



EZW bi-monthly newsletter

# THE Zone

## ECONOMIC ZONES WORLD AND DUBAI AVIATION CITY JOIN HANDS TO CREATE THE DUBAI LOGISTICS CORRIDOR

*Initiative to provide major boost to Dubai's trade and industrial activities*



Salma Hareb, Chief Executive Officer of Economic Zones World and Rashed Buqara'a, Chief Operating Officer of Dubai Aviation City Corporation signing the Agreement.

Economic Zones World (EZW) and Dubai Aviation City Corporation (DACC), Dubai's two major business entities have recently joined hands to integrate Dubai's sea, air and land transport infrastructure to form Dubai Logistics Corridor.

The proposed Logistics Corridor comprising Jebel Ali Port, Jafza, the upcoming Al Maktoum International Airport and Dubai Aviation City, Dubai Logistics City, is a major step forward in raising Dubai's redistribution capabilities and its status as the Middle East region's largest and the most efficient trading hub.

The corridor, poised to be one of the largest multi-modal logistics platforms in the eastern hemisphere, on completion will reduce the sea-air transfer time to less than an hour from the present four hours. This in real terms means a quadrupling of Dubai's logistics efficiency and its capability to move goods across the region. This efficiency enhancement alone is expected to push Dubai's non-oil trade to 30%, up 10% on its current average annual growth.

The agreement to create the Logistics Corridor was signed by Salma Hareb, Chief Executive Officer of EZW and Rashed Buqara'a, Chief Operating Officer of DACC in July this year.

The agreement kick started the project that currently focuses on four main segments, the first of which is the implementation of the transport and logistics corridor. To develop the multi-

modal logistics platform the two entities are working together to align their business processes and leverage their key assets of Al Maktoum International Airport, Jebel Ali Port and each party's respective Free Zones (Jafza for EZW and Dubai Logistics City and Aviation City for DACC). The development and implementation of common business processes will benefit customers by enabling a seamless and fast transaction turnaround for goods and freight passing between the two adjacent locations.

The second segment comprises administrative functions and the focus of the joint team will be on developing a fully integrated One-Stop-Shop service, which would include registration and licensing. The team will also focus on the management of human capital.

The third segment pertains to the rules, regulations and the offerings. The focus of the joint team will be on setting out rules, regulations and defining joint offerings. This would further strengthen support to existing customers and provide a new, powerful value proposition to attract new customers to both entities.

The final segment pertains to business development. The focus of the joint team would be on aligning the respective capabilities of the two entities in areas of marketing and promotion. This would result in a more synergistic and effective approach to acquiring new customers by promoting a unified offering.

As a result of these initiatives the combined strength of the two free zones within the Corridor will be able to provide a major push to Dubai's non-oil trade. Jafza's current contribution to Dubai's non-oil trade stands at 35%. The combined strength of the two entities is expected to augment the free zone share to 50% pushing Dubai's non-oil trade growth to a projected 30 percent per annum. On completion of the project the robust year-to-year growth will eventually result in over 200% increase in Dubai's current trade volumes.

Besides growth in trade, the dramatic enhancement in logistics capability will also push industrial growth. Fastest sea-air access will make import of raw material and export of finished goods incredibly fast, providing a major boost to manufacturing units based in the free zones.

Dubai Logistics Corridor's common business processes, common business platform and single window customer services will facilitate fast and seamless turnaround time for free zone companies.

These added advantages will impact positively on free zone growth and enhance the ability to attract a larger number of multi-national companies to base their regional distribution hubs in Jafza or DAC/DLC as per their transportation requirements, resulting in the doubling of the free zone's overall annual growth to 15% from about 8 at

present.

A 15% growth rate in terms of customers will create additional employment opportunities. The total employment generated by 15,000 companies (projected numbers) is expected to reach 300,000 in 2017, up 250% from 120,000, generated by 6,000 plus Jafza based companies today. The total utility consumption of these companies will grow three times to reach AED 18 billion annually.

The combined strength of the two free zones, on completion, will also contribute more than 25% to Dubai's total annual air cargo and container throughput.

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## UAE REGION

### EZW AND JAFZA WIN PRESTIGIOUS MELA AWARDS IN 2009

*Jafza walks away with the Best Logistics Park Award for the third consecutive year*

Economic Zones World (EZW) was presented with the 'Innovator of the Year' award, and Jafza walked away, for the third consecutive year, with the 'Best Logistics Park (Sea)' award recently at the Middle East Logistics Awards (MELA) 2009.

