

**MENA  
INVESTMENT  
MINISTERIAL MEETING  
2006**

*Under the Patronage of His Majesty King Abdullah II Bin Al Hussein*

13-14 February 2006  
King Hussein Bin Talal Convention Center  
Dead Sea, Jordan

**List of Companies selected for Awards  
under the MENA-OECD Investment Programme**

**I. Awards for Significant Employment Generating Investment**

**BAHRAIN**

**Sonar Safety And Security Establishment**

Chief Executive: Mr. Yousif Ahmed Zayani

M/s Sonar Safety and Security Establishment  
P.O. Box 23933  
Manama  
Kingdom of Bahrain  
Phone: +973 17537653  
Fax: +973 17537758  
E-mail: [sales@soonar.com](mailto:sales@soonar.com)  
Website: [www.soonar.com](http://www.soonar.com)

TOTAL INVESTMENT IN 2005: **EURO 225.944**  
EMPLOYMENT GENERATED IN 2005: **40 New Jobs**

Established in 1996, M/s Sonar Safety and Security Establishment is today one of the few professional companies in the Kingdom of Bahrain providing safety & security services to many organisations. The business started with providing security guards for organisations to secure and look after their premises and facilities.

Over the years, the company has managed to build up a superior client base. Today the company's clients include embassies, government establishments, banks, hospitals, educational institutions and others. By virtue of the nature of services provided and a substantial client base, the company has emerged as a major provider of job employment for Bahraini nationals in the private sector. From its establishment until today, the company has evolved from a small

entrepreneurial business to a high scale growing organisation. The company had a turnover of EUR 1.65 million in 2005 and employed 175 people.

Bahrain's financial sector is growing rapidly and realising the market opportunity, the company has recently added another activity to its services which is known as Cash in Transit (CIT). Under this activity the company collects and transports cash and its equivalent between banks and their ATMs and other companies.

## **JORDAN**

### **The National Real Estate Company**

Country Manager / PWC Logistics: Mr. Hani A. Rabie

M/S The National Real Estate Company (Chairman - Mr. Jamil Sultan Al Essa)

c/o PWC Logistics (Jordan)

Phone: +962 6 5655200

Fax: +962 6 5655202

E-mail: [hi.rabie@pwclogistics.com](mailto:hi.rabie@pwclogistics.com)

Website: [www.pwclogistics.com](http://www.pwclogistics.com)

TOTAL INVESTMENT IN 2005

EUR 350,000,000

FOREIGN PARENT COMPANY:

Kuwait

The National Real Estate Company was first established in 1973 and is now one of the leading real estate companies and one of the largest trading companies in Kuwait.

NREC's group of companies is committed to a total investment in Jordan that exceeded JD 300 million through different subsidiaries and sister & affiliated companies.

NREC continues to build upon its reputation for excellence by creating quality projects and partnerships that have long-term beneficial value for its partners.

## **JORDAN**

### **Petra Engineering Industries Co. W.L.L.**

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Amman 11814  
Jordan  
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Fax: +962 6 4051248  
E-mail: [petraqa@batelco.jo](mailto:petraqa@batelco.jo)  
Website: [www.petra-eng.com](http://www.petra-eng.com)

TOTAL INVESTMENT IN 2005:	EUR 3.2 Million
EMPLOYMENT GENERATED IN 2005:	140 New Jobs

Petra Engineering Industries is an HVAC manufacturing company in Jordan, founded in 1987 and currently exporting to over 45 countries in five continents, including the United States and major European countries. Since Petra's beginning, its efforts to ensure that the best for its stakeholders have won it the King Abdullah II Award for Excellence in the category of 'Large Manufacturing Organization' for the two successive cycles, 2002 and 2004. In addition, earning a position in the Golden List program has categorized Petra under the 'low risk category' for the export model, providing it with export privileges that allow for global exports without the delays of customs investigations. This has resulted in significantly lower delivery times, helping it to compete successfully with international companies.

