

# AL JABER WORLD

Issue 4 - Summer 2011



# achievements that strengthen a nation

Al Jaber Group delivers solutions with  
uncompromising quality, safety  
and timely expertise.

We aspire to achieve excellence.



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# welcome to AL JABER WORLD

**THIS SPECIAL ISSUE** of Al Jaber World celebrates the group's diversity and demonstrates the importance of diversification as a key strategy.

From its very beginnings some four decades ago, Al Jaber Group has benefitted from the strategic intelligence and ingenuity of its founder, His Excellency Obaid Khaleefa Jaber Al Murri, Chairman of Al Jaber Group. The business approach has been characterized throughout by an enthusiasm for opportunity and today, more than forty years on, the successful diversification formula is still growing into new sectors and industries. Lateral thinking and expansion has long been a hallmark and, as Al Jaber Group enterprises have grown, associated development opportunities have been embraced.

On the second anniversary of the launch of AJA, Al Jaber Aviation, there is every reason to celebrate. Not only has AJA become renowned as the ultimate in VIP air travel and famed for its 'your private airspace' slogan, it has also diversified into offering the most professional customized private aircraft solutions in the Middle

East, from sales to acquisitions and from consultancy to full management.

Utilizing group strength and expertise to expand is enthusiastically encouraged. The intention is always to become the absolute experts in a particular field. It is from such a position of strength that opportunities for successful diversification and expansion arise. The trading arm of Al Jaber Group is a perfect case in point; from small beginnings a great and broad expertise has been developed. Similarly, the most complete construction capability has been built up over time so that now no project is beyond our scope, whether industrial infrastructure or luxurious residential.

Diversification has long been key to the group and is as important now as ever before. In the current economic climate the group gains great strength from its diversity. Embracing opportunity, expanding and diversifying are representative of shared motivation and the promise of future success.

Mohammed Al Jaber | CEO





## ENJOY YOUR AIRCRAFT PROTECT YOUR ASSET LEAVE THE REST TO AJA

Your aircraft is one of your most valuable assets. It is also one of the most intricate to manage; the financial and legal pitfalls are many. AJA's management team will attend to every detail, protecting your asset value, ensuring your safety and legal compliance with aviation standards, minimizing your operating costs, and offsetting your ownership cost with charter revenue. With AJA professionally managing your aircraft, you can turn your attention to what matters most.

For more information, or to schedule a meeting with our aircraft management team, please contact us:  
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YOUR PRIVATE AIRSPACE



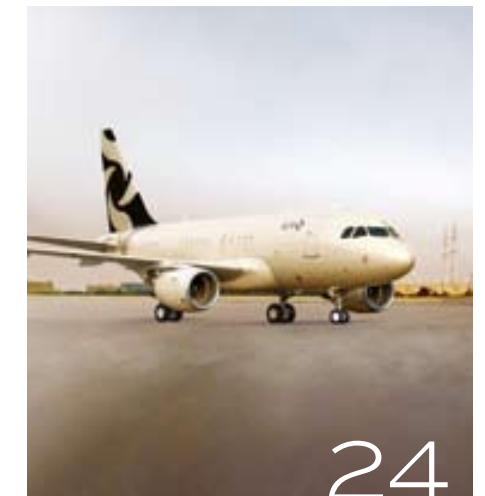
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# Al Jaber Aviation Targets Growing Business Jet Market With Second Lineage 1000 From Embraer

Al Jaber Aviation (AJA), 'your private airspace' and the pinnacle of VIP aviation has announced the induction of its second Lineage 1000 aircraft from the Brazilian aircraft manufacturer Embraer. The deal has been successfully completed with financing from a Brazilian bank.

The addition of the fifth aircraft to the AJA fleet, its third large-size intercontinental aircraft, places the company in a new and unique niche where larger, farther traveling planes with more luxurious cabins are growing in popularity.

"Al Jaber Aviation sees many opportunities in the next few years and we are investing today to make sure we take full advantage of them and position ourselves as a global player in the elite private jet market," said Mohammed Al Jaber, CEO of AJA. "Our intention over the next period is to globalize AJA's footprint and bolster our service provision capabilities to meet our elite customers' expectations."

Industry analysts believe that the private aircraft charter business will pick up in late 2011 and on into 2012. This is



evident from the forecasted growth for the region. In 2008 aircraft movement numbers were at 93,000; by 2009 that number had increased to 103,000, and it is expected to reach 160,000 by 2018 at a compounded annual growth rate (CAGR) of 6.21% per year for the Middle East region. The growth in aircraft movement is supported by the growth in the number of business jets in the region, which is set to reach 1,330 by 2019.

With its spacious interior the Lineage 1000 offers five distinct privacy zones and can transport as many as 19 people in complete comfort. The design creation of award-winning designers Priestman Goode and world-acclaimed interior completion experts DeCrane Aircraft offers a spacious interior and cabin allocations with low noise and exquisite finishing.

The aircraft benefits from the latest in engineering software, including virtual reality, computational fluid dynamics, simulations and knowledge-based engineering tools. With a range of 4,400 nautical miles it can fly from Abu Dhabi to anywhere - New York, London, Moscow or even Beijing. ■

# AL JABER LIGHTING OPENS NEW SHOWROOM IN MUSSAFAH

Al Jaber Lighting, a member of Al Jaber Group, has opened its new showroom next to its head office in Mussafah, Abu Dhabi. The opening was attended by H.E. Obaid Khaleefa Jaber Al Murri, Chairman

of Al Jaber Group; Mr Mohamed Obaid Al Jaber, CEO of Al Jaber Group; H.E. Ciarán Madden, Irish Ambassador in the UAE; and Al Jaber Group Board Members and senior managers in addition to a large crowd



of the company's clients both from the government and from private companies.

The new showroom is located on two levels and features major international brands, including Cristalstrass from Morocco, Voltolina from Italy, Robus from Ireland and GVA Lighting from Canada. Also featured among the world-class brands is Prestige Lighting, Al Jaber Lighting's own in-house brand, which is totally UAE-made. Other associations include Thorn Lighting, Mode Lighting, Venture Lighting, Ludwig, Light-Licht, Buck, Ruud Lighting, Tridonic, Leipziger Leuchten, Kempes Cold Cathode and Fael Luce. Al Jaber Lighting offers complete lighting solutions and the long list of clients from government and private sectors is great proof of the commitment to the highest standards of quality and service. ■

# QUALITY, ENVIRONMENTAL AND OCCUPATIONAL HEALTH & SAFETY MANAGEMENT ISO CERTIFICATIONS FOR HETE

Hamad Equipment and Trading Establishment (HETE), a subsidiary of Al Jaber Group in the UAE has been accredited with three world-leading certifications in Quality (ISO 9001:2008), Environmental (ISO 14001:2004), and Occupational Health and Safety Management (OHSAS 18001:2007).

