

# Business with Values



It is our belief that business and values are inseparable.  
Values inspire trust... trust builds relationships...  
relationships drive growth.

## Diversity, Strength and Values

Albatha is the Arabic word for 'valley', inspired by the notion of growth and progress. Head-quartered in the United Arab Emirates, Albatha was founded in early 1950s by Sheikh Mohammed Sultan Al Qassimi, whose vision and entrepreneurship has resulted in formation of a widely diversified Group.

Today, under the leadership of its Chairman, Sheikh Ahmed Mohammed Sultan Al Qassimi, the Group is comprised of over 25 autonomous companies - specializing in sectors as diverse as automotive, healthcare, manufacturing, engineering, electronics, FMCG, food and real estate.

We are proud to be one of the oldest and largest private business holdings in the UAE, with continued commitment to extend our reach further into the region.

Our momentum comes from a founding ambition to improve the quality of life of our people, customers and society. Across the Group, we challenge ourselves daily to create new opportunities, look beyond conventional boundaries and embrace progress through innovation.

These principles are reflected in partnerships and knowledge-sharing with global leaders in multiple market segments. For over 50 years Albatha has championed good business practices and is trusted to represent the world's top brands.

Albatha is constantly evolving and we look forward to an even more dynamic future – leading by example and adding further value to life, work and our communities.

# Our Mission, Vision and Values

## Mission:

To improve the quality of life for our people, customers and society.

## Vision:

To be a pioneering multinational, utilizing international best practices and to live by our core values.

## Values:

### Ethics:

We behave in a way that makes our people, customers and society trust our business, by being open and honest and adding value to the society by making responsible decisions. We demonstrate transparency by sharing knowledge and responsibility to create a culture where our people feel able to contribute freely.

- ♦ Trust ♦ Honesty ♦ Transparency ♦ Fair profit
- ♦ Socially responsible

### Empowered:

By delegating authority we create an environment in which our people take decisions with responsibility and accountability to achieve our Mission and Vision.

- ♦ Authority ♦ Responsibility ♦ Accountability
- ♦ Decision making

### Open for Change:

We stretch our limits by going beyond conventional boundaries and provide the framework for our people to create new opportunities through learning and innovation. We improve the performance of our business every day by challenging existing and introducing new processes and practices.

- ♦ Beyond norms ♦ Challenge your best
- ♦ Innovative ♦ Learning culture

### Quality of Life:

We create and experience a quality work / life balance supported by fair working practices giving everyone the opportunity to contribute positively to the benefit of themselves, their families and the business.

- ♦ Security ♦ Compassion ♦ Rewards
- ♦ Recognition ♦ Environment

### Open, Inviting and Eager to Listen:

We are committed to a culture of active involvement, which provides our people, customers and society the opportunity to add value to the way we work.

- ♦ Supportive ♦ Authentic ♦ Transparent
- ♦ Sharing ♦ Openness ♦ Humility ♦ Respect

“Our values define who we are and how we conduct ourselves and use the same principles to help us make ethical decisions throughout the Group”.



# A Marque for the Future

We have defined our future strategy and direction, and a key component of this strategy is the establishment of a strong, differentiated identity for Albatha.

The Albatha logo is an energetic and modern expression of who we are, what are our values, the way we work and our vision for the future.

Working to create synergy, the individual components of the new Albatha logo blend to communicate a powerful message of collaboration, community and commitment to our people, our customers and society.

The Albatha “sphere icon” represents our world-class expertise and global outlook, communicating growth both regionally and internationally.

An array of colours represents our reach across many different industries and categories, also the diversity of our people and our skills. The colours are purposely transparent to express Albatha’s transparency and business ethics. It shows our commitment to creating a free and open business culture built upon trust and honesty. The transparent layers blend the vibrant fresh colours fortifying the collaborative way in which the entire Group works together, internally and with our partners, to build a strong community spirit.

The white space at the top of the Albatha “sphere icon” symbolizes that we are not perfect or complete. It shows our openness and readiness to welcome new regional and international partnerships, it communicates that we are always open to new opportunities, markets and possibilities. The two points at the apex of the Albatha “sphere icon” do not meet fully, this reflects our openness to listen & change and underpins our unwavering focus to deliver value for all Albatha stakeholders.

We have engineered a bespoke typeface for the Albatha logo. It is unique to us and is designed to anchor our identity by creating a unmovable solid foundation. The type and individual characters whilst solid and robust have soft curved characters that cue our friendly and approachable personality.

Logo rationale key words:

- A new path
- Collaborative
- Community
- Interaction
- Listening
- Open to Change
- Nurturing
- Transparent
- World class
- Multinational
- Authority
- Focused



“Our values are reflected in our corporate logo – a symbol of our reinvigorated challenge for the decades to come”.

# What Drives Albatha

## Business with values

At Albatha, it is our belief that business and values are inseparable. Values inspire trust, trust builds relationships and relationships drive growth. For this reason, we constantly challenge ourselves to uphold the promise that underpins each company within Albatha: Improving the quality of life of all our stakeholders.

### Our people

Albatha employs over 7,000 highly valued individuals. We consider it our duty to provide a great place to work and opportunities for career growth to maximise our employees potential.

### Our customers

We work with world-class partners, suppliers and with our own brands to deliver exceptional products and services. Maintaining consistency in quality, service and value for our valued customers is our high priority.

### Our society

As part of a global community, Albatha aims to have a positive impact by making responsible decisions, setting examples that enrich society and making contributions that improve the lives of the less-privileged.

## Information Technology

IT is mission-critical to Albatha and is managed as a strategic asset. IT is considered an integrated part of business operations and its objectives are aligned with business strategies and goals.

More than 50 locations all over GCC countries are connected by advanced infra-structure lines to ensure availability of real time information. Advanced technologies like mobility, cloud computing, social integration, web commerce are deployed based on business imperatives.

Albatha implemented SAP in 1999 to support the business processes of operating companies for sales and distribution, materials management, manufacturing, projects, services, finance, controlling, human resources, retail, maintenance, real estate, quality management, etc. - including deploying Business Intelligence to draw business insights from vast volumes of data.

One of the strategic priorities for Albatha is to enable and empower our Group companies to compete in the digital age, and deploy IT to enhance interactions between customers, suppliers and employees. Albatha IT as a department is ISO 27001 certified to ensure the highest level of quality and data security.

## Quality and Performance

We believe that quality for the end customer can only be delivered when we maintain quality throughout our Group. From our plants, storage facilities and equipment, to our international best practices and continuous training, Albatha strives daily to deliver the finest products and services, in the most efficient and reliable ways.

Albatha manages its companies according to the highest international standards, independently accredited to ISO 9001: 2008 Quality Management System, certified by Lloyds Register Quality Assurance Management. Our IT systems are certified to ISO 270001 standards. AGMC follows BMW AG's exceptionally stringent QMA (Quality Management Autohaus) programme. Across Albatha, relevant businesses also adhere to ISO 14001: 2004 Environmental Management System standards or HACCP – the world's highest food safety standard.

## Health, Safety and Environment (HSE)

We are committed to providing the safest possible workplace for our people, as well as acting responsibly towards the community and the environment. To this end, Albatha follows a progressive HSE policy across all businesses.

## Advisory & Assurance

Albatha Advisory & Assurance is guided by an approved Audit Charter. Its primary objective is to independently validate all business practices and processes to ensure Corporate Governance as well as to protect and safeguard the assets and capital of the stakeholders.

Albatha Advisory & Assurance is responsible for ensuring compliances to the Albatha corporate policies, policy standards and company policies that are developed based on the Albatha's Ethical Codes and Values in relation to the Albatha's Mission, Vision & Values.



## People and Development

Driven by talented people at all levels, our goal is to ensure that each employee achieves a quality of life in their pursuit of Albatha's business objectives. To this end, we strive to create world-class work environment shaped by fair practices, and excellent opportunities for career growth.

### Empowerment

Albatha encourages a strong spirit of independence throughout the organisation. Honesty, openness, accountability and an eagerness to listen ensures a culture where ideas are shared and individuals feel confident to take responsible decisions.

### Progressive Culture

Albatha aims to give all its employees the power to manage their careers and family well-being. A healthy work-life balance is promoted by supportive leaders who are fully committed to staff development and progressive working practices.

### Professional Management

Our ability to implement international best practices across Albatha is driven by a team of qualified experienced managers, guided by General Managers of the companies and Managing Directors of the industry Groups. The Management is overseen and supported by the Albatha Holding Corporate office.

## Learning Organisation

Albatha strives to be a 'Learning Organisation', continually improving our leadership, processes, IT and human resources. We aim to train every employee at least once a year - to raise the 'sea level' of the whole organisation - through internal workshops, as well as external partner institutions.

Learning is an integral part of human resource development. This is the process of changing an organisation, in order to maintain a competitive advantage. It encompasses a variety of components such as training, career development, career management, succession planning which eventually results in creation of a "talent pool".

Albatha Learning Centre, comprising a team of over 35 "Training Champions" organises in-house courses, ranging from Management development programs to creativity, quality, health & safety for their employees.

## Albatha Learning Festival

Towards continuing on a journey to transform the Group into a learning organization, Albatha launched an annual event in 2012 called the Albatha Learning Festival (ALF). The objective of the festival is to promote a 'learning culture' within Albatha's operating Groups and companies. Alongside, a exhibition is held wherein all Group companies display their products and services to showcase diversity.

At ALF, more than 100 sessions are held in 3 days for over 7,000 employees ranging from safety, creativity and innovation, to management and leadership programs covering all levels of employees in the Group.



# International Scope and Partners

Albatha conducts business throughout the Middle East and North Africa, with a distribution network expanding to the sub-continent and Europe. This is reflected in the diversity of our employees – over 7,000 people from across the globe providing a vast pool of expertise with local knowledge.

Albatha represents and partners with over 200 international corporations serving them of their business and branding needs in the most professional and effective manner. It also produces international brands on behalf of our partners as well as creating its own brands.

Albatha shares similar values and aspirations with all our partners which is the foundation of our long-term partnership over the years.





# Vision for the Future

Albatha is focused on becoming a pioneering multinational corporation, respected throughout the world for its quality, innovation and values. This will require a combination of improving what we already do, implementing a bold growth strategy and living our values.

## Growth

Creating new enterprises, and working closely with over 200 international partners, we aim to penetrate both emerging and established markets. This will include leveraging existing relationship, developing new partnership and launch of more “Albatha-owned” products. Through knowledge-share and increased brand investment, Albatha is well prepared to achieve gains across many countries and market segments. Financially strong, we will continue to look for commercially viable businesses with the ability to generate sustainable returns.

## Continuous Improvement

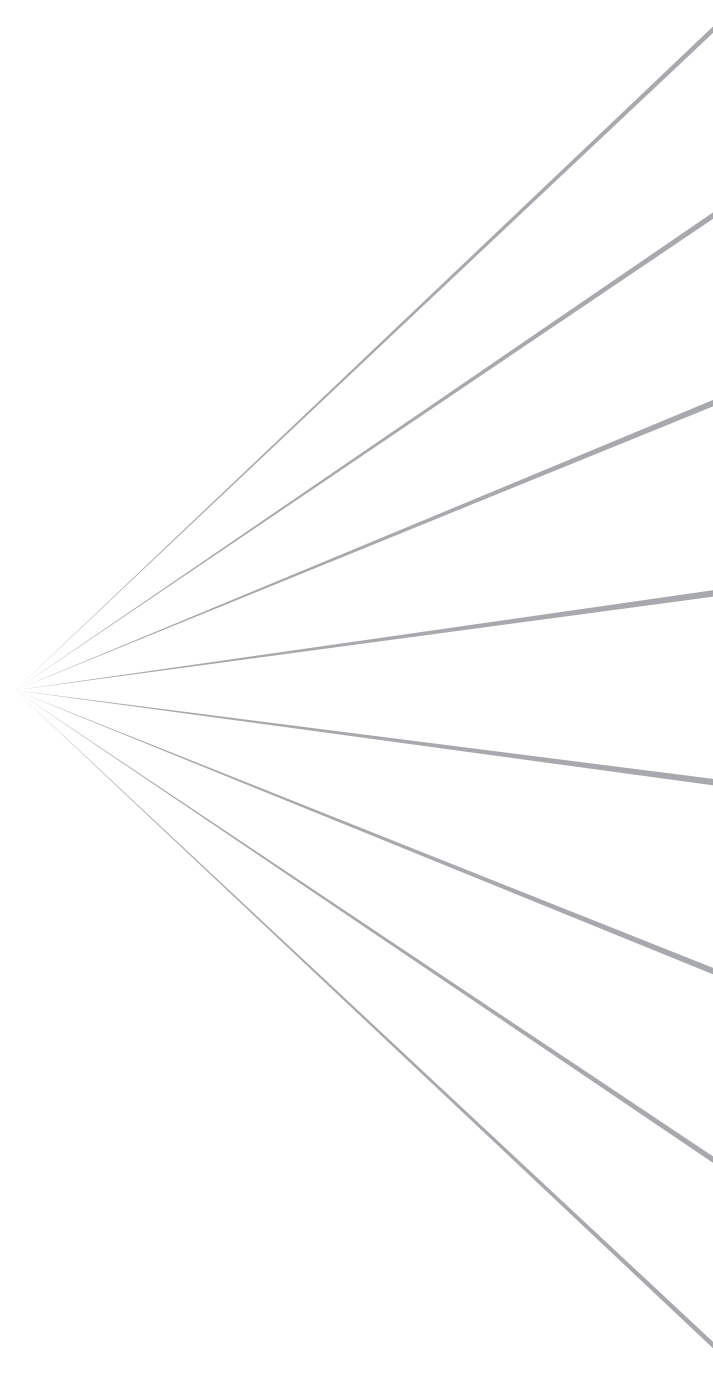
We understand that more opportunities can be realised by greater synergy between the Groups’ businesses, as well as constantly challenging our quality, people, processes and assets to improve performance. Achieving international best practices across the board is one aspect.