MELA 2009 recognised stellar performers in the Middle East logistics industry in 22 air, sea, land and rail award categories. One of the most prestigious awards for the night, 'The Innovator of the Year' was presented to EZW and Jafza for experiencing a breakthrough year in innovation within the Middle East's logistics industry.

The Free Zone infrastructure offerings include today sustainable customised build-to-suit warehouses. This year Jafza introduced an innovative warehousing/retailing facility, part warehouse and part showroom, ideal for product display as well as storage and distribution, a concept never seen before in a regional Free Zone. The company's flexible, fully furnished office spaces, its recently re-engineered world-class customer care facility with personalised client services, comprehensive mail-room facility and its new Customer Notification System were among the several deciding factors that

won over the judging panel at this year's MELA Awards.

Ms. Salma Hareb, CEO of EZW, said: "Receiving not one, but two MELA awards is an honour. The recognition gives me the confidence that our dedicated team is well positioned to raise the bar and steer the company to success in the future."

Now in its third year, the Middle East Logistics Awards set out to honour the regional and international logistics businesses that have gone above and beyond in terms of their industry contribution.



Talal Al Hashemi, Managing Director, UAE Region receiving 'Best Logistics Park Sea' award for Jafza.



Salma Hareb, CEO, Economic Zones World receiving 'Innovator of the Year' award for EZW.

### ECONOMIC ZONES WORLD EXPLORES NEW AVENUES TO EXTEND REACH

*Joins Various Social Networking Platforms*



YouTube-Channel

Economic Zones World has recently taken a step into the world of social networking. In an initiative to further develop their online channels and to open more lines of communication with customers and employees, EZW has joined a number of social networking sites including Facebook, Twitter, LinkedIn and Myspace. It has also joined YouTube, which is a premier destination to post and watch videos worldwide.

Most people are becoming familiar with Social Media: blogs, podcasts and social networks. Over the past decade this new media has driven an online evolution for businesses and customers to connect and build prolific relationships. The transformation has taken communication from one-way, top-down formal B2C and B2E interaction to continuing and personalised dialogue initiated by either party. In a survey of Fortune 500 companies by Inc. Magazine and University of Massachusetts Dartmouth results showed that these companies are aggressively adopting social media, with 77% reporting use of at least one social media tool.

The usage of social media in the Arab world is steadily increasing. There are more than 12,000 Twitter users in the region, according to a study by local PR firm Spot On. The measure of its effectiveness is reflected from the fact that the UAE Vice President, Prime Minister and Ruler of Dubai, Sheikh Mohammed bin Rashid Al Maktoum, recently signed on to Twitter and already has more than 3,300 followers.

How customers are informed about products, who a company is and what is on offer, are all important messages for an organization to communicate and have traditionally been conveyed through offline sales and marketing tools, such as press releases, adverts, brochures and presentations, to name a few. By using Social Media tools Economic Zones World has now opened two way communications to not only inform customers about what's happening at EZW but to also to learn how EZW can better serve its customers.



Twitter



# Group News

## GAZELEY SCOOPS ANOTHER SUSTAINABILITY AWARD

*Wins recognition for championing the green agenda*



Gazeley team with prestigious 'Sustainability Award' at the Property Week Midlands Property Awards

Gazeley last month received the prestigious 'Sustainability Award' at the Property Week Midlands Property Awards. The award was presented to Gazeley in recognition of its success and innovation in championing the green agenda over the past twelve months.

The prestigious 'Sustainability Award' aims to identify companies that have had the greatest positive impact on the environment. Gazeley not only demonstrated best-practice in the field of green buildings, but has also pioneered new sustainable technologies to provide customers with warehouses that can deliver exceptional environmental performance and value for money.

Nigel Dolan, Development Manager for Gazeley, comments: "We are delighted to have received Property Week's coveted award for our continuous efforts in sustainability over the past year. The Midlands, due to its strategically important location for logistics purposes, is a particularly key region, therefore the award carries greater significance and is all the more pleasing for us."