## **LEBANON**

### **ADMIC S.A.L.**

Chief Executive: Mr. Michel Abchee

ADMIC S.A.L.  
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Lebanon  
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Website: [www.admic.com.lb](http://www.admic.com.lb)

TOTAL INVESTMENT IN 2005:	EUR 80 Million
EMPLOYMENT GENERATED IN 2005:	450 New Jobs

ADMIC is a conglomerate that holds numerous assets across the Middle East. In Lebanon, ADMIC holds the franchise for Monoprix and BHV, owned by the French group Galeries Lafayette. Sitting on a plot measuring 8000 sq m, BHV, the first genuine Parisian shopping experience, was introduced to the Lebanese market on December 1998, in the Jnah region of Beirut. This original concept has been developed into a more comprehensive outlet that offers the public almost any item one can think of.

Monoprix enjoys a strong presence with 356 shops in over 144 French cities. With a significant market share Monoprix is the French leader when it comes to convenient city shopping. In June

1999, Monoprix Jnah opened its doors for the first time as part of the BHV project. Its 4,000 sq m surface area enables it to provide truly comprehensive shopping facilities.

ADMIC recently launched a new mall, CITYMALL, located in the Dora area. The commercial center is located in the North-East residential and urban area of Beirut, on a rectangular land of 70.000 m2, bordering the region's three major axes. At the end of November 2005, the turnover of the company was 140 million euros, and it had 1400 employees.

## **MOROCCO**

### **Hightech Payment Systems - HPS**

Chief Executive: Mr. Mohamed Horani

Hightech Payment Systems – HPS  
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20053 Casablanca  
Morocco  
Phone: +212 22 956 000  
Fax: +212 22 363 108  
E-mail: Mohamed.horani@hps.ma  
Website: www.hps-worldwide.com

TOTAL INVESTMENT IN 2005:	EUR 0.8 Million
EMPLOYMENT GENERATED IN 2005:	26 New Jobs
FOREIGN PARENT COMPANY:	7.5% of foreign share ACASA, Canada and Upline Technologies, France

Specialised in Electronic Payment Systems, Hightech Payment Systems (HPS) provides comprehensive, modular and evolving software solutions with the PowerCard products family. HPS was founded in 1995 by a group of consultants and experts. In 2005, the company employed more than 100 people and had a turnover of EUR 10.2 Million.

Used by 150 institutions in more than 40 countries worldwide, PowerCard is the result of a cumulative 100-year experience. Certified by international institutions such as Visa, MasterCard, Diners Club, JCB and American Express, PowerCard is appropriate for any business that consists in processing electronic payment transactions. It provides real benefits, enabling customers to reduce transaction costs, eliminate fraud and master operating risks, thus maximizing their profitability and their effectiveness. Besides its own resources, HPS relies on a network of partners around the world selling and supporting the product. Over 50 resources are available at HPS partners' locations. HPS has been certified ISO 9001 version 2000 in December 2003 for all its activities, including software development, consulting, training and outsourcing. Also in 2003, the first HPS branch opened abroad in Dubai Internet city. During the last year, HPS invested in R&D among other areas and created 26 new jobs.

## **YNNA Holding – Group Miloud Chaabi**

Chief Executive: Mr. Miloud Chaabi

Ynna Holding – Group Miloud Chaabi  
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Fax: +212 22 30 37 14  
E-mail: [contact@ynna.ma](mailto:contact@ynna.ma)  
Website: [www.ynna.ma](http://www.ynna.ma)

TOTAL ANNUAL TURNOVER IN 2005:	EUR 600 Million
EMPLOYMENT GENERATED:	12,600 Jobs

YNNA Holding is a company founded in 1948, which started as a small family business specialized in construction and real estate. Today it is an international holding, with several areas of specialization: industry, construction and public works, real estate, agriculture, large-scale distribution and tourism. The holding employs over 11 000 people in Morocco and is rated as one of the leading private Moroccan groups.