Enhancing performance and profitability, we continue to refine the quality and reliability of all our tangible assets, such as plants, machinery, buildings, storage facilities and equipment. We are also ensuring that each business follows the most efficient and effective processes in the pursuit of consistent delivery.

Albatha runs SAP Enterprise Resource Planning (ERP) systems software across the Group. The ERP system helps to increase the productivity and efficiency of each business while serving as an effective tool for control and monitoring by our management, and providing our partners with useful information to monitor their business.



“We are united through our values”



## The Albatha Group structure

Albatha consists of more than 25 autonomous companies in various sectors of the economy. These companies have been organised in seven industry-sector Groups for ‘focused’ development of business and expertise in each industry sector.

Each Group is able to enter into any business in their relevant expertise sector - for trading, manufacturing or services - and, can expand their business beyond their home base in the United Arab Emirates.

The businesses within each Group also represent global brands of international principals, sales & distribution of their own brands and manufacturing activities.

For ease of recognition and towards developing their own identity and brand, each Group has been allocated a separate corporate colour, but they all carry the same logo and values to ensure they serve our partners and customers with the same dedication, commitment and quality.

Each of the Groups and their businesses are described in this brochure.



- AGMC (Arabian Gulf Mechanical Centre)
- BMW Albatha Finance Company
- BMW Albatha Leasing LLC



- Gulf International
- IBFI (International Beverage & Filling Industries)
- Global Food Industries - Frozen
- Global Food Industries - Snacking
- Best Harvest & Malila Trading, Saudi Arabia



- GECO Mechanical & Electrical
- GECO Engineering
- Geoscope
- GECO Chemical Oil & Gas Field Services
- Spectra Electronics Trading
- GIPL (GECO Ind. Packing)
- Wallis
- Tecon



- MPC (Modern Pharmaceutical Company)
- Vienna Trading
- OTB MPC (Orthopadie Technik Berlin - MPC)



- Scitra
- Scitra Egypt
- Colep Scitra Aerosol
- Medad Printing & Packaging



- GECO (General Enterprises Company)
- GECO Smart Life Solutions
- Super General Company
- Super General Company, Oman
- E-City General Trading



- Al Batha Real Estate
- Al Abir Engineering Consulting
- Tawazun Construction



## Albatha Automotive Group

### Luxury automotive products and services

The automotive industry is becoming increasingly important as a sector in driving the United Arab Emirates' overall economic development.

Albatha Automotive Group is playing a significant role in the country's fast-growing automotive industry. Comprising two companies – AGMC and BMW Albatha Finance Company – the Group imports, distributes and services automobile products, ranging from new and pre-owned cars, and motorcycles to spare parts and accessories. As the exclusive importer for BMW Group in Dubai, Sharjah and the Northern Emirates, AGMC has delivered premium automotive products and after-sales services to customers for more than 38 years.

Looking to the future, the Group will expand its activities to include the distribution of an even wider range of products and services whilst striving to achieve the highest possible customer satisfaction. This will be achieved through ongoing investment in premium facilities with a particular focus on staff and training as well as the introduction of new automotive products in environmentally friendly operations.



# Arabian Gulf Mechanical Centre

www.bmw-dubai.com

**AGMC**

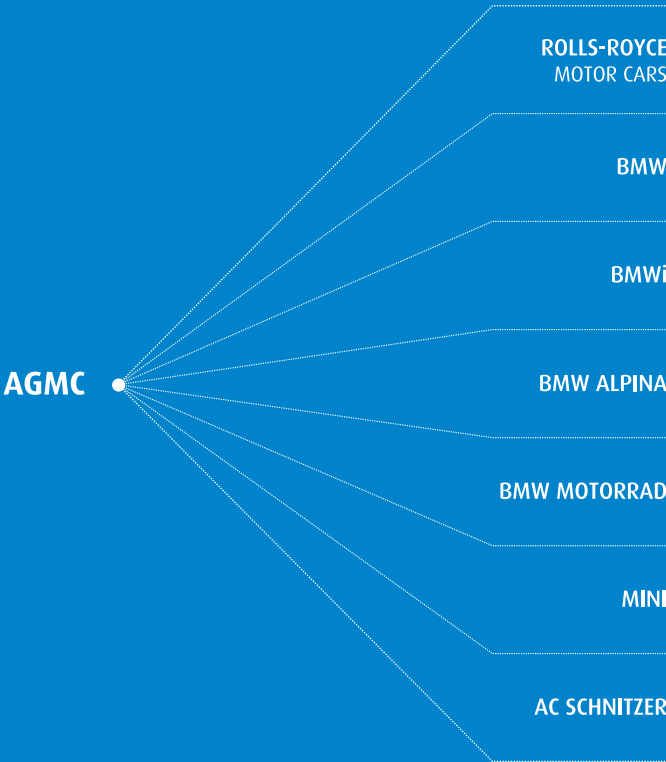
AGMC is the importer for BMW Group in Dubai, Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah and Fujairah, selling the BMW, MINI and Rolls-Royce Motor Cars brands. It consistently ranks among the best performing importers for BMW Group Middle East.

AGMC's vision is to continue be the first choice premium automotive company in the region. It has a dedicated team of more than 700 staff who offer customers a premium experience from the moment they enter the showroom.

The company's focus is heavily on customer care, premium and quality servicing which is evident in their expansion plans and local initiatives across the country.



AGMC is the BMW Group importer in Dubai, Sharjah, Ajman, Umm Al Quwain and Ras Al Khaimah and Fujairah.



# Development of AGMC

## Our Milestones

### Sharjah 1976:

The launch of AGMC

### Dubai 1996:

AGMC opens its flagship showroom on Sheikh Zayed Road

### Ras Al Khaimah 2002:

AGMC opens new showroom

### Dubai 2004:

Launch of Dubai Body and Paint centre

### Sharjah 2004:

AGMC launches new showroom

### Sharjah 2010:

AGMC launches new BMW Premium Selection, Certified Pre-Owned vehicles showroom

### Sharjah 2011:

Rolls Royce showroom unveiled in Sharjah

### Dubai 2011:

AGMC expands its flagship showroom in Dubai

### Dubai 2011:

AGMC inaugurates new Rolls-Royce showroom in Dubai

### Dubai 2011:

Launch of MINI showroom in Dubai Media City

### Dubai 2012:

AGMC launches new Fast Lane Service facility and BPS showroom in Deira, Ittihad road

### Fujairah 2012:

AGMC expands its flagship showroom in Fujairah

### Dubai 2014:

AGMC launches world leading aftersales facility for Rolls-Royce

### Sharjah 2014:

AGMC Sharjah showroom gets a facelift

### Dubai 2015:

AGMC to launch its new state-of-the-art showroom in Motor City in Dubai





# AGMC - Authorised Dealer for Rolls-Royce Motor Cars

[www.rolls-roycemotorcars-agmc.com](http://www.rolls-roycemotorcars-agmc.com)

Rolls-Royce Limited was created over a famous lunch in May 1904. Henry Royce, a successful engineer, struck a deal with Charles Rolls, owner of one of the first car dealerships. Together they strived for perfection and produced what became known as 'the best car in the world.'

In 2003, with the rebirth of the brand under BMW Group ownership, AGMC became the official authorized dealer for Rolls-Royce Motor Cars in Dubai, Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah and Fujairah.

Through the past years, AGMC was instrumental in cementing the image of the brand in the UAE, contributing significantly to the marque's growth in the region and worldwide.

In 2011, AGMC won multiple awards for its performance, selling over one hundred cars, enabling it to enter a very exclusive club within Rolls-Royce dealer network worldwide.

Our customers can order their Rolls-Royce through Bespoke, a personalisation programme that enables them to choose the finishing touches which make the car uniquely theirs.

Owning a Rolls-Royce, like driving one, is an effortless pleasure, made even simpler by the high standards of after-care AGMC offers. Through the two Rolls-Royce showrooms in Dubai and Sharjah, distinguished Rolls-Royce customers can choose from six derivatives of the Phantom and Ghost family of cars.

AGMC has launched the world's most advanced Rolls-Royce Aftersales Centre in Dubai, United Arab Emirates.

The industry leading dedicated aftersales facility provides customers a fully-integrated brand experience. This dedicated 5,000 sq ft facility is the result of a major investment by AGMC, and it reinforces its commitment to perfection at every stage of the Rolls-Royce ownership journey, and its commitment to delivering the highest level of service expected by discerning clients.





# AGMC - BMW Importer

[www.bmw-dubai.com](http://www.bmw-dubai.com)

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, BMW Motorrad and Rolls-Royce brands as well as the BMW M and BMW i sub-brands. As a global company, it operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

AGMC, the BMW Group importer in Dubai, Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah and Fujairah, offers the entire BMW model range: from the compact BMW 1 Series to the four-wheel-drive X series, the luxury saloon BMW 3 Series to the BMW 7 Series and BMW 6 Series Gran Coupé – the first BMW four-door Coupe, as well as BMW M Series high-performance cars and BMW Individual.

BMW's recently launched i8 is the world's first sustainable and most progressive sports car of its time.





## AGMC - BMW Importer

For over 38 years, AGMC has delivered premium automotive products to its customers. Starting in 1976 with only three cars and three workshop bays, AGMC has expanded over the years. Dubai has since become one of the most important markets for BMW sales worldwide and is consistently ranked amongst the top performing markets for BMW Group Middle East.

AGMC is passionately committed to the communities it serves, implementing a series of marketing activities and sponsorships that demonstrate our belief in the value and potential of the region.

AGMC takes corporate social responsibility very seriously. Our long-standing relationship with Dubai Police, in conjunction with the innovative BMW Connected Drive features, aims to improve the level of safety.

## BMW Premium Selection Certified Pre-Owned Vehicles

In addition to a wide selection of new vehicles AGMC offers Certified Pre-Owned Vehicles under the BMW Premium Selection with special customer program benefits.

24 Month warranty

Individual finance offer

Certified Vehicle History

360 degree technical and optional check

Roadside assistance

Guaranteed trade-in offer





# AGMC - MINI Importer

[www.mini-dubai.com](http://www.mini-dubai.com)

Since its launch in 1959, MINI continues to redefine small car design. A car of substance in abundance, MINI enjoys worldwide popularity among all age groups. In fact, it was the first small car to achieve genuine global success. Not only does MINI have plenty of history, it also has its very own personality. A trendsetter in its own right, MINI sets itself apart through its unique interpretation of style and design.

Acquired by the BMW Group in 1994, the MINI brand includes the MINI Cooper and Cooper S, MINI Cabrio, MINI Clubman, the MINI Countryman, MINI Coupe and the MINI John Cooper Works range of models and now the MINI Roadster.

Since 2002, AGMC has delivered MINI cars to its customers as the importer for BMW Group products.