Gazeley's latest development, G.Park Blue Planet at Chatterley Valley, is testament to the company's commitment and is not only the UK's first truly carbon-positive site, but the recipient of the first ever BREEAM (Building Research Establishment Environmental Assessment Method)

"Outstanding" rating. This is the highest sustainable accolade available in property development and confirms G.Park Blue Planet's ground-breaking use of new environmental technologies. It is estimated that G.Park Blue Planet will generate huge operating cost savings of up to £300,000 per annum for the occupiers. 'G. Park Blue Planet has recently won the prestigious LEAF (Leading European Architects Forum) 'Best Sustainable Development Award' for 2009.

More than 500 industry professionals gathered at the ICC in Birmingham last week for the 3rd annual Midlands Property Awards. The awards were given under 14 categories to Midlands-based developments, people and teams for their achievements over the last twelve months.

### ANSWER FOR SUDOKU

3	9	2	6	4	7	8	5	1
4	6	5	8	3	1	9	2	7
7	8	1	2	5	9	6	4	3
9	1	7	5	6	8	4	3	2
5	2	8	4	1	3	7	6	9
6	3	4	9	7	2	1	8	5
1	4	6	3	9	5	2	7	8
8	5	9	7	2	6	3	1	4
2	7	3	1	8	4	5	9	6

## ECONOMIC ZONES WORLD WINS PRESTIGIOUS GCC EMPLOYER OF THE YEAR AWARD 2009

*Continues to implement Excellence initiatives to further enhance HR Standards*

Economic Zones World has been adjudged GCC Employer of the year 2009 at the prestigious annual GCC Human Resources Excellence Awards held in Dubai recently. It ranked among the top three employers out of 100 GCC organizations that participated in the award. These participants included some of the most respected multinational organizations operating in the region such as Saudi Chevron, Phillips, Acer Computers Limited, LG Electronics, IBM Middle East, Glaxo Smithkline, M A Al Kharafi and Sons, Dubai Airports Free Zone Authority, Emitac and Abu Dhabi Ship Building Company among many others.



implemented for 2009 across the globe for all of EZW's employees in its group companies of Jafza, Gazeley, TechnoPark and Dubai Auto Zone.

"We constantly strive to better ourselves in our quest to be the employer of choice," said Adel bin Turkeya, Senior Vice President, Human Resources of EZW. "A key strategic goal here at EZW, is to 'search, attract and retain the best people in the industry' and we stay true to that."

Post its win at the GCC Human Resource Excellence Awards, Economic Zones World announced the implementation of 4 further excellence practices. The first is the implementation of a new competency model that will be used to evaluate all employees. The model focuses on 3 areas – developing a plan, working with teams and delivering results. In the criteria, there are a number of areas of assessment including creative thinking, entrepreneurial orientation, visionary outlook, teamwork and collaboration as well as speed of execution, among others.

The model was developed in coordination with the Hay Group and conforms to the highest standards of HR excellence worldwide. The system, created at EZW's corporate office in Dubai, is being

The other two excellence practices include two initiatives that are designed to empower and develop UAE Nationals. The first initiative 'Meshwar' is structured to equip newcomers with the skills that they need for their first job. The second initiative 'Corporate Development Program' is designed to develop promising candidates for future leadership.

The implementation of the 4<sup>th</sup> excellence practice is in keeping with the commitment towards the continuation of the Employee Satisfaction Survey that EZW runs each year, and this year is being done with Neilson. "This is the third consecutive year that we are running this exercise, and particularly in these challenging times, retaining valuable employees and constantly evolving as an organization that honours its responsibility as an employer assumes greater importance." Adel observes.

EZW and EZW based companies together sustain more than 160,000 jobs.

## EXECUTIVE MOVE



Craig Young has recently joined Economic Zones World, UAE Region, as Chief Planning Officer, responsible for finance and business planning.

He has moved to the UAE Region from London where he held the position of Chief Financial Officer with Gazeley.

Craig is a qualified Chartered Accountant and has recently completed the Advanced Management Programme at Harvard Business School. He brings with him more than 10 years of financial management experience in the property sector.



## UAE REGION

### PROCTER AND GAMBLE EXPANDS ITS REGIONAL OPERATIONAL BASE IN JAFZA

*New facility to cater to the growing consumer demand in the region*



*Salma Hareb, CEO, Economic Zones World signing the VIP Register after opening P&G's new facility in Jafza*

Procter and Gamble (P&G), the world's leading consumer goods manufacturers, has recently inaugurated its newly expanded regional operational base in Jafza. Through this expanded facility P&G seeks to serve the growing consumer demand more efficiently across the Arabian Peninsula.