The group is a leader in the industry for the production of pipes. It actively develops new activities, such as cable and battery. It is also present in the petrochemical market. Following a strategy of diversification, the group invested in large-scale distribution and hotel business, with names such as Assawak Assalam and Ryad Mogador. YNNA Holding is an international company which exports its skills and technologies in Europe, Africa and the Middle East. In December 2003, the company won a prize for the best Arab project in housing and urbanisation within the Essaouira Al Jadida program.

## **OMAN**

### **Lulu Muscat Hypermarket LLC**

Chief Executive: Mr. Yousaf Ali

Lulu Muscat Hypermarket LLC  
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Phone: +968 24504504  
Fax: +968 245594747  
E-mail: [contactus@luluhypermarket.com](mailto:contactus@luluhypermarket.com)  
Website : [www.emkegroup.com](http://www.emkegroup.com)

TOTAL INVESTMENT IN 2005:	EUR 51 Million
EMPLOYMENT GENERATED IN 2005:	1450 New Jobs
FOREIGN PARENT COMPANY:	EMKE Group, United Arab Emirates

Based in UAE, the activities of Emke Group extend to Oman, Qatar, Kuwait and Asian and East African countries. Ranked as one of the biggest retail groups in the Middle East, it represents hypermarkets under the name of LULU and employs more than 12.000 people from over 25 countries.

The Emke Group has made its foray in Muscat in late 2004 as part of its expansion plans. It has opened two mega shopping malls and more projects are being lined up to open in the near future. The investment in the LULU Muscat Hypermarket totaled EUR 51 Million and created 1450 new jobs in 2005. The opening of the Hypermarket, a unique concept in modern shopping envisaged by the Emke Group set the pace for a revolutionary change in the shopping concepts in the region.

EMKE Group underlines its commitment towards the country by hiring and training a large number of local people. Oman proved to be a most important investment destination for the EMKE Group.

## **PALESTINE**

### **Nassar Investment Company**

Chief Executive: Mr. Nassar Nassar

Nassar Investment Company  
Bethlehem – Hebron Road  
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Bethlehem  
Palestine  
Phone: +972 2 274 7706  
Fax: +972 2 274 7708  
E-mail: nic@p-ol.com  
Website: www.nassarstone.com

TOTAL INVESTMENT IN 2005:	USD 1,650,481 Million
EMPLOYMENT GENERATED IN 2005:	12 New Jobs

Nassar Investment Company is the largest Palestinian stone producer and one of the largest in the Middle East. It distributes and markets high-quality natural stone and marble products, used for interior walls and floor tiles, as well as various thicknesses for exterior applications, and cut-to-size products to meet small and large demands. Since its establishment in 1984, Nassar Investment has become the largest stone producer in the Middle East. The company owns and operates 15 quarries producing a virtually unlimited supply of the finest limestone and marble appearing in many of the world's most prestigious projects.

The company also operates three stone cutting & polishing plants (one of which is located in Amman, Jordan) equipped with the most advanced machinery and technology available today. NIC's products are distributed in 32 regional and international markets including the USA, Canada, Italy, UK, France, Belgium, Korea, China and Japan. More than 300 workers are involved in the daily activity of the company. It also has environmental concerns, and uses recycled water with modern technology in all stages of operations

## **QATAR**

### **The International Investor**

Chief Executive: Mr. Faisal Alsulaiti

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Corniche Street  
Doha, Qatar  
Phone: +974 - 483 8494 / +974 - 483 8595  
Fax: +974 - 483 8797  
E-mail: info@tii.com  
Website: www.tii.com

TOTAL INVESTMENT IN 2005:	EUR 550 Million
EMPLOYMENT GENERATED IN 2005:	250 New Jobs

FOREIGN PARENT COMPANY:

Kuwait

The International Investor (TII) is a Kuwaiti shareholding company, established in 1992 by institutional and private investors, with shareholder's equity of US\$ 72 million. The goal of the company is to position TII as a pioneering regional financial services institution, differentiated by the scope of activities, geographic spread, and business growth rate, and also by the added value offered to stakeholders. The Company was listed on the Kuwait Stock Exchange in 1996, and subsequently on the Bahrain Stock Exchange. TII initially focused on providing entrepreneurs, corporations, asset managers and distributors of financial services with the expertise, knowledge and tools to efficiently access the fast-expanding Islamic market. In just a few years, TII has become one of the leading investment banks in the Gulf region, and the world's leading wholesale Islamic investment bank.