In 2011 AGMC in Dubai achieved a sales record for the MINI brand, with a growth of 126% compared to the previous year - the highest in the entire region. This highlights the increasing popularity and the trust that customers have in the fastest growing premium automotive brand.

AGMC also launched a dedicated showroom for MINI in Dubai Media City. The 533 square meter showroom is a culmination of an impressive first 36 years in business for AGMC and will mark an exciting new era for this iconic brand in the Emirates.

MINI is known across the globe for celebrating culture, creativity and design. On a local level AGMC supports urban projects, competitions and events that champion creativity.





## BMW Albatha Finance PSC

### Shariah-compliant Finance offering

BMW Albatha Finance PSC is a joint venture between BMW Group Financial Services, AGMC and Albatha Holding. It is the first Shariah-compliant captive finance company within the BMW Group, as well as being the first of its kind in the UAE.

The automotive industry has become increasingly competitive, providing a full spectrum of services, ensuring the highest level of customer service delivery. With financial services solutions playing an increasingly essential part of the automotive purchasing process, it was a natural step for the Albatha Automotive Group to enter into the financial services industry.

BMW Albatha Finance PSC offers both retail and corporate customers a variety of flexible financing options for new and pre-owned Rolls-Royce Motor Cars, BMW and MINI models as well as BMW motorcycles, offering a variety of benefits:

- World's first captive Islamic and Shariah-compliant finance company
- Faster turnaround times and approval processes - located in showroom
- Flexible options with competitive rates
- Efficient and convenient one-stop-shop process

## BMW Albatha Leasing LLC

### Captive Leasing Programme

BMW Albatha Leasing LLC is a joint venture between BMW Group Financial Services, Albatha Holding and AGMC, and is the first premium captive leasing programme in the Middle East.

The flexible new mobility option will allow consumers and businesses across Dubai, Sharjah and the Northern Emirates access to a range of BMW and MINI vehicles.

It offers customers the opportunity to drive the BMW or MINI of their choice and avail of a host of benefits. These include: no down payment, up to 3 years lease contract with different mileage packages and fixed monthly payments covering all running costs.

Consumers can return the car after their chosen contract tenure, perfect for those who crave variety or regular new models with the latest high-tech and safety features.

The move comes in the wake of a growing trend amongst individuals, professionals and businesses who are placing more emphasis on alternative and flexible mobility solutions as a reflection of a shifting economic landscape and evolving lifestyles.





## Albatha Consumer Group

### Global FMCG

The FMCG Sector is one of the world's most demanding and dynamic businesses, especially in the UAE with a fast expanding population and their associated needs.

Albatha Consumer Group is meeting this exciting challenge through investing in local manufacturing and delivering quality sales & distribution along with tailored service provision. Quality is the cornerstone of our diverse operations and our manufacturing companies are all certified to the highest level including ISO 9001, HACCP and ISO 22000.

Our people are our key assets, working to International Standards and Practices, striving to deliver excellence in customer service every day. We continue to invest in building the skills and capabilities of our teams through a full calendar of learning and development throughout the year. The Consumer Group has several decades of successful business achievement and is passionate and committed to building long term successful partnerships.

Going forward, Albatha Consumer Group will continue to develop partnerships with existing and new partners with passion and pride. Expansion of existing factories and developing new and innovative opportunities within the UAE. and the Middle East Region will continue to be our top priority. We are committed to continuously improve in all that we do and to deliver an inspiring and quality legacy for generations to come.



## Our Business

Albatha Consumer Group's strength is its ability to continually improve its business processes and infrastructure, encouraging creative thinking, international best practices and the adoption of innovative technology to implement reforms.

By enhancing its manufacturing units, distribution infrastructure and associated services, the Group's vision is to grow in all segments of its business. This will demand strong brand building, contract manufacturing and distribution capability, excellence in customer management and business execution across key customers, channels and geographies.

In order to successfully implement these ambitious plans, Albatha Consumer Group is committed to satisfying the requirements of all its stakeholders – business partners, customers, consumers, employees and owners – by living its core values and executing its business plans successfully every day.

## Our Companies

- **Gulf International** | Trading, sales and distribution
- **International Beverage and Filling Industries** | Manufacturing, branding, sales and distribution
- **Global Food Industries, Frozen Foods Unit** | Manufacturing, branding and sales
- **Global Food Industries, Snacking Foods Unit** | Manufacturing, branding and sales
- **Malila Trading Establishment, Saudi Arabia** | Trading, sales and distribution
- **Best Harvest Trading, Saudi Arabia** | Trading, sales and distribution



# Gulf International

## Sales and Distribution of International FMCG Brands

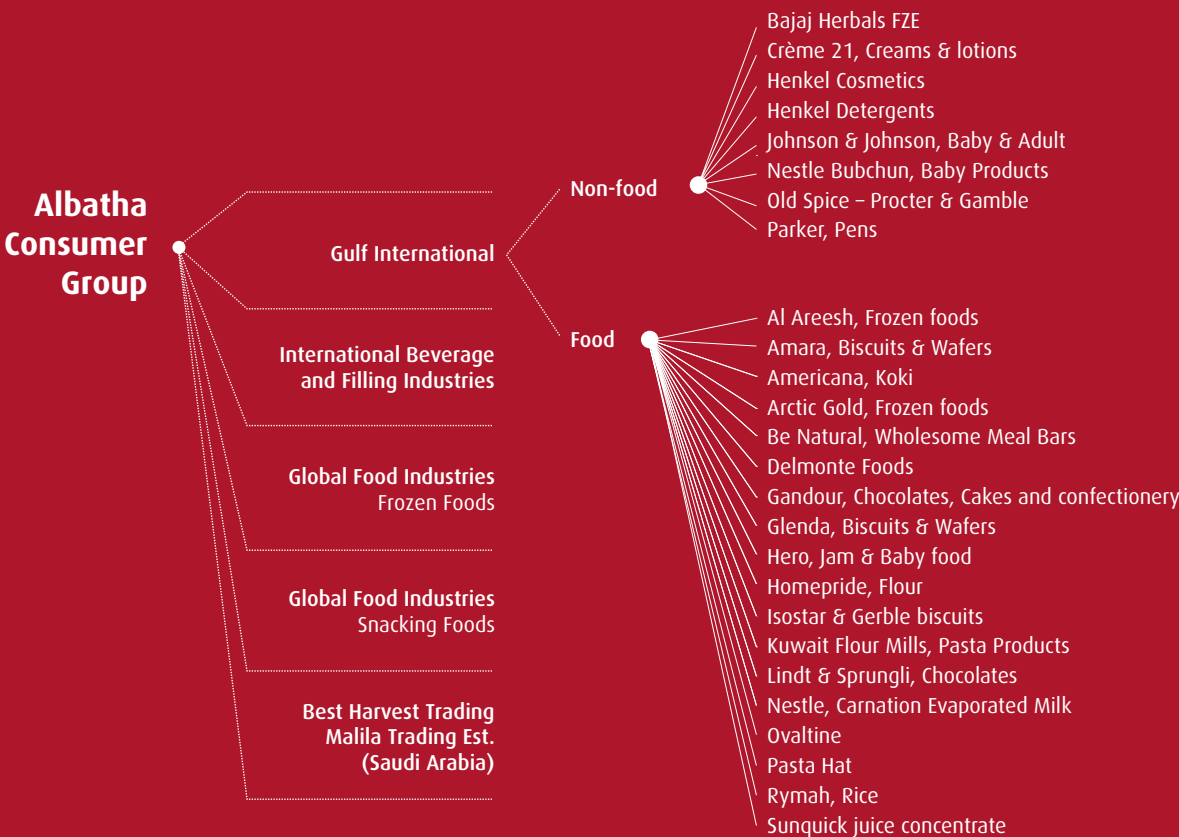
www.gulfinternational.com



Since 1973, Gulf International (GI) has continuously strengthened its expertise in marketing, brand building and distribution of some of the world's leading FMCG brands. Head-quartered in Dubai, GI's operations are spread across the UAE via highly qualified and experienced teams in sales, trade marketing, supply chain, logistics and other support-function. The company is certified to ISO standards, and regularly receives recognition awards for its excellence in distribution and execution from many of its long-standing principals.

## Our Brands

GI provides successful branding, marketing, sales and distribution for some of the world's most loved food and non-food consumer brands, as well as for brands manufactured by Albatha companies.



## Our Business

GI is driven to become the leading FMCG Sales and Distribution Company in the UAE. This success is being built on a strong customer-centric approach – enhanced by in-depth market knowledge – this differentiates GI from the competition.

Sales, Marketing, Logistics and General Management are carried out by capable teams with extensive international experience. GI's commitment to training and staff development ensures that this expertise is constantly refreshed and upgraded.

GI also embraces state-of-the-art systems including SAP, Hand-held Terminals and GPRS to streamline supply chain costs and processes. Additionally supported by strong warehousing and distribution capability, high outlet coverage with competitive service levels, GI targets all trade channels including Hypermarkets, Supermarkets, Self Service, Small & Large Groceries, Wholesale and HORECA.





العريش  
AL AREESH

العريش  
AL AREESH

حلال  
HALAL

A MEMBER OF ALBATHA  
CONSUMER GROUP

عضو من مجموعة  
البطاطا الاستهلاكية

جولبال للصناعات الغذائية  
GLOBAL FOOD INDUSTRIES

عضو من مجموعة  
البطاطا الاستهلاكية

جولبال للصناعات الغذائية  
GLOBAL FOOD INDUSTRIES



# International Beverage and Filling Industries

## Beverage Production

[www.stardrinks.com](http://www.stardrinks.com)



International Beverage and Filling Industries (IBFI) was established in 1993. Today it's one of the market leaders in the local UAE beverage industry, as well as a leading exporter to more than 45 countries worldwide.

The company operates from a state-of-the-art facility in Sharjah, which houses all its divisions, including Processing and Filling, PET Bottling Manufacturing, Screw Cap Manufacturing, Quality Control, Maintenance, Warehousing, Sales and Distribution. In step with an unwavering quest for quality and staff well-being, all systems are ISO 9001 and HACCP certified.

## Our Brands

IBFI produces an extensive range of canned and bottled drinks led by its flagship brand STAR.

### STAR Juice Drinks

Refreshing flavours include Mango, Orange, Guava, Apple, Mixed Fruit, Lemon, Carrot-Orange, Pineapple and Lychee.

### STAR Carbonated Drinks

The extensive selection ranges from the traditional to the innovative: Cola, Cappuccino Cola, Fizz (lemon), Mango, Pino (pineapple), Orange, Fruiti (fruit cocktail), Lemon and Mint, Soda Water and Tonic Water.

IBFI also produces other successful drinks under the brand names AWAFI and QUENCH.

### STAR Pure Natural Drinking Water



## Our Business

With an ability to understand and deliver what consumers want, IBFI has emerged as the market leader in the PET juice segment and also holds a substantial share in the CSD segment. IBFI directly covers a large number of outlets in the UAE with a large van sales fleet which has extensive experience of building and selling the Star brand over many years. The IBFI business is committed to building customer and consumer engagement across its large number of markets, delivered through daily execution of high quality brands by a passionate team.

IBFI also co-manufactures drinks for a broad range of customers and exports across the globe.

In line with its mission to grow and stay ahead of its competition, IBFI is committed to the continuous improvement of its integrated management systems related to HSEQ and is also engaged in projects related to Environment Protection and Corporate Social Responsibility.





# Global Food Industries LLC

www.global-food.com



The company was established in Sharjah in 1992 and is a dedicated facility, custom-built with equipment installed and commissioned from renowned international suppliers.

Global Food Industries (GFI) is one of the leading companies in the market offering a range of frozen products mainly under two brands namely Al Areesh, Arctic Gold. GFI brands have significant presence across GCC countries

GFI is certified by local and international regulatory bodies using ISO 9001:2008 and HACCP standards and operates in line with the best industry practices. Maintaining a culture of learning and driven by entrepreneurial spirit, the GFI team ensures that they remain among the best qualified and most productive in the industry.

GFI make the difference by being socially responsible towards community and environment.



## Our Brands

### Al Areesh

Al Areesh offers consumers premium quality and authentic taste in frozen foods that inspire trust. We use the finest ingredients and ensure quality control standards at every step of production. The meals are delicious and easy to prepare, offering Arabic, Indian and Persian specialties.