The expansion is a key milestone in P&G operations in the region and will position its Dubai/Jafza office as the centre of excellence for P&G's health, beauty and grooming business in the Middle East.

"Our expanded facility in Jafza will not only enable us to better serve our consumers as we continue

delivering excellent quality products into the region that fits their needs, but also to better serve the community that has enabled us to sustain our success throughout the years," said Al Rajwani, Vice President and General Manager, P&G Arabian Peninsula and Pakistan. The Arabian Peninsula is one of P&G's biggest growth markets.

P&G first entered the Arabian markets in 1953 and today its products such as Pampers, Always, Head & Shoulders, Pentene, Tide, Ariel, Fairy and many more, are household names in the region. P&G is one of the uniquely diversified international consumer products company having strong local

presence across the world. Its diverse mix of businesses includes Baby and Family Care, Fabric and Home Care, Beauty, Grooming, Health Care, Snacks, Coffee and Pet Care products.

With annual net sales of \$83.5 billion P&G ranks among the world's top consumer goods companies. Out of its 44 largest brands, 24 generate over \$1 billion in annual sales and 20 with sales between \$500 million and \$1 billion. P&G produces and markets over 350 quality brands to billions of consumers in over 180 countries. The P&G community consists of over 138,000 employees working in over 80 countries worldwide.

### LEADING ITALIAN STEEL MANUFACTURER LTC JOINS JAFZA

*Seeks to serve Asian and Middle East markets from its new factory*

Leading Italian steel manufacturer Legnano Teknoelectric Company (LTC), which specializes in electrical steel and magnetic cores for transformers, has joined Jafza recently. The company will establish a state-of-the-art factory in Jafza to process grain oriented electrical steel from coils to magnetic cores for distribution and electric power transformers. This will be LTC's first facility in the Middle East and fifth in the world.

The new LTC factory in Jafza, covering an area of 27,500 square metres, is scheduled to open in 2012. The

state-of-the art manufacturing plant will produce and deliver cutting edge products including conventional grade, high permeability, laser treaded and non-oriented electrical steel to markets in the Middle East and Asia within less than a week. 'The strategic location and excellent facilities in Jafza will reduce our lead time to reach target markets by one fourth,' said Daniel Bertelli, Director, LTC Middle East. LTC at present takes about four weeks to deliver goods to Middle East and Asian markets.

Legnano Teknoelectric Company S.p.A. was founded in 1983 by

Bertelli family. The company's four production plants based in Milan provide a full range of products including slit to width, cut laminations and built cores for the manufacture of distribution and power transformers, furnace transformers, dry type low voltage transformers and high voltage line reactors. LTC production plants at present process 50,000 tons of electrical steel and distribute it to fifty countries across the world.

The company has a representative office in Hong Kong to cover its Far East operations and agents in Brazil, Canada, China, Taiwan and Europe.



*Daniel Bertelli, Board Director of Legnano Teknoelectric Company Middle East FZE with Tariq Bin Ghalaita, VP, Commercial Sales UAE-Region.*



## UAE REGION

# EZW SHOWCASES ITS ENERGY EFFICIENT SUSTAINABLE PRODUCTS AT THE WAREHOUSE MANAGEMENT EXCELLENCE FORUM

*Environment friendly logistics facilities save million in operational costs*

Economic Zones World (EZW) showcased its state-of-the-art sustainable logistics facilities at the recently held Warehouse Management Excellence Forum 2009 in Abu Dhabi. The eco-friendly and energy efficient logistics and industrial spaces attracted industry attention at the event.

Energy efficient green facilities are now considered the way forward to maintain sustainable growth and improved margins. EZW through Gazeley, its logistics space development arm, has so far developed more than 5.6 million square metres of sustainable warehouse and industrial space for leading multi national corporations and third party logistics providers worldwide. In the last five years EZW has built 1.2 million square metres of eco-friendly sustainable warehousing space, which has not only given its clients the ability to reduce their carbon footprint but also helped them in achieving a significant reduction in operational costs.