In recent years TII has embarked upon an evolution from a traditional specialisation in investment banking into a broad-based regional financial services company, with investment banking becoming one of its portfolio businesses. It is the company's belief that the non-bank financial services industry in the MENA region offers exceptional potential for growth and expansion.

## **SAUDI ARABIA**

### **Al Hokair Group**

Chief Executive: Mr. Fawaz Al Hokair

Fawaz Al Hokair Group of Companies  
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Riyadh 11411  
Saudi Arabia  
Phone: +966 1 435 0000  
Fax: +966 1 435 7268  
E-mail: [info@alhokair.com.sa](mailto:info@alhokair.com.sa)  
Website: [www.alhokair.com.sa](http://www.alhokair.com.sa)

TOTAL INVESTMENT IN 2005:

EUR 560 Million

EMPLOYMENT GENERATED IN 2005:

3,957 New Jobs

Fawaz Al Hokair Group is one of the most dynamic and fastest growing business groups in the Kingdom of Saudi Arabia, specialized in retail franchising. Founded over 15 years ago, the Group takes pride in having built competencies, pioneered concepts and set trends in other sectors as well. With a belief in setting and surpassing world-class benchmarks, the Group has become a dominant player in most of the sectors it operates in. Fawaz Al Hokair Group is active in the following key sectors: real estate, fashion retail, food and entertainment, hypermarkets, financial services, telecom retail, healthcare. The company has over 5,900 employees led by seasoned professionals in executive teams. It is expected to expand its retail network to over 800 stores in Saudi Arabia by 2007.

Additionally the Group's investment portfolio features strategic investments in Saks Fifth Avenue, Kingdom Centre and other investments overseas. A global perspective and expansion strategy is gradually taking over the retail focus, supported by active vertical integration of business activities. With the right mix of brands, concepts and diversification, the Group is one of the top ten trading entities in the Saudi market.

## **Joud Company**

Chief Executive: Mr. Farouk Joud

Joud Company  
Damascus, Ghouta, Mleha Road  
Syria  
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Fax: +011 473 2305  
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Website: www.joud.com

TOTAL ANNUAL TURNOVER IN 2005: EUR 150 Million  
EMPLOYMENT GENERATED: 3,000 Jobs

Founded in 1975 in Syria, JOUD company is specialized in sophisticated and advanced industries such as food packaging, engineering home appliance, soft drinks, steel mills and laminated wood. Its refrigerators, freezers, washing machines, dishwashers, cookers and others are well-placed on the Syrian market, by using modern technologies and equipment. Since then the company has greatly diversified its activities. In 1985, the company set up in Syria the first modern soft drink plant `Canning Line`, and launched "MANDARIN" brand name in 1987. The company decided to widen its industrial activity in 1993 by setting up a modern plant for domestic appliances operating under the name of "JOUD Domestic Appliances Co." The company has a wide range of trading activities: it imports rice, sugar, coffee, tea, forage, cereals and animal feeds, different kind of wood, timbers and marble blocks, steel bars, steel sheets, coil, bars and angles, as well as fine consumer products from the Arab countries. The company has branches all over Syrian cities. Today, the company has established business relations with hundreds of international industrial and trading firms worldwide. The company enjoys good market shares and has penetrated nearby export markets, adding a trust on the "MADE IN SYRIA" products.

