$100 million and assets of over \$1.3 billion. Established in 1960, BoP has successfully expanded its presence and operations throughout the country and in 2007 established its new head office in a prestigious building in Ramallah. BoP has 41 branches, with over 900 employees serving over 400,000 customers. BoP has 17% market share of deposits and credit facilities. Operating as a universal bank, BoP is engaged in retail, corporate and SME banking, with the largest card processing operations in Palestine. BoP is the sole agent for Visa & Master Card in Palestine with over 4,000 Point of Sale machines nationwide. BoP has been very active in promoting the SME Finance and Micro Finance sector in Palestine and established dedicated units within the bank to service those customers with the aim of developing the economy through wider access to finance.

#### Success at a Glance

**Investor:** Bank of Palestine

**Location**: Ramallah

**Business Sector:** Card Industry - electronic Banking

**Business Challenge:** Spreading the card culture and applying the latest card technology

Solution: The first bank in Palestine to issue and acquire VISA and Master Card. Being one of first banks in MENA to introduce smart cards, GPRS POS machines and electronic installment card.

#### For more information:

Website: www.bankofpalestine.com

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Palestine



# **Badri & Hania Coffee and Spices Co.**

#### **Business Value and Success**

B&H Coffee and Spices Company brings decades of coffee & spice experience to the table; the success milestones below speak for themselves:

**2004** – Badri & Hania moved to its new premises, with the first fully computerized coffee production line in Palestine, and the second in the Middle East:

**2007** – Badri & Hania takes the pride in setting the standard for gourmet food and coffee in Gaza, by opening Mazaj Coffee House with an environment that celebrates the best in Café lifestyle;

**2008** – Badri & Hania in cooperation with "Atfalona" (our children) Society employs more than 12 hearing impaired members of the society;

**2009** – Badri & Hania launches the first Mayonnaise production line in Palestine;

**2010** – Badri and Hania Sponsors "Alhelal Sports Club" football team, as a part of their corporate social responsibility program.

#### Overview:

We are a team of coffee and spice experts utilizing our vast experience in order to change the gastronomic culture in the Palestinian community, and to introduce the wide world of coffee and spices to our customers. Our specializations include coffee, spices, and kitchen condiments.

For Badri and Hania, quality and customer satisfaction are of utmost importance, so we use our expertise side by side with our enthusiasm and knowledge to sustain the key ingredients of our success.

#### Success at a Glance

Location: Gaza

Establishment Date: 1979

Operation Date: 2004 (post-

restructuring)

Number of employees: 70

**Business Sector:** Food & Beverage

Business Challenge: Providing the utmost quality and variety in coffee roasting, spices blending, food processing and café services

**Business Solutions:** Supplying coffee grinding machines and parts as well as advisory services for stores and coffee shops

#### For more information:

Website: www.bah.ps Phone: +970-8-2877810 Email: info@bah.ps Address: Al Nasser, Gaza

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# The National Beverage Company

#### Coca-Cola/ Cappy

#### **Business Value and Success**

The National Beverage Company has managed to become a leader in the Palestinian food & beverage sector, while making the following contributions to the economy:

- · Generating local investment and income;
- Creating jobs and investing in human capital;
- Producing safe and affordable products;
- · Supporting local small enterprise development;
- Implementing international business standards and technology;
- Sustaining operations in a conflict-affected area.

In terms of standards, the company is one of the few in the West Bank and Gaza to have received international certification in ISO 9001: 2000,14001, 22000 and OHSAS 18001, covering quality, environmental management, food safety and occupational health and safety respectively.

#### **Overview:**

The National Beverage Company Coca-Cola/ Cappy leads the food and beverage sector in Palestine, being the first and largest company in its field, by providing work opportunities to hundreds of promising employees, and by launching high quality products that have received many awards from local, regional and international bodies.

The Company is headquartered in Ramallah, and has a number of distribution branches in West Bank and Gaza. It has acquired the license to produce carbonated soft drinks, mineral water and juices from the International Coca-Cola Company, with high quality according to the state-of-theart manufacturing technologies in the world.

#### Success at a Glance

**Location:** Ramallah, Bethlehem, Hebron, Tulkarem, Nablus, Jericho, and Gaza Strip

Establishment Date: 1998

Operating Date: 1998

Number of Employees: 350

**Business Sector:** Food & Beverage

**Business Challenge:** Advancing the food and beverage sector in Palestine

**Solution:** Ensuring delivery of high quality products, manufactured by a Palestinian company

#### For more information:

Website: www.nbc-pal.com
Phone: +970-2-2987559
Email: cocacola@nbc-pal.ps
Address: Ramallah, West Bank, Palestine

# **Palestine Food Industries Company**

#### **Business Value and Success**

PFICO has succeeded in becoming a leading food processing company specialized in producing various kinds of natural citrus concentrated juices in addition to essential oils, aromas and fruit pulp. Despite prevailing local perceptions that Palestinian products are of low quality, PFICO has managed to fight these misconceptions by continually producing juices and condiments of the highest quality. PFICO currently produces the following:

- Frouta: Natural concentrated and sweetened juice;
- Tropica: Ready to use light drink from natural juices;
- · Lamooni: Preserved lemon juice;
- Tamtam: Ketchup made from the best tomato;
- Candied fruits and citrus peels;
- · Natural jams and marmalade.

#### **Overview:**

Palestine Food Industries Company (PFICO) was established in 1993 as a catalyst for the development of food industries in Palestine. The company aims to reduce surplus in agricultural products by helping to balance the supply and demand in the local market, while increasing the added value and economical rate of return through further processing of agricultural goods.

In 2008, PFICO made a giant leap when it took the decision to move into producing a wide range of products other than the concentrated citrus juices (ketchup, jams, etc.). Thus far the new products have been well received by consumers.

#### Success at a Glance

**Location:** Gaza, Palestine

Establishment date: 1993

Number of employees: 50

**Business sector:** Food & Beverage

Business challenge: To change local stereotypes regarding the perceived inferior quality of Palestinian products, and fulfill necessary requirements to achieve local and international quality certifications

Solutions: Acquiring new machinery in order to increase variety and volume of production capacity, as well as seeking technical assistance in the area of food technology and management



Phone: +970-8-2801235 Email: info@pfico.ps Address: Eastern Roads, Gaza





# **Asal Technologies**

#### **Business Value and Success**

Locally, regionally and internationally, Asal Technologies was and is capable of providing business and software solutions as well as a wide range of IT services.

Asal has proved over the years that the Palestinian IT industry is capable of competing with other international companies and is able to deliver high quality software applications and outsourcing services.

In 2007, Asal launched its Hardware Verification unit with first contract from Winbond (Taiwan)

In 2008, Asal was selected as CISCO SW development partner

In 2009, Asal moved to its new premises and signed outsourcing agreements with Intel and Ness and opened its branch in Germany - the first Palestinian ICT company with a branch in Europe.

In 2010, Asal is chosen by HP as a partner for software development services.

#### **Overview:**

Asal Technologies is an ICT Company located in Ramallah, Palestine. Asal Technologies is ISO 9001:2000 certified software development company.

Asal has a diverse pool of expertise that can be used to build offshore teams for our clients. Staff augmentation empowers the clients to create offshore extensions of their teams whereby they can manage and interact with these resources as if they are part of their in-house teams.

Asal's hardware design and testing unit is a state-of-art unit that employs computer and electronic engineers. These engineers are trained on a multitude of standardized testing and design tools.

Increasingly, international companies are looking to Asal for their outsourcing needs in the area of custom software development, localization ("arabization"), web technologies, quality assurance and testing.

#### Success at a Glance

Location: Ramallah

Establishment Date: 2000

Operating Date: August 1, 2000

Number of Employees: 80

Business Sector: ICT

**Business Challenge:** Software development, Arabization, web technologies, support services, quality assurance and testing, design verification.

**Solution:** Providing software development services and outsourcing, support services, QA & testing

#### For more information:

Website: www.asaltech.com
Phone: +970-2-2966640
Email: info@asaltech.com
Address: Al Masyoun, Ramallah

### **Broadband Telecommunications Network**

#### **Business Value and Success**

B-NET, a Daughter Company of BCI, successfully established a company in September 2008 in Ramallah to provide reliable broadband services to reach Palestinian rural areas that were thirsty for these services.

Since then, the company provided enterprise and residential triple play services 24/7: data, VOIP and video to different regions. Currently, all the major regions are fully covered servicing all enterprise segments with pilot project for various individual composes. By the end of 2010 the company will extend the coverage to all Palestinian regions.

The company created around 80 direct and indirect jobs, and expecting to generate 300 job opportunity by the end of 2010.

#### **Overview:**

Founded in 1995, BCI is an established high technology business that provides a range of information technology services, including importing and distributing communications equipment and devices on behalf of a number of globally known brands, providing integrated and secured business solutions for system integration services, and well as operating and managing large private and Government networks on behalf of end-user clients.

BCI is one of the very few and foremost Palestinian entrepreneurial ICT impetus to provide Radio Communications System for the earliest Palestinian government; based on Motorola Wireless Communications Equipment. BCI entrepreneurial endeavor to become a leading ICT Company in the MENA region has guided its growth dynamic, and rapidly enough, the company expanded to deliver first-in-class integrated video, voice, data communications solutions.

#### Success at a Glance

Investor: BCI

**Location:** Ramallah

Establishment Date: | September

2008

Operating Date: 15 January 2009

Number of Employees: 22

Business Sector: ICT

**Business Challenge:** Lack of Broadband services in the Palestinian rural areas

**Solution:** Provide both enterprise and residential reliable Broadband services

#### For more information:

Website: www.bci.ps Phone: +970-2-2981108

Address: Ramallah, West Bank, Palestine

#### GlobalCom Telecommunications

#### **Business Value and Success**

Founded in 2006, Globalcom has pioneered in advancing the telecom solutions and services provided to the Palestinian market by offering:

- · Quality high-speed internet services
- VoIP calls to land lines and mobiles all around the world with very competitive prices
- Peer-to-Peer calls to any destination in the world 24/7.
- DID: renting an international number in more than 50 countries around the world.

The company is now launching "Edeeni Allo" which is a brilliant mobile VOIP service - the first of its kind in the Arab World- where all subscribers can call each other free of charge from their Wi-Fi enabled handhelds as well as aggressively cheap international calls to any place all over the world.

#### Overview:

GlobalCom Telecommunications was established in the year 2006 as a private shareholding company to provide advanced telecom solutions to the Palestinian community, and is considered a pioneer in opening the telecom market in Palestine. Since then, the company obtained all the necessary licenses from the Palestinian Ministry of Telecommunication and Information Technology and started providing VoIP services and solutions to corporate and household customers.

Since day one, the company's vision has always reflected on its exceptional performance in providing - for the first time in Palestine - quality user-friendly wireless internet services aiming to develop "One Hot Spot" covering all Palestinian cities. In October 2009, the company was listed on the Palestine Securities Exchange under the symbol (GCOM), when its enthusiast young team started implementing the first phase of building the Wireless Network that allowed the company to provide quality service with competitive prices.

#### Success at a Glance

**Investors:** Public Shareholding

**Location:** Ramallah

Establishment Date: 2006

Operating Date: 2006

Number of Employees: 60

**Business Sector:**Telecommunications

**Business Challenge:** Emerging need for alternative telecom solutions and services

**Solution:** Provide quality VoIP and Broadband internet services at competitive prices

#### For more information:

Website: www.globalcom.ps Phone: +970-2-297 5108 Email: info@globalcom.ps Address: Sunrise Building (B), Al-Ersal,

Ramallah

#### **Moseco Palestine**

#### **Business Value and Success**

A major success for Moseco Palestine was the Nokia recognition of Palestine as an official market for Nokia. As a result, Moseco is now providing full Nokia-certified services for the Palestinian market, including selling Nokia handsets in addition to Nokia software applications such as OVI services. More than anything, Moseco has created significant awareness for the value of purchasing warranted mobile handsets by providing value-added after sales services to end users.

#### **Overview:**

Moseco Palestine, a member of the Moseco Group, is the only authorized reseller for Nokia products and services in Palestine. Moseco is headquartered in the city of Ramallah and provides wholesale distribution for a large network of points of sale nationwide in addition to the companies and showrooms in the three major cities of Ramallah, Hebron and Nablus providing retail services to end users.

In addition to the sales services for the Nokia handsets, Moseco is providing "Nokia Care Services". Moseco is currently providing technical support services for the end users via three major maintenance centers located in Ramallah, Hebron and Nablus where the centers and the staff members are all Nokia certified.

#### Success at a Glance

**Location:** Ramallah - Palestine

Establishment Date: | July 2005

Operating Date: | July 2005

Number of Employees: 30

Business Sector:
Telecommunications

**Business Challenge:** Get Nokia to recognize Palestine as an official market, separate from the Israeli market

**Business Solution:** Through much dedication, Moseco has managed to get Nokia to recognize Palestine as an official, independent market

#### For more information:

Website: www.moseco.ps
Phone: +970-2-2977777
Email: office@moseco.ps
Address: Ramallah – Almasyoun,
Moseco Building

### **OPTEX™**, Isra' Software and Computer

#### **Business Value and Success**

OPTEX wins the Arab Golden Chip Awards, as the best online application in commerce in the year 2010.

OPTEX manages the entire stock trading process over the internet.

OPTEX approves orders by validating the financial and share balances rules over a fully integrated environment with AL-Shamel Financial and AL-Shamel Portfolio systems.

OPTEX exchanges financial data with the stock exchange market through its build-in FIX gateway service.

9 out of 10 brokerage companies in Palestine are using OPTEX.

#### **Overview:**

ISCO was established in 1997 as a private company by a group of professionals in Information Technology, with a vision of building a leading professional software solution in Palestine. Throughout the past five years, ISCO has become one of the leading software development companies in Palestine. ISCO's primary focus is custom software development and Information Systems integration. Since its establishment, ISCO has focused on providing integrated software solutions to a wide client base, which now includes more than 1400 satisfied customers ranging from small and medium customers to large enterprises. ISCO offers the following products: OPTEX<sup>™</sup> (E-Trading System), AL-Shamel Financial, AL- SHAMEL Municipality Financial System, AL-Shamel Human Resources and Payroll System, Time and Attendance Management System, AL-Shamel Retail and Point of Sale System, AL-Shamel Share Holders Management System, AL-Shamel Portfolio, AL-Shamel Care (Hospital Information System), Fixed Assets Management System, and SMART™ Maintenance Management System.

#### Success at a Glance

**Location:** Nablus and Ramallah

Establishment Date: 1997

Operating Date: 1997

Number of Employees: 33

Business Sector: ICT

**Business Challenge:** To keep pace with international technology and software development standards, in parallel to meeting market emerging demands and needs

**Solution:** Keep providing ISCO with highly qualified and skilled staff, along with continuously investigating market needs



Website: www.iscosoft.com Phone: +970-9-2373001 Email: info@iscosoft.com

Address: Nablus West Bank, Palestine



# **Paltel Group**

#### **Business Value and Success**

Whilst the PalTel Group has enjoyed considerable success to date, market liberalization has led to a shift in dynamics and therefore business strategies. The PalTel Group is currently restructuring, focusing on core services to enable it to deliver enhanced growth, whilst reducing expenses and guaranteeing better quality and new services.

