

AL JABER WORLD

Issue 2 - Summer 2010

CELEBRATING 40 YEARS OF AL JABER
THE PRIDE OF ABU DHABI

success story

the road ahead

LEADING THE WAY IN REGIONAL INFRASTRUCTURE

attention to detail

THE TOWERING AMBITION OF AL JABER ENERGY SERVICES



achievements that strengthen a nation

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uncompromising quality, safety
and timely expertise.

We aspire to achieve excellence.



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welcome to AL JABER WORLD

THIS IS A VERY SPECIAL ISSUE of Al Jaber World; it is the issue that heralds a new era in the history of our group.

Forty years ago, our founder, His Excellency Obaid Khaleefa Jaber Al Murri, chairman of Al Jaber Group, started his historic journey in the world of business with a small team and great aspirations. His dream was to build a unique company that would become a giant group.

Forty years of hard work, commitment and determination have brought us to where we are now, a multi-faceted group of companies with unlimited capabilities in the fields of construction, logistics, industry, trading, hospitality and services.

After forty years of successful achievements and outstanding results, we remain focused and continue to be the nation's largest private employer, with a team of 50,000 employees, and an unrivalled portfolio of impressive projects.

We look to the future with great excitement and a long-term plan. We are expanding both horizontally and vertically.

Our successful diversification formula is still growing to touch new sectors and industries, and we are in line with Abu Dhabi's plans of growth and expansion. Our road map is that of Abu Dhabi's 2030 plan and we will continue to be an integral part of this great country's development and success.

Today, on the occasion of our 40th anniversary, we salute all our staff. We are very proud to maintain the highest rates of staff retention and are delighted to share our accomplishments with some who have been with us since our very beginnings. We are proud to be an attractive work destination and maintain the highest standards of safety and professionalism and are always a step ahead when it comes to technology and modernisation.

I invite you all to go through this exceptional issue of our magazine and hope that you will enjoy it and I look forward to hearing your comments and feedback.

Mohammed Al Jaber | CEO



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AJA brings VIP private aviation to the heart of the UAE’s capital

IN A LANDMARK 10-year tenancy deal, Abu Dhabi Airports Company (ADAC) and Al Jaber Aviation (AJA) have signed to see AJA based at Al Bateen Executive Airport in the heart of the UAE capital. Declared a ‘win-win’ situation for both partners, AJA’s new office space now strategically locates the VIP aviation company in central Abu Dhabi as the airport’s largest tenant, while for ADAC the agreement complements its strategy of diversification of its airports. ■



Al Jaber Aviation completes first year of operation

JUST OVER ONE YEAR AGO, in June 2009, Al Jaber Group revealed its entry into the VIP and corporate aviation market with Al Jaber Aviation. AJA, the world’s newest executive jet operator, offers its guests bespoke luxury travel to any destination of their choice. With a burgeoning modern fleet of advanced, large-cabin aircraft, AJA aims to be a global leader in the rapidly growing VIP charter market and has already achieved successful repeat business from some of the most VIP clients in the region. Mr. Mohammed Al Jaber, CEO of AJA said on this occasion, ‘We are proud and excited with the 1st year anniversary of AJA; we have worked hard towards seeing this day, and succeeded in the execution of our plans despite the tough

economical situation. We are very optimistic looking ahead for the future. AJA is on track with its fleet delivery schedule; in addition to the two Legacy 600 aircraft that we received at the beginning of our operations last June, we received our first Lineage 1000 from Embraer in March and we will continue according to plan through receiving two more aircraft this year, the Lineage 1000 and Airbus 318’. Dr. Mark Pierotti, Chief Operating Officer of AJA commented that with dignitaries, celebrities and the world’s business elite among the guests, the clientele know they can rely on intuitive, discreet and impeccable service. ‘The operations of AJA are known for uncompromising standards in safety and quality. We have a team of trusted and carefully selected experts present at every level of the company from our ground staff to our pilots and crew. Our impressive fleet is made up of premium executive jets at the leading edge of modern technology’. For more on AJA, see p.24. ■

State-of-the-art new testing centre

AL JABER GROUP, the owners of the largest heavy equipment fleet in Abu Dhabi, has signed a contract with Emirates General Transport and Services for operating a heavy equipment inspection and testing centre. The new centre will have state-of-the-art modern testing machinery and tools provided by Al Jaber with the best engineering and qualified testing team from Emirates Transport. ■

Quality management

AL JABER TRANSPORT and General Contracting LLC have been successfully certified by M/S TUV SUD Management Service GmbH for their quality management system. The exhaustive evaluation process culminated in a comprehensive two-day registration audit and the certification recognises that the policies, practices and procedures of the firm ensure consistent quality in the services and work product provided to clients. ■



New joint venture to create facility management company

IN AN EXCITING new partnership with France-based Sodexo, Al Jaber Group has announced the launch of Hestia Facility Management LLC. Hestia will act as an integrated facility management company that provides multi-disciplinary activities for consulting, design, operation, maintenance and management of public and private buildings and facilities. Covering sectors like industrial, manufacturing, educational, healthcare, commercial, retail and residential, the new company will offer services related to property management, space management, project management, procurement and contracts, management and risk management. Hestia is named after the goddess in Greek mythology who cared for the household. The new company will bring hospitality and efficiency to the management of ancillary services for organisations and businesses looking for service-provider excellence. For full story see p. 22. ■