## **SYRIA**

### **S.M.C. Cables**

Chief Executive: Mr. Imad Ghreiwati

Syrian Modern Cables  
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Shakip Arslan Street P.O. Box 3114  
Damascus  
Syria  
Phone: +963 11 334 77 20 / 21/ 24 / 25 / 26 / 27  
Fax: +963 11 333 01 42

TOTAL INVESTMENT IN 2005: EUR 50 Million  
EMPLOYMENT GENERATED IN 2005: 500 New Jobs

SMC Cables is a Syrian-based company, a part of the Ghreiwati Group that manufactures insulated wire and cables including low, medium, and high voltage power cables, control cables, and telephone, instrumentation, and signal cables. It is one of the major leading companies in cable industry. The Ghreiwati Group is specialized in automotives, tires, industry, home appliances, electrical field, textile and construction. It is the sole distributor in Syria of such automobile companies as Ford, Lincoln Mercury, Kia Motors, etc.

With a production capacity of 15000 tons of metal per year, SMC Cable produces several types of cables, and exports them to more than 20 countries over Europe, Africa, and Asia. Since its establishment, the company's focus has been to keep its partners in touch with the needs and motivations of the customers. The company seeks to meet the needs of its customers and to maintain solid ties with them. It is committed to quality, including environment protection, health and safety requirements.

At the end of November 2005, the turnover of the company was over 200 million euros, and had 1050 employees.

## **TUNISIA**

### **Tunisie Plastique System ( TPS )**

Chief Executive: Mr. Chakib Dabbabi

Tunisie Plastique System ( TPS )  
Z.I. Sidi Salah  
Sousse  
Tunisia  
Phone: +216 71 386 137

TOTAL INVESTMENT IN 2005:	EUR 3,025,174 Million
EMPLOYMENT GENERATED IN 2005:	25 New Jobs

### **SEA-LATelec**

President: Mr Hassouna Fatnassi  
13, Rue 8612 Imp n°5  
Zl. La charguia –  
2035 - Tunis Carthage  
Phone 216 71 205 041

TOTAL INVESTMENT IN 2005:	DT 3 Million
EMPLOYMENT GENERATED IN 2005:	25 New Jobs
FOREIGN PARENT COMPANY:	Latecoere

LATelec produces electrical harnesses using computerized methods from design concept to production and testing, backed by the expérience gained through the design of its own production facilities.

### **Leman Industrie Connectique**

TOTAL INVESTMENT IN 2005:	DT 5.5 Million
EMPLOYMENT GENERATED IN 2005:	25 New Jobs
FOREIGN PARENT COMPANY:	France

LEMAN INDUSTRIE, founded in 1971, is a company specialised in manufacturing of cutting and drawing tools.

## **YEMEN**

### **Al-Kbous**

Chief Executive: Mr. Hassan Mohammad Al-Kbous

Al-Kbous  
P.O. Box 816  
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Al-Kbous Building 122  
Sana'a - Republic of Yemen  
Phone: +967 1 270800  
Fax: +967 1 275014  
E-mail: info@al-kbous.com  
Website : www.al-kbous.com

TOTAL INVESTMENT IN 2005: EUR 2.2 Million  
EMPLOYMENT GENERATED IN 2005: 62 New Jobs

Al-Kbous Industrial Trading & Investment Group is a pioneer company in the field of manufacturing national products of international standards. Established in 1948, the company engaged successfully in the trade of coffee and tea. In 1951, it was the first to introduce mechanical coffee roasters and grinders in Yemen. Al-Kbous group is the largest importer of tea in Yemen and enjoys more than one half of the market share of this item. Today, its main activities are commercial agencies, foodstuffs, electrical tools and appliances, light food industries, industrial and real estate investment, and the company acts as the sole agent for a number of internationally renowned companies. In addition, the industrial activity of Al-Kbous has expanded and it has now transformed into a large commercial establishment with a number of technologically advanced factories.