HETE is a Qatar branch of Al Jaber Leasing Services LLC (ALES), a proudly ISO-certified company for quality, environmental, occupational health and safety management systems. ALES is a solution provider in the logistics and transportation fields, and the construction and industrial sectors both in the UAE and the wider region. ALES plays a key role in maintaining the smooth flow of work in all the group's projects through state-of-the-art maintenance facilities backed up by professional staff.

The three certificates are for the 'logistics and workshop management of equipment, machinery, vehicles and materials for the transport and construction industries' by HETE. One of only a handful of companies in the region to hold all three certifications, this represents a new milestone for Al Jaber Group and further strengthens its market-leading reputation.

HETE's new achievement is a significant step in reaching set goals and a result of outstanding efforts by ALES. This certification is the first step towards achieving company-wide recognition. HETE's entire quality, environmental and occupational health and safety management systems were audited and certified by a DNV-DET NORSKE VERITAS assessment team as a prerequisite to gaining the certifications. The ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 are the highest and most globally recognized standards and place HETE on a par with top global companies. ■

H.E. Obaid Khaleefa Jaber Al Murri, Chairman of Al Jaber Group, said: "Al Jaber Group in the UAE has always been committed to the highest standards in quality and occupational health and safety. As part of our corporate social responsibility program we also employ concerted strategies to adopt environmentally-friendly measures in all aspects of our work. These certificates, therefore, are a reiteration of our Vision, Mission & Policy."



# AWARENESS LECTURE ORGANIZED BY AL JABER GROUP & ABU DHABI POLICE

Al Jaber Group and Abu Dhabi Police Department recently organized an awareness lecture for Al Jaber Group workers in cooperation with the Ministry of Labor, the Civil Defense Department, the Directorate of Traffic and the Community Police Department.

The lecture took place at Al Jaber Group Head Office in Mussafah and was attended by Major Salem Khamis Al Ketbi, Deputy Director of Musafah Police Station; Mr Ibrahim Kanaan, Manager of Public Relations at Al Jaber Group; a group of officers and company managers; and in the presence of a thousand workers from Al Jaber Group.

The lecture covered the workers' rights and duties and also discussed the culture of security and traffic, and social awareness among workers.

At the end of the lecture, Major Karam Ketbi presented awards to the outstanding workers of Al Jaber Group and a memorial shield to Al Jaber Group. ■

# ALEC Awarded AED 604 Million Yas Island Water Park Project

ALEC has been awarded the Yas Island Water Park, a prestigious project developed by ALDAR and worth an estimated AED 604,000,000. ALDAR has the aspiration to build and create the greatest water park experience in the world. Work commenced on 20 February 2011 and ALEC has an 18 month contract period.

The project is located in Zone N of Yas Island and occupies an area of 13.77 hectares. The total GFA for the project amounts to 21,000 m2. The project consists of a number of ride attractions, food and beverage outlets, as well as a souk area and other themed elements to give the park a unique appeal. ■





## AL JABER GROUP WINS EPC CONTRACT WORTH AED 2.25 BILLION

Abu Dhabi Gas Industries Ltd (Gasco) and Al Jaber Group have signed an engineering, procurement, construction and commissioning (EPC) contract on a lump sum turnkey basis for the Ruwais Sulphur Handling Terminal 2.

The contract was signed by Gasco CEO Mohammad Sahoo Al Suwaidi and H.E. Obaid Khaleefa Jaber Al Murri, Chairman of Al Jaber Group.

A consortium led by Al Jaber Group and Technip has been awarded the Ruwais Sulphur Handling Terminal 2 which will be a new greenfield plant located in the Ruwais industrial area approximately 165 km west-southwest of Abu Dhabi city.

Facilities include rail unloading, granulated sulphur storage and ship loading

of granulated sulphur from rail cars, and the supply of utilities from facilities within the Ruwais industrial area. The contract is worth \$614 million (AED 2.25 billion) with a completion period of 36 months.

The project is being executed in parallel with the Shah-Habshan Ruwais Etihad Rail which is being implemented by Etihad Rail Company to transport granulated sulphur from the Shah and Habshan stations to the Ruwais sulphur export terminal and will replace the current transportation of liquid sulphur via trucks to Ruwais.

The transportation of granulated sulphur from source by Etihad Rail instead of transfer in liquid form by trucks to Ruwais will improve road safety and reduce the carbon footprint. ■



## AL JABER GROUP SPONSORS ZAYED UNIVERSITY IT COMPETITION

AL JABER GROUP sponsored the new IT contest at Zayed University's College of Information Technology in Abu Dhabi. Around 118 projects were admitted from 42 universities from 17 countries (namely Jordan, Palestine, Syria, Lebanon, Egypt, Iraq, KSA, Morocco, Algeria, Sudan, Kuwait, India, Oman, Bahrain, Pakistan, Qatar and the UAE).

The IT contest was organized in collaboration with the Software Engineering Research Laboratory (GELOG) in Montreal, Canada that aims to motivate undergraduate students to participate. Dr Sulaiman Al Jassim, Vice President of Zayed University, said: "The contest got an overwhelming response from national and international universities and thus reflects the high awareness level of the new generation in the field of IT and their enthusiasm to stay up-to-date with the rapid development of technology."

Dr Manar Abu Talib, Professor at the College of Information Technology outlined the competition's three categories including the ZISE Web Application category, where students created a complete web application for Zayed Institute for Software Engineering.

The expert judging committee rated the best winning projects of the three categories with a total of 10 prize-winning projects.

- ZISE Web Application: AED 10,000 for 1st place, AED 7,000 for 2nd, and AED 5,000 for 3rd.
- UOBSERVE Software Specification: AED 10,000 for 1st place, AED 7,000 for 2nd, and AED 5,000 for 3rd.
- IT Application: AED 10,000 for 1st place, AED 7,000 for 2nd, AED 5,000 for 3rd and AED 4,000 for 4th.