CONSTRUCTION COMPANY OF THE YEAR

FOR THE NINTH YEAR in a row, Al Jaber Group won the prestigious Arabian Business Awards Construction Company of the Year award. Designed to recognise excellence across all sectors of business in the Arab world, Al Jaber Group again appeared far above the competition. Receiving the Construction Company of the Year Award at this prestigious event was, on behalf of the Group, Her Excellency Fatima Obaid Al Jaber, COO of Al Jaber Group. The selection of Al Jaber Group was based on a number of factors that set the Group above its competition. As explained by the special panel of judges, Al Jaber Group has over 45 companies under its umbrella and an asset base of AED 10 billion. Now in its 40th year of operations, and against a tough economic backdrop, Al Jaber Group has continued to perform strongly with an incredible 50,000 employees on the payroll. The Group has built many of the region’s major road networks, and it is also one of the region’s major earth moving and infrastructure contractors with a huge range of equipment at its disposal. ■

Al Jaber Group and EMC close a deal worth AED 57 million for Mercedes-Benz trucks

AL JABER GROUP has acquired 154 Mercedes-Benz trucks worth AED 57 million from Emirates Motor Company (EMC). The trucks include the award-winning Actros 3848S tractor head which is capable of pulling three-axle tipping trailers, the 2040S tractor head powerful enough for two-axle flatbed trailers and a number of chassis trucks suitable for 4000 IG water tanks, 18 CBM tipping bodies and 10 CBM concrete mixers. ■



40 years

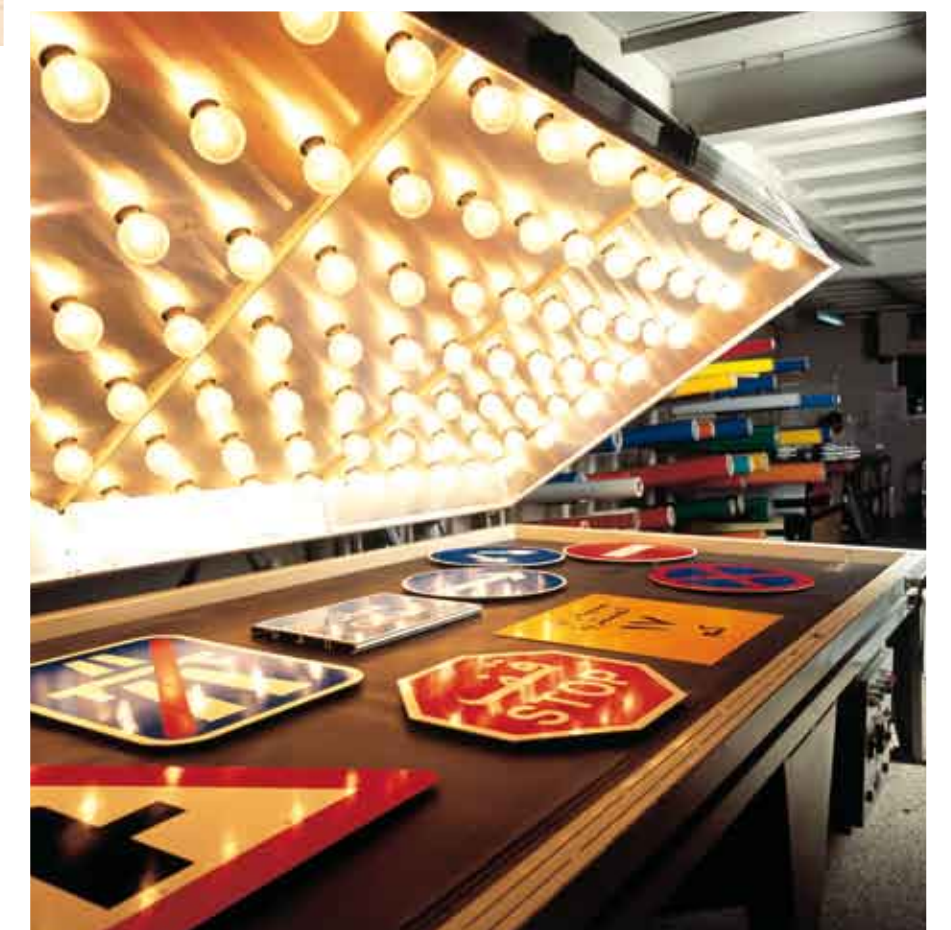
A STORY OF SUCCESS

IT ALL BEGAN 40 YEARS AGO IN A VERY DIFFERENT ABU DHABI. THE YOUNG H.E. OBAID AL JABER COULD SEE WHERE THE UAE WAS HEADED AND KNEW HE COULD HELP. WITH GREAT NATIONAL PRIDE, THE STRONGEST OF MORAL VALUES AND A REAL CONFIDENCE IN ABU DHABI'S FUTURE, THIS YOUNG MAN SET OUT TO BUILD THAT FUTURE.