The 60,000 square metres John Lewis Distribution centre in UK is a perfect example of Gazeley's cost efficient logistics facilities. By using energy efficient devices Gazeley has successfully lowered CO<sub>2</sub> emissions by 39%, energy usage by 40% and water usage by 61%. These environment friendly improvements have

produced an annual operating cost savings of about US\$ 500,000 for the facility user.

In the recently completed 35,500 square metre G. Park Blue Planet at Chatterley Valley. Gazeley has created an industrial blue print for cutting edge developments enabling total energy and water-cost-in-use savings of up to US\$ 434,000 per annum. What sets this development apart is that 100% of its energy and heat needs are supplied by renewable resources. The facility has its own bio-mass plant which will not only produce sufficient power and heat for the on-site buildings but also to power and heat a large number of local homes in the surrounding areas. The development is thermally efficient and consumes 25% less energy than the current building regulations. The use of ETFE roof lights, being transparent, makes maximum use of natural daylight. By using smart lighting systems in the facility Gazeley has reduced energy consumption in its development to half.

Gazeley is building energy efficient sustainable facility for CEVA Logistics in France, Spain and Dubai. All these projects will incorporate energy-efficient and environment-friendly mechanisms, such as solar-thermal pre-heating for water systems, economical T5 lighting and water saving devices.



*Ceva logistics facility in Jafza in Dubai*



*Shehab Al Mesmar, Senior Vice President, Fouad Al Awadhi and Mansoor A Al Bastaki, Sales Manager, EZW-UAE Region at the Warehouse Management Excellence Forum*



*G-Park Blue Planet at Chatterley Valley in the UK*



## UAE REGION

# DUBAI TEA TRADING CENTRE POSTS MORE THAN 60% GROWTH IN ITS TEA TRADE

*Jafza based DTTC facility attracts strong industry support*



*DTTC facility in Jafza South*

Jafza based Dubai Tea Trading Centre (DTTC), a division of Dubai Multi Commodities Centre (DMCC), has posted more than 60 percent increase in its tea trade in the first half of the year. The total tea trade through the centre reached 4.2 million kilos which is an increase of 1.6 million kilos over the total volume of tea (2.6 million kilos) it handled during the same period last year. In 2008 5.92 million kilos of tea was traded through the Dubai Tea Trading Centre.

"With the new state-of-the-art facility in Jafza, we expect to maintain this growth momentum across the year," said Sanjay Sethi, DTTC chief commenting on the prospects of tea trade through the centre.

The 24,000 square metre DTTC facility, formally opened in March this year in Jafza, comprises a 6,000 square metre racked warehouse offering dedicated storage facility to tea manufacturers and traders, a temperature controlled

blending, packaging and tea-tasting facility and a dedicated office block to provide office facilities to its members. The DTTC members include tea producers, exporters, regional importers, and international tea merchants. "The centre has the capacity to store over 5,000 metric tonnes of bulk teas at any time. We also have the capacity to blend about 30,000 metric tonnes CTC teas in a year," Sanjay Sethi said. The DTTC facility can pack 3,000 metric tonnes of tea in tea bags and about 11,000 metric tonnes of loose tea in retail formats annually.

The DTTC currently stocks teas from 13 producing countries viz. India, Sri Lanka, Kenya, Indonesia, Malawi, Rwanda, Tanzania, Zimbabwe, Ethiopia, Vietnam, Nepal, China and Iran to enable the respective producers and merchants to meet the immediate requirements of the importers in the Middle East and other adjacent regions. "We also facilitate networking opportunities between buyers from the GCC countries, Iran, Iraq, Jordan, Morocco, Pakistan, Afghanistan, and the CIS countries and the tea merchants from the producing countries," Sethi said. To further enhance tea trade in and through Dubai we are planning to expand our service

reach to other Middle Eastern and European countries, Sethi added. "We have already seen strong interest from international traders to join the DTTC community. The rapidly growing DTTC member base is sure to provide a major boost to Dubai's status as a key tea trading centre in the Middle East," Sethi confidently says.

The Middle East and neighboring countries in the region account for approximately 25% of global tea imports. Dubai, with its strategic location between the world's leading tea producing and consumer markets and the world class economic infrastructure and logistics capabilities, is perfectly positioned to become an important hub for international tea trade. Keeping the promising opportunities in view DMCC, in late 2004, conceived and formed Dubai Tea Trade Centre as an efficient platform to bring tea producers, merchants and buyers at one place to conduct tea trade in the region. DTTC since its formation received overwhelming response from the industry and the regional buyers.