Al Jaber Group is always keen to sponsor and support science and education at national and international levels, emphasizing that corporate social responsibility is a top priority. ■

## IT'S PORTAL TIME THANKS TO THE TELECOM DEPARTMENT

As part of its commitment to improve the quality of service of telecom services across the group, the Telecom Department has recently announced the launch of its Customer Support Portal (CSP), designed to be the single point of interaction with end users for all telecom-related issues. The portal features interactive forums as well as a fully-featured helpdesk and incident management system.

"As per the directives of the Group CEO, we are always on the lookout for new ideas and ways to improve the Telecom Department's quality of service and delivery timelines. Our portal will help streamline incident management and will provide a more efficient problem assignment and escalation process leading to user satisfaction", said Joseph Haddad, Group Telecom Manager.

"The portal has many other great features, like its intuitive interface which will simplify day to day activities for the end users and provide them with a searchable knowledgebase which will act as a central repository for all telecom-related information. In addition, the forum section of the portal will encourage user contributions and suggestions and will help to keep the user community connected".

On a different front, the Telecom department has recently signed an agreement with Etisalat, its preferred service provider in the UAE, to purchase 10,000 new GSM cards to service its growing employee base. The new GSM cards will enable Al Jaber employees to access a multitude of value-added services at competitive prices. With a history of more than 25 years of great cooperation, Al Jaber Group is considered one of Etisalat's top 20 clients in the region.

For more information or suggestions, please see [telecom.aljaber.com](http://telecom.aljaber.com). ■



## Abu Dhabi's First Robotic Car Park To Be Built By Al Jaber Group At Qaryat Al Beri

Al Jaber Group is to build the first robotic car park in Abu Dhabi. The new car park will be located next to the Traders Hotel in Qaryat Al Beri, which is between the bridges of Maqta and Mussafah.

This project is the first of its kind in Abu Dhabi and has the capacity to handle 325 cars. Because of its location adjacent to the Traders Hotel it will have the same finishing, building specifications and height as the hotel in order to fit in with the gorgeous architectural environment of the development.

The new robotic car park is based on a very sophisticated mechanical system that works via small robots which are placed on steel pallets. The robots pull, rotate and stack the cars in their parking bays. The whole mechanical process of parking the car and retrieving it does not take more than 50 seconds, which makes parking cars a smooth and quick

process for visitors to Qaryat Al Beri.

This robotic car park has been developed with modern and sophisticated technology that has not been seen before in Abu Dhabi. Al Jaber Group, with its track record in building and delivering iconic projects in the region, will utilize its expertise to build this advanced structure.

The ambitious project will lead the way in providing car parking spaces in Abu Dhabi

and will be a model to be followed in the UAE and wider region. Work commenced during the first quarter of this year and is expected to take about 15 months, including the testing and commissioning phase.

The robotic car park building will be a steel structure with GRC facades to compliment the architectural design and finishing of the Traders Hotel. ■





# lighting up ITS SECTOR

FROM THE GLITTERING TO THE GLARING, FROM EXCLUSIVE CHANDELIERS TO CIVIL DEFENSE APPROVED EMERGENCY LIGHTING, AL JABER LIGHTING OFFERS COMPLETE SOLUTIONS.



**ALL THAT GLITTERS** is on display at Al Jaber Lighting's new showroom, and all lighting solutions are available. With a long list of clients from both the private and government sectors, the company stocks products from the world's most prestigious lighting companies. To these world-class products are allied unrivalled expertise and customer service. Whether the client's needs are architectural or industrial, for large-scale solutions or bespoke services, Al Jaber Lighting is committed to the highest standards of quality and service.

As a member of Al Jaber Group, it was a proud and exciting occasion when Al Jaber Lighting opened its new showroom next to Al Jaber Group's head office in Mussafah, Abu Dhabi. The opening was attended by H.E. Obaid Khaleefa Jaber Al Murri, Chairman of Al Jaber Group, Mr Mohamed Obaid Al Jaber, CEO of Al Jaber Group, H.E. Ciarán Madden, Irish Ambassador in the UAE, and Al Jaber Group board members and senior managers in addition to a large crowd of the company's clients from the government and from private companies.

The new showroom is located on two levels; the ground floor is a dedicated space for world class chandeliers, including the

**Al Jaber Lighting is set to become a market leader thanks to a commitment to complete solutions and customer satisfaction.**



**Al Jaber Lighting's long list of clients from both government and the private sector is great proof of our commitment to the highest standards of quality and service.**

prestigious Cristalstrass and Voltolina brands from Morocco and Italy. With showrooms in 53 countries around the world and with products bearing third-party test certificates, these world-class brands are exclusively presented in the UAE by Al Jaber Lighting.

More diverse international brands are featured throughout the showroom. On the first floor the displays include specialists in the field of architectural LED lighting and industrial lighting such as Robus from Ireland and GVA Lighting from Canada.

Al Jaber Lighting's own in-house brand, Prestige Lighting, is totally UAE produced. The product range covers a full line of lighting fixtures including civil defense approved emergency lighting. Prestige Lighting offers the best quality products at the right price with the assurance of comprehensive warranty and a quick delivery time.

Al Jaber Lighting is also channel partner for Thorn Lighting, carrying their entire product range, and has tie-ups with companies like Mode Lighting, Venture Lighting, Ludwig, Light-Licht, Buck, Ruud Lighting, Tridonic, Leipziger Leuchten, Kempes Cold Cathode, and Fael Luce to name but a few.

Al Jaber Lighting's main objective is to provide one-stop lighting solutions to all customers in numerous lighting segments and to become a market leader by attaining 100% customer satisfaction. Al Jaber Lighting strives to provide the right lighting fixtures from top quality suppliers from around the globe and to ensure that its services meet or exceed customer requirements and expectations based on agreed solutions. Al Jaber Lighting can be entrusted with complete lighting and dimming control solutions; the long list of clients from government and private sectors is great proof of the commitment to the highest standards of quality and service. ■





# the men THAT MOVE GIANTS



AL JABER HEAVY LIFT HAS WORLD CLASS HEAVY LIFT CAPABILITIES, AN IMPRESSIVE TRACK RECORD AND EXCEPTIONAL ORGANIZATIONAL, ENGINEERING AND TECHNICAL FACILITIES.

#### THE EXPERT OWNER AND OPERATOR

of some of the world's largest cranes and most comprehensive heavy lift, transportation and load out capabilities, Al Jaber Heavy Lift (AJHL) is on call to clients internationally. When a client needed 11 giant jib cranes safely transported into position at a new ship building facility in Qatar, AJHL was ready for the challenge.