IT WAS JUST AN IDEA back then, a small dream and a great ambition. Now in 2010, as the Al Jaber Group celebrates its 40th year, the vision of the founder and chairman, His Excellency Obaid Khaleefa Jaber Al Murri is evident in the exponential growth that has seen his original small contracting company become a leading conglomerate in the UAE and wider region.

For the last 40 years, Al Jaber Group has been entering new territories and acquiring new markets, growing in every sector approached and becoming a leader in each market. But company pride is driven in the main from the contribution to the development of Abu Dhabi itself. Al Jaber Group has pioneered every industry it has ventured into and is proud to have achieved great milestones over the last 40 years in the infrastructure, construction and development of Abu Dhabi and the UAE.



Al Jaber Group has built more than 5,000 kilometres of roads and highways throughout Abu Dhabi, built more than 3,500 villas in housing and residential complexes, and the energy arm has been involved in the country's biggest oil and energy sector projects.

Al Jaber Group's impressive results are a legacy of sustained and monumental growth. All the diversification and development, expertise and investment, go back to that young man's dream.

The growth has been characterised by a belief in the future of Abu Dhabi, by the vision to recognise the requirements of development and by an ability to always provide solutions. That Al Jaber Group has seen so much worldwide recognition and international partnership is a just reflection of the quality of its business and business philosophy.

There is great ambition and vision in the business, but there is also a calm understanding of the responsibilities of leadership. Al Jaber Group has been so fundamentally involved in the

All Al Jaber Group's impressive results, international renown and monumental achievements in building the very infrastructure of Abu Dhabi and the UAE go back to that young man's dream.



There is great ambition and vision in the business, but there is also a calm understanding of the responsibilities of leadership.

creation of today's Abu Dhabi that it well appreciates the importance of taking a long-term view.

Looking far ahead and comprehending the direction of development has been one of the group's great strengths. The visionary chairman, His Excellency Obaid Khaleefa Jaber Al Murri, has always believed in the potential of Abu Dhabi and that the future of the UAE would necessarily be heavily dependent on construction. The subsequent growth and diversification of the business has ensured that Al Jaber Group companies support and service each other and that the group portfolio is constantly enhanced with new products and technical innovations to maintain market leadership.

There is old-fashioned wisdom in building great strength and stability through diversity and controlled growth. The chairman's core values are shared throughout the business. Traditional,

family-oriented Arabic values of honesty, generosity, devotion and loyalty, that were instilled from a young age in the verdant surrounds of Al Ain where he was born, are evident in even the most aggressively ambitious parts of the modern Al Jaber Group business.

Embracing both the exciting future and the proud past, the group always looks forward, positioning itself as the preferred provider for the ever-more impressive industrialisation of the region as well as actively seeking out ever-more diverse opportunities for business expansion.



Embracing the future and celebrating the past, Al Jaber Group is loyal to the core values that have brought it so much success and is ever ambitious for more.



The enthusiasm for opportunity has long been a hallmark of Al Jaber Group, and the development now of Al Jaber Aviation is as logical a progression as were those original steps of diversification, with transportation and earth-moving being added onto the standard construction template.

The Al Jaber vision is very much about seeing beyond the boundaries, and the flair for finding diverse opportunities is matched only by the finesse in delivering success and delivering to deadline.

There is something noble and indeed old-fashioned about the unrivalled reputation for honesty and for never being late with any project. But it is a reputation which provides a crucial cutting edge in a very modern world. This, and the very diversification of operations sets Al Jaber apart and allows the group to set its standards above all others.

After 40 years, and with a strong hold on its heritage, Al Jaber Group is very proud of its past, but is very much of the future too. ■

SETTING BENCHMARKS FOR BUILDING EXCELLENCE



Based in Dubai and Abu Dhabi in the UAE, ALEC has built and delivered buildings of the highest quality to key clients in the Middle East. ALEC's primary focus is the construction of resort hotels, retail developments, high rise buildings and airports, with the capability to design and build landmark projects.



the road AHEAD

FROM THE VERY EARLIEST ROADS TO THE VERY LATEST HIGHWAY INTERCHANGE, AL JABER CONTINUES TO LEAD THE EXTRAORDINARY EXPANSION OF UAE AND REGIONAL INFRASTRUCTURE.

TO THE SOUTHEAST OF THE CITY OF ABU DHABI, at the region's most crucial road junction, an extraordinary project has taken place. Al Mafraq Interchange is the most important point on the UAE's roadmap, a crossroads that links the capital to its second city, Al Ain, to the east, to Dubai to the north, and west to the rich lands of Al Gharbia, Saudi Arabia and the Mediterranean beyond.

These major highways are always busy, but the existing interchange and bridge, dating from 1979, were in desperate need of upgrading and, in March 2008, Al Jaber took on the project. One of the most complex projects in the GCC region, the reconstruction of the Al Mafraq Interchange

is already having a huge impact on the UAE, shifting traffic focus from the city and taking development all over the emirate.