### Arctic Gold

Arctic Gold offers beef, chicken and vegetarian meals. Arctic Gold gives consumers quality frozen foods for a quick, tasty and convenient meal. The range comprises various modern international recipes.



### Innovation

We are passionate about developing innovative and trustworthy products. Being driven by the consumer needs, we introduce innovative, trusted and quality products to deliver a great consumer experience. Innovation remains at the heart of our culture.

### Halal Products

Global Food Industries (GFI) guarantees and only supplies the highest quality halal products to its customers. Extreme care is taken to ensure that all meat used in preparation of our products are Islamic slaughtered. In case of imported meat, GFI additionally sends its own auditors periodically to inspect the halal slaughtering process at the slaughter house.

### Quality Controls

GFI sources its raw materials from the world's finest producers. The process is related to continuous improvement on research and development of existing and new products (as per customers requirements), and quality controls established to ensure a food safety guarantee of all GFI products.





# Global Food Industries - Snack Foods Division

[www.gfisnacking.com](http://www.gfisnacking.com)

Global Food Industries – Snacking Division (GFIS) was established in Sharjah in 2010, as a purpose-built snacking factory certified to the highest international food safety standards. GFIS manufactures a range of Biscuits and Wafers under its own brand – Amara and Glenda - which are distributed across UAE, Gulf, Levant, Africa, Asia and North America with the support of a dedicated local and export sales team. GFI Snacking aims to be a regional leader by manufacturing and marketing innovative, quality products that satisfy consumer needs.

GFIS also co-manufactures for some of the Middle East's and the world's largest food companies.



## glen'da

glen'da is a twentieth century name with an essence of European tradition. It combines the two elements of **glân**, meaning "pure & clean" and **da**, which means "good" representing the freshness of nature.

glen'da epitomizes the goodness of pure natural taste.



## Production Unit

The factory was commissioned with 3 lines of Biscuits and Wafer imported from Europe and build on a greenfield site. The site is certified to the highest international standards including ISO 9000, 22000 and HACCP. Further investments have subsequently been made in the packaging lines of the facility to address the growing need of smaller pack formats for convenience consumption.

## Research & Development and Quality Controls

In order to provide consumers with the best quality, GFI Snacking has a dedicated team of Quality Control specialists that ensure raw materials are purchased from certified, quality conscious producers from across the world. To maintain and improve the quality of products, continuous investments are made in technology as well as in understanding the evolving taste of consumers.

## Our Brands

### glen'da

glen'da epitomizes the fresh goodness of pure natural taste. glen'da uses only the finest selection of ingredients sourced from around the world and is manufactured with the highest international quality standards. With its wide variety of amazing choices and unique flavours - including healthy Digestive Biscuits (Regular and Light), Wafers, Crackers and Sandwich creams - glen'da truly offers a delightfully indulgent experience.

### Amara

Amara offers quality fun snacks for the entire family. These biscuits are made from the best ingredients and produced using state-of-the-art facilities and highest international standards. With its colourful array of exciting range and flavours, Amara offers an enjoyable experience for the whole family. The Amara portfolio includes Wafers, Crackers, Glucose, Nice, Malt n Milk, Cream Sandwich Biscuits, Tea and Marie Biscuits.



# Best Harvest Trading Malila Trading Establishment Saudi Arabia



## FMCG Distribution in Saudi Arabia

Best Harvest Trading and Malila Trading Establishment were founded in Saudi Arabia in 1992 and 1995 respectively. Operating exclusively in the Kingdom of Saudi Arabia, they sell and distribute a substantial range of some of the Kingdom’s most popular foods, snacks, beverages and non-food consumer products. Together, both businesses cover and distribute across the entire country.

Best Harvest is head-quartered in Jeddah and covers the west and south regions, while Malila - operating out of Riyadh - manages the centre and east regions.

## Our Business

Driven by a total commitment to customer service, Best Harvest and Malila’s supply chains operating smoothly and cost-effectively. The businesses are focused on increasing sales and market share for its principals by expanding its distribution network and effectively covering the region’s channels and key customers across the Kingdom of Saudi Arabia.

With independent offices, cold-store warehouses and a fleet of commercial transportation, chilled trucks and vans, they are fully equipped to handle the demands of the expanding market. Albatha’s operations in Saudi Arabia are consolidated under one umbrella to provide a more efficient distribution model to our Principals.

## Our Principals and the brands we distribute:





## Albatha Engineering Group Contracting, Supply & Installation of Engineering Products and Services.

Construction is one of the most important sectors of the United Arab Emirates. The development of the country's infrastructure, properties and facilities for its growing population has been one of the major areas of services required.

Albatha Engineering Group has been in the forefront of this sector for over 40 years and delivers a comprehensive offering of outstanding expertise, products and services. This includes mechanical and electrical contracting, surveying, fire protection and facilities management. We are also suppliers of high-grade industrial chemicals, and the sole agents in the UAE for some of the world's leading lighting, electrical and engineering equipment.

Excited by innovative solutions to modern challenges, the Group is constantly looking for new ways to lead in a fast-evolving industry. The Albatha Engineering Group is expanding into other areas such as Seismic hazard and risk assessment and landscape aerial mapping. The Group is also entering into products and services in the Oil & Gas sector.



# Our Business

Albatha Engineering Group strives to be the provider of benchmark-quality, state-of-the-art engineering solutions. With a reputation for customer service, corporate integrity and social responsibility, Albatha Engineering is proud to be an established electro-mechanical contractor in the country and sole distributor and agent for some of the world’s most respected brands.



# Our Companies

**Albatha  
Engineering  
Group**

GECO Mechanical & Electrical

GECO Engineering

GEOSCOPE

GECO Chemical Oil & Gas Field Services

Spectra Electronics Trading LLC

GIPL (GECO Ind. Packing LLC)

A N Wallis

Tecon

# GECO Mechanical & Electrical

## The UAE Leader

[www.gecome.com](http://www.gecome.com)



GECO Mechanical & Electrical (GECO M&E) was founded in the year 1969, and is the foremost electro-mechanical contractor in the UAE. GECO M&E is an ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 Standards for Environment Protection and Occupational Health & Safety Certified Company. It operates through four strategic business divisions:

- Contracting
- Power Generation and Distribution (HV/MV/LV/Networks)
- Fire Protection
- Facilities Management

## Our Business

GECO M&E's dynamic work environment includes the latest hardware and software technology – from CAD to 2D Engineering and Drafting systems. The company is registered with ADDC, DEWA, SEWA, FEWA and DMW as a specialist MEP company.

At the core of GECO M&E is a talented staff of over 2,000, including managers, specialist engineers and technicians. The team's expertise and experience enables them to take on projects of any size, providing a comprehensive range of supply, installation, testing, commissioning and maintenance services.

The company is also renowned for employing innovative HR practices, ensuring it meets client needs while giving valued staff the best possible career development.





# Our Projects

The scope of GECO M&E's technical capability is showcased in recent projects spanning numerous disciplines.

## Contracting

GECO has the expertise and experience backed by a team of professional managers, engineers and technicians, in executing projects of any magnitude, providing a comprehensive range of services in the field of Electromechanical works for all Commercial, Residential and Industrial Projects:

- Sharjah Teaching and Dental Hospital
- Sharjah University Complex
- Al Raha Beach Theater and Resort
- Reef Mall
- Dubai Creek Tower
- Grand Millennium Hotel
- Etisalat Academy
- Sharjah Islamic Bank Headquarters
- Sahara Centre Shopping Mall
- Al Taawun Mall
- Abu Dhabi Future School in Al Ain

## Power

GECO Power Division carries out all the power related works, throughout the UAE. The division is capable of carrying out the HV, MV and LV substations, cable laying, power transmission and distribution networks on a Turnkey basis:

- Emirates Industrial City - Sharjah
- 2x50 MW Rolls Royce GTG for SEWA - Al Wasit power plant
- Al Tai Residential Complex
- Sharjah Investment Centre
- 33/11 KV substations for FEWA, SEWA, DEWA
- 11 KV substations - DUBAL
- Road Lighting works- Emirates Road
- Maintenance of substations - UAE Armed Forces
- 132 KV Substations for Hamriyah Free Zone Authority

## Facilities Management

GECO M&E Facilities Management provides preventive maintenance and reactive services for all types of commercial, residential and government buildings across the UAE. Recent projects have included hospitals, hotels, palaces, schools, villas, shopping malls and ministry buildings.

Its determination to achieve optimum levels of quality, safety and environmental standards is manifested in the company's accreditation with ISO 9001: 2008, ISO 14001 and OHSAS 18001 standards for Environment Protection and Occupational Health and Safety.

With over 600 highly qualified and constantly trained professionals, specialist technicians and support staff, the company offers the highest levels of customer satisfaction across services including:

- HVAC (Heating, Ventilation and Air conditioning)
- MEP
- BMS (Building Management Systems)
- Fire protection
- Swimming pool and fountain
- Civil works repairs and maintenance (carpentry, painting and masonry)
- Renovation and fit-out works
- Motor rewinding and compressor repair workshop
- Logistics – providing vehicles, tools, supplies and personnel in the right place at the right time

## Fire Protection

GECO Fire Division is a turnkey fire-protection solutions provider – Design, Supply, Installation and 24/7 Maintenance - representing some of the leading manufacturers like BOSCH, WAGNER, SAFEX and EVERLUX and has successfully executed several complex projects. GECO M&E is a member of NFPA, BSI and is approved by UAE Ministry of Interior-Civil Defense. It has an expert team with 18 years of experience in Design/Calculations as per NFPA, EN and Vds and HASS Calculations. Some of the projects are:

- Emirates International School
- IBFI Bottling Plant
- REEL Cinemas
- Emigrain Factory
- Fujairah Royal Hangar
- Saadiyat Al Manara Exhibition Centre
- Khalifa Port, Abu Dhabi





# GECO Engineering Surveying, Mapping Systems and Services

www.gecoengg.ae



General Enterprises Company (GECO) Engineering Division has been established in the UAE since the 1970s. It is a market leader in surveying and mapping equipment and services, and is the distributor of Leica Geosystems AG, Switzerland in the UAE. Its wide-ranging portfolio has won recognition and client trust for matchless quality, innovation and an impeccable safety record.

GECO's solutions are trusted by professionals to help them survey and present information in ever more convenient, effective and accurate ways

## Our Products:

- Complete range of Surveying Equipment and Systems with supporting software
- GPS and GIS Systems
- Seismic/Geo Physics
- 3D Laser Scanners
- Total Stations
- Machine Control Systems
- Surveying Accessories
- Theodolites & Leveling Instruments
- Construction Lasers
- Specialized Software

## Our Principals:

- Leica Geosystems AG
- Pacific Crest

## Services Offered:

- Rental of Surveying Equipment including GPS, Laser Scanner, Total Station, Accessories etc.
- Land Surveying Services
- Network & Adjustment
- Data Computation
- Monitoring Services
- Control Network Survey
- 3D Laser Scanning Services
- Certified Training

## Our Expertise and Projects

GECO Engineering is the only local Company with specialization and successful installations of the GPS Reference Station Networking and Earth Quake Monitoring Systems in the region.

We represent GEO++ Germany for the below Systems:

- Burj Khalifa – High Rise Buildings Monitoring System
- GNSS Reference Station's Network
- DVRS – (Dubai Virtual Reference Stations)
- AUH GRS – (Abu Dhabi Reference stations network)
- AVRS – Ajman Municipality Reference Stations
- SVRS – Sharjah Reference Station Project
- UAQ VRS – Umm Al Quwain Reference Station Project
- Al Raha Beach Development
- LIMITLESS – Arabian Canal Reference Station's Project
- ALAIN VRS – Al Ain Extended Reference Station's Project



# Geoscope

## Cutting-edge Equipment, Solutions and Services

[www.geoscope.ae](http://www.geoscope.ae)



GEOSCOPE specialises in the field of Geomatics, Hydrography, Seismic and Structural Monitoring services and solutions. It aims to be the first choice provider of state of the art equipment and services with complete back-up support for its valued clients.

GEOSCOPE is actively present in the United Arab Emirates, Kingdom of Saudi Arabia, Qatar and Oman. Our core team of Professionals is our real strength to scale new heights of distinction and excellence.

## Our Projects

### Assessment of Seismic Hazard and Risk in Abu Dhabi

This included building the overall system and associated databases for Abu Dhabi's Seismic Risk Monitoring and Management Centre (SRMMC), as well as enhancing public awareness and a risk prevention culture. This is one of Geoscope's strategic projects in the emirate of Abu Dhabi.