It was some challenge. These cranes are real giants, each 100m high and weighing 1,170 tons; that's as tall as 20 giraffes and weighing as much as 200 elephants. They needed to be transported across an active construction site with ongoing work meaning ever changing conditions.

The cranes were not actually designed to be transported when assembled but safe and successful transportation of the giant cranes would save the client precious project lead time. After detailed discussions and planning that started in 2008 the project was successfully completed in 2010. Over 78 days some 12,870 tons were successfully transported during 14,040 incident and injury free man-hours. With the 11 giant jib cranes safely in position at the new ship building facility the client's project was able to advance on schedule.

The achievements are even more staggering than the figures and images suggest. It was crucial that every single factor of the task was considered, from the vast height and weight of the cranes, and that their center of gravity



was a full 26m above ground level, to monitoring the wind speed and constantly maintaining the crucial stability angle of 6.90°. It is a great testimony to the highly motivated teamwork between the professionals of AJHL and its client that the project was executed so smoothly.

For Naim Al Hajjar, AJHL's Doha Hub Managing Director, it was all thanks to preparation and professionalism. "Planning

was crucial; extensive safety plans, proper communication and contingency plans at all levels made this extraordinary logistic challenge an extraordinary reality.

"Our project successes are a result of the dedication of our highly trained, specialized teams. AJHL is building on its reputation for utmost safety, and for operating with a very visible planning system and comprehensive, integrated project documentation."

AJHL is forging an impressive name for itself internationally by consistently providing clients with safe, comprehensive, high-quality engineered heavy lifting and transportation services onshore and offshore which meet world-class standards. Along with the growing reputation, the range of AJHL activities has been expanding from its Middle East stronghold as far afield as Europe and Australasia.

As well as demonstrating AJHL's ability to manage and execute challenging projects, with over 14,000 incident and injury free man-hours this Doha project also highlighted the fundamental company belief that safe working is fundamental to overall project success. The AJHL slogan, 'safely onwards and upwards' is no empty promise, it is the very drive and motivation behind the company's every action. ■

It was some challenge. These cranes are real giants, each as tall as 20 giraffes and weighing as much as 200 elephants, and they were safely and successfully transported across an active site during 14,040 incident and injury free man-hours.







# power TRADERS

AL JABER'S TRADING ARM IS STRONG, DYNAMIC AND WELL-RESPECTED. ITS BROAD SCOPE INCLUDES EXCLUSIVE DISTRIBUTORSHIPS AND FULL BACK-UP FACILITIES.



**AL JABER'S TRADING ENTERPRISES** are rightly revered as the experienced experts in their respective fields. From big brands and exclusive distributorships to a full-range of new and used equipment for both sale and hire; and from comprehensive technical research and back-up facilities to complete production, operational and logistics capability; Al Jaber's trading arm is the well established, growing and evolving market leader. Its enviable expertise, extensive client list and deep relationships with key brands is thanks to a long and proud history. Since the group's very beginning trading has been a key component of the business.



The well established, growing and evolving market leaders with comprehensive research, retail and rental capabilities.

## AL JABER TRADING

**AL JABER TRADING LLC** demonstrates the diversity and expertise of Al Jaber Group's trading enterprises. It comprises exclusive agency agreements with major players such as Shell Oil Lubricants and Kenworth, as well as spare parts services for brands such as Caterpillar and Italtractor, and sale and hire services for a comprehensive range of used equipment.

Amongst the big names in proud association with Al Jaber Trading is Kenworth; Al Jaber Trading is the agent for Paccar International Inc, marketing Kenworth trucks and supplying

a comprehensive range of highway trucks and off-road trucks that are individually designed to meet customers' specific requirements. It also offers a full range of back-up services and holds over 90% of all spare parts in stock.

Equipment sales are another important part of the business and Al Jaber Trading owns a fleet of construction plant and equipment numbering more than 5,000 units. These range from large dozers through scrapers, graders and rollers to side boom pipe layers, road construction plant, generators, compressors and others; many of which are less than two years old and all of which are available for hire or sale.







The company has come a long way from humble beginnings and today has earned its status as a market leader and one of the biggest players in the field.



Spare parts are a key component for strong customer service. Al Jaber Trading holds a wide range of Caterpillar spare parts allowing it to both offer good services to its customers and back-up for its own fleet of equipment. Al Jaber Trading is also the sole agent for Italtractor ITM for undercarriage spare and replacement parts.

**MIDDLE EAST EQUIPMENT & TRADING**

MIDDLE EAST EQUIPMENT & TRADING (MEET) is a significant representative of Al Jaber's trading activities and was established back in 1990. MEET houses GFF filters, Neo heavy vehicle batteries, Italian Berco undercarriages, CGR spare parts, Shell oils and lubricants, in addition to a specialized workshop.

MEET competes in different trading sectors and distribution channels with world renowned names and big players in the market. The competition brings a daily challenge to the management and sales force to maintain market leadership.

In today's market environment MEET has an edge over the competition, running the only local filter factory with fully-fledged operational capabilities. MEET is also proud to have one of the largest logistics facilities

in its sector, ensuring smooth deliveries within a competitive timeframe.

In addition to its local market, MEET exports products to other GCC countries and to Africa. Crowning its capabilities, MEET has a prominent workshop led by the best professionals in their field. The workshop specializes in heavy earth machinery (Caterpillar & Komatsu), fuel pumps, undercarriage welding, engines and transmissions, and truck press and painting.

With 120 employees, MEET achieved total revenue of AED 120 million in 2010 and recorded 17% growth between 2007 and 2010. As a trading unit, MEET's business model is not based on one-shot mega deals; rather on daily business and sales operations with a wide client base both locally and regionally.

It is not possible to foresee the future without looking back at the past - to 2007 in particular. A milestone year for the company it marked the beginning of a new strategy and vision, paving the way for the major achievements of 2009 when MEET signed an agreement with Shell to become the sole distributor for Shell oils and lubricants, which was followed in 2010 by another great success in the signing of a contract with Shell Aviation to be their distributor in the UAE

and selected Middle Eastern countries.

The company has come a long way from humble beginnings and today has earned its status as a market leader and one of the biggest players in the field. MEET is looking forward to the future and foresees operations in additional sectors with regional offices.



MEET is planning to penetrate new trading segments in the future. To capitalize on the new trend of HSE, MEET will be trading in safety equipment with high quality and competitive prices to fulfill the growing





demand from local and regional markets.

MEET is also planning to inaugurate a new branch in Dubai which will be a new anchor to business in the northern emirates, to be closer to clients and to enhance logistics services.