What was the emirate's oldest interchange is now its newest with a 75 metre, eight lane main bridge, two viaducts, and associated loops and slip roads. In just 24 months, Al Jaber Transport and General Contracting L.L.C. has transformed regional traffic flow, playing a huge part in further realising Abu Dhabi's progress towards the grand vision of the Abu Dhabi 2030 plan.

The AED 750 million project is the perfect, and logical, culmination of 40 years of Al Jaber expertise in this area. Al Jaber Transport and General Contracting L.L.C.

is the cornerstone of the Al Jaber group and has literally built the nation's infrastructure, responsible for major road networks throughout the region and over 5,000km of roads in Abu Dhabi alone.

Established in 1972 along with the very beginnings of the group, Al Jaber Transport and General Contracting L.L.C. has evolved to become the group's largest division and one of the leading infrastructure companies in both the UAE and the region. Considered the backbone of Al Jaber Group revenues, its share exceeds 35% of group revenues.

The Al Mafraq Interchange project is but the latest in a proud list of projects including other recent landmarks such as the second runway at Abu Dhabi Airport,

Abu Dhabi Industrial City 3 (ICAD 3) and extensive works on Yas Island. Indeed, Al Jaber Transport and General Contracting L.L.C. continues to grow and expand, and 2009 was another good year as it successfully executed more than AED 3.5 billion worth of work.

The company always looks for efficient growth, both horizontally and vertically, and, in the last three years, it has evolved tremendously, paying close attention to restructuring operations and moving from a road contractor to an infrastructure contractor. As a result, revenues have grown four times in the last three years and, most importantly, have survived significant economic challenges.

The company looks to the future with tremendous excitement, seeing great opportunities for growth and expansion locally, regionally and

Al Jaber Transport and General Contracting is the cornerstone of the Al Jaber group and has literally built the nation's infrastructure.

internationally. The company has been making a lot of serious moves towards having solid presence wherever needed in international markets and is proud to have become a major destination for international companies, enjoying great success in many joint ventures.

Set apart from the competition, the company prides itself on the huge investments undertaken in people, plant and equipment. Well known for its commitment to the timely delivery of projects while maintaining the highest standards of quality and safety, the

company is unique in its record of on-time completion. Always a step ahead when it comes to introducing new solution technologies, expertise and innovations, the company has become a major contractor in handling sophisticated projects.

With 12,000 staff, including over 600 highly qualified engineering staff and 12 project directors, there is considerable expertise and experience in all areas of activity across the infrastructure sector. Leaders in earthworks, utilities, road and highway construction, road structures and airports, the company



operates throughout the UAE and also has a major operation in Qatar. The staff are invaluable and the company is proud to retain project managers and directors who have been part of the company for more than 15 years. An attractive work destination with the highest safety standards, the company is proud to have a great mix of nationalities working in harmony with each other. There is a strong belief that support and commitment to its people are the main factors behind its success.

Al Jaber Transport and General Contracting will keep on growing and expanding while taking care of its people and the community it works in. The role has always been, and will continue to be, a proactive role as there is true belief in the vision of the Abu Dhabi leadership and great pride to have been able to play a vital role in the development of Abu Dhabi and the UAE. ■





HOME OF LUXURY

THE MOST LUXURIOUS VILLAS IN ALL OF ABU DHABI, AND ACROSS THE UAE, HAVE AL JABER AT THEIR FOUNDATION.

BEHIND ABU DHABI'S most amazing villas and most exciting residential developments is Al Jaber Building L.L.C. Established in 1990, the company has grown consistently ever since to become the largest contracting firm that executes housing projects and villas in all of Abu Dhabi.

From the cool, beachfront community of Al Raha Gardens to the projected splendour of Saadiyat Island, Al Jaber Building L.L.C. (AJB) has built more than 5,000 villas across the UAE in a wide variety of housing projects and complexes. When the UAE contracting boom was starting in the early 1990s, the company sought the opportunity to take a major role in developing national housing projects and its construction portfolio has grown ever since.

Al Raha Gardens was one of its biggest projects, worth AED 1.9 billion and including more than 1,380 villas. The prestigious development has become an Abu Dhabi landmark and highly sought-after residential address. The turnkey project, including redesign, infrastructure and utilities, was delivered on time and to the highest quality.

AJB's most recent project is Saadiyat Island Villas, the region's most celebrated and luxurious villa project. The island is set to become a world renowned location, and an unsurpassed cultural destination with the Abu Dhabi Louvre and Guggenheim, and its villas will be the ultimate aspirational residences.

The unique challenges and scope of the project suit AJB well and the 344 state-of-the-

art villas, and the 10 mock-up villas comprising the 'Street of Dreams', will be built to the very highest criteria. The contract is worth well over one billion dirhams (AED 1,361,905,000 in fact) and specifies Al Jaber Building for the construction, completion and handover of the fully functional villas.

There is of course great competition in this sector, but AJB won the prestigious contract due to its impeccable reputation, keenly developed over the years, for an unmatched ability to undertake massive projects and to deliver on time. It is one of the few companies in the region that has all the resources and capabilities to enable it to deliver big residential complexes that require massive expertise, knowledge, logistical support and staff.