PalTel's objective is to attract additional subscribers by way of focusing on new bundled services that include internet, data services and incentive packages while increasing reliance on fiber, Ethernet and IPVPN infrastructure solutions.

With 98% coverage of the Palestinian Territories, Jawwal looks to achieving more growth in the number of subscribers while improving services and developing more added value to the customer in line with prevailing economic conditions.

Hadara will enhance its data services by enabling the customers to enjoy speedier internet services at reduced costs with more content provision to customers in addition to providing enhanced customer care.

#### Overview:

PalTel Group is an integrated group consisting of the Palestine Telecommunications Co. (PalTel) the nation's first fixed line operator, the Palestine Cellular Communications Co. (Jawwal) the first mobile operator, Hadara a data services provider, Hulul the IT support services provider and Palmedia, a multi media service provider. Today, Jawwal has 2,000,000 subscribers and PalTel has over 401,163 subscribers, with another 97,895 ADSL subscribers on top of that.

#### A Snapshot: \*Latest Results

- 9.8% Growth in Net Revenues to reach US\$ 113m
- 10.1% Growth in EBITDA to reach US\$ 48m
- 14.5% Growth in Operating Income (EBIT) to reach US\$
  38m
- 20.8% Growth in Net Income to reach US\$ 33m
- 20.8% Growth in EPS to reach US\$ 0.25
- 2.7% Growth in Total Assets to reach US\$ 770m
- 6.5% Growth in Shareholders Equity to reach US\$ 463m

#### Success at a Glance

**Investors\*:** Free Float is 59.66%

Location: West Bank & Gaza Strip

Total Assets\*\*: US\$ 769m

Establishment Date: 1995

Operating Date: 1997

Number of Employees: 3,000

**Business Sector:** Telecommunications

#### Business Challenge:

- The ability to obtain additional frequencies needed to sustain Jawwal operations in terms of quality services and expansion.
- Need 3G Technology for Jawwal and other operators in order to compete against illegal competition resulting from Israeli operators.

**Solution:** Continue operational efficiencies and enhancing telecommunications infrastructure to make up for frequency unavailability. Improving nonmobile value added data services.

\*Free Float: Defined as 100% of the company's shares outstanding less the institutional investors holding 5% and more. As of 30/4/2010
\*\*As of 30/3/2010

#### For more information:

Website: www.paltegroup.ps Phone: +970-2-2944166

Email: investorrelations@paltelgroup.ps Address: Al Masyoun, Ramallah, Palestine

# **Wataniya Mobile**

#### **Business Value and Success**

Wataniya Mobile is working continuously to be the Palestinian communications leader of choice.

We provide services with: Quality, Trustworthy, Simplicity and Value for Money.

#### **Overview:**

Wataniya Mobile launched in November 2009! We are a new mobile company that aims to be the communications leader of choice, and is committed to providing you with an excellent customer experience and service, as well as being a sought after employer.

We plan to offer you a portfolio of products and services tailored to suit business and personal needs, giving you simple and easy to understand tariff plans, value for money and provide you with the highest standards of network quality, coverage and service.

We are proud of both our partners, Wataniya Telecom of Kuwait, majority owned by Qatar Telecom (Qtel), who own 57% of the company, and the Palestine Investment Fund (PIF), who own 43%. We draw strength from Qtel's international expertise, with operations in 17 countries and over 57 million customers. While the Palestinian Investment Fund works towards building an independent, viable and sustainable Palestinian economy and investments in strategic sectors like telecoms.

This combination of partners brings the international telecommunications experience, coupled with a drive towards economic change to Palestine, bringing with it employment and business development.

#### Success at a Glance

Investors: Wataniya International, Otel, and the Palestine Investment Fund (PIF).

**Location:** Ramallah

Total Investment Leveraged: \$355

Establishment Date: September

Operating Date: November 2009

Number of Employees: 300

**Business Sector:** Mobile Operator

# Website: Phone:

#### For more information:

www.wataniya-palestine.com

+970-2-2415000 +970-2-2423044 Fax:

3rd Floor, Tri-Fitness Centre, Address:

Sateh Marhaba, Al Bireh

P.O. Box 4236

#### **Reach Contact Center**

#### **Business Value and Success**

Reach Contact Center thrived to be the first specialized Call center in Palestine. As a service provider company, it is designed to offer solutions to customers and varying prospects through multiple channels; voice, email & web collaboration. The company seeks to build strong client relationships and strategic partnerships in the region through excellent services, dedicated people and superior technology that will result in an exceptional CRM product and outsourcing value.

The Center supports and manages diverse operational calls relating to various products, services or processes across various public and private industries by the company's services 24 hours a day, 7 days a week. Reach's services include; inbound services, outbound services and web enabled services.

The Center started with 300 seats. Eventually, the capacity of this call center will be expanded to accommodate 500 seats, realizing new market opportunities to serve additional customers such as banks, insurance companies, SME's, etc. The company is initially targeting the Palestinian market, eyeing the Middle East and North Africa region for future growth.

#### **Overview:**

Paltel Group, Palestine's telecommunications operator, is the largest employer among the private sector in Palestine. In its efforts to maximize the utilization of its investments and the availing opportunities in the market, Paltel Group established a unified contact center to replace its scattered call centers located at various companies.

Reach Company looks forward to contributing to the Palestinian economy's progress by creating jobs for qualified individuals especially to housewives and disabled persons.

#### Success at a Glance

**Investors:** Paltel Group

**Location:** Ramallah

Establishment Date: 2009

Operating Date: 2009

Number of Employees: 420

**Business Sector:**Telecommunications

**Business Challenge:** To use Paltel Group experience in providing call center services to companies in different sectors that are not capable of building their own call centers.

**Solution:** Provide call center services to institutions in different sectors at competitive cost and quality

#### For more information:

Website: www.reach.ps Phone: +970-2-2945000 Email: info@reach.ps

Address: Ramallah, West Bank, Palestine

# **Shobbaik (Search Engine Over Mobile)**

#### **Business Value and Success**

Shobbaik was first unveiled at ExpoTech in November 2009 to the delight of participants, who were seeing such a service being offered for the first time in Palestine. The reception was so positive, that MTC decided to move full-speed ahead, and offer the mobile-search engine service to the local Palestinian market.

The company undertook a huge promotional campaign in order to explain the service to customers. Local, Arab and International press all reported that this product is unique in that it is the first such system in the Arab world.

#### **Overview:**

Modern Tech Corporation Ltd (MTC) is one of the pioneering companies in the Palestinian technology sector. The company was established in 1987 in Gaza City and since its inception has been committed to providing services of the highest quality.

MTC developed the first project of its kind in Palestine and the Arab world, "Shobbaik" which is the first search engine via mobile. The service transforms the mobile into an electronic encyclopedia which allows users to search for anything they want, whenever, wherever.

This service also allows users to search for jobs. All it requires is sending off a sms to the service number, and the user receives a message instantly containing the search results. Needless to say, such a service is extremely useful particularly to users in developing countries, or areas with weak infrastructure such as the Gaza Strip and certain parts of the West Bank.

#### Success at a Glance

Location: Gaza

Establishment Date: 2009

Operating Date: 2009

Number of Employees: 6

**Business Sector:** Information Technology

Business Challenge: To develop a wide range of income generating products, for both Shobbaik as well as the host telecommunication company/ network

**Solution:** This product can easily be exported to global markets, the target clients are telecommunication companies



Website: www.mtc.ps Phone: +970-8-2824199 Email: mtc@mtc.ps Address: Gaza - Palestine



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# Industrial Sector

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### Al Ghefari for Glass & Mirrors

#### **Business Value and Success**

Al-Ghefari for Glass & Mirrors successful milestones are highlighted below:

2008-2009 – Implemented all glass decoration on behalf of Local Insurance Co., including painting on glass, engraved on glass and installing mirrors;

2008 – Implemented all the glass decorations for the Museum in Gaza, including painted and engraved glass;

2008 – Installed the studios and implemented all the glass decorations for the local TV station.

#### Other major clients & jobs:

2007 – Movenpick Hotel (Gaza)

2007 – Paltel Company branches (Gaza, Jabalia, Nuseirat, Dair Al-Balah, Rafah)

2007 - Royal Plaza Hotel (Gaza)

2005 - Al-Jazeera Hotel

2004 - Al-Khaleej Hall

2004 - Al-Qatan Foundation for Children

#### Overview:

Al-Ghefari for Glass & Mirror specializes in providing decorative glass services including (decoration, drawing on glass, glass mosaic, glass building block, glass gifts, glass antiques, and ground glass tiles). Al-Ghefari has a strong local client base; indeed many of the local companies look to Al Ghefari as a leader in the glass field.

Al-Ghefari Company is well-known for its professional expertise and good customer service. Also the firm has developed new and creative ways of using recycled glass, including: glass building blocks, glass mosaics, glass gifts, and ground glass tiles.

#### Success at a Glance

Location: Gaza

Establishment Date: 1995

Operating Date: 1995

Number of Employees: | |

**Business Sector:** Industrial

**Business Challenge:** To develop the glass industry in Palestine, including decoration, glass drawing, and new innovative techniques

**Business Solutions:** Developing new and innovative manufacturing methods, particularly when it comes to using recycled glass

#### For more information:

Phone: +970-8-2806766
Fax: +970-8-2803710
Email: hhmaglass@hotmail.com
Address: Attofah Village, Gaza

# **Modern Industrial Group**

MIG has become a major Palestinian producer of high quality furniture since its establishment in 1997. Its numerous successful milestones are as follows:

- 1998 Supplied all wood & furniture in Gaza International Airport;
- 2000 Constructed pavilion for the Palestinian German EXPO 2000 in Hannover:
- 2001 Received contract from the Ministry of Education to supply all furniture for all schools in Palestine for 4 years;
- 2002 Began providing furniture for all UNRWA schools in Palestine;
- 2003 Funded by Japanese to supply 22 schools with furniture:
- 2003 Inaugurated Gaza showroom;
- 2008 Opened a branch in Hebron (factory and showroom);
- 2009 Furnishing of PA Jericho building;
- 2010 Funded by Brazil to furnish several schools in West Bank:
- 2010 Supplied furniture to numerous universities, international donors, as well as the Ministry of Health.

#### **Overview:**

The Modern Industrial Group is one of the primary companies involved in industry and trade in Palestine. Established in 1997 to provide office and school furniture to the Palestinian market, the company produces furniture made from wood, metal, and aluminum. MIG's current markets include Gaza, the West Bank, and Israel. MIG is planning to target new export markets in the near future.

#### Success at a Glance

**Location:** Rafah, Gaza, Hebron

Establishment Date: 1997

Operating Date: 1997

Number of Employees: 50

Business Sector: Wood &

Furniture

**Business Challenge:** Continue to expand operations and target new export markets

**Solution:** By building relationships with West Bank investors and regional commercial affiliations (distributors, retailers, etc.)

#### For more information:

Website: www.mig-pal.com Phone: +970-8-2138728 Address: Salah Eddin St., Rafah, Gaza

# **Moshtaha Company for Furniture**

#### **Business Value and Success**

The timeline of the Abdelfatah Moshtaha Company for Trade & Industry can best be summarized as follows. The events below highlight the success this firm has enjoyed in a short period of time, under circumstances of extreme economic duress:

- 1995 2005: Provision of home furniture to Gaza market;
- 2001 -2003: Export to West Bank market;
- 2004: Export to Jordanian market;
- 2005: Inauguration of Industrial Zone large production capacity factory;
- 2005: Launch of new product lines;
- 2005-2006: Export of hotel and home furniture to Israel and Jordan;
- 2006: Inauguration of first Egyptian factory for producing goods destined for export to regional countries.

#### **Overview:**

The firm was founded in 1995 with the mission to provide home furniture of the highest quality with competitive prices to local and international customers. Later the company expanded its product lines and capacity to provide a wide variety of hotel, office, and other furniture. The main export markets for the industrial zone based factory are the West Bank, Israel, Jordan, Egypt and Arab as well as foreign countries.

#### Success at a Glance

**Location:** Gaza, West Bank & Egypt.

Establish date: 1995

Number of employees: 50

**Business Sector:** Industrial Manufacturing

**Business challenge:** To penetrate more export markets

Solutions: By increasing production capacity, designing new units, setting up showrooms in targeted export markets, and enforcing strict quality control mechanisms



Website: www.mcf.ps Phone: +970-8-2802355

Email:mcf@mcf.ps

Address: Karni Industrial Zone, Gaza

# **Pharmacare PLC**

#### **Business Value and Success**

Pharmacare successfully penetrated the pharmaceutical European market. After being able to meet the EU GMP, Pharmacare established a new subsidiary in Malta, Pharmacare Premium.

The facility is a generic products joint venture between Palestinian-German firm Pharmacare Europe and Maltese Company Pharma Group to produce ontology, hormonal and immunosuppressant treatments, mainly for export.

Having this location in Europe will allow Pharmacare to better serve markets in Europe and the MENA region, circumventing ongoing movement restrictions in Palestine.

#### **Overview:**

Pharmacare is a leading player in the pharmaceutical sector. Pharmacare is ISO 9001/14000 certified. In 2007 the company received the European standards certificate EU GMP. Pharmacare PLC exports pharmaceutical products to the CIS (former Soviet republics) and some Middle Eastern countries besides supplying the local market.

In 2000 the company entered into partnership agreement with Grunenthal of Germany to manufacture products under license and export Tramadol, a painkiller, to Germany. Pharmacare has a 29% stake in the German company and expanded its operations in the European market under the name Pharmacare Europe.

In 2007, Pharmacare established a drug design and discovery laboratory aimed at developing new drugs, including novel natural products with anti-cancer and/or anti-bacterial characteristics. Interdisciplinary teams of chemists and biologists are working side by side to create a comprehensive screening program.

#### Success at a Glance

**Location:** Ramallah

Establishment Date: 1985

**Business Sector:** Pharmaceutical

**Business Challenge:** Obtaining international GMP certifications

**Solution:** Compliance with EU

#### For more information:

Website: www.uppm.org Phone: +970- 2-2900680

Email: info@pharmacare-ltd.com
Address: Beitunia, Ramallah

# **Raed Cosmetics**

#### **Business Value and Success**

Raed Cosmetics began as a small company of 2 people. Now there are 21 employees, most of whom have been supported by Raed Cosmetics as they completed intensive education and training in the fields of manufacturing, quality control and administration.

Initially the company only manufactured 5 products; now the portfolio contains more than 40 products. Raed Cosmetics now boasts one of the most comprehensive product lines of any personal care and cosmetics company in Palestine.

Upon its founding, Raed Cosmatics' distribution of goods was limited to the Bethlehem area. Now it covers almost all of Palestine, and recently began exporting to Jordan and Saudi Arabia. Presently the company is looking to expand to new export markets.

#### Overview:

Raed Cosmetics is a growing family business. From the beginning, the company decided to use the highest quality raw materials available in Palestine. In 1996 the company built its own modern factory building according to GMP, while working under license and full guidance from the Ministry of Health (Drug Control & Registration Dept.)

The company is proud to have qualified scientific staff who succeeded in providing the company with a plethora of specialized cosmetic products made from all natural ingredients. Through continuous innovation, the R&D team keeps developing new and exciting personal care products.

Raed Cosmetics is currently looking to invest more in modern production equipment, and has ambitious plans for attaining new production lines, as well as increased local, regional and international market share.