MEET enjoys a unique working style; the team spirit and friendly working environment makes everyone involved in the success of the company; and this is cherished as a true value that MEET carries.

AL JABER BITUMEN

AL JABER BITUMEN LLC was first established in 1982 under the name Abu Dhabi Asphalt & Lubricants Co. (ADALCO) for the purpose of importing bulk bitumen for road construction in the emirate of Abu Dhabi. Since then this subsidiary of the Al Jaber group of companies has grown to be a major regional player.

Offering a complete range of cutbacks and emulsions for the road construction industry, Al Jaber Bitumen is a key force in the markets of Oman and the UAE and holds certificates from the American Association

Over a million and a half metric tons of bulk bitumen has come through Al Jaber Bitumen, with an outstanding record for safety and dependability.



of State Highway and Transportation Officials (AASHTO) and the American Society for Testing and Material (ASTM).

Bulk bitumen is safely shipped on two of Al Jaber's specially designed vessels to the Al Jaber Bitumen marine terminal in Mussafah. Since the start of operations over a million and a half metric tons of bulk bitumen has come through Al Jaber Bitumen, while an outstanding record for safety and dependability under all conditions encountered in the Gulf has been maintained.

Extensive upgrades and modifications of the facilities at Al Jaber Bitumen are underway to provide our customers with a wider range of products and services. This assures that Al Jaber Bitumen will maintain its position as one of the largest and most reliable



From exclusive big brand distributorships to comprehensive back-up facilities and complete production, operational and logistics capability, Al Jaber's trading enterprises are rightly revered as the experienced experts.



providers of quality bitumen products in the Arabian Gulf; all of which meet the exacting specifications of internationally recognized bodies such as the American Association of State Highways and Transportation Officials (AASHTO) and the American Society for Testing and Material (ASTM). ■







# international DEFENSE

AL JABER GROUP WAS A MAJOR FORCE AT IDEX 2011, THE 10TH INTERNATIONAL DEFENSE EXHIBITION & CONFERENCE.



**SERVING THE BEST INTERESTS** of the UAE armed forces, Al Jaber Group was busy securing deals at IDEX 2011. Held under the patronage of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE and Commander in Chief of the UAE Armed Forces, the event drew more than 60,000 visitors and 1,060 exhibitors from 52 countries. It proved an important platform for national and international companies to unveil major new technologies and equipment, and to forge new partnerships.

## Al Jaber Group Joins With Turkey's FNSS

The new alliance targets the full scale production of, and complete logistical support for, a wheeled armored vehicle family (WAV) in the UAE. H.E. Obaid Khaleefa Jaber Al Murri, Chairman of Al Jaber Group said, "This industrial partnership is of strategic importance to Al Jaber Group; it builds on our diversification philosophy and supports our advanced position as a main supplier to the UAE Armed Forces. We are very pleased to tie up with FNSS, and are confident that this partnership will result in tremendous success and will lead to further cooperation".

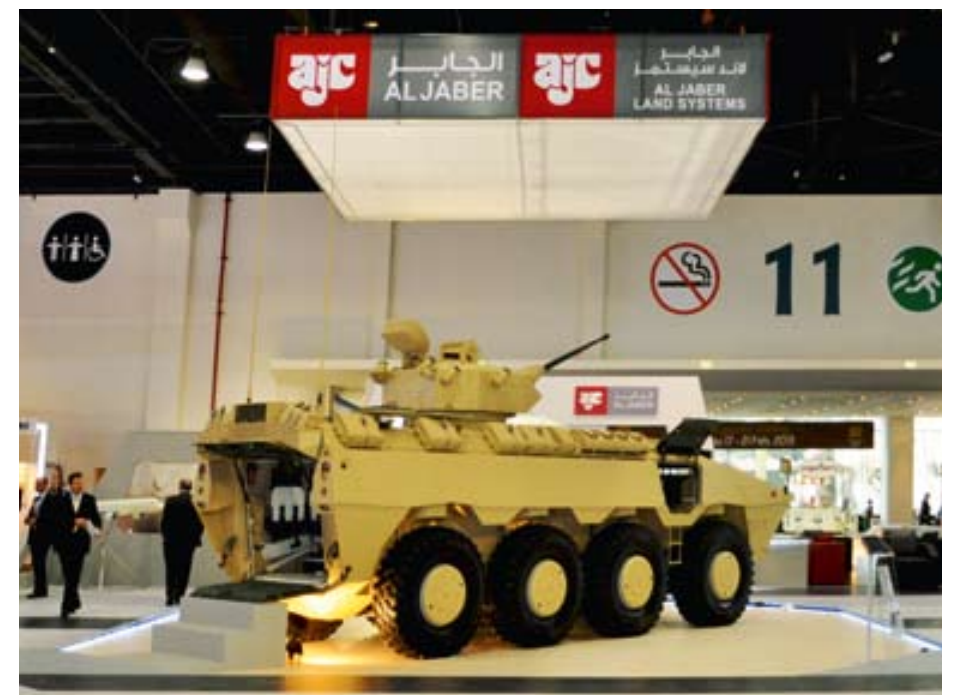


## Al Jaber Group Selects Oshkosh Defense HET

Oshkosh Defense is to provide its Global Heavy Equipment Transporter (HET) vehicle to support UAE Armed Forces and will fulfill Al Jaber's initial purchase of Global HETs by early 2012.

"Our goal is to provide the UAE with the world's most powerful military vehicles as part of an overall logistics and fleet management solution," said H.E. Obaid Khaleefa Jaber Al Murri, Chairman of Al Jaber Group. "Our focus is on quality and long-term performance, and Oshkosh was the clear choice. They have a successful history of designing, manufacturing and sustaining heavy-duty vehicles for the U.S. Army and militaries around the world."

Working closely with Al Jaber Group, the new Global HET was designed to meet all the requirements of the UAE Armed Forces and was rigorously tested and evaluated in extreme desert conditions. It is a high-performance 6x6 transport vehicle with a 70 ton payload capability. With a powerful 700-horsepower engine, the Global HET is able to transport a main battle tank, armored vehicles, construction equipment, and more.