AJB is considered a giant when it comes to resources and it is the capability to work simultaneously across wide-stretched projects that is broadly respected by both clients and competitors. The combination of logistical and technical expertise, of extensive knowledge and experience, has seen the company grow to become the biggest firm of its type in Abu Dhabi.

International recognition has seen AJB become an attractive destination for foreign companies seeking joint ventures and coalitions in the UAE. Typical to the Al Jaber Group, the company is forever keen to embrace and encourage new partnerships and has seen considerable success as a result. Even in the great international economic crisis, AJB had a fantastic 2009 and managed to secure revenues of AED 2 billion, contributing around 20% to Al Jaber Group's total revenues.

A major part of the group, the company is rightly proud of its involvement in the continuing development of Abu Dhabi, in setting new international standards for housing excellence. AJB's main activities are across the UAE, including in Abu Dhabi's western region, Al Gharbia, and second city, Al Ain. Over on the UAE's east coast, the Al Jaber Tower is a landmark skyscraper project that, with 270 apartments over 43 storeys and 170 metres, is to be the tallest and most exciting building in all Fujairah. Concentrating on the development of villas and housing complexes, AJB has a particular capability for delivering turnkey projects that include significant infrastructure and utilities.

There is great expertise behind the great developments. There are more than 13,000

employees working for AJB, including more than 400 technical staff and 150 engineers of all disciplines. A huge fleet of equipment, more than 6,000 units, serves to add infrastructure to the expertise. Renowned for the ability to run the biggest and most complex projects, AJB is the contractor of choice for major developers in the region.

With an outstanding record in Abu Dhabi and throughout the UAE, the founding vision of some 20 years ago has proved impressive. Established to provide modern and up-to-date solutions in the areas of housing, villas and urban developments, the company has been responsible for a significant part of the region's luxury modern housing and, with a succession of multi-billion dirham projects, AJB has become a main revenue generator for the group over many years.

Being part of Al Jaber Group has been of great benefit, giving a competitive edge with complementary infrastructure services. As a result, AJB has become famed for its capacity to move labour camps and equipment around its projects in record time. Plans for the future focus on calculated growth, to enhance capabilities in terms of manpower, equipment and technology; to keep investing in AJB's people and to keep developing work techniques through introducing new and modern technologies.

For AJB the future holds great hope and optimism. Geared to grow and develop with the Emirate of Abu Dhabi, AJB is enthusiastically aware of the Abu Dhabi government's plan to continue to expand housing capabilities and looks forward to contributing further to this plan. ■

attention to detail the key to success

AL JABER ENERGY SERVICES IS ALL ABOUT SOUND FOUNDATION AND TOWERING AMBITION.

AL JABER ENERGY SERVICES, with its 10,000 employees making up approximately 20% of the Al Jaber Group workforce and established as a major construction player in the energy sector (oil & gas, petrochemical and chemical industries), believes that attention to detail is paramount.

A crucial part of one of AJES's latest projects did require a very specific attention to detail. The US \$5 billion Borouge 2 program at Ruwais was dependent on the completion of its Industrial Waste Water Treatment Plant (IWWTP) before it could

start production. AJES teamed up with Sharjah-based water treatment company Metio Overseas Limited to deliver this US \$50 million IWWTP.

A key but curious part of this project was the cultivating of bacteria. Proper care and feeding, main meals of sugar supplemented with vitamins (urea and phosphoric acid), saw the bacteria multiply enough to enable the entire project. And the whole Borouge 2 project does depend to a small but significant degree on this small and somewhat forgotten aspect.

The friendly bacteria were grown to sufficient number as a biomass organic solution to be able to treat the effluent. Its scope was considerably greater than just the rearing of bacteria, but the attention to detail and ability to deliver reached across every aspect.

Construction has continued for months on two shifts of day and night, commissioning being done in a record period of one month on a 24/7 basis and the entire project set to be completed in 22 months. Now those critical components of IWWTP, 292 m³ /hr oily water, 10 m³/hr of OCU spent caustic and 20m³/hr of sanitary waste water, look set to run smoothly to ensure that the entire Borouge 2 project can function.

Since 1994 AJES has been dedicated to the oil and gas, petrochemical, pipeline, water, power and industrial sectors. Providing mainly construction solutions, on a few occasions AJES has performed EPC jobs as well, whether in partnership with international or regional companies or by hiring an engineering subcontractor.

This expertise, led by its 200 engineers, has seen the execution of major projects including the US \$170 million Borouge 1 plant construction works related to the Bechtel-Linde ethylene plant, the US \$600 million Union Water & Electricity Company twin water pipelines between Fujairah and Al Ain, and the US\$ 550 million Qatar Gas Common Sulfur Project.

Being a 100% locally-owned company and part of the renowned Al Jaber Group has helped AJES stand out from the competition, as has the ability to form a strong rapport with key clients and strategic alliances with international and regional partners. The associated benefits of the Al Jaber Group are very influential, there is the financial support, a large equipment base, logistical support, including transport and full service camps, administrative support, including visa and security passes, centralised procurement for better pricing, and many other benefits.