#### Success at a Glance

**Location:** Beit Sahour - Palestine

Establishment Date: 1992

Operating Date: 1992

Number of Employees: 21

**Business Sector:** Personal care and cosmetic products

**Business Challenge:** Contributing to the development of the cosmetic industrial sector.

**Solution:** Producing natural and safe products characterized by high quality

#### For more information:

Website: www.raed-co.com
Phone: +970-59-9437073
Email: info@raed-co.com
Address: Al-Janab Street,

P.O. Box 47, Beit Sahour West Bank- Palestine

# **Royal Industrial Trading Company**

#### **Business Value and Success**

In order to meet the needs of local and regional markets, Royal increased production capacity significantly in order to meet market demand for sanitary appliances and attic drainage systems. The company has now established itself as No. I in the Palestinian market for sanitary ware. In order to maintain this coveted position, Royal has hired administrators, engineers and technicians with high expertise, while continuously providing them with the latest updates in modern technology in order to keep apace of the latest development and progress.

Royal has provided its engineers and technicians with the most modern laboratories equipped with the latest and most accurate tools. Indeed Royal's reliable measurement laboratories have been used by the Institution for Standards and Metrology of Palestine, and the company was the first in the industry to obtain the quality management certification ISO 9001/2008.

#### **Overview:**

In 1993 Royal Industrial Trading Company was launched with a working team of 12 employees, in an area of 3000 m<sup>2</sup>, and since then the company has developed and expanded continuously. Today Royal Industrial employs up to 350 workers with varied expertise, and the company also had to expand to a new building with an area of 4400 m<sup>2</sup>.

Royal specializes in the manufacturing and trade of sanitary ware, including the following products: U-PVC pipes with sizes between (32-250 mm), and PP pipes with sizes ranging from (32-110) mm, as well as plastic parts and fittings of PP, and flushing cisterns with attractive designs and sizes, WC seat cover, fireplaces, door mats and other household items (chairs and tables) and outdoor furniture as well as water tanks with sizes ranging from 100-5000 liters.

#### Success at a Glance

**Location**: Hebron

Establishment Date: 1993

Operating Date: 1993

Number of Employees: 350

**Business Sector:** Industrial

**Business Challenge:** Meeting high local market demands, while delivering high quality products

**Solution:** Increasing production capacity, while fostering continuing innovation and staff development

#### For more information:

Website: www.royal.ps
Phone: +970-2-2255314
Fax: +970-2-2220127
Email: Info@royal.ps
Address: Hebron, Palestine

# **Sousi Furniture Company**

#### **Business Value and Success**

Despite the stifling Israeli closure policies, Sousy Furniture Company has found a way to succeed by any measure:

2005 – Exports amounted to approximately 30 containers per month;

2006 – Inauguration of two new industrial manufacturing facilities in Egypt, to serve export markets;

Market share and production capacity have continued to grow since then, with Sousi also becoming an active member of several influential industrial and trade development organizations.

Company management has struck the right balance between market share (local and export) and production capacity, no easy challenge in a market such as Gaza's. Sousi's product lines include home, office, and hotel furniture.

#### Overview:

Sousi Furniture Company Ltd., was established in 1987 in Gaza. From the outset there was a focus on import and export of furniture, as the team slowly began gaining more experience in manufacturing, they were able to improve quality and meet international certification standards, including ISO.

The company has a specialized team in various manufacturing processes and techniques, which has allowed them to achieve high quality production and competitive pricing designed according to customer preferences.

#### Success at a Glance

**Location:** Gaza & Egypt

Establishment date: 1987

Number of employees: 50

**Business sector:** Wood and Furniture

Turriture

**Business Challenges:** Growing market share and boosting production capacity

Solutions: Exporting to new markets to spur continued growth, while building production facilities in Egypt to bypass Israeli-enforced closure and effectively serve current and potential export markets



Email: info@sousi.com
Address: SalahEldeen Street, Gaza

# Super Nimer Industrial and Investment Co.

#### **Business Value and Success**

Located in Hebron, SuperNimer is strongly a leading company in manufacturing Mul-T-Lock doors and metal closets offering high quality products at competitive prices. Established in 2004, SuperNimer is the only Palestinian manufacturer of security doors. Despite the ongoing restrictions on movement and the difficult local economic environment, the company metal products are already successfully distributed in regional markets; to Jordan, Egypt, and Israel.

In 2008, SuperNimer was successfully awarded the ISO9001 certificate by Lloyd's Register and therefore was able to sell and compete in regional markets such as Jordan and Egypt and target UAE markets.

Around 35% of the company's sales are going to the Israeli market, 60% are sold locally, and the rest are sold in the Jordanian and Egyptian markets.

In 2010, SuperNimer launched its new security door production line where the company expects to increase its revenues by up to 35%.

#### Overview:

The SuperNimer Company, established in 2004, produces multi-lock and fire-proof doors for both local and Israeli markets in addition to regional markets.

SuperNimer management brings many years of experience in metal-work and door manufacturing. SuperNimer's security doors are well known for their high quality and have been awarded Palestinian quality certificates. With sound quality management and product standards in place, SuperNimer decided to further expand production capacity and gear up marketing activities to actively promote their high quality Palestinian products to additional regional markets.

#### Success at a Glance

**Location**: Hebron

Total Investment Leveraged: US\$3 Million

Establishment Date: 2004

Operating Date: 2004

Number of Employees: 60

**Business Sector:** Manufacturing

**Business Challenge:** Premium security doors locally manufactured at competitive prices

**Solution:** Provide quality, safe, robust and attractive security doors

#### For more information:

Website: www.super-nimer.com Phone: +970-2-2291219 Email: info@super-nimer.com Address: Hebron, Palestine

# Real Estate & Construction Sector



# **Sheikh Zayed Township**

#### **Business Value and Success**

Gaza Strip is one of the highly populated areas in the world which makes housing projects of top priority.

The Sheikh Zayed Township is considered one of the largest housing projects in Palestine that provided descent houses to significant number of unprivileged Palestinian families. The project was funded by Abu Dhabi Fund and executed by CCC between 2002 & 2004 in a total amount of US\$58 Million.

The Township was constructed in the city of Beit Lahya to the north of Gaza Strip on a total area of  $400,000~\text{m}^2$ . Considering the limited lands available in the Gaza Strip, the concept of vertical buildings with multiple floors was adopted.

Several local Palestinian companies were engaged in this major project which generated considerable number of job opportunities for laborers, technicians, engineers, in addition to various business opportunities for local subcontractors and suppliers. This led to noticeable improvement in the economic situation in the Strip.

#### Overview:

The Sheikh Zayed Township Project consists of 70 fivestorey buildings, one 12-storey building, a school, a mosque catering 2,500 worshipers, shops & offices, internal roads and car parking areas and impressive landscaping and plantation.

#### Success at a Glance

**Investor:** Abu Dhabi Fund for Development, UAE.

**Location:** Beit Lahyia - Gaza, Palestine

**Total Investment Leveraged:** US\$58 Million

**Establishment Date:** February, 2002

Operating Date: September 2004

**Business Sector:** Residential Complex

**Business Challenge:** This was one of the largest construction projects in Gaza area with a value of \$60 million.

**Solution:** Despite the political situation, CCC insisted to finish the project within time and to use the resources effectively taking into consideration the special situation in Gaza area and the shortage of building lands.

#### For more information:

Website: www.ccc.gr Phone: +970-8-2830095 Email: ccc-gaza@ccc.com.ps Address: P.O. Box 1325 - Gaza

## **The Convention Palace**

#### **Business Value and Success**

The construction of the Convention Palace came in response to the initiative of the late Palestinian President Yasser Arafat in 1999 to host the World Economic Forum of 2000 in the city of Bethlehem and for future local and international conferences in Palestine.

Construction of the Convention Palace was a big challenge in a region that is politically and economically stressed. However, the investors were determined to face this major challenge and to help the region economically.

Today, the Convention Palace is one of the most prominent landmarks in Palestine, welcoming visitors from all over the world. The Convention Palace offers diverse services such as hosting international, regional and local conferences, art exhibitions, meetings, seminars, workshops, lectures, theatrical performances and various other events.

The Convention Palace includes many important facilities, among them the massive theater, the multipurpose hall, the meeting halls the Business to Business Hall (B2B), the VIP Hall, the Art gallery, in addition to great kitchen and cafeteria to provide all necessary services. These facilities are equipped with the state of the art sound and light, interpretation, fire alarm, communication systems and control systems to meet all kinds of purposes and requests. Additionally, there are one airstrip for helicopter and parking lot which can accommodate 150 cars and 8 buses.

#### **Overview:**

In the Southern part of Bethlehem City, the Convention Palace stands on 22 dunums of land just opposite to the historic attraction of Solomon Pools Site.

The main feature of the Convention Palace is the integration between the Palace and the neighboring monuments.

The Convention Palace includes many important facilities, among them massive theatre, multi-purpose hall, meeting halls, B2B hall, VIP hall, art gallery, all equipped with state-of-the-art systems.

#### Success at a Glance

**Investors:** CCC & Palestine Investment Fund

Location: Bethlehem, Palestine

**Total Investment Leveraged:** US\$26 Million

Establishment Date: June 2005

Operating Date: March 2009

Number of Employees: 14

**Business Sector:** Tourism

Business Challenge: To provide Palestine and Bethlehem Area in particular with conference center to host local and international events.

Solution: The Convention Palace offers diverse services such as hosting international, regional and local conferences, art exhibitions, meetings, seminars, workshops, lectures, theatrical performances and other events.

#### For more information:

Website: www.cpc.ps Phone: +970-2-2768250 Email: cpc@cpc.ps Address: Solomon Pools, Bethlehem, Palestine

# The Dubai Mall

#### **Business Value and Success**

Dubai Mall is considered to be one of the largest shopping malls in the world with a cost of US\$1,306 billion. The Dubai Mall is the ultimate entertainment destination occupying some five million square meters of commercial property.

The project comprises a four storey 515,000 m<sup>2</sup> mall area about the size of 50 soccer fields, a 550,000 m<sup>2</sup> car parking area which can accommodate total of 14500 vehicles.

The Mall includes 1,200 retail stores, over 120 food and beverage outlets, 95 elevators and 150 escalators and some key attractions like the Dubai Aquarium, with its 270 degree walk through tunnel and its world's largest viewing window, housing more than 40,000 living specimens including more than 400 sharks.

#### **Overview:**

The colossal Dubai Mall is centrally located in the Downtown Burj Dubai Development, the most exclusive spot in Dubai. The Dubai Mall is surrounded by the Burj Dubai (the world's highest building). The Dubai Mall was constructed by CCC.

#### Success at a Glance

**Investor:** Emaar Properties PJSC

Location: Dubai, UAE

**Total Investment Leveraged:** US\$1,306 Million

**Establishment Date:** September 2004

Operating Date: March 2009

Number of Employees: The total peak manpower on site including sub-contractors and contractors was 24,000.

**Business Sector:** Shopping

Business Challenge: The biggest challenge in the construction of the Dubai Mall was the sheer scale and the variety of amazing architectural features, as well as the state-of-the-art multimedia and audio-visual and other electronic amenities which made this project extremely challenging.

Solution: the Mall was segregated into six separate areas; each area was managed by a dedicated Construction Manager and his own resources.

#### For more information:

Website: www.thedubaimall.com Phone: +971 4 362 7500

Email: enquiry@thedubaimall.com Address: P.O. Box 113444 Dubai, UAE

# **Abraj Investment Company**

#### **Business Value and Success**

Since launching the company at the Palestine Investment Conference in Bethlehem in May 2008, Abraj has attracted US\$21 million in investment from local and regional investors.

A core team of about 10 staff is in place and the company has acquired sufficient land to undertake commercial and residential real estate projects for the next five years. Planning for several projects has been completed, construction permits secured, and work has begun as of 2009 on the following major projects in the West Bank.

**Qasr Thaqafa Tower:** A 21 floor commercial building with an average area of 25,900 m<sup>2</sup>. Construction will begin in June 2010.

**Al Masyoun Tower:** 14 storey mixed-use building in Al Masyoun area of Ramallah. Submissions to an architectural competition currently under review.

**Villas at ALDOOR land:** 8 luxury villas and associated facilities with each villa having an area of 1032 m<sup>2</sup>.

**Villas Project in Jifna:** 38 villas and associated facilities in Jifna area of Ramallah, with each villa having an average area of 600-700 m<sup>2</sup>.

#### **Overview:**

Abraj is a newly created public shareholding real estate company specializing in real estate development across the Palestinian territories. One of Abraj's business objectives is to capture the opportunities emerging from the prospective expansion of the city of Ramallah, which has developed into a vibrant political and economic center and is now seeking more real estate development.

Abraj is also hoping to benefit from the many real estate development projects being planned both in the northern and southern West Bank areas. By investing in real estate development, Abraj's hope is that it will provide a boost to numerous sub-sectors as well.

#### Success at a Glance

**Location:** Ramallah

Establishment Date: 2008

Operating Date: 2009

Number of Employees: 10

**Business Sector:** Real Estate Development

**Business Challenge:** To meet the growing demand for real estate development in Palestine

**Solution:** Undertaking commercial and residential real estate projects of high quality; thereby giving a boost to the local real estate & construction industries as well

#### For more information:

Phone: +970-2-2987424
Fax: +970-2-2987434
Email: info@abraj.ps
Address: Ramallah, Palestine

## Al Hambra Palace

After more than 20 years of closure, Al Hambra cinema, located in the heart of Jerusalem at Salah Eddin Street was remodeled and reopened under the name Al Hambra Palace.

The strategically located new construction transformed the cinema into a modern venue fully equipped with the latest voice and lighting technologies to serve as a central location for social, cultural and recreational activities. Jerusalem is a key destination for hosting all types of retreats, workshops, seminars, weddings, and all sorts of events.

The fact that Al Hambra Palace is a historic building, in addition to being located in Jerusalem, adds to its competitive advantage. There are few halls providing similar services in Jerusalem at the time when studies show a steady increase in demand for wedding halls in particular.

#### Overview:

The Al Hambra Palace multi-purpose hall designed for multiple uses, including but not limited to, hosting religious, cultural, education, social, and tourism events, hosting local associations and societies, local and international institutions, organizers of exhibitions and fairs, tour operators and agents, and Palestinian families in Jerusalem. The hall can accommodate some 600 person and a restaurant with a capacity of 120 person.

Moreover, the quality of services provided is competitive with what is available anywhere in the West Bank and Jerusalem, in terms of both equipment and human resources.

#### Success at a Glance

**Investor:** Jerusalem Investment & Tourism Co.

Location: |erusalem

Total Investment Leveraged: US\$5 million

Establishment Date: 2008

Operating Date: 2009

**Business Sector:** Real Estate Development

**Business Challenge:** State of the art social and cultural venue in lerusalem

**Solution:** Serving domestic and International social, cultural and recreational needs

#### For more information:

Website: www.alhambrapalacej.com Phone: +972-2-6263434

Fax: +972-2-6263737 Address: Jerusalem

# **The Ersal Center - Arduna**

#### **Business Value and Success**

Since Palestine lacks the availability of planned business districts and commercial downtowns, Arduna was founded to provide state of the art development in the heart of Ramallah and Al Bireh Governorate, which will help satisfy the need for such projects in the market, and will balance the load on current downtowns which will give the local businesses the opportunity to expand and will give the local authorities the space needed to provide current developed downtowns the needed facilities to support such areas.