**"Our goal is to provide the UAE with the world's most powerful military vehicles as part of an overall logistics and fleet management solution."**

## Al Jaber Group & Diehl Defense In Joint Venture

The agreement is dedicated to the joint modernisation and upgrade of UAE military land vehicles. H.E. Obaid Khaleefa Jaber Al Murri commented, saying, "We are pleased to sign this joint venture with Diehl Defense, and we truly believe that joining our forces will result in tremendous success for both organizations and for the UAE Armed Forces. The advanced know-how of Diehl Defense and Al Jaber Group's industrial and manufacturing capabilities will set up a

strong platform to execute a wide range of maintenance and upgrading activities."

Diehl will supply components such as propulsion, suspension and tracks and will assume system responsibility; Al Jaber Group will provide facilities and UAE infrastructure as well as conducting work on the vehicles. Both companies consider the agreement a milestone in the strategic cooperation to modernize UAE military vehicles and are confident it will be a big success and will serve the best interests of the UAE Armed Forces. ■



# multidisciplinary MARVEL



DEEP IN THE ABU DHABI DESERT AN EXTRAORDINARY TRANSFORMATION IS TAKING PLACE. AN ENTIRE INDUSTRIAL INFRASTRUCTURE IS BEING CREATED IN AN ASTONISHING DEMONSTRATION OF AL JABER'S COMPLETE CONSTRUCTION CAPABILITY.

**THE GREAT DESERT OF ARABIA** is rightly known as the Empty Quarter; it is the world's largest uninterrupted expanse of sand. Deep in the desert, set a full 27km from the nearest road, the site of the Shah Gas Development (SGD) Plant was wilderness indeed. Not anymore; Al Jaber Energy Services (AJES) and Al Jaber Transport and General Contracting (AJTGC) have demonstrated their extraordinary EPC (Engineering, Procurement and Construction) expertise in the most remote of locations.

EPC is an understatement of a definition for AJES; after all, AJES and AJTGC have full multidisciplinary capability and can boast of civil, pipeline, mechanical, electrical and instrumentation expertise. On the remote SGD site some 35 million m<sup>3</sup> of dune sand has been shifted, a total of 95km of road has been laid, three drilling



pads have been constructed, and a fully-equipped base camp created from scratch; not to forget the 74km of ditches, 18km of perimeter fencing, seven dual-carriageway roundabouts and two camel underpasses.

The prestigious \$300 million Abu Dhabi Gas Development Company project will have been completed in just 16 months and the contrast between commencement in March 2010 and July 2011 could not be more marked, with the gleaming tarmac of brand new roads and the shimmering metal of base camp facilities standing where there was once nothing but sand.

The project had to begin at the very beginning, with access. From the already remote Liwa Highway 27km of dual-carriageway had to be constructed to access the remote SGD plant. The works involved 12 million m<sup>3</sup> of cut and fill activities, the installation of street lighting with a breakaway system (a UAE first) and, in addition to those roundabouts and camel underpasses, the construction of drainage culverts, wire rope rails, a camel fence and overhead lines. The access road construction was delivered on time in only ten months.

The works at the SGD plant itself involved excavating 35 million m<sup>3</sup> of dune sand and placing it in 150mm layers up to 12m deep over a 6km<sup>2</sup> area. In addition it was

necessary to grade and surface 22km of principal roads within the site and 18km of perimeter roads around the site. AJES and AJTGC also had to construct 18km of single carriageway patrol road, install 2.5m high chain link fence all around the 18km perimeter and construct 74km of lined and unlined drainage ditches.

The base camp would have to incorporate everything necessary for complete drilling support. The major functional features included a 60,000m<sup>2</sup> lay-down yard, a climate-controlled warehouse, a drilling pipe inspection area and a pioneer camp for the accommodation of 64 senior staff in addition to the camp's clinic, recreation area, restaurant, office, laundry, fuel station, substation and vehicle maintenance, and chain link security.

The scope of work also covered all earth work activities to build and level three drilling pads and provide rig access roads to two of these. Typical of AJES

and AJTGC, delivery has been on time and over three million man hours have been amassed without a single LTI.

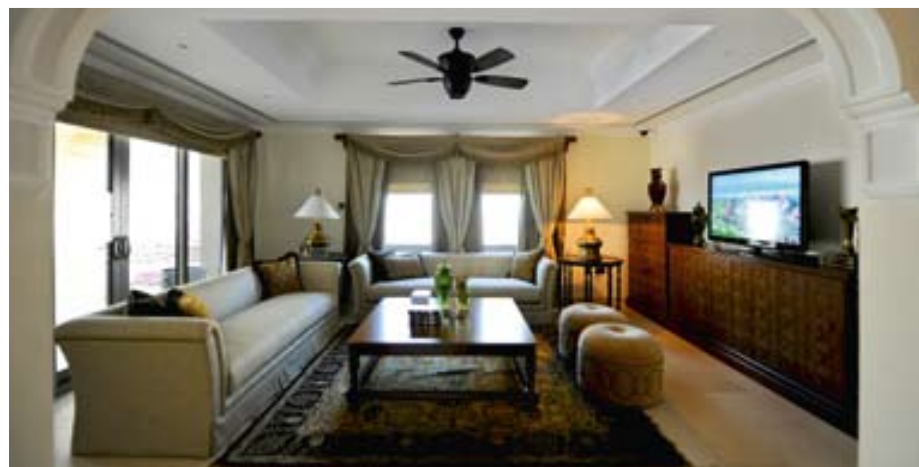
The project was a great showcase for the multidisciplinary expertise of AJES and AJTGC, and the training agenda demonstrated the high value placed on human resources. Training was carried out on defensive driving, manual material handling, environmental awareness, driver awareness, advanced rigging and slinging, and chemical safety.

In transforming the deepest desert into immaculate industrial infrastructure, AJES and AJTGC have again demonstrated the complete construction capability that so sets them apart and shown expertise throughout the organizations, from heavy equipment to individual workers, from cutting edge technology to intricate planning. Even within the competitive EPC field AJES and AJTGC are indeed multidisciplinary marvels. ■

On the remote site 35 million cubic meters of dune sand has been shifted, 95km of road has been laid and a fully-equipped base camp created from scratch - and that is not to forget the two camel underpasses.







# inspirational CONSTRUCTION

ELITE CONSTRUCTION IS SOMETHING OF A HALLMARK FOR AL JABER BUILDING LLC – AND NOWHERE IS MORE ASPIRATIONAL AND INSPIRATIONAL THAN THE SAADIYAT BEACH VILLAS.