With this sound foundation there is towering ambition. AJES intends to grow and expand through its development with other Al Jaber Group companies leading to



better coordination and more effective pricing of products, through diversifying its client base, local and international EPC companies and through aggressively bidding and executing projects within budget. The vision is to become the preferred energy procurement and construction services company in the region for the energy,

industry and infrastructure sectors by securing and successfully executing multi-disciplinary and EPC contracts and by performing work of outstanding value which surpasses customers' needs, fulfils employees' wishes for job satisfaction and upholds the public interest in integrity, safety and environmental sensitivity. ■



construction KINGS

CONTRACTOR OF CHOICE FOR MAJOR PROJECTS

IN THE MIDDLE OF the planet's biggest sand desert or in the middle of one of the world's most bustling metropolises, if you need a construction project delivered, and delivered on schedule, then you need ALEC.

Since 1999, ALEC has been designing and constructing resorts and hotel developments, high rise buildings and airports. With a crack team of 8,500 staff including 200 highly skilled and experienced engineers, with 160 vehicles and plant items, with five supporting businesses of MEP (mechanical, electrical and plumbing), precast, ceilings and partitions, fit-out and reinforcing, and with the support of the whole Al Jaber Group, it is no wonder that ALEC has evolved into the contractor of choice for major construction projects.

And it is no wonder that when the time came to find the best contractor capable of delivering the AED 2.3bn Mirdif City Centre

mall in the heart of Dubai city, just as when looking for the answer to constructing the AED 1.4bn Qasr Al Sarab Desert Resort & Spa in the heart of the Empty Quarter desert in the farthest flung corner of the UAE, the answer was ALEC.

Mirdif City Centre opened in April 2010. It opened on schedule, despite numerous changes, delays and variations. 550,000 m² in size, Mirdif City Centre used the latest green methods during construction and, despite being constructed in the face of the severe economic storm which stopped so many others, it achieved its single handover date and has been a resounding success. It is already a landmark destination that is exciting and driving consumers and commentators alike.

Also receiving rave reviews and stunning reports of admiration and astonishment is the Qasr Al Sarab Desert Resort & Spa. It

really is located deep in the desert, far into the wilderness, far from any supporting metropolis. Nothing on this scale, to this style, or to this standard of elite finish has been achieved before. It is now amongst the world's most excitedly talked of five-star hotels, winning countless awards for its polished innovation.



That it is there at all is astonishing. That it opened on schedule and to such high standards is testament to ALEC; the remoteness of the site would have made it impossible for many. Facilities to house and feed more than 4,000 labourers and 400 staff meant that, essentially, a resort had to be created before the project resort could even be started. Even basic necessities like water had to be tanked onto site.

With the success of projects like these, and others like the AED 1.4bn Shangri-La Qaryat Al Beri and the AED 2.2bn Dubai Marina Mall, it is easy to envisage further expansion into the GCC and global market. The ALEC brand of timely execution and the highest of standards that saw an annual turnover in 2009 of over AED 3bn is likely to continue to be the best in every geographical area it operates in. ■

olympian ambition

solutions through partnership



AL JABER GROUP HAS A LONG, PROUD AND SUCCESSFUL HISTORY OF EMBRACING JOINT VENTURES. THE LATEST COULD BE ONE OF THE GREATEST.

AL JABER GROUP has a long and proud record of developing key partnerships. The Group's latest joint venture is with a suitably like-minded business.

Joining with Al Jaber's expertise in the UAE is European-based Sodexo. Founded in 1966 by Frenchman Pierre Bellon, Sodexo has grown to become a celebrated world leader in providing integrated services to improve the quality of daily life. From facilities management to food services and service voucher operations, Sodexo has found great success by creating considerable added value through the integration of management and the delivery of a widening range of services.

In Greek mythology, the virgin goddess Hestia received the first offering in the household. The flame from Hestia's public hearth would be carried from the mother city to any new settlement.

Founded in Marseille, France, on the founding experience of generations of the Bellon family in maritime catering for luxury liners and cruise ships, operations quickly expanded through staff restaurants, schools and hospitals; from Marseilles to Paris, and then beyond. The expertise in remote site management had, by the 1970s, reached beyond France to Africa and the Middle East. In advance of today's joint venture with Al Jaber Group, Sodexo developed experience across the world and grew to become an internationally-recognised major player in food and facilities management. Sodexo is now present in 80 countries, with 380,000 employees worldwide.

Under the leadership of H.E. Obaid Khaleefa Jaber Al Murri, Al Jaber Group recently pooled resources with Sodexo to create the Hestia Facilities Management joint-venture. Hestia will focus on providing facilities management services in the healthcare, education and office client segments across the UAE.

Pierre Bellon and Obaid Al Jaber share the same pioneer spirit and ethical principles. They both recognise the need to address the UAE market with innovative offers, thereby relieving hospitals, universities and conglomerates from the management of activities that are ancillary to their core activities.

Under unique management contracts, Hestia Facilities Management will provide a complete range of services, spanning infrastructure and medical equipment maintenance to reception desks and 24/7 call-centres. Hestia's expertise will serve as a unique alternative for high-level decision-makers who seek service-provider excellence that will help them meet their health and safety responsibilities and measurable environmental footprint commitments while still delivering process and cost efficiencies.