Arduna will be the premier company to develop this ambitious project to serve more than 800,000 Palestinians living in Al-Bireh-Ramallah and the central region of the West Bank including Jerusalem.

#### **Overview:**

The Ersal Center is the new Business Hub in Palestine that is under development and supervision of Arduna Real Estate Development Company; which was formed as a coalition partnership between Amaar Group and The Land Investment & Real Estate Company.

The Center is a 50 dunums development located on a hill top neighboring Palestine's first national park, in the heart of Ramallah Al Bireh Metropolitan area, and next to the Main northern entrances of both cities.

Ersal Center will offer commercial, retail and residential spaces of about 200,000 square meters, supported by open spaces, boulevards, and a network of roads that will serve the Center.

Arduna, the master developer of Ersal Center was launched with an initial capital of 45.5 million US\$ and an investment outlay of 400 million USD.

#### Success at a Glance

**Investors:** Amaar Real Estate Group and the Land Investment & Real Estate Company

**Location:** Al Bireh

**Total Investment Leveraged:** US\$400 million.

Establishment Date: May 2008

Operating Date: |anuary 2009

**Business Sector:** Commercial Real Estate Development

**Business Challenge:** Develop new commercial downtown centers & business districts throughout Palestine.

Solution: Palestinian market lacks the presence of urbanized commercial downtowns despite the fact that building such project will have a major contribution to the GDP, because of that Arduna stepped in to develop the first commercial downtown in Palestine to satisfy the growing need for such projects.



Phone: +970-2-2983560 Email: info@amaar.ps

Address: P.O. Box 1908, Ramallah, Palestine

# **Al-Jinan Neighborhood**

#### **Business Value and Success**

Al-Jinan neighborhood is considered the first self contained community in the northern part of the West Bank, which aims to expanding and strengthen the middle Palestinian class in terms of purchasing power of attainable real estate.

Al-Jinan pays a lot of consideration to the local heritage of the area surrounding the community on the social level at one hand by giving maximum privacy for residents and on the other hand in being environment friendly to the surroundings, as the area of Al Jinan is famous for the pine tree forests.

Our success in Al-Jinan, is our fulfillment of the growing need for housing units in northern part of West Bank as it will help provide housing for more than 5,000 residents, more over Al-Jinan will help stimulating the economy cycle by creating thousands of job opportunities, as the northern part of West Bank and especially Jenin has faced many economical challenges due to closures and lack of investments in that area.

#### **Overview:**

Al-Jinan Neighborhood is a self contained, attainable mixed-use residential neighborhood located on a hilltop East of Jenin city in northern West Bank.

The neighborhood will include 1000 residential units as part of Palestine Investment Fund national affordable housing program which aims to build 30,000 housing units across Palestine, in addition to the residential units Al Jinan will comprise social and commercial amenities such as; commercial center, clinic, kindergarten and a mosque.

Al-Jinan will be developed by Al Reehan Real Estate Investment Company, which is currently developing the first phase of the neighborhood.

#### Success at a Glance

**Investors:** Amaar Real Estate Group

Location: Jenin

**Establishment Date:** October 2009

**Business Sector:** Real Estate Investment and Development

**Business Challenge:** developing a model self contained community targeting the middle class in Palestine with attainable prices.

Solution: combining human resource talents with planned building strategies and facilitation of sales efforts to accommodate customers' needs and to make the projects developed more attainable to mass home seekers.

For more information:

Website: www.alreehan.ps Phone: +970-2-2413355 Address: Al Bireh, Palestine

# **Al-Reehan Neighborhood**

#### **Business Value and Success**

The creation of Al Reehan Neighborhood came as a step forward towards expanding and strengthening the middle Palestinian class in terms of purchasing power of attainable real estate located in self contained communities that encompass all basic facilities, which were never available in such density for Palestinians at large.

In the frame of our vision in Al Reehan Real Estate Investment Company towards being economically responsible, we are aiming at elevating economy by reducing unemployment rates and increasing planned residential development rates. The construction of Al Reehan Real Estate Investment Company projects will create employment opportunities for skilled and unskilled labors, and by the end of the projects, more than 170,000 direct and indirect employment opportunities will be created.

#### Overview:

Al Reehan Neighborhood is Palestine's first planned community and is considered the flagship project in Palestine Investment Fund National affordable Housing Program which aims to build 30,000 residential units across Palestine.

The Neighborhood covers an area of 250,000 square meters, and it is located on a panoramic hill top near Ramallah city.

Al Reehan will include 2000 residential units that will house around 10,000 residents; it will also include public facilities such as schools, parks, and a commercial center that will include a techno Park, more over a 250 beds medical center and referral hospital will serve the residents of Al Reehan and the neighboring communities.

Al Reehan Real Estate Investment Company is leading the development efforts in the neighborhood as the first phase which contains over 280 units is expected to be finalized by December 2011.

#### Success at a Glance

**Investors:** Amaar Real Estate Group

**Location:** Ramallah

**Total Investment Leveraged:** US\$200 million

Establishment Date: June 2009

Number of Employees: 20+

**Business Sector:** Real Estate Development and Investment

**Business Challenge:** developing a model self contained community targeting the middle class in Palestine with attainable prices.

Solution: combining human resource talents with planned building strategies and facilitation of sales efforts to accommodate customer's needs and to make the projects developed more attainable to mass home seekers.

#### For more information:

Website: www.alreehan.ps Phone: +970-2-2413355 Address: Al Bireh, Palestine

# **PRICO House Project**

#### **Business Value and Success**

Palestine Real Estate Investment Company (PRICO) is a pioneer Palestinian company engaged in the business of real estate, housing and development within Palestine. The Company has successfully executed a number of different residential and commercial projects in several Palestinian cities.

Currently, PRICO has executed PRICO House that was built in a record time; the 18 floors commercial building is fully equipped with the latest systems and high tech electro-mechanical systems. The building is located in Ramallah's financial zone, Al-Masyon area. The slabs form work was done by utilizing Quick Strike Formwork system which was used for the first time in Palestine. Nonetheless, the building complies with most International Green Building standards, starting from external landscape, efficient curtain wall design, and energy efficient mechanical, electrical and HVAC systems, as well as the building is designed and built according to international seismic standards. In addition to, the mechanical parking system which is installed the first time in Palestine and the integrated building management and access control systems produce high performance building that add value, differentiate the building and meet occupant needs.

#### **Overview:**

PRICO manages several real estate investments in Palestine and abroad, and owns two subsidiaries in Jerusalem and Jordan as well. The principal shareholder of the Company is Palestine Development and Investment Company (PADICO).

Established in 1994 with a capital of JD 50 million, the company established projects over an area of 592,000 sqm, with a total value exceeding US\$287 million and generating more than 10,200 jobs opportunities in addition to its 596 permanent employees.

Through its high technical capabilities, experience and successful projects, PRICO has been rated as class "A" General Contracting (Buildings, Electro-Mechanical and Infrastructure works) company.

#### Success at a Glance

**Investor:** Palestine Real Estate Investment Co. (PRICO)

**Location:** Ramallah

Total Investment Leveraged: US\$13 million

Establishment Date: June 2008

Operating Date: May 2010

Number of Employees: 16

**Business Sector:** Real Estate Development

**Business Challenge:** High performance commercial buildings

Solution: Provided a SMART building in a strategic location that is equipped with high-tech electro-mechanical systems and mechanical parking system

#### For more information:

Website: www.prico.ps Phone: +970-2-2986505 Email: ayman@prico.ps Address: Al Irsal St., Ramallah

# Town of Rawabi

#### **Business Value and Success**

Rawabi is the first state-of-the-art city between Ramallah and Nablus. The town of Rawabi took the initiative to build a residential, commercial, cultural, and economic development complex of more than 5,000 affordable housing units that once completed will be home to up to 40,000 Palestin-

In addition to, Rawabi's business district that is an ICT-enabled, investor-friendly commercial center, unprecedented in Palestine. Its commercial activity will be launched from a hub of high-tech and research-related businesses in a variety of sectors.

Rawabi's commercial components will be integrated with modern, comfortable and affordable housing as well as high-quality public services designed for Palestine's rapidly growing class of young professionals.

#### **Overview:**

Rawabi is a new city for Palestinian families. It will provide opportunities for affordable home ownership, employment, education and leisure and an attractive environment in which to live work and grow. Best of all, Rawabi is a true quality-of-life option well within the financial reach of many young Palestinian families.

The town will be governed by a new municipality and will have several schools, healthcare clinics, a public library, police and fire fighting stations. It will also feature a down town area with commercial, retail, recreational and mixed use facilitates. Surrounded by seven villages within a onekilometer radius, the town of Rawabi and its commercial infrastructure will attract patrons from these villages and other nearby areas.

#### Success at a Glance

Investors: Qatari Diar Real Estate Investment Company & Massar

**Location**: Ramallah

Establishment Date: 2008

**Business Sector:** Real Estate

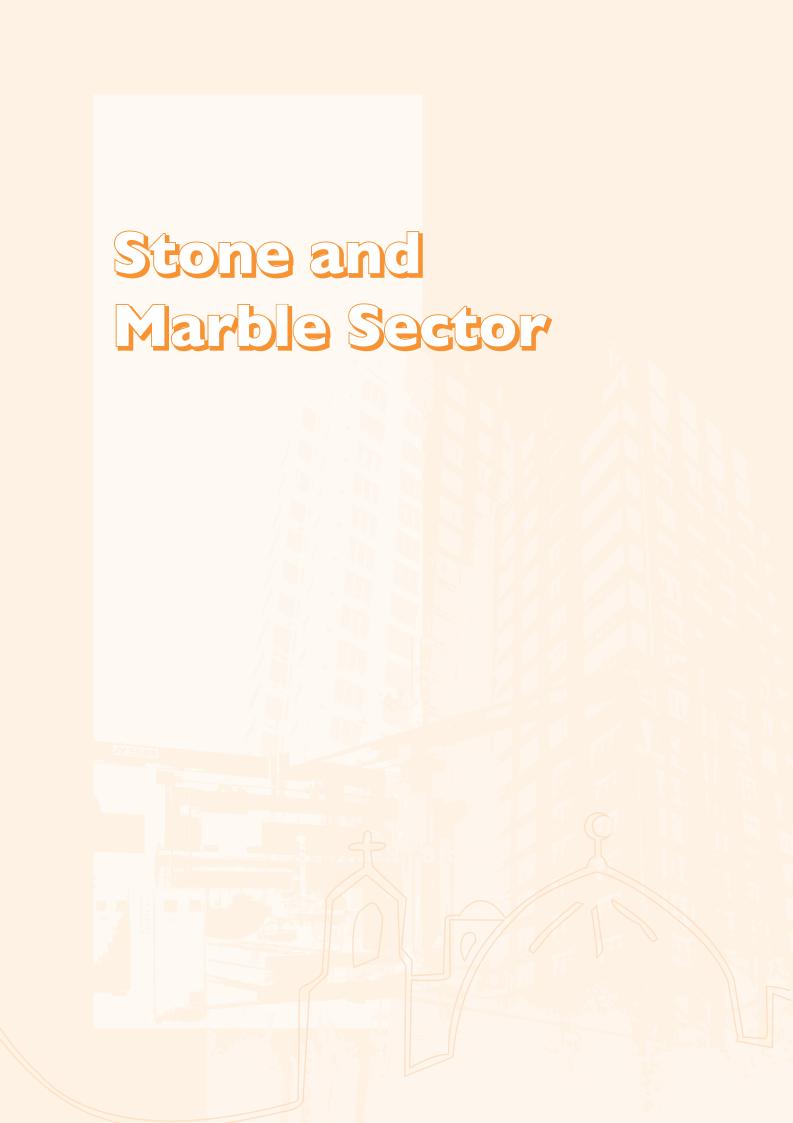
Business Challenge: Demand for affordable housing in a well-zoned, accessible environment for young

Solution: Rawabi is designed to serve Palestinians seeking affordable housing and welcoming surroundings to build families,



Address:

Email: adajani@bayti.ps Ramallah, West Bank, Palestine



# **Nassar Stone Group**

#### **Business Value and Success**

Established in the early 1970s, Nassar Group since then has grown to become the largest stone manufacturer in the Middle East and one of the 10 largest in the world. Nassar Group has developed the old age business into state-of-the-art technology. Over a quarter of a century of experience in handling stone from the quarry to the building sight, Nassar Group has created a new aesthetics of stone, one which maintains cultural and historical continuity as it leaps in to the future.

Nassar Stone products are currently exported to 38 countries including the US, Canada, Far East, European and Far Eastern markets, in addition to the Gulf Area. Since its inception, the group has supplied hundreds of projects all over the world ranging from large commercial developments to historic restorations, and private residences, all now standing witnesses to the timeless beauty and universal appeal of Nassar stones. Recent projects include the National Theatre of Seoul Korea, Hotel Grand International in Mumbai India, the VIP lounge G7 in Tokyo Japan, Kempinski Hotel & Spa in Jordan's Dead Sea valley, Al Shaab Health Club in Kuwait city, and Beijing's Air Plaza and Van Palace Hotels in China.

#### **Overview:**

Nassar Stone Group owns 15 quarries in Palestine, Jordan and Oman with an annual production capacity of 80,000 cubic meters of marble, hard limestone and dolomite raw blocks. Annual production amounts to 2 million m² of solid durable marble in various thicknesses polished stone tiles and slabs used for interior or exterior flooring and cladding. Stones are available in polished, honed, and brushed. In addition, Nassar Stone Group specializes in cut-to-size products for large projects.

Nassar Stone operates 5 manufacturing facilities in Bethlehem, Amman and Muscat, and equipped with the state-of-the-art machinery and technology. Nassar Stone employs 620 employees, with extensive experience in their fields.

#### Success at a Glance

Location: Bethlehem

Establishment Date: 1984

Number of Employees: 620

**Business Sector:** Stone & Marble

Business Challenge: The Jerusalem

Stone

**Solution:** Nassar Group exports to regional and international markets.

#### For more information:

Website: www.nassarstone.com
Phone: +970-2-274-7707
Email: info@nassarstone.com
Address: Hebron Road, Bethlehem,
West Bank, Palestine

# Tourism Sector

# **Days Inn Hotel**

#### **Business Value and Success**

The Tiger Group opportunely concluded a franchise agreement to build and operate a hotel under the Days Inn brand owned by the Wyndham Hotel Group.

The Tiger Group has purchased a land in a strategic location in Al-Masyoon area, situated on the highest point of Ramallah. In February 2010, construction was initiated and in a record time around 40% of the building is being completed with the efforts of 150 workforces. The building will have 21 floors and 130 rooms and suites, as well as a wedding hall, ballrooms, a business center, a swimming pool, gym, several restaurants, coffee shops and a parking lot. In addition, Days Inn Hotel will create jobs for around 220 employees when starting its operations in February 2011.

The well established name of the Hotel – Days Inn – and being part of the Days Inn network under the Wyndham Hotel Group direct supervision, Days Inn Hotel Palestine will be able to draw on the capabilities of the international hotel group.

#### **Overview:**

The Tiger Group is an Investment Company focused on real estate and construction projects based in Ramallah. The company has completed several large scale real estate development projects in Palestine, including residential and commercial real estate projects totaling \$75 million.