Dubai's total tea trade during 2008 has grown to reach 148.6 million tonnes from 144.6 million tonnes in 2007.



*Sanjay Sethi showing DTTC facility to HE Sultan Ahmed Bin Sulayem, Chairman, Dubai World and Salma Hareb, CEO, Economic Zones World*



## UAE REGION

# FABTECH RECORDS ROBUST GROWTH IN 2008 DESPITE GLOBAL ECONOMIC DOWN TURN

*Innovation and pursuit of excellence continue to drive our success, says the company chief*



*Fabtech facility in Jafza*

Jafza based Fabtech International Limited, one of the largest and most technically advanced steel fabricators in the world, has posted 24% growth in its revenue in 2008 despite difficult market conditions. The company's impressive growth is attributed to its deep commitment to excellence and efficiency.

"Our outstanding engineering capabilities and commitment to deliver efficient solutions to our clients have helped us achieve double digit growth even this year when the industrial engineering sector is going through a tough time," said Dr. Harry Moraes, Chairman, Fabtech, commenting on the company's impressive achievement in 2008. Fabtech has this year not only achieved remarkable growth but added one more feather to its impressive portfolio of achievements. In 2008 Fabtech has built and delivered the world's biggest Kangaroo crane to Qatar Petroleum.

Fabtech International Ltd was established in 1995 in Jafza. In less than fourteen years of its operation the company has seen more than 10 fold growth in its revenue and 20 fold growth in its facilities. Since 1995

the revenue of Fabtech International has grown from 17million to almost 173 million. Fabtech's facility in Jafza during this period increased from 15,000 square metre to 330,000 square metres. Its state-of-the-facility in Jafza today includes a 90,000 square metre industrial workshop that comprises 9 fabrication plants with integrated blasting and painting facilities. Fabtech's blasting and painting facility is the largest in the region. It has the capacity to complete up to 700 tons per day.

In late 2003, Fabtech initiated the first major expansion in its Jafza facility to augment its Pressure Vessel and Dished End manufacturing capabilities. The expansion enhanced Fabtech's rolling mill capability to roll plates up to 5 meters wide and 200 mm thick. Its dished end manufacturing capability was increased to provide dimensional capability from 1 to 7 meters in diameter and thickness from 6 to 40 mm. The enhanced fabrication capability distinguishes Fabtech as a world-class manufacturer of pressure vessels for virtually every pressurized containment and processing application.

Fabtech today provides full range of turn key solutions to build and deliver cement plants to oil, gas, mining, petrochemicals and process industries all over the world. Its specialization includes fabrication, building and refurbishment of land and offshore rigs, drilling derricks, masts, substructures, mud systems and gas compressor skids, assembly, pressure vessels, plate-rolling, ship loaders and unloaders, EOT cranes and dished heads.

Innovation and the pursuit of excellence have been the two key drivers of Fabtech's remarkable success over the years. It defined and implemented quality standards in design, material suitability, manufacturing compliance, workplace efficiency, safety and cleanliness, timely delivery and business process effectiveness. In 2002 Fabtech not only achieved ISO 9001-2000 accreditation for its quality management system and engineering capabilities but also attained accreditations for fabrication and assembly of pressure piping and the manufacture and assembly of power boilers from the prestigious American Society of

Mechanical Engineers.

In the last thirteen years Fabtech has brought many firsts to the region. It built the first high power oil rig in 1997. In 2005 Fabtech built the largest oil rig in the world. In 2007 it built the first 3 dimensional bridge in the world for Abu Dhabi.

"Jafza's excellent logistics capabilities and business friendly approach has helped us immensely in achieving the incredible growth. We are a fully export driven company. Almost 90% of our products are meant for overseas markets including the Americas, Europe, Asia,



*Dr. Harry Moraes, Chairman, Fabtech*

the Middle East and the CIS. The excellent facilities offered by the free zone and the port provided us distinct advantage over our competitors in terms of cycle and response time. We are able to offload material directly from the ship in record times. This tipped the scale in our favour as we are able to procure the material at competitive rates and begin the project almost immediately," said Dr. Moraes commenting on the Fabtech's success factors.

Fabtech is currently engaged in a number of innovative projects in aviation and other process industries and is confident of maintaining the pace of its growth in 2009 as well.