**THE VERY WORDS SAADIYAT ISLAND** already conjure up associations of style and grandeur – and as work advances the fame will continue to grow. Worldwide attention has focused on the development of world-class galleries, museums, hotels and golf courses. That interest is now quite rightly shifting to property – and particularly

to the luxurious Saadiyat Beach Villas. Playing a leading role in delivering the lofty ambitions of Saadiyat Island, and so aiding the advancement of the Abu Dhabi 2030 vision, Al Jaber Building LLC (AJB) is ensuring that construction of the 364 luxury villas proceeds at full pace. The project has been designed to encapsulate the vision of

Abu Dhabi and AJB is proud to be associated with the flagship scheme. Located in the heart of the UAE's capital, the Saadiyat Beach District is close to the Saadiyat Cultural District, which will host the Zayed National Museum, Louvre Abu Dhabi and Guggenheim Abu Dhabi.

In August 2010 the Abu Dhabi Tourism and Development Investment Council (TDIC) appointed AJB to work on this iconic development and since then construction work has advanced impressively. It is a huge project of some 250,000 square meters of built-up area. The Saadiyat Beach Villas are to set a benchmark for global living standards and form an elite residential

As well as ensuring that the iconic luxury villas project proceeds at full pace, Al Jaber Building is also leading the field in key areas of construction innovation and sustainable development.

community offering a wide range of modern and sophisticated facilities that live up to the island's promise of first-class living.

The villas range in size from extremely spacious six-bedroom homes to more compact three-bedroom choices, and are available in three distinct and beautifully designed styles: Arabian, Mediterranean and Contemporary. Each home is immaculately designed to be comfortable, stylish and welcoming. Handover of the villa complex is planned to begin in the fourth quarter of 2011.

Key construction milestones have already been achieved with the delivery of the Jawaher Al Saadiyat show villas

in April 2011, in time for the launch of Abu Dhabi Cityscape and Construction Week. The 10 show villas have been built in a variety of sizes and styles along with a landscaped street and two parks. The fully furnished homes feature landscaped gardens and terraces, and offer an exclusive preview of the distinguished lifestyle that future residents are set to enjoy.

These are truly unique homes that will appeal to a sophisticated clientele looking for a truly differentiated product. However, it is not just the luxury villas that define the project. AJB is also leading the field in the key areas of construction innovation and sustainable development which are so

crucial for Saadiyat Island's overall success. Key elements include environmental protection and reduction of resource use, conservation and enhancement of cultural heritage, and the provision of liveable communities. Abu Dhabi's Estidama Pearl Rating System and TDIC's Sustainable Design Regulations have been used as tools to implement sustainable design and construction practices.

A construction waste management facility has been established to support the objective of diverting 70% of waste from landfill to resource recovery. The facility manages the reuse and recycling of materials, whilst on-site concrete crushing facilities minimise the transport footprint. In addition, environmental training is provided to help implement the island's sustainability objectives and targets.

Another key area of innovation has been Al Jaber's promotion of employee welfare. With a total direct labor resource of some 7,000 working on the project, AJB prides itself on having worked closely with TDIC to ensure that all employees receive high standards of training, accommodation and welfare. These strong ethics and high levels of care and respect for the workforce help to drive a quality culture at all levels and stages of the construction work.

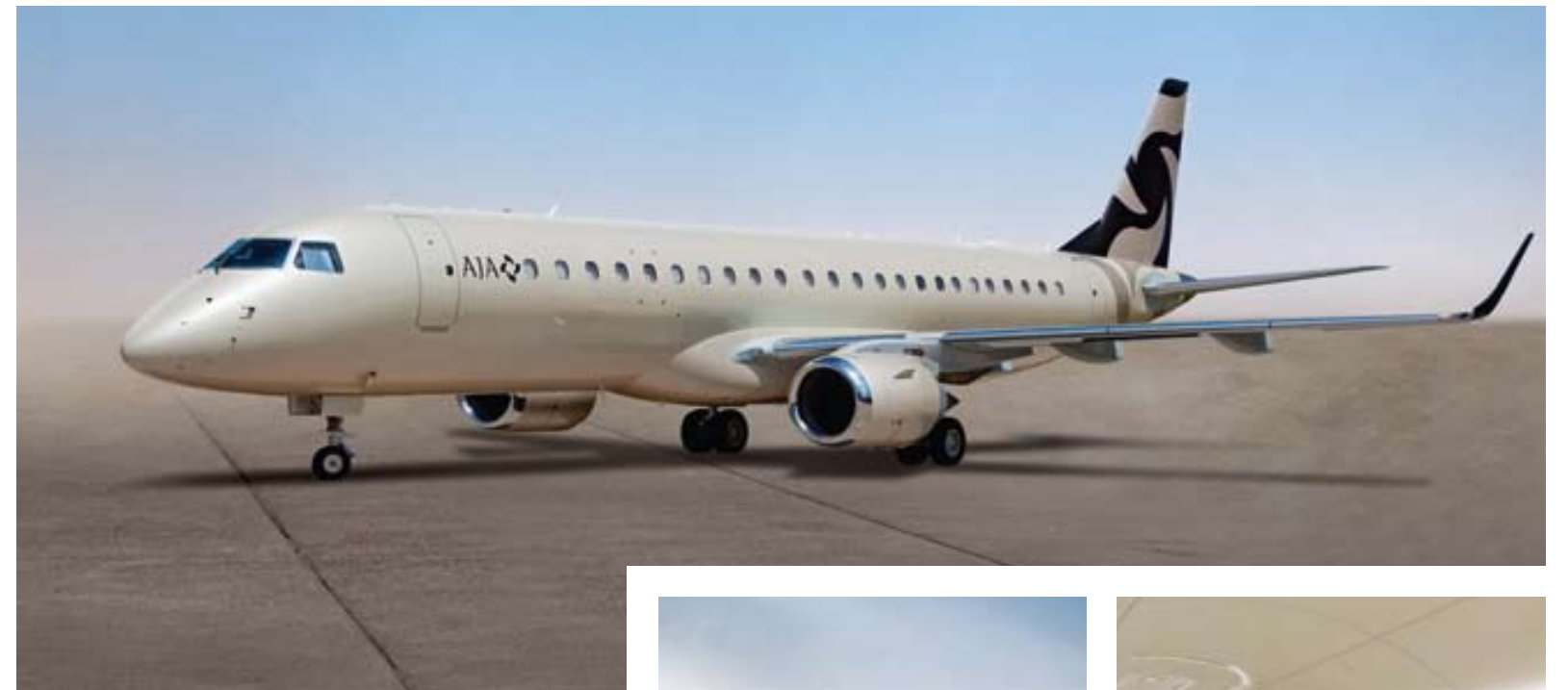
By 2012 the completed village will number some 1,600 homes. Following the villas, the Saadiyat Beach Apartments development is set to offer 963 apartments in 14 towers. Construction on the apartments is due to begin in early 2012, but these projects are just the beginning. By 2020 as many as 145,000 people, the population of a small city, could be living in luxury on Saadiyat Island. ■



# AJA

## the absolute private aviation professionals

FROM SALES TO ACQUISITIONS, CONSULTANCY TO FULL MANAGEMENT, AJA OFFERS THE MOST PROFESSIONAL CUSTOMIZED PRIVATE AIRCRAFT SOLUTIONS IN THE MIDDLE EAST.