With the Days Inn Hotel project, the Tiger Group is adding a long term investment opportunity to its portfolio of activities, building on the strong potential of the local tourism sector. In the future, the Tiger Group plans to build several Days Inn hotels in Palestine, representing a total Investment of \$100 million.

#### Success at a Glance

**Investor:** Tiger Group

**Location**: Ramallah

Total Investment Leveraged: US\$9 million

**Establishment Date:** February

Operating Date: February 2011

**Business Sector:** Tourism

**Business Challenge:** Franchise for one of the world's largest hospitality companies

**Solution:** Exclusive agency for Days Inn in Palestine



Phone: +970-2-2901961 Email: jnimer@daysinn.ps

Address: Al Masyoun, Ramallah, Palestine

# **Haddad Tourism Village**

#### **Business Value and Success**

Haddad Tourism Village is located in Jenin on 43 hectares of land. Ibrahim Haddad launched this project in order to create a commercially viable business imitative while also providing a boost to the Jenin tourist industry.

Ibrahim Haddad began his touristic project by building halls, a hotel residence, and green space for a garden. The project was extremely well received, in particular due to the closure of Jenin that made many people restless and in need of leisure activities. Thus far, the project has proven to be a tremendous success. The Village provides the following services:

- Hosting wedding parties with all their requirements upon demand;
- Summer camps;
- Hosting conferences as well as intellectual and social seminars;
- · Graduation parties for university graduates;
- · Birthday parties;
- Internet WIFI.

#### Overview:

Ibrahim Haddad began his entrepreneurial career in 1967. At that time he borrowed JD 100 from one of his friends and established a blacksmith workshop for lathing and ploughs. The place grew until it eventually became one of the largest and most well-known factories in Palestine.

Now that he has moved into the tourism industry, as part of Haddad Tourist Village project, he has built a 5 star hotel containing 72 rooms, suites, conference halls and a Roman style amphitheater with a seating capacity of 2000. The Village also boasts a Palestinian heritage museum in order to raise awareness of the Palestinian history and traditions.

#### Success at a Glance

Location: Jenin

Establishment Date: 2000

Operating Date: 2005

Number of Employees: 75

**Business Sector:** Tourism

**Business Challenge:** To develop the tourism industry in Jenin

**Solution:** To provide the first services of this kind in Jenin by building a hotel and other touristic areas and facilities

#### For more information:

Website: www.haddadtourismvillage.com

Phone: +970-4-2417010/1/2
Email: haddadbooking@ymail.com
Address: Haddad Zone, Jenin

# **MÖVENPICK Hotel**

#### **Business Value and Success**

Located in Al Masyoun neighborhood, just minutes away from the city centre of Ramallah, 3 km from the city shopping and entertainment district and with a great view over the suburbs of Jerusalem from the upper floors, successfully, the first 5 stars hotel, Mövenpick Hotel Ramallah, will be operating by the end of 2010.

The Mövenpick Hotel Ramallah serves to strengthen the overall tourism sector in Ramallah, not only in direct ways such as by providing more than 275 jobs and enhancing service levels among tourist establishments, but also indirectly by bringing in the prestigious international Swiss chain and introducing the Mövenpick brand name for the first time in Palestine.

#### **Overview:**

Arab Hotels Company (AHC) is a public shareholding company in the field of private investments in the hotel, entertainment and tourist services. The Company's largest project is the Mövenpick Hotel Ramallah.

The Mövenpick Hotel building with a total built up area over 27,000 sqm established on a land with a total area of 9,700 sqm will provide services through the hotel facility that includes 172 hotel rooms, restaurants, conferences meetings, halls, and bars in addition to shopping stores. Being the first admired hotel brand to establish a presence in Ramallah, Mövenpick has a major competitive advantage over many local establishments. Moreover, Ramallah continues to grow, increasing numbers of travelling businessmen are here for short spells.

#### Success at a Glance

**Investors:** Arab Hotels Co.

**Location:** Ramallah

Total Investment Leveraged: US\$ 46 Million

Establishment Date: January 2009

Operating Date: End of 2010

**Business Sector:** Real State & Construction

**Business Challenge:** Franchise for one of the world's largest hospitality companies

**Solution:** Exclusive agency for Mövenpick Hotels Chain



#### For more information:

Website: www.ahc-pal.com
Phone: +970-2-2965240
Email: hotels@palnet.com

Address: Al Masyoun, Ramallah, Palestine

## The National Palace Hotel

#### **Business Value and Success**

In 2008, the National Hotel Palace building was refurnished and construction activities were completed comprising of commercial stores on the Main Street, coffee shop, hotel rooms, office spaces, gym, wedding halls, and roof restaurant. Parts of the facilities are now successfully operating. However, efforts are focused now on activating the remaining facilities such as office space, gym, and roof restaurant.

Furthermore, the owner purchased a land next to the hotel building to expand the hotel current facilities and services through establishing a swimming pool and out-door restaurant.

Besides, the National Palace Hotel provides strategic benefits to Palestine in terms of strengthening the tourism sector in East Jerusalem, including providing jobs, while also bolstering Palestinian identity in Jerusalem by promoting one of its most important institutions both regionally and internationally.

#### **Overview:**

The National Palace Hotel is the oldest established Hotel in East Jerusalem. The historic Hotel is located in a prime area of East Jerusalem and spans 6,500 m². It is situated within five minutes walk to the Old City of Jerusalem and within a short walking distance to major historical and cultural sites.

The strategically located National Palace Hotel and its well designed facilities are open for locals and internationals. The hotel targets regional and international tourists; the facilities are open to serve local and international organizations, companies, and Jerusalemite families hosting cultural, social and recreational activities.

#### Success at a Glance

**Investors:** The National Palace Hotel Co. Ltd.

**Location:** Jerusalem

Total Investment Leveraged: US\$15 Million

Establishment Date: 2008

Operating Date: 2008

**Business Sector:** Real Estate Development

**Business Challenge:** Insufficient hotel facilities in Jerusalem

**Solution:** Carter hotel facilities' services for both locals and International tourists in Jerusalem

For more information:

Phone: +972-2-628-4928

Email: osamaalisalah@gmail.com

Address: Jerusalem

# Conference Partners



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CCC is your Global Partner in the Engineering and Construction Industry

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Consolidated Contractors Company www.ccc.gr



# **Consolidated Contractors Company**

Consolidated Contractors Company

#### **Company Profile**

Consolidated Contractors Group, better known as CCC, is an international construction company with its headquarters in Athens, Greece.

In nearly six decades of operation, CCC has grown to become one of the leading contractors in the international construction field, with over 120,000 employees composed of more than 90 nationalities.

#### **Markets**

CCC operates principally in the Middle East, Africa, the Caribbean and CIS countries, with related additional investments in Europe and the United States.

#### **Scope of Services**

CCC provides Engineering, Project Management, Procurement and complete Construction services for Oil, Gas, Petrochemical and Industrial Plants, and for Civil, Municipal works, Housing and High Quality Buildings.

- Industrial Plant construction including all Mechanical, Civil Electrical and Instrumentation works.
- Heavy Civil construction for Power and Desalination Plants, Water and Sewage Treatment Plants, Airports, Bridges and Highway Interchanges, Harbours and Docks.
- EPC for Oil, Gas, and Water Pipelines.
- EPC for High Quality Buildings, Industrial Buildings, and Infrastructure works and Networks.
- Construction of Roads and Highways.

All the above services are conducted in conformity with the highest Safety and Quality requirements; CCC is certified by Bureau Veritas (BV) to ISO 9001, ISO 14001 & OHSAS 18001.

#### **Subsidiaries**

- CCC (Underwater Engineering), providing specialist diving services to the offshore and marine civil engineering companies throughout the Arabian Gulf, India and Egypt.
- ACWa Services, a project engineering and contracting organization, offering total service for water and effluent treatment systems.
- Sicon Oil & Gas is the Engineering and Procurement arm of CCC for Oil and Gas Upstream Projects.
- The Morganti Group is a U.S. construction company based in Connecticut. It is a full-service organization for building construction.
- Management agreement with the National Petroleum Construction Company, UAE. CCC plays a major role in the management of NPCC's operations and its major activities which include:
  - Offshore fabrication
  - Offshore installations
  - Offshore pipelaying
  - Offshore maintenance
- Pipecoating
- Erection of tanks

#### Mission

- CCC is a leading diversified company carrying out construction, engineering, project management, procurement, development and investment activities internationally with emphasis on the Middle East region.
- CCC is committed to providing reliable, amicable, and professional service to its clients, to being supportive to local business and communities and protective of the environment within which it operates.
- Appreciation of CCC's clients' interest, evidenced by meeting their requirements and ensuring high quality work, is the prime directive of its management.
- CCC's growth and profitability are maintained through innovation, technical enhancement, and adaptability to all its markets. Its profitability is directed towards sustaining growth and to providing satisfactory returns to shareholders.
- CCC's commitment to growth is firmly linked to its employees' continuous development and rewarding
- CCC is also devoted to its employees' safety and health, job security, and welfare. Its strength emanates from its distinct culture, from strong and close relationships with its clients, from its employees' competence and loyalty, from its entrepreneurial and flexible management and from its focus on quality, safety and commercial acumen.

#### **Core Values**

Management and employees are guided by CCC's "Core Values, Guiding Principles and Code of Practice". CCC's core values include:

- Safety, health and environmental protection.
- Quality of work.
- Responsibility and accountability of management and staff.
- Recognition of others in the achievement of corporate goals.
- Respect for local cultural issues on all its projects.
- Ethical behavior, integrity, honesty and fairness.
- Sustainability and planning for the long-term good of the company, employees and the local communities where projects are located.

#### **Social Responsibility**

CCC is a member of the United Nations "Global Compact Initiative". This initiative brings member companies together with UN agencies, labor and civil groups to support the nine universal principles of Corporate Social Responsibility in the areas of human rights, labor and the environment.

Corporate social responsibility is always a project in progress, like the rest of CCC's business. Every CCC activity and practice is meant to make a lasting impact, economically, socially, and environmentally.

# نستثمر لمستقبل أبنائنا

برنامج استثماري لخلق أكثر من 100,000 فرصة عمل





# **Palestine Investment Fund**

The Palestine Investment Fund (PIF) was established in 2003 as a publicly owned investment company, which aims to strengthen the local economy through key strategic investments, while maximizing long-run returns for its ultimate shareholder; the people of Palestine. PIF has US\$800 million of assets under management and is headquartered in Ramallah, Palestine. PIF's investment focus includes the following strategic sectors: real estate, hospitality, finance, industry, telecommunications, power & energy. In the last few years PIF has launched a number of landmark projects including: US\$700 million mobile company, Wataniya mobile, in partnership with Qatari Qtel; US\$1.5 billion affordable housing program to develop 30,000 affordable housing units over the coming 5 years; US\$400 million commercial real estate development in downtown Ramallah ("Ersal Center"), in partnership with the Land Holding, KSA (a member of AlRajhi Investment Group); US\$500 million mortgage finance program in partnership with US based Overseas Private Investment Corporation and the International Financial Corpor tion, amongst others. PIF works in partnership with international, regional and local partners, based on values of transparency, accountability, commitment and in line with its corporate social responsibility and sustainability objectives. PIF has a strong reputation across global markets as a trusted and responsible investment partner. PIF is supervised by an independent General Assembly and Board of Directors composed of seven leading public figures. Members of the General Assembly and Board of Directors are appointed by the President for a three-year term. Moreover, PIF has a world class team who demonstrate the highest levels of leadership, integrity and professionalism. For more details about PIF see www.pif.ps.

www.PIF.PS



# Palestine Development and Investment Ltd. (PADICO)



**PADICO** Holding is a foreign, limited, public shareholding company that was established in 1993. The company's mission is to participate in building the Palestinian economy through the implementation of development projects in vital economic sectors including: infrastructure, construction, real estate, communications, tourism, industry, and financial services. This mission is being fulfilled through strategic projects executed by a well-structured, focused, and resourceful group of subsidiaries and affiliates.

# **Committed** To Investing In Palestine

www.padico.com



# Palestine Development and Investment, Ltd. (PADICO Holding)

Palestine Development and Investment, Ltd. (PADICO Holding) was established in 1993 as a foreign, limited, public shareholding company, registered in Liberia, through an initiative by distinguished Palestinian and other Arab businessmen, for the purpose of participating in building the Palestinian economy through the implementation of development projects in vital economic sectors including: infrastructure, construction, real estate, communications, tourism, industry, and financial services.

The company's authorized capital is 300 million shares, at a par value of I US\$for each share, whereas its paid-in capital is 250 /million shares USD. PADICO Holding has a wide base of shareholders from Palestine and abroad, exceeding I I,000 shareholders. The company has been listed on the Palestine Stock Exchange (PSE) since 1997.

PADICO Holding's mission to develop the Palestinian economy is being fulfilled through a well-structured, focused, and resourceful group of subsidiaries and affiliates. Additionally, the company has partnered with local and foreign investors to undertake major projects in a wide range of economic sectors. Such investments have greatly contributed to the advancement of the Palestinian economy, and enabled PADICO Holding to mark a positive impression on various aspects of the Palestinian society. Some of PADICO Holding's major subsidiaries and affiliates include Palestine Telecommunication Group (PALTEL), Palestine Securities Exchange (PSE), Palestine Real Estate Investment Co. (PRICO), Palestine Tourism Investment Co. (PTIC), Palestine Industrial Estate Development Co. (PEIDCO Holding), Palestine Industrial Investment Co. (PIIC), and Palestine Poultry Co. (PPC).

As a result of the wide expertise that PADICO Holding has gained over the years, it has now become a leading development and investment company in Palestine. The company enjoys unique characteristics which have enabled it to adapt to the challenging conditions that Palestine continues to witness. This makes it a true and successful model to be followed by local and foreign investors, who seek to participate in building the Palestinian state through creating new job opportunities and building human capital, while realizing acceptable financial returns on their investment.

PADICO Holding's investment strategy reinforces its strong commitment to the development of the Palestinian economy. Therefore, the company's future plan prioritizes investments in Palestine, and focuses on establishing new strategic projects in the fields of energy, infrastructure, agriculture and real estate development. The company will also execute a number of projects in the holy city of Jerusalem. Moreover, PADICO Holding will continue its efforts to attract local and international investors, and provide necessary financing to implement vital projects that contribute to the development of the Palestinian economy.





# **PalTel Group**

#### The Telecommunications Leader in Palestine

Paltel was established at the outset of the Peace process in the Middle East, and started its operations in Palestine in 1997 as a public shareholding company. PalTel provided state of the art services to the Palestinian end users. Its bundle of services included: local and international telephone services, internet, data communications, mobile services, payphones and next generation services. Paltel was able to achieve the highest standard in telecommunication services based on investment in modern technologies, telecom infrastructure and Human Resource development.

Today Paltel Group is an integrated economic group consisting of The Palestine Telecommunications Company (PalTel), the Palestine Cellular Communications Co. (Jawwal), HADARA a Technology and Internet Company, Hulul a Business Solutions Co. specialized in catering to enterprises and their growing need for Integrated IT Solutions, PALMEDIA a Multi Media Service provider helping the group to tie telecommunications to the creation of content for various marketing tools and mediums thus putting context for the future evolution of modern media and communications in Palestine. It is important mentioning that the Group has contributed about 12% to the GDP of Palestine, and is Palestine's number one employer among the private sector with over 3000 employees in the West Bank and Gaza.