### Portable Computer Field Data Acquisition Project

This project for Abu Dhabi Municipality involved integrating telecommunication, IT, GIS and surveying – finishing tasks on field in the most efficient way and avoiding post-processing of field data.

## Our Business

GEOSCOPE represents some of the most respected brands in the world, providing the best quality products and services from the US, Canada, Europe and Asia, as well as the provision of complete turnkey solutions in-house. Our dedicated and approachable technical support and training team can respond to your questions, whether simple or diverse and make available the essential product training and support.

## Our Principals

- Ashtech, France
- Spectra Precision, USA
- Nikon, Japan
- Faro, USA
- Juniper Systems
- MicroSurvey CAD
- Geo++, Germany
- Trimble Europe B.V.

## Our Products

- GPS and GIS Systems
- Total Solutions
- Leveling Instruments
- Construction Lasers
- 3D Laser Scanners
- Surveying accessories
- Specialized Software

## Our Services

- Aerial Surveying
- 3D Lidar Mapping & Modeling
- Surveying Equipment
- GIS Systems
- Structural Monitoring
- Fleet Management
- Seismic and Earthquake Monitoring





# GECO Chemicals Oil & Gas Field Services

## Oil & Gas Chemicals/Services

[www.gecochemicals.ae](http://www.gecochemicals.ae)

A trusted partner from the last 58 years, provides chemicals and services to Oil & Gas, Energy and water treatment industries that protect people and their vital resources.

## Our Business

Company believes in uncompromisingly quality and services, ensuring that everything it does exceeds the customer's expectation in efficiency and performance. At each level of the business, from production to sales and distribution & services, its quality control systems are conscientiously enforced.

## Our Products & Services

The company offers a wide range of products, which include:

- Upstream/Midstream/Downstream Chemicals
- Water Treatment Chemicals
- Fire Fighting Chemicals/ Equipment's
- Oil Field Specialty chemicals
- Resins & Additives
- Oil Spill Products & Equipment's
- Engineering & Design
- Project Management
- Construction
- Maintenance
- Technical Training



## Our Principals

GECO Chemical Oil & Gas Field Services represents world renowned manufacturers and service Providers.:

- Nalco Champion An Eco Lab Company (USA)
- Huntsman Performance Products (USA)
- Melzer Specialty Chemicals (India)
- Orchidee (Germany)
- Versatech Products INC (Canada)
- PGI Geosynthetics "Terram" (USA)
- INEOS Chlor (UK)

# Spectra Electronics Trading LLC

Head Quartered in Abu Dhabi, SET (as Spectra Electronics Trading LLC is popularly known) is the exclusive Sales and Service partner in the UAE for Trimble Spectra Precision for its entire Nikon-Spectra Precision range of surveying equipments.

With fully equipped offices, warehouses, and service centres based in Abu Dhabi and Dubai, Spectra's aim is to promptly customer business needs (whether in developing product specifications based on project needs, equipment purchase, maintenance, software upgrade, or customer service support) at shortest turnaround anytime, everytime.

The team of Sales, Application and Service Engineers at SET have been associated with Nikon-Spectra Precision for many years, and often understand the pulse of the customer's needs.



# GIPL

## Refrigerant Gases

www.gecoipl.com



GIPL (Geco Ind. Packing LLC) was established in 1986. We supply high quality HCFC's, HFC's and HVAC equipment and products to fulfil industry specific needs.

GIPL has its own filling station for repacking and distribution of refrigeration gases which is equipped with ultra modern facilities. Recently GIPL extended its storage capacity to improve quality, efficiency and support on-going expansion across the GCC.

Our plant is dedicated to providing safe, high quality, high performance and reliable outcomes for a wide variety of applications around the region. We understand that our success and future prosperity depend upon our ability to create real value for our customers through high levels of dedication to quality and the best customer service in our industry.

In the continued pursuit of GIPL vision, we have established an exclusive showroom in Deira featuring Air Condition & Refrigeration accessories and parts.

## Our Principals

- Asahi - Japan
- Arkema - USA
- Refrigeration Technologies - USA
- Appion - USA
- BNF - Singapore
- Galco - Belgium
- Kaltech - Singapore
- INEOS Flour - UK
- Navin Fluorine - India
- Solvay - Germany
- Sinochem - China
- Xaerus - USA
- Unicorn BV - Netherland
- Frascold - Italian
- PEGO - Italian
- S.E.R. - Italian
- GMC - Italian

## Refrigerant Applications

- Automotive Industry - vehicle manufacturing and maintenance
- Food and Beverage Industry - frozen food, soft drinks and dairy products
- Cold stores for preservation of fresh and frozen fruits, vegetable and meat products
- Refrigeration and air-conditioning manufacturers - chillers, split units and window A/C air handling units
- District cooling
- Original Equipment Manufactures (OEM's) - refrigerators, chest freezer, water cooler, dispenser and chilled shelving
- Flexible and Rigid Polyurethane Foam Industry
- Polyurethane for Insulation and Packaging
- PVC Foam Industry
- Aerosol Industry - cosmetic, pharmaceuticals and toiletries

## Services

In this highly competitive market, GIPL is a step further than the rest; in that, it also assists clients with numerous technical solutions.

Our refrigerant management program completely envelops the refrigerant chain supply, providing the following services to customers.

- Supply of virgin refrigerant
- Refrigerant recovery Assist
- Refrigerant Reclaim services
- Refrigerant Disposal
- Rental Program for Refrigerant Recovery equipment & Cylinders
- Analysis of refrigerants and refrigeration oils
- Refrigerant gases for supermarket chillers





# A N Wallis & Co. Ltd

A N Wallis & Co. Ltd established in 1946 is a world leading manufacturer of Earthing, lightning protection, exothermic welding and surge protection products. Manufactured in Nottingham UK Wallis distributes products to customers literally all over the world.

The wide ranging list of projects where Wallis products have been used includes The Grand Prix Circuit in Abu Dhabi. Hospitals in Kuwait and Qatar, Mosques in Libya and Bahrain, Petrochemical Projects in Saudi Arabia, Egypt and Oman, Telecommunication Towers in Nigeria and Thailand and Rail Installations in Hong Kong and UK. All these projects have Wallis products fitted to them providing lifelong protection.

Wallis offer design, site support and supervision services for Earthing & Lightning Protection in accordance with the new BS EN62305, design of Earthing systems to BS 7430 and Local Codes of practice, Soil Resistivity Tests & Reports, Earth Resistance Tests & Reports, Inspection and supervision on sites for installation of LPS.

Wallis work internationally with consultants, contractors and power engineering concerns both directly and through our comprehensive network of distributors Wallis are accredited with BSI ISO9001 : 2008.





# Tecon

## Electrical Excellence

www.tecon.ae

TECON Ltd. started as a local electrical company in 1975. Its reputation for service, safety and quality has seen it grow into one of the UAE's largest suppliers of electrical products and services. TECON has grown beyond the United Arab Emirates to become a regional player. TECON has offices in Saudi Arabia, Oman and Qatar.

Serving both domestic and corporate clients, the company delivers a world-class range of electrical solutions:

- Lighting and lighting control systems
- Earthing and lightning protection
- Emergency lighting systems
- Fire detection systems
- Security systems
- Cabling and cable management systems

## Our Business

Safety, quality and reliability are at the heart of TECON's business. ISO 9001:2008 certified, it maintains the highest possible standards through regular independent monitoring and internal audits.

Success is also dependent on the proficiency of its staff. TECON recruits the finest senior designers and engineers, and also runs robust training programmes. This ensures that every individual can confidently deliver on customer requirements as well as enjoy excellent career development opportunities.

## Our Projects

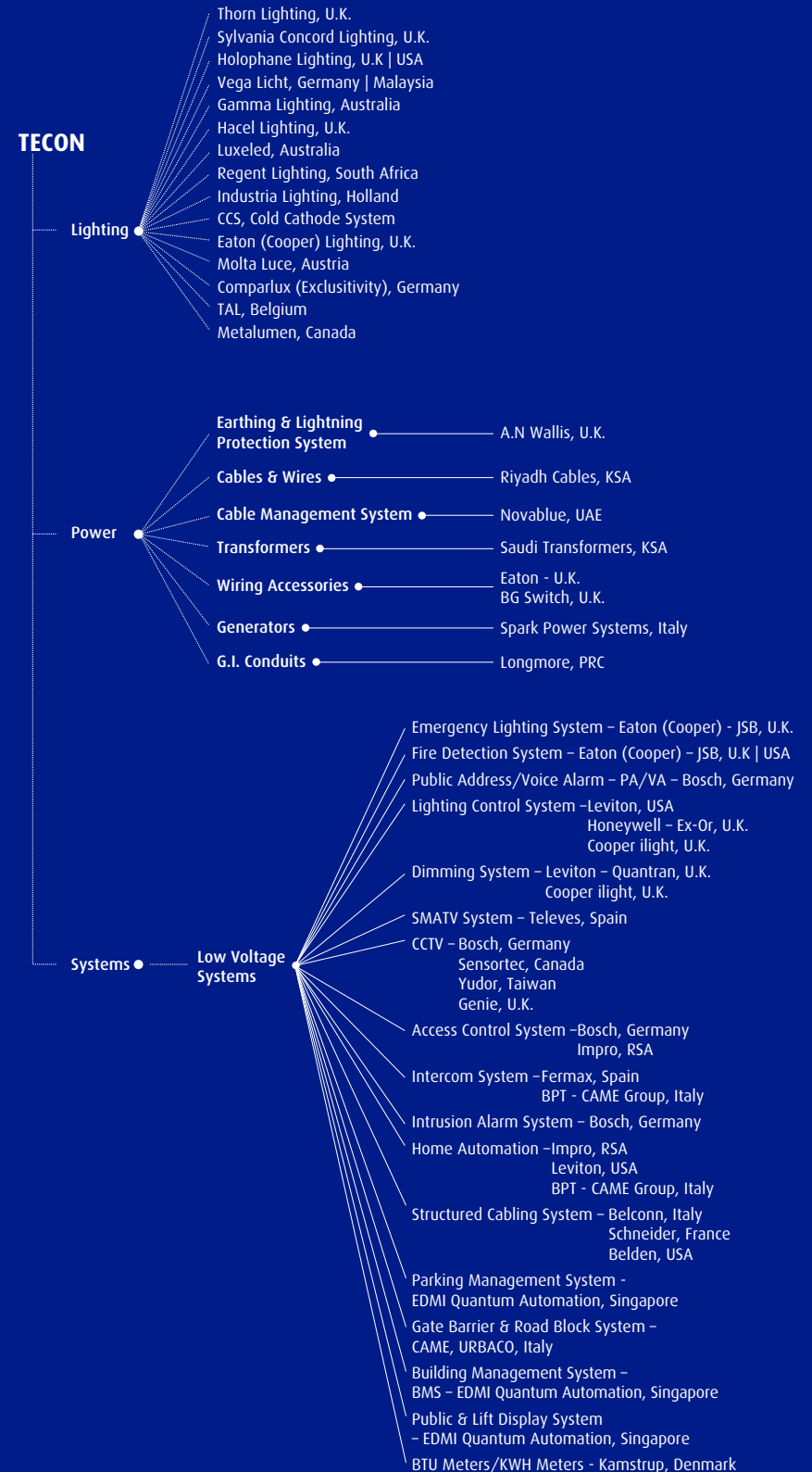
- Burj Khalifa - Dubai
- Dubai Mall - Dubai
- Emirates Towers - Dubai
- Madinat Jumeirah - Dubai
- Mall of the Emirates - Dubai
- Grand Mosque - Abu Dhabi
- Grand Hyatt - Abu Dhabi
- Yas Marina Hotel - Abu Dhabi
- Al Dar HQ - Abu Dhabi
- Ferrari World - Abu Dhabi
- Sharjah University City - Sharjah
- Kingdom Tower - Saudi Arabia



Perspective of the Kingdom Tower (under construction) expected to be the tallest tower in the world



## Our Principals





## Albatha Healthcare Group

### Total Healthcare Solutions

As a population grows and gets older and health insurance becomes mandatory, so investment in healthcare facilities follows. Together these factors have created a vibrant and recession proof healthcare industry in the Middle East.