ALL YOU HAVE TO DO IS ENJOY YOUR AIRCRAFT AND ATTEND TO YOUR BUSINESS - AND LEAVE THE BUSINESS OF ATTENDING TO YOUR AIRCRAFT UP TO THE AJA PROFESSIONALS.



**ON THE OCCASION OF ITS SECOND BIRTHDAY** and with the UAE fast becoming a global hub for business aviation, AJA (Al Jaber Aviation) is leading the field as a provider of total private aviation solutions. In just two years, AJA has become established as a leading operator of VIP and executive private jet charters. With a reputation that reaches the heights of its corporate slogan, AJA really has lived up to being the private jet experts that provide 'your private airspace'.

The affection and respect that AJA has deservedly won over these two years has served as a catalyst to expand its offerings to its many prestigious clients and the wider aviation market. AJA has now diversified its business expertise into aircraft management, sales and consultancy. As the pinnacle of VVIP aviation and part of the Abu Dhabi-based Al Jaber Group, AJA will leverage its industry-leading access and expertise to assist clients with all aspects of

aircraft acquisition, sales and operations.

The leading Middle East charter operator with the youngest state-of-the-art fleet, comprising all new Embraer Legacy 600, Embraer Lineage 1000 and Airbus A318 Elite Plus aircraft, AJA is well-equipped to serve the private aircraft transportation requirements of individuals, corporations and governments. In addition, with AJA's team of aviation leaders and its strong industry network, the company is able to facilitate the acquisition or sale of customers' aircraft as well as offering the most professional customized aircraft

management solutions to aircraft owners in the Middle East.

Explaining AJA's diversification, Bilal Yousuf, Head of AJA Strategy and Business Development, said, "As a premium commercial operator, AJA specializes in the high end of the business jet market.

"We already have in place a world-class organization with a UAE AOC operating to the highest professional standards in business aviation, and we maintain strong relationships with both aircraft manufacturers and our industry partners. We are working to leverage

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With its team of aviation leaders and its strong industry network, AJA can take on the burden of taking care of your aircraft.

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the strengths of our team of business aviation professionals and our leading market position to the benefit of our clients.

"AJA's inventory already boasts some of the best business aircraft in the world today. We are well positioned to offer a full range of aircraft acquisition, sales and management services. We can undertake a turnkey all-inclusive project or simply provide our professional opinion on any aspect or transaction. In any case, our client will have complete peace of mind knowing that they are getting the best possible, impartial professional advice."

The portfolio of aircraft acquisition, sales, consultancy and aircraft management services on offer from AJA includes facilitating the sale of clients' existing aircraft and a full range of consultancy services regarding the selection of new or replacement aircraft. Consultancy services include a full assessment of the client's

From turnkey all-inclusive project management to simply providing our professional opinion on any aspect of a transaction, AJA clients have the peace of mind of knowing that they are getting the best possible, impartial professional advice.



### Total Private Aviation Solutions

- Aircraft Sales & Acquisition
- Aircraft Specification, Completion & Acceptance Management
- Aircraft Operational Management (Private & Commercial)
- Aircraft Maintenance Management
- Aircraft VIP Charters



mission profile in order to offer AJA's professional opinion on the aircraft that would most suit the mission specifications; a full range of technical consulting services to assist with the aircraft options and systems specifications; a full range of technical representation services related to progress inspections and pre-sale/pre-buy inspections; and AJA is also able to lead the legal and financial matters related to any acquisition or sale.

Once you have selected your aircraft, AJA will take on the burden of your aircraft ownership experience. All you have to do is enjoy your aircraft and attend to your business - and leave the business of attending to your aircraft up to the AJA professionals. AJA will handle all matters related to registration and

entry into service, and will liaise with the relevant aviation authorities, register the aircraft and place it on AJA UAE AOC. Recruitment and training of the flight, cabin and technical crews will be taken care of by AJA as will access to AJA's robust network of service providers to safeguard the value of your asset and ensure the lowest cost of operation.

Business aircraft are among the most capital intensive assets and AJA is well positioned to assist Middle East business aircraft owners in achieving the best value for their aviation investment. In support of the strategic direction that will see the UAE become a global hub for business aviation, AJA offers a full suite of services and facilities with more exciting initiatives to be unveiled in the near future. ■





# traders HOTEL

STYLE AND SUBSTANCE COMBINE TO CREATE A HIGH CLASS AND GREAT VALUE DESTINATION FOR LEISURE OR BUSINESS.



**QARYAT AL BERI IS NOW RENOWNED** as one of Abu Dhabi's finest destinations for luxury and hospitality. The complex has become a magnet for residents and visitors alike with a myriad of shopping and dining options. Traders Hotel is a vibrant, modern destination within Qaryat Al Beri that has attracted great feedback from its international clientele and proven to be a perfect accompaniment to the Souk, the Chi Spa, the five-star Shangri-La Hotel and the associated residences. Located between the two bridges of Maqta and Mussafah, Qaryat Al Beri is now one of the region's top destinations and Traders Hotel is both perfectly placed and perfectly equipped to cater to leisure and business guests alike.

The hotel's dynamic, contemporary design is reflected throughout its 301 well-appointed guestrooms and suites, urban-chic

all-day dining Afyā restaurant, sophisticated Lobby Lounge, and relaxing Pool Bar. In addition to the fine service, guests are treated to complimentary broadband internet access, flat-screen LCD televisions and DVD players in every room. There is a private beach and fully-equipped health club and outdoor pool, and guests also have access to neighboring Shangri-La facilities.

As well as the leisure facilities it is an ideal business venue, able to cater to anything from a private beach reception for 1,500 to a meeting room conference for 45. It really is luxury hospitality at its best. ■



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Offering five star luxury and service with unbeatable value, it is no wonder Traders Hotel is so popular.

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