Hestia is named after the goddess in Greek mythology, the sister of Zeus, who cared for the hearth and central fire in Greek households. She is associated with hospitality and well-being, as well as efficiency and performance. Hence, Hestia Facilities Management's philosophy is to focus on the comfort of its clients' end-users, such as patients, students and employees, and the benefits derived from the services provided by Hestia.

From Sodexo's headquarters in Paris, France, all the way to Al Jaber's home in the UAE, this shared business philosophy could make for another remarkable success story. ■



community commitment

AL JABER GROUP PROMISES TO CONTINUE TO ENHANCE ITS ROLE AS CHAMPIONS OF ITS COMMUNITY, ITS INDUSTRIES AND ITS HISTORY.

AL JABER GROUP and its management have been busy in the last quarter supporting a number of strategic community events. There was a conscious focus on the education and sports sectors, in addition to supporting humanitarian institutions and organisations.

‘Our commitment to our community remains a central activity in everything we do.’

Ever since its establishment, Al Jaber Group has maintained a strong presence in the community it operates in, through tangible support to leading institutions and organisations that play a focal role in improving the lives of UAE nationals.

This last quarter has been no different; despite the economic downturn, Al Jaber Group's commitment to its community has remained unswayed. The Group became the main sponsor of Baniyas Sports Club, giving

the club a major boost to become one of the most competitive teams in the UAE. Indeed this contribution played a major role in improving the club's performance.

Al Jaber Group is widely recognised for its keen support of the heritage and traditions of the UAE and has been a consistent advocate of cultural events that create greater awareness of UAE history and culture.

Sponsorship of this year's Camel Race Association, as a main sponsor, is but the latest interpretation of this philosophy and vision. The event itself was an unrivalled success in enhancing the awareness of the sport and all the associated local traditions. The Group was also proud to be part of the 3rd GCC Women's Sports Games, a very prestigious event that gathered women athletes from all across the GCC.

The commitment to helping such honourable social causes is not limited to sports. Al Jaber Group continues to be a major patron of the Higher Colleges of Technology and Zayed University, and it plays a central role in providing the required support and help to these academically renowned institutions. Al Jaber Group is also a significant supporter of various publications, books and

periodicals, allocating a dedicated budget for corporate advertising to support the industry on an ongoing annual basis.

Commitment to the community remains a central activity in everything Al Jaber Group does. The group's belief is that corporations should appear more like people, that they should have an image and a personality, that their audience should be able to easily engage with them. The group's involvement in its community is often paternal and indeed the group is very pleased to be patron of many effective organisations that add value to fellow UAE citizens.

Al Jaber also acknowledges its position as a leader in the sectors in which it operates and plays a very important role in industry-related events through participation, sponsorship and delegations. The group is proud to be among the main sponsors of the Arabian World Construction Summit and is excited about participating in other leading exhibitions and conferences related to its industries.

That commitment to community is a constant; the group promises to continue to enhance its role as sponsor and supporter of various causes and institutions and looks forward to further future involvement. ■



‘The Lineage 1000 introduces a new standard of luxury among executive jets.’

your own PRIVATE AIRSPACE

FROM ABU DHABI TO ANYWHERE...
LONDON, PARIS, NEW YORK, MOSCOW, BEIJING...
AJA REALLY IS AIR VIP.

AL JABER AVIATION INTRODUCES THE ALL-NEW LINEAGE 1000 FROM BRAZILIAN AIRCRAFT MANUFACTURER EMBRAER.

AL JABER AVIATION, AJA, received its first all-new Lineage 1000 executive jet from the Brazilian aircraft manufacturer Embraer. The new Lineage 1000 will join its two sisters, the two Legacy 600 aircraft that were introduced by AJA in June 2009.

Mr Mohammed Al Jaber, CEO of AJA, commented, 'We are thrilled to receive our first Lineage 1000 and cannot wait to get the second one later this year. I am also most pleased because we are on track with carrying out our expansion plan as scheduled when we launched AJA.'

'The Lineage 1000 is a valuable addition to our fleet; it will add great benefits to our customers through providing a state-of-the-art large-size aircraft that flies over longer ranges with the utmost comfort and luxury.'

The addition of this large aircraft to the AJA fleet will empower the company to service an

entirely new sector of clientele in private aviation. AJA will now be able to offer its services to heads of states, rulers, VIPs and all those who wish to fly in extreme comfort to far-off destinations; it can take clients from the UAE to London and beyond.

The Lineage 1000 is the first of five such aircraft ordered by AJA to allow the company to offer its services to customers who demand greater luxury, greater range and a greater number of passengers.

The new AJA Lineage 1000 was inspected, test flown and accepted on the 22nd March 2010. It immediately flew home to Abu Dhabi, via the Caribbean and Europe. AJA took the time to fully train operational staff on the new aircraft and then, on the 6th April 2010, the GCAA carried out the thorough AOC Operational Audit of AJA and the Lineage 1000. AJA passed with zero findings and



‘The Lineage 1000 offers a range of 4,400nm, taking you from Abu Dhabi to almost anywhere in Asia, Europe and even to America.’

were given the commercial licence to immediately start selling the aircraft in the charter market. Straight away, the AJA sales team sold a Paris flight. This project’s success is already a testament to AJA’s teamwork and aviation professionalism.