Albatha Healthcare is perfectly positioned to take advantage of this dynamic market. We have been at the forefront of supplying the industry with solutions since 1969. We supply our customers with products and services they need, to provide excellent healthcare. Pharmaceuticals, medical – devices and consumables, medical equipment and home healthcare products are all part of our offering from over 100 principals.

The future is bright and Albatha Healthcare is committed to invest to become the healthcare solution provider of choice in the region. We have already invested in a hearing solutions venture and a JV in the rehabilitation business. We continue to look for opportunities regionally to increase our reach particularly in the areas of, patient monitoring, logistics outsourcing for hospitals and regional principal support in terms of demand creation, logistics and registration.



# Our Business

The Group’s vision is to be the home to world-leading healthcare brands and innovative solution providers, to whom Albatha Healthcare can offer all the support they need to be leaders in the region. Building on the success of Modern Pharmaceutical, the Group’s recent diversification into hearing solutions venture is proof of its ambition and ability to replicate its success in other healthcare sectors.

## Our Companies

- Modern Pharmaceutical Company
  - Vienna Trading Establishment
  - OTB MPC LLC
- PharmaConsumer

Medical

Services





# Modern Pharmaceutical Company Healthcare promises delivered

[www.mpchealthcare.com](http://www.mpchealthcare.com)



Modern Pharmaceutical Company (MPC) began operations in 1969 in Dubai as a retail pharmacy. Since then, MPC has grown to become one of the leading distributor and healthcare solution providers in the MENA region. From the most advanced diagnostic machinery to world-leading health and beauty products, it strives to deliver a comprehensive product offering to the healthcare industry.

- **PharmaConsumer** | supplying approximately 25% of the UAE's needs
- **Medical** | Dental, lab and diagnostic equipment and consumables
- **Services** | Retail, logistics, sales, marketing, regulatory affairs and HR

## Our Business

MPC has been ranked No 1 by customers for 8 consecutive years and has produced double digit growth for the last 6 years.

Combining broad expertise in global healthcare with in-depth knowledge of regional markets, it imports, registers, distributes and markets products through 3 specialized divisions. We are committed to be the outstanding integrated healthcare service provider to our customers and principals in terms of trust, availability and innovation.

This new structure ensures your products are within arms reach of those that need them. With the best service in the industry, dedication to both our customer and our principals and the broadest healthcare distribution network, we can ensure the success of your business.

## Our portfolio includes:

- Healthcare sales and distribution
- Logistics including Free Zone Hub
- Regulatory affairs consultancy services
- Marketing services





# PharmaConsumer

PharmaConsumer is the leading pharmaceutical, personal health and beauty care distributor in the UAE, supplying approximately 25% of the country’s needs from over 30 leading multinational and regional suppliers. Its seamless operations ensure that our partners’ products are always in right place at the right time.

Importantly, partners of PharmaConsumer benefit from deep-rooted industry relationships built by MPC over the last 45 years. The solid financial reputation and ability to consistently outperform the competition, are vital in such a rapidly expanding market.

PharmaConsumer was recently restructured to take its level of professional service to new heights. Now with dedicated key account managers for all of your potential key customers we can provide levels of service not seen before in the Emirates. For our principals we have dedicated Principal Affairs Managers to ensure that we are dedicated to explore every opportunity MPC has to add value to your business. This provides you with a single primary point of contact and ensures excellent alignment between the partners.

# Sales & Marketing

MPC’s marketing department provides expert marketing, sales & promotional support to drive growth. Through the latest communication channels and a range of medical and consumer touch points, it ensures clients build a consistent brand image and boost sales through impactful marketing approaches. We are proud of our track record of success with major multinationals such as AstraZeneca, Pfizer, Janssen and Alcon.

‘If you have a business challenge we are here to help you find a solution’.

## Our Principals

Through its businesses, Albatha Healthcare is the sole distributor of products from some of the world’s leading healthcare brands:



# Medical Products and Solutions

The Medical Division takes pride in its successful track record of bringing to customers bundled healthcare solutions. We are a long term trusted partner in the UAE, with an excellent reputation and an extensive network and proven outcomes that we continue to bank on to deliver successful projects. We import medical devices and implement technological solutions that our customer value the most and ultimately assure the delivery of best quality care to patients.

We are a team of professionals coming together from a diverse cultural background with global experience in the healthcare field. United in our vision and values, we assure our partners and customers alike that we shall add the right value to their business and deliverables through excellence in our performance. To stay ahead of the curve, we regularly invest in training our sales specialists, product specialists, and engineers and do often engage and share with our key customers such learning, in true partnership spirit.

Access to market, availability of products and service uptime are the essence of our success. We do so while investing in the latest monitoring and control systems available and infrastructure resources, be it administrative or financial, to support our operational activities and delight clients.

With solid regional experience, our specialized business units are focused on their customer needs - consulting and advising on healthcare product requirements and bringing them the latest innovations through their global partner network of leading healthcare manufacturers.

Most importantly, we listen to the professional healthcare givers and planners and what we hear is simple... Promise Delivered.

And, this is the essence of our everyday operations - be it supplying suture to the operating room, a scanner to the radiology department, materials to a dental clinic, diagnostic kits to a laboratory, repairing a ventilator in the ICU, or equipping a full hospital project turnkey.



## Our Principals

Through its businesses, Albatha Healthcare is also the sole distributor of products from some of the world’s leading healthcare brands:





# Services

## Retail

MPC owns Modern Pharmacy retail outlets in Dubai, Abu Dhabi, Al Ain, Ajman and Sharjah with a team that works hard to maintain its peerless reputation for quality and service. These pharmacies give MPC a real competitive edge in the market, providing vital insights into the lives of consumers and assisting the Group in tailoring more complete healthcare solutions.

## Regulatory Affairs

In our constant pursuit of stronger, more productive relationships, Modern Pharmaceutical has established the first dedicated regulatory affairs service. The professional, quality-focused team has gained MPC, and therefore our partners, the full trust and support of regulatory agencies. MPC has signed an agreement with EXTEDO to support them in developing eCTD capabilities in the GCC. This ensures MPC remains at the cutting edge of regulatory practice.

## Human Resources

MPC's partners may require a variety of HR support, from developing strategic regional teams to general help and advice on their HR roadmap. Offering support wherever possible, Modern Pharmaceutical gives partners the opportunity to learn from its experience and benefit from the specific systems it has developed for the Middle East.

## Regional Logistics

Every region has unique challenges. MPC's partners benefit from unrivalled local knowledge making sure that products are available, which is a key priority in this market. Together with global logistics experts Hellmann Caliper, MPC offers reliable, professional regional logistics solutions underpinned by a thorough understanding of Middle Eastern commerce and regulatory environments.

In partnership with Hellman Caliper, MPC offers:

- Fully Ministry of Health (MOH) compliant logistics
- MPC teams on-site accountable for your regional hub
- Great capacity with a 100,000 sq. ft. dedicated healthcare logistics centre
- Unmatched 5,000 sq. ft. dedicated healthcare cold room facilities
- Excellent HQ location ideal for both air and sea freight
- Dubai Logistics City Free Trade Zone in Dubai World Central
- Fully validated cold chain logistics
- Full EDI capability
- Freight forwarding across the GCC, Middle East and beyond

## Vienna Trading



Vienna Trading is dedicated to providing cutting-edge hearing solutions to its growing UAE customer-base.

Importing, marketing and servicing renowned products, it is proud to be having a profound effect on the lives of thousands of hearing-impaired people.

Vienna Trading represents:

- Phonak
- Cochlear

## OTB MPC

(Orthopadie Technik Berlin - MPC)



OTB is Albatha Healthcare's ground-breaking joint venture between MPC and the world leader in rehabilitation products, Bauerfeind.

OTB has a retail outlet in Dubai Healthcare City. We have established workshop-outlet where patients can access the most sophisticated mobility and disability equipment and care. Mastercraftsmen, certified in Germany, produce prosthetics, orthotics and braces, tailor-made to each patient's needs.





## Albatha Home & Personal Care Group

### Diverse Brands & Expertise

The Home Personal Care Group serves a large and important part of the “fast moving consumer goods” (FMCG) industry.

From detergent powders to disinfectants, and from shower gels to soaps, the consumption of these products grows where populations and economic wealth grows. This simple association means countries of the GCC are some of the fastest growth markets for home and personal care FMCG products in the world.

To ensure brand owners’ products are attractive on the shelves of retailers they all need to be packed in quality and distinctive packaging. More than just FMCG products manufacturing, we also produce product packaging for the whole FMCG industry and beyond.

We are one of the most competent players in our markets, and by concentrating on our passion for quality, value for money, and providing comprehensive solutions to customers and consumers, we aim to be the strongest regional player in our chosen markets.



# Our Business

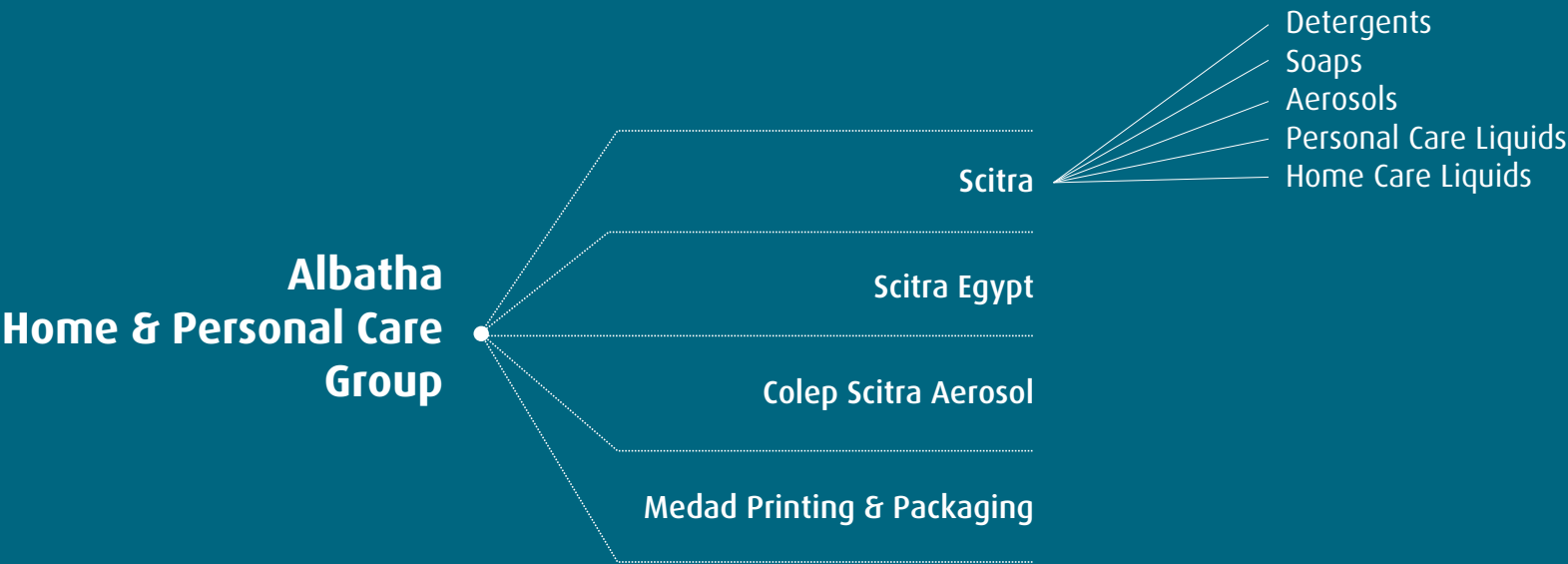
After years of growth and development, Albatha Home and Personal Care Group is now strategically structured to let each company focus on its individual customers and strategy, while maximising the opportunities for synergy across the Group.

It aims to be the region’s most successful group combining home and personal care products, packaging and manufacturing. As technology leaders, each of the operating companies within the Albatha Home and Personal Care Group embraces state-of-the-art processes and equipment to deliver exceptional quality at competitive prices.



# Our Companies

- **SCITRA** | Contract Manufacturing
- **SCITRA EGYPT** | Contract Manufacturing
- **COLEP SCITRA AEROSOLS** | Consumer goods packaging & Contract Manufacturing
- **MEDAD** | Printed Packaging manufacture



# Scitra

## Contract Manufacturing

[www.scitra.ae](http://www.scitra.ae)



Based in the UAE, Scitra is the GCC's market-leading contract manufacturer of home, personal care products and OTC medical products. Our company was established as a professional manufacturing unit over 30 years ago and has undergone a major transition from a powder detergent manufacturer to an advanced technology, multi-process contract manufacturer for leading brand owners.