Although the company was to enjoy exclusivity in the Palestinian market from the outset for a phased out period, however, the company's mobile operator unit; **Jawwal**, faced fierce competition from 4 large scale Israeli mobile operators since day one of operation. The company was able to grow and further develop despite early competition, gaining market recognition of operating in highly adverse conditions and difficult business en-

vironment. Today, **Jawwal** has roughly **2,000,000** subscribers and **PalTel** has over **399,958** subscribers, with another **96,368** ADSL subscribers on top of that at a time the Palestinian Territories are suffering from a severe economic crisis and political uncertainty.

**PalTel's** net earnings grew from USD\$ 15 million in 2003 to USD\$ 100 million in 2009, thus providing the company with financial stability to further invest in Technology and synergies across the ICT industry.

PalTel Stock dominates the Palestine Stock Exchange (over 50% of daily turnover) bringing its value up and is attracting regional investors to the Palestine Capital Markets. In recognition of the stock's stature and company performance, PalTel was able to list its stock at the Abu Dhabi Stock Exchange in an attempt to allow regional investors to trade the stock outside Palestine via presence at a growing regional financial hub, the UAE.

Off shore operations: The Group has participated in offshore investments and a vision to tap into international markets via its strategic investment in VTEL holdings. VTel is a telecom operator, which invested in different parts of the world, mainly emerging markets in various telecom technologies, i.e. broadband, GSM and Wimax. VTEL has acquired new licenses in Africa, the Caribbean, and the Middle East.

VTel was incorporated at the Dubai International Financial Center (DIFC) in 2006, the most prestigious financial hub in the region.VTEL's book value per share as of December 31,2009 is US\$ 0.85 per share. Fundamental to its growth and business plan will be its future listing of shares in the DIFC.



صنطوق ألا قصي أطأرة ألبنك ألاسلامي النسبة



الصناور العربة والاسلامة الطاعمة للشعب الفلسكبني















# **Al-Aqsa Fund**

Al-aqsa Fund which is managed by the Islamic Development Bank was found pursuant to a decision at the extraordinary Arab League summit in Cairo in 2000. It is an essential and historic initiative that reflected a strong commitment of the Arab nation in providing humanitarian support for the Palestinian people.

- Al-aqsa Fund is an Arab cooperative mechanism that takes into consideration high values and fundamental principles as follows:
- Harmonization between projects and the Palestinian development priorities.
- Dependence on transparent and honest working environment and strict control expenses.
- Interactive partnership with beneficiaries and cooperation with Arab and international institutions in Palestine.
- Pursuing improved performance constantly and increase work loyalty.

Since its inception, Al Aqsa Fund is implementing development projects in various economic and social sectors assisting the Palestinian people and contributing to the capacity building and job creation. These projects are implemented in the following sectors: Infrastructure, Education, Health, Trade and Industry, Agriculture, NGO's and Jerusalem. The total amount spent on these projects, since its launching, stands at about US\$650 million. The Fund's financial resources consist of contribution of member states and donations from other Arab funds.

#### Implemented projects are in the following fields:

Infrastructure	230\$ million
Education	100\$ million
Health	60\$ million
Agriculture	30\$ million
Trade and Industry	20 \$million
DEEP Project	40 \$ million
Social sector	100 \$ million



ننير لك الحياة أينما كنت



الشركة الفلسطينية للكهرباء PALESTINE ELECTRIC COMPANY PLC



# **Palestine Electric Company**

#### **Establishment Date:**

PEC was established in 1999 in accordance with Palestinian laws, to own and operate the first Palestinian power generating company in Palestine, whereby the public shareholders represent 33% and the private shareholders represent 67%.

#### **Main Activities**

Building power generating plants in the territories of the Palestine National Authority and currying out all the necessary work required to produce and generate, and aid in the distribution of electric power. In addition, all necessary equipments and machineries required to meet these ends are imported.

## Aims:

To enhance efforts to improve the commercial and financial procedures of the company, and to set plans for developing administrative standards as to have on edge over similar global companies.

To concentrate on developing the skills of workers in the company and improving their technical and administrative capabilities.

To operate and maintain the power plant with the available local crew since the employed local crew have proved to be technically competent, efficient, and effective.

# **Our Mission:**

Contribute to the development of the Palestinian infrastructure and economy.

Operate on the highest international standards and maintain transparency

in our work.

Continue to explore opportunities for growth and development

Maximizing shareholders value and achieve their expectations.

Power Plant expansion- Phase 2

Continuous earnest work in order to find suitable ways to operate the plant by natural gas as fuel instead of operating it by diesel oil.

# The Important Achievements:

- Overcoming the effects of the war on Gaza with the strong will power of the staff. The company continued its operations at the power plant despite the bombing.
- The company maintained its continuous support and humanitarian assistance to the Palestinian community.
- The company is committed to maintaining full transparency and compliance with the disclosure requirements in accordance to the laws and regulations.
- Promoting corporate social initiatives following the company's vision and eagerness to develop the skills and capabilities of the Palestinian workforce.

Palestine Electric Company owned 99.99 % of the share capital of Gaza Power Generating Company (GPGC), with capital paid \$ 60 Million US.

Gaza Power Generating Company has an exclusive right from PNA to provide capacity and generate electricity in Gaza, and the commercial operation for GPGC started on March 15, 2004.

The power plant is a 140 MW combined cycle power plant based on four Gas Turbines and two Steam Turbines in a configuration of two blocks. The Turbines are designed to allow for dual fuel system and could burn both natural gas and fossil fuel.

#### **Environment First**

Gaza Power Generating Company is in compliance with the OPIC standards, which are based on the World Bank's Pollution Prevention and Abatement standards. The Company also aims at ensuring that the project is designed, constructed, operated and maintained in an environmentally sensitive manner, and in accordance with applicable OPIC requirements, World Bank guidelines and local Palestinian environmental requirements and policies, by:

- Reducing the emission of gas that results from burning fuel
- Controlling the noise inside and outside the power plant
- Using purified sea water rather than natural water sources for use in the power plant
- Maintaining that the sea is not polluted with the retrieved water from the power plant to the sea by complying with the standards required.

### **New Projects**

Palestine Electric Company together with other investors are working on establishing Palestine Power Generating Company, public shareholding company in the West Bank.





# **Promoting Trade and Investment**

# United Kingdom Department for International Development (DFID)

#### **DFID** in Palestine:

DFID's Palestinian programme is designed to reinforce the peace process by promoting economic growth, addressing the needs of refugees and other vulnerable Palestinians and supporting the Palestinian Authority's own efforts to build state institutions.

# **DFID Support for Private Sector Development in Palestine:**

Working with the Palestinian and UK private sectors, Quartet Representative Mr. Tony Blair, the World Bank and other donors, DFID focuses on stimulating trade and investment and nurturing economic resurgence.

# Creating a favorable investment climate

With support and advice to the Palestinian Authority, DFID helps promote an economic environment where growth and investment can flourish. DFID also help to finance key public services, further enabling business to be more effective.

# Investment and technical assistance

DFID support helps firms grow and discover new markets. In May 2008, DFID, along with the World Bank, committed £3.7 million to boost the Palestinian private sector through the Facility for New Market Development (FNMD).

#### **FNMD** aims to:

- Assist enterprises expand into new markets locally, regionally and internationally
- Encourage firms to develop new and improved products
- Promote first time exporters
- Build the local market for business development services
- Gather data on local obstacles to growth

The project, managed by DAI through offices in Ramallah and Gaza City, already has 195 clients (155 from West Bank; 40 from Gaza). 31% of FNMD clients are owned or managed by women.

# **Previous Palestine Business Conferences**

DFID was a proud supporter of both the London and Bethlehem investment conferences in 2008.

# **DFID** Jerusalem

c/o British Consulate General 4 Esa'af Nashashibi Street, Sheikh Jarrah PO Box 19690 East Jerusalem 97200 Tel: +972 2 53 284 60 Fax: +972 2 53 284 61 Websites: www.dfid.gov.uk

# Facility for New Market Development Project

Millennium Building, 5th Floor Al Ersal Street Ramallah – Palestine Tel: +970-2-295-1491 Fax: +970-2-298-4137 Websites: www.fnmd.ps



# **Facility For New Market Development**

Funded by the U.K. Department for International Development (DFID) and the World Bank, the Facility for New Market Development (FNMD) is helping Palestinian enterprises enter new markets and develop new products.

The US\$7.2 million matching grants facility is a risk-sharing mechanism designed to encourage Palestinian entrepreneurs to invest in their businesses. It co-invests in knowledge and skills - rather than physical capital - and assists companies in preparing and implementing comprehensive marketing and product development plans. FNMD offers two grant windows: one for individual Palestinian enterprises and one for associated groups of companies. Through the project's Impact Assessment Unit, FNMD also aims to influence policy on movement and access restrictions.

FNMD's success in the first two years is remarkable. Announced at the first Palestine Investment Conference in 2008 and inaugurated by the British Prime Minister H.E. Gordon Brown and the Palestinian Prime Minister H.E. Dr. Salam Fayyad in July 2008, FNMD has since recruited an impressive portfolio of 192 companies in the West Bank and Gaza, from a wide range of sectors including manufacturing, agribusiness, stone and marble, ICT, services, and tourism, as well as pharmaceuticals, media, and handicrafts.

## **Overview:**

With FNMD support, Palestinian companies have developed 17 new products; achieved 10 product quality certifications; entered 51 new export markets and hired over 300 new staff.

A large number of FNMD clients are participating in the Palestine Investment Conference 2010, to present their investment projects and contribute to the "Best of Palestine" exhibition with export ready, certified products and services, including Super Nimer's UK tested Fire Safety door; Fair Trade olive oil produced by Al'Ard/Anabtawi Group; and newly designed handicrafts and furniture items created in Gaza.

# Success at a Glance

Funders: DFID and World Bank

**Location:** Ramallah, East Jerusalem and Gaza

**Total Investment Leveraged:** 7.2 million USD

Establishment Date: 2008

Operating Date: July 2008

**Business Challenge:** Help Palestinian companies enter new markets and develop new products

**Solution:** Co-investment in new market and new product development plans, on a matching hasis

#### For more information:

Website: www.fnmd.ps Phone: +970-2-295-1491 +970-8-282-6433

Fax: +970-2-298-4137 Address: Ramallah and Gaza City



# The United States Agency for International Development (USAID)

#### **Overview**

The United States is the leading provider of bilateral economic and development assistance to the Palestinians, having provided more than \$2.9 billion since 1994 for programs in the areas of water and sanitation. infrastructure, education, health care, economic growth, and democracy. The United States also is committed to continuing assistance for basic human needs in both the West Bank and Gaza, including emergency food, health care, and access to safe water and sanitation systems. In Gaza, USAID works closely with the United Nations World Food Program (WFP) and local and international nongovernmental organizations.

# **Programs**

#### **Economic Growth**

The USAID economic growth program promotes business and agricultural development and job creation through technical assistance and grants to the private sector. USAID supports Palestinian efforts to increase exports, enable investment and lending, generate employment, and improve quality standards. The U.S. Government is also easing the movement of Palestinian people and goods, while improving Israel's security.

#### **Infrastructure**

Road, water, and school construction projects all contribute to improvements in the infrastructure sector. In 2010, USAID has plans to construct more than 120 kilometers of main arterial and secondary road segments throughout the West Bank. In the water sector, USAID supports not only rapid response and emergency

relief capabilities, but also fundamental infrastructure improvements, including expanding access to safe drinking water and sanitation in rural areas, reducing losses from aging water systems, constructing or expanding pipelines and reservoirs to improve water distribution, developing new water resources, and procuring water commodities and construction and engineering management services.

#### Humanitarian assistance

To respond to emergencies and reduce poverty, the United States provides emergency food, health care, and access to safe water and sanitation to the people in the West Bank and Gaza. The U.S. Government also contributes to the WFP and to the United Nations Relief and Works Agency's West Bank and Gaza Emergency Appeal. In 2009, USAID responded to the humanitarian crisis and provided food and non-food humanitarian assistance in Gaza. In addition, through a grant to the World Food Program, USAID is providing food assistance to vulnerable non-refugee families in the West Bank and Gaza.

### **Investing in People**

USAID works to improve the ability of the Palestinian Authority Ministry of Health and local health care organizations to meet the public health needs of Palestinian families. Of particular concern is the health of the most vulnerable Palestinians, including women of reproductive age and children under five. In 2010, USAID is renovating four major hospitals in the West Bank.

USAID supports early childhood and basic education to help prepare Palestinian children for a more productive future. This year, USAID will focus on educational quality improvements

in 40 public and 17 private schools. Complementary higher education and vocational programs improve the quality of teaching and learning and emphasize critical thinking. Since 2009, USAID has constructed or renovated 153 classrooms and constructed ten new public schools to address the need for classroom space to support the rapidly growing population. The USAID education assistance benefits approximately 23,000 Palestinians.

### **Peace and Security**

With its border improvement projects, the United States is helping ease the movement of Palestinian people and goods, while improving Israel's security. USAID is also assisting the Palestinian Monetary Authority and the Palestinian Captial Markets Authority in tracking financial transactions to prevent financial crimes and money laundering.

# Governing Justly and Democratically

USAID programs promote respect for human rights, enforcement of the rule of law, and improvement in the Palestinian Authority's ability to provide for the needs of the public. USAID works with twelve Palestinian Authority ministries and institutions to carry out democratic reform efforts and make improvements in key areas of service delivery. USAID programs also assist civil society organizations and media in holding government accountable and in building a constituency for reform. Finally, USAID provides assistance to the Central Elections Commission to help prepare for the upcoming election.

# Together, We Build and Develop the Palestinian Economy

USAID assistance aims to promote balanced, private-sector led growth in Palestine, while helping the PA build sound public sector institutions that regulate Palestinian economy.

**USAID** helped 15 Palestinian ICT companies participate in six international conferences and tradeshows, resulting in business deals and contracts.

**USAID** is helping financial institutions increase access of 38,000 Palestinians to finance to support entrepreneurship.

**USAID** supported the Bethlehem Christmas Festival in 2010 which contributed \$1.9 million to the local economy.

**USAID** in the stone and marble sector, helps to improve quality standards and upgrade productivity and the quality of technologies.

**USAID** supports research, policy analysis, and dialogue to reduce obstacles to movement and access and increase trade within the West Bank and to the international markets.

# **USAID Projects**

# **USAID** support to the tourism sector

# Major tourism activities and accomplishments include the following:

**The Bethlehem Christmas Festival**, supported by USAID, created a tourism nexus to boost both local and international tourism travel to the West Bank. Over 24,000 people attended the month-long festival contributing over \$1.9 million to the local economy and helping to develop and institutionalize its tourism potential.

**International tour operators** from Germany, Spain, and the U.S. visited Palestine for familiarization (FAM) trips where they were introduced to faith and experiential tourism attractions and sites in East Jerusalem and the West Bank. The initial thrust of the FAM trips resulted in 160 new tourists and \$100,000 in tourism revenues.