The new aircraft allows AJA to offer ‘Your Private Airspace’ in the larger-size, longer-range, VIP charter market, exactly where AJA wanted to be and exactly in line with the continued execution of the AJA business plan. The AJA

‘Entering the Lineage 1000 is like being received in a gracious, beautifully designed home as it divides naturally into five private, elegantly proportioned spaces.’

level of service is already deservedly renowned. AJA offer ‘Your Private Airspace’ using the Legacy 600 aircraft, but the new Lineage 1000 aircraft allows AJA to take the level of service to new heights and to a new clientele who demand more space, more luxury and more range.

The first Lineage 1000 will enable AJA to penetrate the high-end market, then the introduction of the remaining four Lineage 1000s will ensure the expansion of AJA’s ‘Your

Private Airspace’ to even more destinations and even more VIPs.

The all-new Lineage 1000 stretches the known measures of airborne comfort and elegance, introducing a new standard of luxury among executive jets. Its vast interior offers five distinct privacy zones, as many as three lavatories, and a walk-in shower. It can transport as many as 19 people in its spacious surrounds where they can travel, work, meet and relax. Low noise and exquisite

‘The all-new Lineage 1000 stretches the known measures of airborne comfort and elegance.’

finishings complete the design and ensure an enjoyable flight.

Manufacturers Embraer worked with award-winning designers Priestman Goode and world-acclaimed interior completion experts DeCrane Aircraft to create the ultimate flexibility in interior and cabin appointments. Entering the aircraft is like being received in a gracious, beautifully designed home as it divides naturally into five private, elegantly proportioned spaces.

Throughout the aircraft, carefully delineated privacy zones feel like separate rooms, each designed with specific objectives in mind, and well appointed to support those purposes. The cabin’s fifth, most private zone can be a ‘home away from home’, featuring a bedroom with private bathroom, including an optional, full-size, stand-up shower. All so you can arrive at your destination rested and refreshed. The Lineage 1000 even offers the largest walk-in, in-flight baggage compartment of any executive jet. So while you are in the air, you can choose what you’d like to wear when you land.

As the first luxury jet designed in the 21st century, the Lineage 1000 was created with the latest in engineering software, including virtual reality, computational fluid dynamics, simulations and knowledge-based engineering tools. As a result, the Lineage 1000’s many innovations are built in, not just added on. The length and width of the cabin surpass those of any competitive jet and its sheer volume is superior to most traditional business jets.

In short, reliability is enhanced, performance is maximised and luxury is utterly uncompromised. ■

media one hotel

MEDIA CITY, DUBAI

IN THE BUSTLING MEDIA CITY DISTRICT OF DUBAI IS ONE OF THE REGION'S MOST STYLISH HOTELS.

THE AL JABER GROUP OWNED Media One Hotel is the most exciting and inspiring of developments.

More than just a hotel, this 43 storey tower is a full lifestyle package. With their own entrance, lobby area and ample parking, the offices of Media One are well taken care of. Indeed, the office space stretches across the top 20 floors and, with easy access to all the hotel facilities, it is of little surprise that business here is booming.

There is a unique and fun style to the entire mixed-use development. The appeal is in the vibrancy and intelligence that characterises its every aspect. The hotel staff are known as 'Enthusiasts' and are always on hand to ensure guests have a memorable stay. The hotel even keeps a fleet of uber cool, branded, chauffeur-driven MINIs to whizz guests around the UAE.

With a series of regular and very popular events, the hotel feels like its own hip

community. With a famous brunch, Thursday night parties and a ladies night every Tuesday, its bright and lively crowd ensure the vibe is always happening.

The buzz of Media One is celebrated by local corporations and savvy business travellers alike. The cafes, bars and restaurants all enjoy the unique Media One style and are young and trendy hangouts, but also perfectly geared up for business. The MED restaurant with its vibrant Mediterranean menu is perfect for business lunches, Cafe M on the ground floor is popular throughout the day as a meeting place or for a quick pitstop, the Z:ONE lounge bar is an eclectic cocktail spot for after work, while the chill-out lounge M-DEK on the pool deck can accommodate up to 500 people for cocktail receptions, but is also an ideal spot to unwind in the evenings with the resident DJ.

The cool media crowd work hard too. The hotel's business facilities are impressive, stylish

and fun, with the latest technologies and flexible meeting spaces. There is impressive capacity to this 43 storey hip media world. The 23 floors of hotel have 260 rooms with views over the modern metropolis and out across the Arabian Gulf. They really live up to their category names of Hip Room, Cool Room, Calm Suite and Chill Out Suite with cutting-edge design, flat-screen TVs and glass-walled white marble bathrooms.

Centrally located, convenient for Abu Dhabi and Dubai, and the perfect spot for the best shopping, beaches and business, the Media One really is its very own hip and happening media scene. ■