## **YEMEN**

### **SabaFon**

Chief Executive: Mr. Tarik Al-Haidary

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Zubairi Street  
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Fax: +967 1 216677  
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Website : www.sabafon.com.ye

TOTAL INVESTMENT IN 2005: EUR 30 Million  
EMPLOYMENT GENERATED IN 2005: 135 New Jobs

Launched in February 2001, SabaFon (Yemen Company for Mobile Telephony) was Yemen's first GSM mobile operator and remains today, the country's leading GSM provider, currently

holding 50% of the total Yemen GSM market and offering telecommunications access to 90% of Yemen's population.

Committed to the continuation of providing quality and innovation, SabaFon continues to lead Yemen in providing a state-of-the-art GSM communications network that has facilitated long-term economic growth. SabaFon is proud to be instrumental in providing upwards of 10,000 new jobs across Yemen due to the growth in the Mobile telephony market place across Yemen.

Providing products to meet independent-user and corporate needs, the company prides itself on working with its customer to develop a range of innovative, superior products and services. With more than 800 employees and operating at over 25 branches strategically located throughout Yemen, SabaFon has laid solid foundations for continued growth in the faceable years ahead. In 2004, out of 12 participating companies from the Arab World, SabaFon was awarded the Certificate of Partnership for 2004 by the European Marketing & Promotion Association.

## **II. Awards for Young Innovative Entrepreneurs**

### **BAHRAIN**

#### **Global Cargo & Travel Services**

Chief Executive: Mrs. Huda Janahi

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P.O. Box 13977  
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Kingdom of Bahrain  
Phone: +973 17533811  
Fax: +973 17536543  
E-mail: globalc@batelco.com  
Website: www.gctscargo.com

DATE OF ESTABLISHMENT: 2001  
NEW PRODUCT INTRODUCED IN 2005: Unique door-to-door service

M/s Global Cargo & Travel Services established its operations in 2001 in the Kingdom of Bahrain. Today the company is known as one of the leading Bahraini providers of freight transportation, logistics and supply chain management and travel services. The company has successfully expanded its customer base and developed strong alliances with domestic and global partners leading to enhancement of its full service solution concept. In Bahrain, where cargo and courier operations are dominated by international companies like DHL and TNT, Global Cargo has become known as one of the major players in this field. In 2005, the company employed 23 people and achieved a turnover of Euro 826,000. In the same year, it introduced a door-to-door service whereby small loads of goods are accepted from clients as part of a package of services involving door-to-door deliveries. This service was introduced between Dubai, Bahrain and Saudi Arabia and led to saving of time and faster delivery. By introducing this service, the company has substantially enlarged its client base.

### **EGYPT**

#### **Arab Company for Computer Manufacturing (Part of Al Kharafi Group)**

DATE OF ESTABLISHMENT: 2005

The Arab Company for Computer Manufacturing of Computer, a part of the Kharafi Group, is the largest company in Egypt for Motherboard, Monitor and Laptop manufacturing. It currently employs 140 individuals.

## **LEBANON**

### **IPT**

Chief Executive: Mr. Hisham Itani

IPT/IPT Cards s.a.l.  
Tabbarah Bldg. Ardati Street  
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Beirut, Lebanon  
Phone: +961 1 740901  
Fax: +961 1 74 0905  
E-mail: mail@ipt.com.lb  
Website: www.ipt.com.lb

DATE OF ESTABLISHMENT:	2005
NEW PRODUCT INTRODUCED IN 2005:	Security printing and banking cards manufacturing

IPT Cards is a new subsidiary of the mother company Itani Printing and Trading (IPT) which offers comprehensive printing solutions. IPT is owned by Resource Holding sal. Since its creation in 2005, STP has established relations with European countries especially with machinery and raw material suppliers. It had a turnover of EUR15 million and 60 employees in its first year. Its production facilities are situated in Bchamoun, the industrial zone in Lebanon.