Ministry of Tourism and Antiquities and the private sector attended more than 15 international conferences and tradeshows to market/brand Palestine as a tourism destination and build relationships with incoming tour operators. Linkages established with media have led to 15 media and public relations stories being distributed and published, estimated to have advertising value exceeding \$150,000.

# **USAID** support to the financial sector

# Major activities and accomplishments include the following:

**Palestine Investment Partners:** \$8 million grants to leverage \$15 million in private equity and support the expansion of around 40 SMEs in different sectors.

**Expanding e-banking:** deploying around 1100 Point of Sale (POS) devices in the West Bank and Gaza, allowing for the expansion of credit.

**Technical Assistance** to banks, microfinance institutions, and insurance companies will help expand credit by \$100 million and increase the access of 38,000 Palestinian households and enterprises to finance which is critical in supporting entrepreneurship.

**Building up the capacities** of the Palestine Monetary and Capital Market Authorities, industry associations, and universities will support Prime Minister Dr. Salam Fayyad for building institutions and establish a viable Palestinian State.

# **USAID** support to the agribusiness sector

# Major agribusiness activities and accomplishments include the following:

The Palestinian Food Exhibition (GHEZAONA 2009): USAID co-sponsored the three-day Ghezaona 2009 annual food exhibition in Jericho for local food producers and farmers in partnership with the Palestinian Food Industries Association (PFIA). Forty-one food processing companies, an agricultural cooperative, two women's associations (food processing and handicrafts), and four nongovernmental organizations (NGOs) participated. The event resulted in sales of over \$7.0 million in local food products for the local and Arab-Israeli market.

Gulf Food Exhibition 2010: Gulf Food, held annually in Dubai, is the Middle East's

leading food service and product exhibition. EDIP sponsored and organized seven Palestinian food companies to exhibit. Palestinian participation led to over 250 new business leads and contacts, and nine food service deals were consummated totaling over \$1.0 million.

**Fruit Logistica 2010:** Held annually in Berlin, Fruit Logistica is the largest fresh produce trade show in the world. EDIP assisted the Sinokrot Group, representing PalGardens, Khaizaran Herb Farm, and Moon Valley Dates, with show readiness, business meetings with over 30 potential clients, and follow-up assistance. Sinokrot received interest from more than 45 companies requesting a variety of test shipments. Tomatoes were successfully sent to Frankort Company in the Netherlands and it will begin importing directly from the West Bank next season. John Vena Inc. from the U.S. received a test shipment of herbs and has since purchased five other shipments from Sinokrot.

**Fancy Food 2009:** USAID supported the participation of six Palestinian food companies in the Summer Fancy Food Show in New York City. As a result, Sinokrot Food sold \$350,000 in wafers, Al Hathnawi General Trade signed a contract with CLICK, a Canadian specialty food importer for private label production, and Zadona Co. sold \$1.5 million in fresh pickles and an additional \$150,000 in fresh herbs.

# USAID Support to Information & Communication Technology Sector

# Major ICT activities and accomplishments include the following:

**Expotech 2009:** USAID co-sponsored the three-day Expotech 2009 annual ICT exhibition in Ramallah organized with the Palestinian IT Association of Companies (PITA) and the Palestinian Information and Communication Technology Incubator (PICTI). The project facilitated the participation of CISCO, Microsoft and Google encouraging foreign direct investment in the Palestinian ICT sector. The success of the exhibition resulted in CISCO continuing its heavy involvement with the Palestinian IT sector and HP Software outsourcing two projects worth \$160,000 to two Palestinian companies.

**GITEX 2009:** USAID successfully organized with PITA the participation of six major Palestinian IT companies in the premier Gulf IT Exhibition; GITEX 2009 in Dubai. The participating Palestinian companies garnered \$500,000 in potential contracts for their respective pipelines.

**CEBIT 2010:** USAID with the assistance of the Palestinian IT Association of Companies (PITA) led a delegation of senior managers from Palestinian IT companies to Germany to attend the biggest IT exhibition in Europe, CEBIT. The delegation met with various multinational companies including SAP, Intel, Microsoft and OTS to encourage partnership programs and possible outsourcing contracts. The participating companies estimated a total opportunity of \$1.2 million in contracts.

# **USAID** Support to the Marble & Stone sector

## **Overview**

Major Marble and Stone activities and a complishments include the following:

**The Coverings Trade Show 2010:** USAID sponsored seven Palestinian companies to participate in Coverings, the ultimate tile and marble trade show in the United States (over 1,000 exhibitors). The Palestinian stone and marble exhibit, the first of its kind, helped create market leads and exposure of Palestinian products for both the U.S. and international markets. It is estimated that the show will result in direct sales of over \$2.5 million.

**NSF Certification for Future Iron Pipes Ltd.:** USAID co-financed NSF certification for Future Iron Pipes Ltd. for its line of "coated" water pipes. NSF certification along with upgraded technology allowed the company to better compete in the local and international markets. Acquiring NSF certification enabled Future Iron Pipes Ltd. to capture over \$1.0 million in new contracts.

**TVET Stone and Marble Center:** USAID is providing partial scholarships worth a total of \$24,000 in tuition fees for the first class of 20 students enrolled in the TVET stone and marble diploma program. The stone and marble diploma will produce qualified graduates who can meet the growing demand for employment provided by the sector. The curriculum focuses on the latest in evaluating raw materials, quality standards, operations management and production, waste management, and marketing.

# **USAID Support for Trade Facilitation**

**Expanded capacity at commercial crossings:** USAID supported the installation of five mobile scanners at three commercial crossing points between the West Bank and Israel. More than 80,000 export trucks were scanned at these three crossings in 2009. Scanning of cargo is quicker and less intrusive than manual inspection and has permitted increases in capacity while reducing damage to goods, particularly agricultural exports.

**Re-opening of Jalameh vehicle crossing is helping to revitalize Jenin:** The crossing facility, which opened in October as a result of USAID-financed upgrades, is having a significant impact on Jenin by allowing Arab-Israelis from northern Israel direct access into Jenin. An average of 3,900 vehicles now enters Jenin each week and more than 80% report using the crossing to shop in the West Bank Surveys of shoppers and businesses found that the crossing will create more than \$25 million in additional sales in Jenin and the northern West Bank in the first year.

**Expanded hours at crossing facilitate trade:** In early January 2010, the Israeli Crossing Points Authority extended the operating hours at the Tarqumia Commercial Crossing Facility, the main transfer facility for Palestinian imports and exports in the southern West Bank. USAID-supported analyses and discussions with stakeholders were instrumental in helping to influence the Israeli decision to expand the

working hours. The 20% expansion in operating hours has increased the number of shipments companies can ship each day, allows same day clearance and delivery for imports, and will reduce costs for traders by an estimated two million dollars per year. **Re-opening trade and transportation routes:** USAID supports research, policy analysis, and dialogue to promote feasible solutions for reducing the impact of movement and access restrictions within the West Bank. Such efforts help inform discussions among stakeholders and decision-makers and reportedly were influential in the decision to remove specific road obstacles

**Pilot program for containerized exports:** Fully packed shipping containers from the West Bank have not been allowed to pass through the Israeli Crossing Points due to security concerns. However, the Israeli Government has agreed to a pilot program to allow containers of pre-cleared companies and products to be fully packed at the premises of Palestinian businesses, scanned at the crossing point, and then directly transferred to either Ashdod or Haifa ports. USAID continues to support this pilot which will save transportation and logistics costs, allow more goods to be moved in a single shipment, and, especially for perishables, maximize shelf-life and reduce the opportunity for damage.

## For more information:

Websites: http://www.usaid.gov/wbg or contact us at: +972-3-5114848 Email: sborodin@usaid.gov Address: U.S. Embassy Tel Aviv PSC 98/Box 0026

# Sponsors







# **Bank of Palestine**

BANK OF PALESTINE P.L.C. (BOP) is Palestine's leading bank, and the largest Palestinian bank. BOP was established in Gaza in 1960 and now has the widest banking network that is composes of 41 branches and sub-branches spread across the West Bank and Gaza Strip. BOP endeavors to give you the best banking services wherever you are located and does the best to meet customers' needs and expectations. BOP offers both personal and corporate banking services. This year is special as it marks the fiftieth anniversary of the establishment of this economic institution. The Golden Jubilee celebration is under the slogan "Fifty Years of Building".

In 2009, the net profit after tax was US\$28,371,928 an increase of 20.16% compared to the performance of the bank in 2008. In addition, shareholders' equity increased in 2009 to reach US\$150,879,817 as compared to US\$123,169,873 in 2008, a testimony to the success of BoP banking policies and initiatives and BOP ability to change and capitalize on available opportunities to achieve goals. The total assets and liabilities together with shareholders' equity in 2009 amounted to US\$1,281,830,469 as compared to US\$1,045,784,065 in 2008. This increase is attributed to the concentrated efforts that were made in improving branch network to serve our existing customers and attract new customers.

The bank Paid capital is US\$100,000,000. In 2009, the total number of deposits increased to reach the amount of US\$1,086,476,863 representing 16.71% of the Palestinian banking sector deposits. Bank of Palestine continued to provide credit facilities to various economic sectors. The total number of credit facilities offered by Bank of Palestine in 2009 was US\$343,311,230 compared to US\$285,337,011 in 2008 which represents an increase of 20.35%.

Beside Bank of Palestine sound and strong financial performance, the bank has other achievements. First of all, Bank of Palestine now issues Smart Credit and Debit cards. This technology is considered the latest IT innovation in the card industry, providing its holder with high security. Bank of Palestine is considered a pioneer: being one of the first banks in the Middle East to introduce these cards. For the first time in Palestine, an electronic installment card "Easy Life" has been offered. Moreover, in line with the bank's policy of striving to keep up with the latest technological innovation and development, internet banking has become available to customers, in addition to other electronic services packages, such as SMS service to mobile phones and automated phone-banking, keeping customers in touch with their accounts all the time. In addition, Bank of Palestine was awarded the Quality Recognition Award for the eighth year running by JP Morgan and from Commerz Bank for the first time for the fast and mistake-free Clearing Operations.

Bank of Palestine is one of the top recruiters in Palestine as the number of the bank's staff has reached 864 employees. This increase was essential to meet the expansion in the West Bank and Gaza Strip.

Al-Wasata Co. is the investment arm of Bank of Palestine and it offers clients unique financial services in Palestine Stock Exchange and regional markets through highly committed qualified staff, state of the art technologies, on time accurate information to our clients and strict confidentiality of our clients and their transactions. During the year 2009, trading volume through Al-Wasata was about US\$450 million in the Palestine Securities Exchange in addition to regional markets.

At the end of 2009, the number of investors reached 8,313 reserving its place of being the first in attracting new investors since its establishment.

Bank of Palestine strives to meet it goals which are: achieving a progressive increase in BoP share of the Palestinian banking sector; providing full quality banking and financial services; keeping abreast of world banking and financial technological advances for the benefit of BoP customers; contributing to the development of the Palestinian community; and working for the continuous improvement of the bank's administrative and professional capabilities.



# The Arab Palestinian Investment Company (APIC)

The Arab Palestinian Investment Company, Ltd. (APIC) was launched by Palestinian and Arab businessmen seeking to channel funds and investments into Palestine. And since its establishment, in 1995, APIC has become a leader in the manufacturing, distribution and service sectors, by enabling local consumers to choose quality products and services that were previously unavailable or imported at a high cost.

With a working capital of \$42 million, the company's business portfolio offers an array of products and services ranging from food to aluminum. Subsidiaries of APIC have forged strategic partnerships with multi-national companies including Philip Morris International, Procter & Gamble, Abbott International, Beiersdorf (Nivea), Eli Lilly, B. Braun, Hyundai Motors. GlaxoSmithKline, Aventis Sanofi and ASDA'A Public Relations Company.

APIC's success has largely depended upon its dynamic and exceptional employees, who apply international best practices to the complex political and social environment of Palestine and market-specific opportunities.



















# **Nassar Group**

#### Intro

A truly international company, whose exports cover most of the world, Nassar Group established in 1984 has taken huge strides in being at the head of the industry in a competitive world, and has carved a niche on the international market.

# **The Group**

Nassar Group is a leader in the manufacturing and sale of natural stone and marble products in both domestic and international markets. Its annual production exceeds 2 million m2 of finished slabs and cut to size tiles from Palestine and Oman in a variety of textures and colors to suit Nassar Group prides itself, on the usage every taste and need.

### **The Quarries**

The stone quarries form the backbone of Nassar Group's business, and enable it to guarantee its clients better quality products, a higher degree of color selection, and above all competitive pricing.

In total, the Nassar Group owns and operates 15 producing virtually unlimited supply of the finest limestone and marble appearing in many of the world's most prestigious projects.

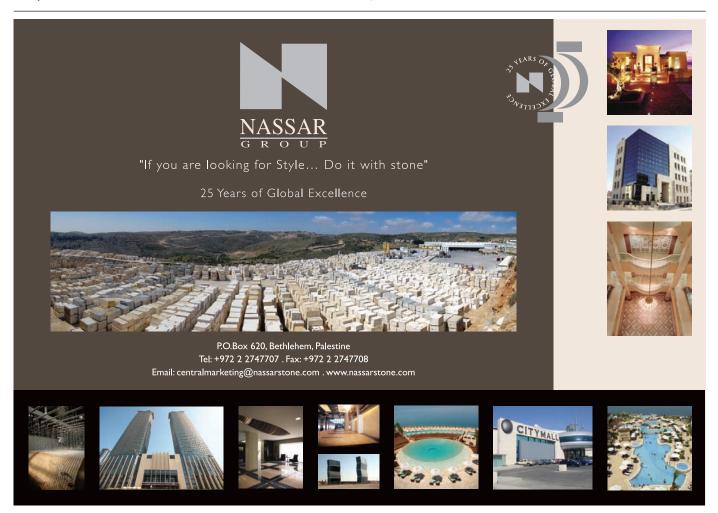
## The Factory

of the latest techniques and modern

machinery in the production of its various stone products, which procees in 5 factories located in Plaestine Jordan & Oman,

# **Phylosophy & Vision**

Nassar Group sells quality products at competitive prices to satisfy a large share of its market's tastes and needs. Consignments of stone are delivered punctually, and in perfect condition to guarantee customer's satisfaction. The efficient production processes, reliable shipping and follow up services insure the continuity of sales relationships with clients.





the largest family - owned group in terms of invested capital and number of employees; 500 permanent employees and workers in addition to 1000 seasonal workers employed in the agricultural sector. The group is also distinct in terms of diversity of investment in industry, agriculture, trade, tourism, information tech- SGG exports its products and services nology which are distributed geographically throughout the Palestinian governorates of Jerusalem, Gaza, , the United Arab Emirates, Qatar , Jericho, the Palestinian Jordan Valley, Jordan, Kuwait, Yemen and the Arab Tubas, Ramallah and Hebron as well markets in Israel. as Jordan.

Sinokrot Global Group (SGG) is to introduce systems specifications and international standards to the Palestinian market, such as ISO9000 in 1996, certificates of specifications, GLOBALGAP, BRC, SA8000, Sedex, FSSC22000, and the first to introduce the cable car project - Jericho in the Guinness Book.