Based on international best practices, Scitra is committed to constant improvement with a relentless focus on developing products, processes and people, striving to meet the expectations of the most progressive global clients.

## Our Business

Scitra was initially founded as a small detergent plant, with a unique vision to produce high quality products 'in the region, for the region'. Today, detergent powder manufacturing is still one of the core activities. Additionally, Scitra now operates four other high-tech, multi-process plants: bar soap production, personal care liquids, home care liquids and aerosols. Scitra was recognized in 2016 for being the Best Export Company by the Sharjah Chamber of Commerce and the most innovative and most environmentally sensitive company by the British Aerosol Manufacturers' Association.

Scitra works with brand owners early in the product development process, helping to streamline manufacturing processes and create cost effective manufacturing solutions. This allows clients to spend vital resources on brand development and marketing, while avoiding the prohibitive costs and logistics of importing from abroad.





## Our Partners

Scitra produces some of the world's most respected brands in the home care, personal care and medical products market. Our partners look for comprehensive solutions for product development, supply chain sourcing, manufacturing and delivery.

Our partners then focus on the marketing of their products and achieve high growth and profitability.

## Our Technologies

- Detergent
- Soap
- Aerosol
- PC Liquid
- HC Liquid

## Our Capabilities

Scitra has manufacturing facilities in the UAE and Egypt. The group has broad capability in powdered and liquid detergents, bar Soaps, liquid gel and paste personal care products, aerosol filling and various specialty powder products. Scitra is registered with the United States Food and Drug Administration for production of over-the-counter drugs.

## Supply chain management

Scitra was one of the first launches of the SAP in the region. Our advanced enterprise resource planning (ERP) systems enables the electronic receipt of customer orders directly into our system, enables the correct ordering of raw and pack materials and allows Scitra to reliably achieve up to 99.8% on-time-in-full product delivery.

## Quality

Scitra focuses on producing zero defect, flawless quality products. The company is certified to the global current Good Manufacturing Practices (cGMP) ISO 22716 standard. Also the company has been certified by the Emirates Standards and Measures Authority (ESMA), the Saudi Arabian Standards Organization (SASO) and is regularly quality audited by our Brand Partners. The result is a high quality standard.

## People and environment

By creating a safe working behavior and attitude culture, Scitra ensures the wellbeing of its people and the environment. To safe guard the plant reduces, reuse and recycle programs are in place. To understand and reduce our impact on the environment we have initiated a carbon foot print baseline project. Once established the company will move to reduce the carbon footprint emissions. Also, to ensure the company treats its workers well, ethical audits are performed yearly. This includes direct third party interaction with our employees.

## Scitra Egypt

The most recent entrant into the contract manufacturing market in Egypt, Scitra has quickly earned the reputation as one of the highest quality manufacturers. The operations include Home Care, Personal Care, Baby and Feminine Hygiene and other fast moving consumer goods manufacturing.

The customers for the new facility include the world's most respected companies from the US, Europe, the Middle East and the Asia Pacific regions. The company designs, commissions and accomplishes full service manufacturing with custom solutions that meet all regulatory requirements and customer product and process specifications.

The Egyptian operation is an extension of the UAE operation. The fully-owned site was purchased in 2016 and is supported by the 50-year-old Scitra operations in the UAE. The linkage between the operations ensures that the company delivers the service, established with half a century of experience, with predictability and consistency.

The operations meet the highest hygiene standards, including but not limited to, compliance with current Good Manufacturing Practices (cGMP).



# Colep Scitra Aerosols (CSA)

## Outsourcing solutions



Colep Scitra Aeorossols (CSA) is a joint venture company in the UAE between Scitra and Colep - a leading global player in the consumer goods packaging and contract manufacturing.

Colep has a turnover of around Euros 500 million and employs 3,850 people in Portugal, Brazil, Germany, Mexico, Poland, Spain, United Arab Emirates and the United Kingdom. Colep operates from a global base, offering customers flexibility and proximity to market.

“Our aim is to reshape the packaging industry by offering innovative outsourcing solutions to brand owners”.

## Our Business

CSA offers high quality aerosol contract filling from its facility in Sharjah, UAE. From this strategic manufacturing location, CSA are able to provide personal care and homecare products to the Middle East and North African markets.

CSA offers high standards of manufacture, local market knowledge and reputation, along with access to a global network and innovation & new technologies from Colep's existing business.





# Medad

## Printing and Packaging

[www.medadprinting.com](http://www.medadprinting.com)



Medad was established in 1999 and has built a reputation as the UAE's industry expert, through consistent quality, outstanding creativity and high marketing impact. Using a unique combination of design excellence, technical expertise and innovative thinking, Medad creates excellent value solutions for modern marketing challenges.

Medad prints quality packaging that protects and promotes brands of many of the leading manufacturing organisations in the GCC, serving markets across the Middle East, North Africa and into Europe, in sectors ranging from food and FMCG to Pharmaceuticals.

## Our Business

Medad are more than printing and packaging specialists creating beautifully crafted end products. They provide expert customised services that blend the art and science of printing with innovative thinking, helping clients stand out, build desirable brands, and grow sales.

## Business Excellence

Medad understand that quality for the end customer requires a belief in quality throughout the whole organisation. The "Medad Way" is a systematic approach to controlling and improving our processes, the adoption of best practices and continuous training. ISO and HACCP are a given.

## Facilities and Equipment

Medad has one of the most sophisticated print production facilities in the Middle East. From state-of-the-art pressroom to the design and reprographics departments, Medad are equipped with the latest hardware and software, running to stringent internal quality standards. A range of print technologies offer enhanced accuracy and speed, printing methods from lithography to flexography, allow the opportunity to print on all types of materials.

### Facilities at a glance:

- Packaging design engineering
- Computer to plate imaging
- Digital printing
- Flexography
- Self-adhesive labels
- Die cutting
- Lithography
- Six colour printing with coating options
- Temperature controlled print room

## Medad Design Centre, Dubai

Complementing its continuously updated world-class folded carton manufacturing facility in Sharjah, Medad operates a dedicated Design Centre in Jumeirah Lakes Towers (JLT), Dubai, which offers customers a unique environment to develop optimized tailor-made material neutral packaging solutions. Supported by proven methodologies and state of the art sample making equipment, Medad's highly skilled design team work in close partnership with its customers to develop solutions that will lead to increased sales, reduced costs and risks.





## Albatha Retail & Home Products Group

### Innovative Electronics & Appliances

The Consumer Electronics Industry is becoming increasingly important in contributing to the regions overall economic development in the UAE.

Albatha Retail & Home Products Group has been at the forefront of consumer electronics industry. General Enterprises Company (GECO), is an exclusive distributor in the UAE for a range of consumer electronics and domestic appliances brands. Super General is a leading global value-for-money brand, with an exhaustive product range meeting the need of every household and lifestyle requirement and is sold in over 50 countries. The Group took a strategic entry into the retail sector with E-City General Trading LLC as its flagship retail brand with world class retail stores across the UAE. Recently, Albatha Retail & Home Products Group has added Geco Smart Life Solutions to its portfolio, to cater to the increasing trend of simplified innovative lifestyle technology products to integrate our lives.

The Group is poised to strengthen and expand its business interests to new domains, global markets and new frontiers to gain a competitive advantage via innovative products, latest technology and address new business sectors such as e-commerce & online trading.



## Our Business

We have always aimed to create excitement and deliver lifestyle enhancing technology. Building on this, our vision is to be a leading organisation in the business of manufacturing & sourcing, distribution and retailing of consumer electronics, home and lifestyle products with an unrivalled reputation for excellence in customer service.

## Our Companies

The Group Portfolio includes the following companies representing Manufacturing , Distribution, & Retail Sectors.

- General Enterprises Company (GECO)
- GECO Smart Life Solutions
- Super General Company
- Super General Company, Oman
- E-City General Trading



# General Enterprises Company Consumer Electronics & Domestic Appliances

www.gecouae.com



General Enterprises Company (GECO) is one of the Gulf region's oldest and respected companies, established in the 1950s before the Emirati unification or the development of the oil industry in the southern Gulf. It has since served millions of satisfied customers with renowned international brands in all segments of consumer electronics and domestic appliances.

## Our Business

GECO operates a busy countrywide network of dealerships and strategically placed showrooms. This is supported by two state-of-the-art fully-equipped service centres in Sharjah and Abu Dhabi, as well as custom-built modern warehouses and a large fleet of vehicles.

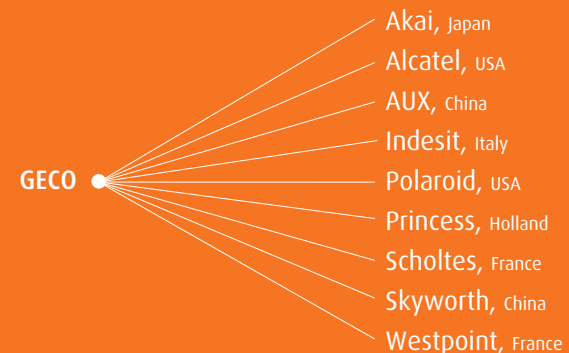
GECO is an exclusive distributor in the UAE for a range of consumer electronics and domestic appliances brands including Alcatel, Scholtes, Westpoint, Akai and Princess. GECO is supported by state-of-the-art service and logistics network and operates a countrywide dealership network.

Recognised by discerning buyers in the UAE as the first choice for value, quality and great service, GECO continues to improve people's lives under the fitting slogan, 'We make Better Homes'. Tenacity, honesty and excellent customer relationships ensure that it remains at the forefront of the market's imagination.



## Our Brands

Over the decades, GECO has established prestigious franchises for some of the most popular household names in the consumer electronics and domestic appliances industry:





# GECO

## Smart Life Solutions LLC

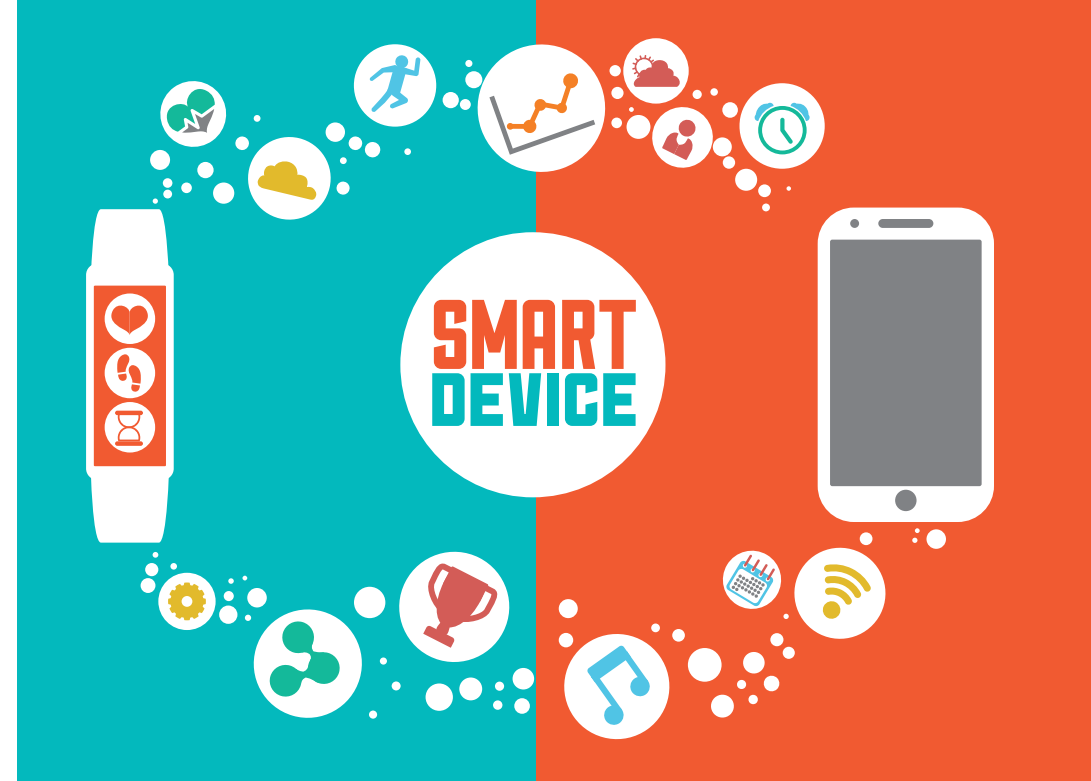
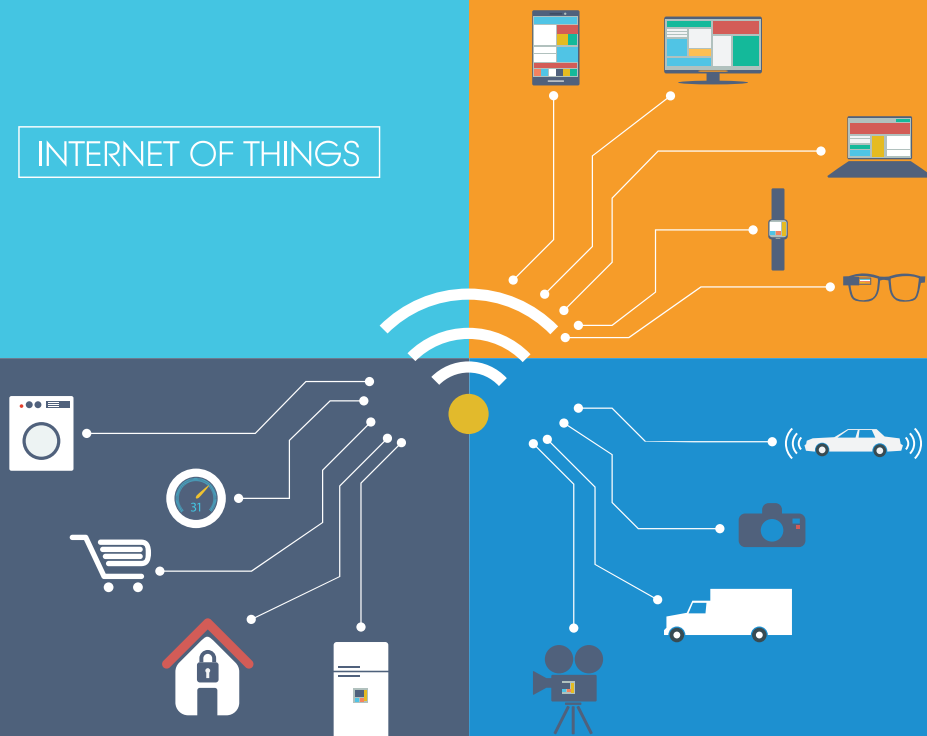
### Living the Future

جيکو سمارت لايف سوليوشنز  
Geco Smart Life Solutions

Today, there are over 10 billion connected devices (globally) & it is expected that by 2020, everything we use will connect to the internet. With the emergence of the IoT (Internet of Things), our world is becoming increasingly more connected. Not only is it our kitchens and living rooms, but smart "things" are beginning to infiltrate in everything we use in our daily life. Today, it is more apparent than ever before that consumers are more engaged, meaning they will demand a more seamlessly-integrated, personalized experience in everything they use.

Welcome to a lifestyle where the future already exists. The digital revolution in today's world is continuously offering new products (solutions & apps) that makes life smarter & convenient hence, simplify and enhance our quality of life. Consumers today are on the lookout for simple, personalised and continuous experiences, liberty to discover and access content along with control and independence simultaneously. This increasing trend towards clutter free and simplified lifestyle is driving the technology to offer seamless experience to integrate our lives.

#### INTERNET OF THINGS



## Our Business

We offer the most technological advanced & innovative SMART LIFE SOLUTIONS to integrate our lives:

- IoT (Internet of Things)
- Wearable Technology products
- Smart & connected Life Style products (Smart Home / Smart lighting / Smart Sound)
- Smart / Mobile Health, wellness & Fitness devices
- Smart gadgets & accessories

## Our Principals

- **iHealth:** Smart Health & Fitness monitoring devices, USA
- **iBaby:** Smart Baby monitors, USA
- **iSmart Alarm:** Smart Home / Office security & monitoring systems, USA
- **Bewell Connect:** Smart Health & Fitness monitoring devices, France
- **Visiomed:** Personal Health & Wellness products, France
- **Silent Pocket:** RFID protective leather wallets, USA

## Services Offered:

- Horizontal distribution coverage in Modern trade, Pharmacies, Department Store, Hypermarkets, IT Specialist stores, Duty Free shops & specialize mobility stores.
- Wider market access across MENA region through network of Sub-distributors & export team.
- Dedicated & industry experienced team to support new business.
- Provide infrastructure to support Sales, Distribution & marketing across MENA region.

Albatha's strategic vision is to add more agencies under GECO Smart life solutions. New Brands / Agencies will get substantial benefits of synergies & experience across MENA region.

# Super General Company

## Home Appliances & Electronics

www.supergeneral.com



Super General is Albatha's 'own-brand' established in the UAE in 1987. Super General boasts an extensive range of home appliances and electronics, using the latest in efficient technologies and industry leading quality control processes. Super General has grown beyond the United Arab Emirates to become a regional player, with their first office in Oman.

Super General products are shipped to over 50 countries across the world and sold through a vast network of distributors, including its own showrooms in Sharjah and Dubai. Distribution is supported by a strong supply chain and efficient after-sales-service team, ensuring customers enjoy reassuring quality throughout their relationship with the Super General brand. This careful combination of quality, functionality and affordability ensures continued success in the marketplace.

## Our Business

A company driven by innovation, Super General manufactures its products in over 15 countries using the latest in efficient technologies and industry leading quality control processes.



## Super General(Oman)

Super General Company has a fullfledged operation in Oman, which includes warehousing, distribution and strong aftersales service.

The Super General brand is represented across all territories of Oman in all trade channels including conventional dealers, organized powerretail, private & government Institutions. Core focus area in next few years will be enhancing customer support service & development of innovative products inline with local consumer preferences.

## Our Products

Super General boasts an extensive range of home appliances and electronics, including:

**Super General**

- Refrigerators and Freezers
- Washing machines
- Air-conditioners
- Cookers
- TVs and digital
- Home Entertainment systems
- Small domestic appliances
- Water coolers and dispensers
- Tablet PCs



# E-City General Trading

## Retail Electronics

[www.ecityuae.ae](http://www.ecityuae.ae)



E-City General Trading LLC. was incorporated in 2008. Headquartered in Dubai it operates a highly successful chain of multi-brand electronics stores in some of the premium malls across the UAE.

E-City is a multi-brand, multi-product, multi-service electronics retail concept, that sells more than 100 leading brands of consumer electronics, computers, telecommunication & home appliances. It is set to evolve its brand positioning as the region's first 'Technology Convenience Retail Chain'.

## Our Business

E-City's success is built on The Group's unique understanding of consumer-needs, electronics marketing and retail sales in the region. It operates a variety of innovative store formats to suit customers' shopping habits and lifestyles.

With ambitious plans to become the market leaders in organised electronics retail in the region, E-City is focusing operations on broad-based market representation. The long-term goal is to increase presence in the UAE, followed by a wider presence in the Middle Eastern markets including Saudi Arabia, Kuwait, Qatar, Bahrain, Oman and North Africa.





## Albatha Real Estate Group Property Development & Real Estate Solutions

The development of the United Arab Emirates real estate market is an active and dynamic sector. The growth of infrastructure in the country, properties and facilities for its expanding population as well as consolidation and management of the same is one of the major areas of services required now and in the future.

Albatha Real Estate Group owns, develops, leases and manages a broad range of commercial, residential and industrial properties. We identify and focus on customer requirements, and their long-term commercial viability. We also offer a comprehensive service that includes consultancy, building, sales & rentals, building management, liaisons with MEP and fire and safety contractors and insurers... coupled with a thorough and in-depth expertise of the region.

Each company within the Group is fully autonomous and support the Group's overall vision and values.



## Our Business

The Group's vision is to be recognised as one of the UAE's premier real estate developers and operators. In the long run, the Group believes that this distinction will grow from its reputation for fairness, honesty and high integrity. While growth remains a strong priority, each company continues to maintain the Group's strong business ethics in all dealings – with customers, suppliers and employees.

## Our Companies

- Al Batha Real Estate
- Al Abir Consulting and Engineering
- Tawazun Construction





# Al Batha Real Estate Commercial, Residential & Industrial Property

www.bathaestate.com



Al Batha Real Estate was established in 1986. As the real estate arm of Albatha, our main objective is to promote the Holding's success by meeting its multi-faceted property needs – from building warehouses and showrooms, to managing commercial, residential and retail space.

Over the years, the business has evolved and enjoyed considerable success as the UAE real estate industry flourishes. Al Batha Real Estate has commercial interests in a wide range of properties including offices, warehouses, industrial units, showrooms and villas. Through clear business objectives and careful management, the Joint Liability Company continues to maintain a strong portfolio of reliable properties across the United Arab Emirates.

## Our Business

Al Batha Real Estate operates with total fairness and transparency. This has helped us maintain an excellent reputation throughout the real estate industry, further supported by a strong financial position with the backing of Albatha.

In expanding our real estate portfolio, we take an open-minded, market-dependent approach, combining all types of investment activities from acquisition and sale, to refurbishment and leasing. We lease to a wide range of tenants from both private and corporate sectors, with a particular focus on production, warehousing and showroom properties.





# Our Activities

Our key operations include:

- Managing and maintaining a portfolio of rented properties
- Developing new properties for rent and for the specific use of Albatha
- Dealing with consultants and contractors on implementation and delivery of projects
- Developing properties for sale
- Concept creation, feasibility studies, planning consent, dealing with consultants and contractors, and marketing

We offer:

- Purchase of property and raw land
- Property sales
- Rental, leasing and sub-leasing
- Management and maintenance
- Modifications, renovations and refurbishments
- Construction and development
- Acquisition of properties
- Design and build of warehouses and showrooms



Perspective of the Albatha Tower to be constructed on Sheikh Zayed Road, Dubai



# Al Abir Engineering Consulting Architectural & Engineering Design



Al Abir Consulting and Engineering was established in 1983. A comprehensive service (civil, architectural and mechanical) design and engineering firm catering to the diverse needs of Albatha Holding and delivering a wide range of world class projects.

## Our Business

Over the years, Al Abir has grown into a full fledged civil, architectural and MEPF, design and engineering consultancy firm capable of delivering excellent projects. With years of experience in Project Management coupled with a qualified team of engineers, who also have expertise in local by-laws and authority regulations. Al Abir follows international construction standards and best engineering practice, thus ensuring delivery of the projects on time and within budget.

## Our Services

A brief of our services is:

- Preparation of preliminary designs and drawings in coordination with end-users, manufacturers and suppliers
- Ensuring that the designs are economical, green and energy saving and keeping in line with the latest technologies
- Submission of final drawings to local authorities and interactive liaison for approvals
- Preparation of Tender Packages which includes project specifications in accordance with local bye-laws, International Standards and BOQ
- Preparation of Cost Analysis of the submitted tenders
- Project management in line with FIDIC and contract agreements
- Supervising the Testing and Commissioning of the equipments installed
- Ensuring that the as-fitted drawings, operation and maintenance manuals are prepared
- Ensuring the local authority NOCs and building completion certificates are received
- Handover of the completed project
- On-going technical assistance wherever required once the projects are handed over





# Tawazun Construction

## Civil Construction



Tawazun Construction was established in 2008, primarily focusing on Civil Construction. Its team comprises of highly-qualified civil engineers with a full-fledged back-office support.

## Our Business

Young, dynamic and driven by excellence, Tawazun aspires to become one of the leading construction companies in the UAE – the preferred choice for quality projects, timely delivery and value-added service. To achieve this, it is focusing on innovation and the use of state-of-the-art methods and materials to enhance productivity and cost effectiveness. This is complimented by the continual development of staff competencies and the pursuit of the industry's leading safety record.

Tawazun is also committed to its environmental responsibilities and to mitigating all the impacts arising from its activities. This includes the use of the latest eco-friendly concrete technology as well as complying with applicable environmental standards.

Currently, Tawazun is executing major projects which includes villas, mosques and car showrooms at different locations in the Emirates.



## Ready for the future

We will continue to shape our business, image and culture to build on our inherent strengths.

With our values and a strong brand we can build on what we already do well.









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