## **QATAR**

### **First Finance**

Chief Executive: Mr. Abdul Razzaq Al-Siddiqi

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C Ring Road  
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Doha, Qatar  
Phone: +974 455 9999  
Fax: +974 455 9905  
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Website: www.ffcqatar.com

DATE OF ESTABLISHMENT:	2000
NEW PRODUCT INTRODUCED IN 2005:	Sharia Compliant Products in the field of Financing Services
FOREIGN PARENT COMPANIES:	First Investments, Gulf Investment House, Global Investment House

First Finance is a Qatari Shareholding Company, established in 2000. It provides high quality, comprehensive Islamic financial services in conformity with modern standards, conducted by modern means and with the use of innovative techniques. First Finance explores the potential opportunities in the various financing fields of the promising Qatari economy, such as vehicle finance and the commercial deals and consumer finance services in general. The company started with a capital of fifty million Qatar Riyals, but this was doubled to one hundred million Qatar Riyals in October 2001. The company seeks to support various economic activities,

enhancing the national development plans and making it a substantial pillar in the national economic structure.

## **SAUDI ARABIA**

### **Arabian Shrimp Company**

Chief Executive: Mr. James L. Greenberg

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Fax: +966 1 474 2813  
E-mail: [jgreenberg@devcorpint.com](mailto:jgreenberg@devcorpint.com)  
Website: [www.devcorpint.com](http://www.devcorpint.com)

DATE OF ESTABLISHMENT:  
NEW PRODUCT AND STRATEGY  
INTRODUCED IN 2005:

May 2004

A large scale environmentally-friendly shrimp farm, the first employer of women in processing plants.

Arabian Shrimp Company is a joint venture between DevCorp, Sea Farms International and Omani investors, started in 2004. It is based in Saudi Arabia and is specialized in fish farming. The company is building a world-scale shrimp farm in Jizan in the southwestern part of Saudi Arabia on the Red Sea coast, turning otherwise unproductive land into a location for producing a valuable product. Construction of ponds for the first stage of 700 hectares began in 2005 with the first crop expected in third quarter 2006.

The company acts as a catalyst for growth of the aquaculture industry in Saudi Arabia. It plans to produce approximately 25,000 tons of shrimp annually for both local and international markets. The company is developing a substantial export base to the GCC, Europe, Japan and the US. Other shrimp culture projects are already in advance planning; projects in other aquaculture areas such as fin fish cage culture, micro-algae, etc. are under development; and supporting industries such as feed mills and processing plants for value-added products are being planned.

Today the company employs a total of 40 people and plans to employ approximately 3,000 people, with employment opportunities for women who are set to account for 30% of its future workforce. It is the first employer of women in processing plants, in what may become a model for such activity country-wide.

## **SAUDI ARABIA**

### **Mobily**

Chief Executive: Mr. Khaled Al-Kaf

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DATE OF ESTABLISHMENT:	2004
NEW PRODUCT INTRODUCED IN 2005:	Large impact on the cellular market and services
FOREIGN PARENT COMPANY:	Etisalat, UAE

Mobily registered as a company on December 14, 2004. The brand name Mobily was launched in February 2005 and it launched its Kingdom wide services on May 25, 2005. The company employed 23 people and achieved a turnover of Euro 826,000 in 2005.

A consortium of investors led by Etisalat UAE submitted a bid to operate the second mobile network in the Kingdom. The bid included a payment for the license to the Saudi Arabian government. The Saudi government awarded the license to the consortium that established a Public Shareholding company called Etihad Etisalat Company.

The founding shareholders, owning 80% of the shares, include 35% owned by Etisalat UAE, 15% owned by GOSI (Government Organisation for Social Insurance) and five private Saudi investors each owning 6%. The remaining 20% is owned by the public.

## **TUNISIA**

### **Transcom Worldwide Tunisia**

President and CEO: Keith Russell  
+352 27 755 000

DATE OF ESTABLISHMENT:	Tunis Call Center: 2005
FOREIGN PARENT COMPANY:	Transcom Worldwide, Luxembourg

Transcom WorldWide is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 44 service centres employing more than 11,000 people delivering services to 26 countries.

The Tunis call center was open in 2005 with 119 employees. In line with Transcom's strategy to further develop its low cost near shore languages capabilities, the Tunis call center is expected to grow to over 400 seats in the medium term.