> to USA, UK, Netherlands, Germany, France Russia, Algeria, Saudi Arabia

Chairman and CEO of SGG, Mazen Sinokrot Global Group was the first Sinokrot was the first Palestin-

ian minister from the private sector. He headed the Ministry of National Economy in 2005 and early 2006, and was keen to present a model of partnership between the public and private sectors. He supported awarding the private sector a major role and creating and investment an environment through legislation and laws stimulating investment. He promoted the establishment of a structure conducive to investment and growth in terms of facilitation and other measures, specifically in the form of investment promotion; Palestinian Standards Institution, and Free Zones Authority.





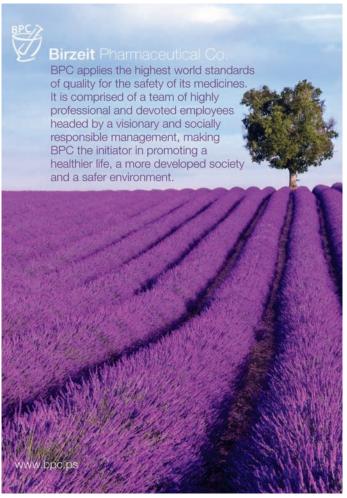


Quds Bank was established in the year 1995 as a public shareholding company and started its operations in January 17th 1997 with a capital of US\$20,000,000-. Currently the bank capital is US\$ 50 Mill Paid in full since 2006. The Bank has thirteen branches and offices which covers all the Palestinian Territories in the West Bank and Gaza. Quds Bank has developed substantially and achieved distinguished results, but this year we expect better results.

This of course has come after the new banking strategy that was put by the new Board of Directors who took full responsibility in providing all necessary financial and moral support to the Bank's Plan, which focused on spreading and by increasing its share in the Palestinian banking sector.

Internally, the Bank has developed its IT Department to meet global requirements and comply with all International Standards. On the technical level and banking services the Bank introduced new modern services such as: SWIFT, WESTERN UNION, SMS, and ATM's and needless to mention to the new financial programs that accommodates all classes in the Palestinian Society. Moreover, Quds Bank serves all Palestinian Communities and believes in supporting the Environment, Social, Cultural and Educational responsibilities too.

Quds Bank will always remain the Nation's & Citizen's Bank.





BPC is committed to provide our community with affordable and safe quality medicines. Our team works with respect to our set quality standards believing that our success is valued by our responsibility. Throughout our history, we have established an ethical corporate culture based on trust, respect, fair competency and compliance with international quality requirements. Our ethical behavior is the key to sustaining our devoted employees who are continuously motivated and rapidly growing in correspondence to a strategic management that efficiently combines our goals and vision with our practices. We adopt the highest technologies to maintain constant leadership in our field. BPC is also committed to developing the Palestinian society, by operating responsibly to serve our people and community and by protecting our environment for today and for our future generations.



# Palestine Commercial Bank البنك التجارى الفلسطيني

Palestine Commercial Bank (PCB) was established in 1992 by a number of Palestinian businessmen, whom realized the urgent need for establishing a banking institution that support and boost the birth of a viable Palestinian economy.

The Bank commenced its banking services through its main head-quarter based in Ramallah in August 1994, with a capital of U.S. \$ 11.255,000 million, followed by an expansion process that led to the opening of other 4 branches with an increase in its capital up to U.S. \$ 35 million for 2009. And the bank intends to increase its capital up to U.S. \$ 50 million by the end of year 2010.

PCB is considered the first Palestinian bank operates under the Palestinian National Authority. PCB conducts its banking services through a widespread network of branches in Palestine, led by a unique vision that strives to provide a world class services that build trust between the bank, its clients and partners in the region. PCB focuses on achieving its goal by developing services that meet clients' satisfaction reaching to services excellence that meet the Palestinian market needs.

Mr. Mahmoud Malhas is the Chairman of PCB Board of Directors since 2008. He holds a Bachelors Degree in Economics from American University in Beirut. Mr. Malhas has been a Chairman and a member of the board of directors for many banks abroad. He is also the owner of many companies, and has been granted many awards.



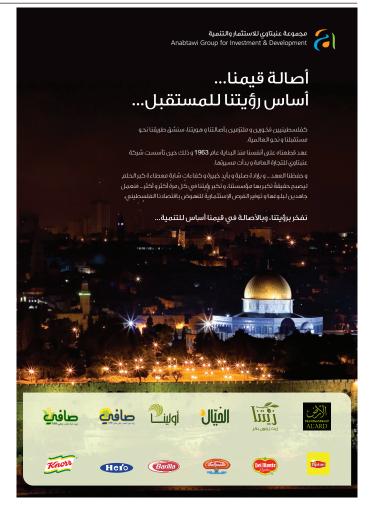


Anabtawi Group was established in 1963 and its beginning was in the distribution of consumer goods. The group has developed to contract with the best of international agencies for the distribution of their goods in the Palestinian Territories as it also worked on the development of the vegetable oil industry and now acquires the largest share in the Palestinian market.

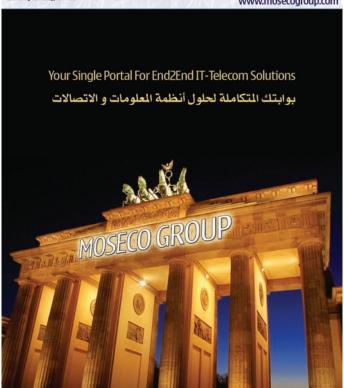
Anabtawi Group has undergone major developments in Palestinian agricultural products, including olive oil. In parallel to these developments, it established Al'Ard Palestinian Agr-products Company, which the group considered it to be a national and ethical investment. With this company, their products entered international markets relying on their experience in dealing with international products.

Anabtawi Group's development continued with its involvement in a number of economic activities that prepared it to enter the world of investment and attract strategic partners achieving its mission in building the Palestinian economy. Moreover, putting the group's shares and companies to be ready for IPO, also it assessed itself according to the corporate governance, evaluating its weaknesses and treating them.

Website: www.anabtawigroup.com Website: www.alardproducts.com









Moseco Group is a leading Arab system integrator with an excess of 40 years in the Telecom market place. Moseco is uniquely able to install and support telecom infrastructure solutions and their complementary operational & business support solutions in a comprehensive and cost-effective manner. The Group is engaged in other telecom business tracks including mobile mass distribution services being the only authorized distributor for Nokia in Palestine. The group is also working as an authorized main distributor for Zain Jordan and Zain Saudi. In addition, Moseco is considered as one of the pioneers in the introduction of the Fiber to the Home (FTTH) technology across the Middle East. Headquartered in the city of Amman, Moseco Group operates in Jordan, Saudi Arabia, Palestine, Qatar, UAE, Iraq, Kuwait, Syria and Yemen. The Group employs over 400 staff members across the different operations supporting more than 20 Telecom/Utility customers across the Arab region.

**Your Single Portal of End2End Telecom Solutions** 



# On-board or on the beach?

Since your comfort on-board comes at the top of our priorities, we have increased the legroom in Economy Class to give you a sense of ultimate relaxation. We have diversified our services as well to make every minute of your flight an enjoyable one.







# Royal Jordanian soars to new heights

One of the leading Jordanian companies, Royal Jordanian was established by a Royal Decree issued by His Majesty King Hussein in 1963 as the national air carrier, with the aim of contributing to developing and promoting services, creating better ties with the world, promoting interaction with other cultures and establishing relations with other nations. Now, under the invaluable guidance and directives of His Majesty King Abdullah II, who spares no effort in lending his support to the airline, RJ continues its strides by renewing its fleet and expanding its route network and operations.

RJ's vision is to be the Airline of choice connecting Jordan and the Levant with the world. Its headquarters are located in the heart of the capital, Amman, and its flights are operated from Queen Alia International Airport. Locally, Royal Wings, an RJ subsidiary company, is dedicated to charter business. RJ employs around 4,500 people in Jordan and at its outstations around the world. Its capital rose to today's JD84.4 million.

In Dec. 2007, RJ was transformed from the public to the private sector.

RJ transported 2.7 million passengers in 2009, and registered JD28.6 million net profit.

#### Fleet modernization program:

RJ completed the strategic plan that included modernizing its short- and medium-range fleet by introducing modern aircraft, of which four are Airbus A321s, four Airbus A320s, four Airbus A319s, five Embraer 195s and two Embraer 175s.

The airline designated names of Jordanian cities on its new aircraft as a part of its mission of promoting Jordan to the world.

The company also intends to modernize its fleet of long-range aircraft. The airline announced that it had selected the wide-body Boeing 787 Dreamliner as the replacement aircraft for its long range Airbus A340s. However, the delivery of 11 Boeing 787s, which were scheduled to join the airline at the beginning of 2011, was delayed until 2013.

In May this year, RJ introduced two new

Airbus A330s, with the decision to phase out the Airbus A310 aircraft. Another Airbus A330 is also bound to join the RJ fleet in the near future. The 283-seat airliner provides optimal comfort to passengers in terms of seat pitch and in-flight entertainment system on both business and economy class, being equipped with the Audio-Video On Demand (AVOD) system, available to all passengers on board.

The A330 aircraft are to serve the flights to the Far East destinations and the London route

In the last quarter of this year, a new Embraer 175 will also be added to the fleet.

The company's strategy for 2010 involves modernizing the Airbus A340s currently servicing the long-range destinations, by equipping them with the distinguished amenities offered passengers onboard the other new aircraft.

The Royal Jordanian fleet now consists of 29 modern aircraft.

#### The route network:

Networkwise, RJ resumed its operations to Brussels in April 2009 after six years of suspending the service, and started operating to Benghazi, Libya, in June 2009. And in March 2010, the airline inaugurated direct service to Madinah, Saudi Arabia, and brought back Kuala Lampur to its route network in June this year.

The last two new stations brought the airline's destinations to 58, spread over four continents.

In order to cater to the demand on travel, RJ is considering expanding its route network during the coming three years to many cities around the world like: Johannesburg, Tehran, Izmir, Luxor, Aswan and others.

Royal Jordanian currently has marketing alliances, through code sharing, with several international airlines: American Airlines, British Airways, US Airways, Iberia, Malév Hungarian Airlines, Siberia airlines (S7), Tarom, Gulf Air, Syrian Airlines and Yemen Airways.

# Joining the oneworld airline alliance:

In view of its reputation and international level of competitiveness, Royal Jordanian officially joined oneworld on April 1, 2007, after it completed all technical and technological requirements to become part of the grouping. RJ is thus the first Arab and regional air carrier selected to join any of the three global airline alliances.

The oneworld member airlines operate 2,500 aircraft flying to almost 750 points and carrying around 330 million passengers yearly. They attain annual revenues reaching US\$100 billion.

#### **Automated systems:**

Royal Jordanian introduced several advanced, state-of-the-art systems that makes the travel experience on board seamless and pleasurable, such as the e-ticketing, Internet booking and the Common Use Self Service check-in system (CUSS). The airline's 24/7 Call Centre offers RJ customers from all over the world all kinds of reservation services, luggage, frequent flyer program and other services. The 'Online check-in', is a new service added to enable RJ passengers to issue their boarding passes electronically from their homes, offices or any place connected to the Internet, through its website.

Royal Jordanian won eight world-class awards in the fields of strategic transformation, techonologies and services, and one national award of excellence.

For more information, please visit the RJ website at www.rj.com



# للقادة حديثٌ آخر





















# **Al Arabiya News Channel**

In 2003, Al Arabiya news channel was launched. The 24/7 free-to-air news and current affairs satellite outlet soon became the news source of choice for Arabs seeking credible news and information about the Middle East and the world beyond. Al Arabiya's reputation for sober and balance reporting now extends beyond its natural geographic and cultural domain, i.e. the Middle East. A number of renowned international news organisations and research institutes interested in the Arab and Islamic worlds regularly monitor Al Arabiya.

Al Arabiya runs an extensive global network of correspondents and reporters to provide its audiences with the latest updates, scoops, interviews, and exclusives. With nearly 30 offices around the world and large-scale presence in several key countries such as Iraq, Palestine, Saudi Arabia, Egypt, Lebanon, Jordan, and Yemen, Al Arabiya enjoys a competitive edge in providing on-the-ground, first hand coverage of major events of relevance to its audience and the world at large.

Al Arabiya's charter embodies an independent editorial policy based on providing its viewers with a speedy news service and balanced analysis that is thoughtfully accurate, comprehensive and objective.

## For further information:

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# شركة التكافك الفلسطينية للتأمين

Al - Takaful Palestinian Insurance Co.

التكافل ... رؤية جديدة للأمان





المركز الرئيسي: برج الشيخ - الطابق الثامن - شارع القدس - البيرة ص.ب: ٤٤٤٤ هاتف: ٢٢١، ٤٢١٠ ، ١٢ فاكس: ٢٢٤، ٤٢١٠ جوال: ٥٩٨ ٩٥، ٢٠٩ ، ٥٩٨ ٩٥، ٢٠٨، www.altakaful-ins.ps



# Al-Takaful Palestinian Insurance Co. P.L.C.

#### about us:

Al-Takaful Palestinian Insurance Co. (ATPIC) is a public shareholding national insurance company established in March 2007 that aims to serve the growing need for Islamic Insurance solutions by offering a comprehensive range of products and services.

ATPIC has a capital source of 8,500,000.; The founding members are group of businessmen, Palestinian financial institutions, as well as a number of reputable private entities and individuals. The board of directors composed of nine members, chaired by Mr. /. Talal Kazem Naser Edeen

The Company's core business activities and investment are conducted in accordance with the Islamic Shariah.

# **Company goals:**

- Complete the circle of the Islamic economic integration in Palestine and strengthen the rules side by side with Islamic banks.
- Create a spirit of cooperation and solidarity between the Insured's' (policyholders) mutually in accordance with Shariah
- To provide all insurance coverage in accordance with the provisions of Islamic Shariah.
- Encourage the groups who are reluctant to get the conventional insurance by providing the Shariah suitable insurance coverage and avoiding Haram

## Insurance benefits provided by the company:

- assuring to avoid the forbidden Riba-based transactions
- Organizing a good relationship between the policyholders and the re-insurance companies to ensure that away from haram
- In its endeavor to provide its policyholders with the ultimate in security and protection, PTIC has placed its reinsurance programs with first class rated international panel
- Devoted to the idea of cooperation, solidarity and achieve the principle of justice and equity between shareholders and

policyholders, and between the policyholders themselves .

# **Compliance with Shareia:**

-ATPIC act in accordance with the concept of "Takaful" which approved by the scholars of Islamic law and Fiqeh as an alternative product "for commercial insurance" as the "Takaful" is based mainly on the principle of mutual, solidarity and the cooperation by policyholders establishing a Takaful Fund

through contributions (premiums), then compensate those who expose an accidental loss from this fund. Those activities are supervised by a Shariah Board which is constituted by a renowned team of Muslim scholars with in depth experience in the fields of Economics and Shariah. The "Shariah", board member are Dr. / Ali Sartawi, Dr. / Husameldeen Afaneh and Mr. Mustafa Shawar,

## Insurance coverage offered by the company:

- Motor insurance.
- Marine insurance, ( airfreight and inland transit )
- Property insurance( Fire, allied perils and all risks)
- Comprehensive household insurance.
- Burglary insurance.
- Engineering Insurances.
- Money Insurance.
- · Fidelity guarantees insurance
- Personal accident Insurance.
- · Plate-glass insurance.
- Workmen compensation insurance
- · Liability insurances.

#### Contact us:

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