*Fabtech built the world's first 3 dimensional bridge for Abu Dhabi*



## UAE REGION

### JAFZA JOINS HANDS WITH GOOGLE TO PROVIDE EFFICIENT EMAIL SOLUTION

*Jafzmail offers secure and compatible communication channel to Jafza Customers*

Home to over 6300 companies, Jafza, an EZW company, successfully pioneers the concept of "One Stop Shop" in the region, offering its clients services right from immigration, health card issuance, communication set-up services to vehicle registration and more, all under one roof. This is coupled with amenities available to customers including on site staff residences, recreation medical facilities and food courts.



*Saji Mathew, SVP & CIO for Corporate Information Technology*

Successful customer communication is a cornerstone of Jafza's operations. With increasing number of customers, ranging from small businesses to large enterprises, Jafza needed a simple, robust and secure way of keeping communications consistent. By providing an easy-to-use messaging system that was compatible to customers of any kind announcements



Sign in to manage  
**Jafza**

Username:

@jafzmail.com

Password:

Stay signed in

[Can't access your account?](#)

#### Powerful communication and collaboration tools for your organization

The right tools can make projects faster and easier. Whether you're working with colleagues, doing a school project, or coordinating with your group, Google Apps saves you time and trouble.

- Collaborate more effectively with shared calendar and documents
- Access your data from anywhere, even from mobile devices
- No software or hardware to install and maintain

If you are a **Google Apps administrator**, sign in here for the control panel

#### Login page to Jafzmail

and transactional messages are being sent to customers regularly. According to Saji Mathew, Senior Vice President and Chief Information Officer for Corporate Information Technology at EZW, "a key challenge for our business was the use of personal email IDs by some customer employees for official communication, such as Yahoo! or Hotmail. Consequently, if an individual were to leave their company, it would become difficult to maintain communication and we would have to wait until a new contact e-mail ID is provided and updated in our systems. Moreover, customers would no longer have access to the history of emails."

With the help of FVC, the MENA value added distributors for Google Enterprise Solutions, Jafza implemented Google Apps, which provided an email solution called Jafzmail. This ready-to-use solution provided a secure, standard and compatible communication channel between Jafza and each customer.

The e-mail address <customerid@jafzmail.com> can be operated by any designated employee in the company and accessible from any computer with a standard Browser and connection to the Internet at any time. Additionally, with 25 GB of storage

per mailbox Jafzmail has a powerful search functionality to promptly find messages. Further, it is enhanced by filtering programs providing maximum anti spam efficiency.

"The deployment was quick and convenient requiring minimal training. Jafzmail has already resulted in time and cost savings since no installation or configuration change was required on end-user computers, to activate this solution. This successful solution is now being considered for our other EZW businesses such as TechnoPark, Gazeley and Dubai Auto Zone." concludes Mathew.

### DUBAI AUTO SPARE PARTS TRADE GREW BY 19 PER CENT IN 2008

*The total auto parts trade from Jafza crosses AED 21 billion mark in the year*

Dubai's automotive spare parts trade has posted an impressive increase of 19% in 2008 compared to its trade in the preceding year to reach AED 21.62 billion.

According to Dubai World's Statistics Department the auto parts import was worth AED 13.63 billion in 2008, which marked an increase of about 24% compared to 2007. Export and re-export during this period grew by 7 and 11.26 per cent respectively to reach AED 454 million and AED 7.50 billion.

Japan continues to be the leading exporter of auto spare parts to Dubai followed by China and Germany.

Japan's export of auto parts stood at AED 3.4 billion while the exports from China and Germany valued at AED 1.98 and 1.96 billion respectively. Pakistan was Dubai's top export destination. Dubai's total auto spare parts exports to Pakistan valued at AED 51.20 million. Kuwait and United Kingdom were Dubai's second and third top export destinations with exports valued at AED 40.68 and AED 34.29 million respectively.

The top three re-export destinations were Iran, Iraq and Russia. The value of Dubai's re-exports to these destinations valued at AED 2.63 billion, 706 million and 340 million respectively.



*One of the Jafza based warehouses handling auto spare parts*



## UAE REGION

### FIRST SEA MINING FACTORY TO BE SET-UP IN TECHNOPARK

*New technology to revolutionise desalination as an eco-friendly industry*

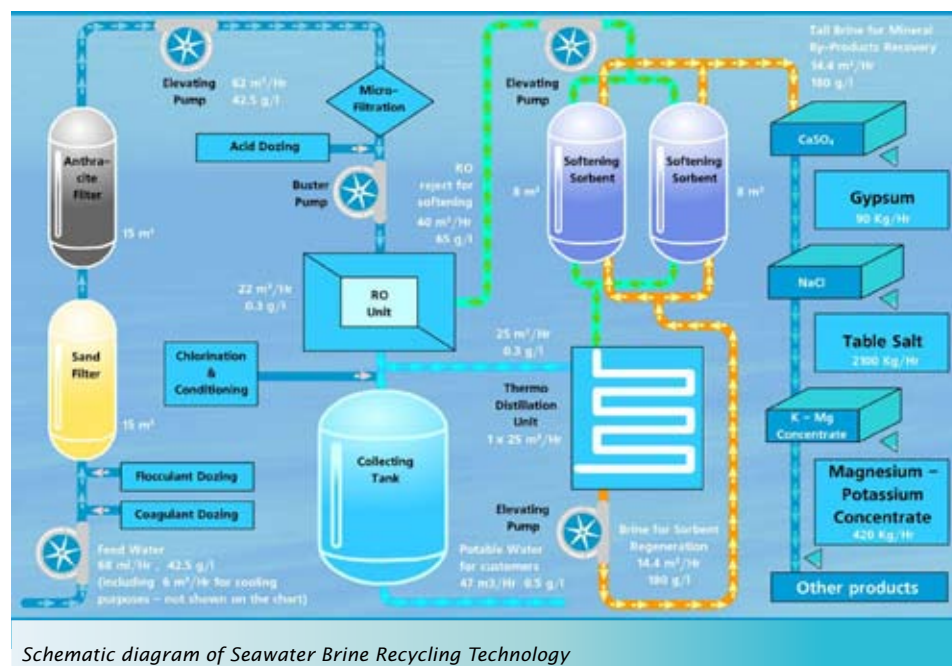
The First Sea Mining Factory has recently signed a lease agreement with Economic Zones World's TechnoPark to set-up a seawater brine recycling factory at the Park. This will be a one-of-its kind factory in the region to recycle pollutants discharged from desalination plants. The establishment of the new company is a landmark development for the water industry in the region particularly in the direction of harnessing the potential of the sea without harming the environment.

The First Sea Mining Factory will use the cutting-edge innovative technology from IES, Germany, which will eliminate harmful industrial waste resulting from seawater waste brine discharges resulting from desalination processes. All seawater desalination technologies (reverse osmosis, thermal distillation, electro-dialysis, their combination or others) in use in the region produce harmful brine discharges with salt contents of about 50-60 g/l. Such brine has no commercial value and, as waste products, dumped in the coastal areas, gradually damaging natural maritime faunae and florae causing serious environmental hazards. Seawater brine

with salt concentration more than 150 g/l is a valuable raw-material, suitable for their processing into salts. With the existing desalination methods brine of such concentration is impossible to get. The large amount of calcium

present in seawater form sediment if the concentration of the brine in the desalination plant is higher than 65 g/l. The IES technology uses a self-sustaining process of deep decalcination, which softens the brine and allows

the formation of brine with a salt concentration of 180 g/l TDS. The brine with high salt concentration is further processed for the recovery of various valuable minerals such as gypsum, high-purity table salt, magnesium potassium liquid concentrates. The technology doubles the output of drinking water from any desalination plant while recovering valuable mineral salts in commercial quantities.



*Schematic diagram of Seawater Brine Recycling Technology*

The technology is very important for the Middle East region, which being a water scarce region, is hugely dependent on sea water desalination for its daily water requirements. The region produces 60% of the world's desalinated water. More than 12 million cubic metres of sea water is desalinated daily in the region. The GCC and Iran have 120 desalination plants between them. These plants flush nearly 24 tons of chlorine, 65 tons of algae, and around 300kg of copper into Arabian Gulf every day.

The first Sea Mining Factory will collaborate with TechnoPark, the Ministry of Environment and Water and other water authorities in the region for the recycling of brine produced by the desalination process.

### TECHNOPARK HEADS WTA AFRICA AND MIDDLE EAST REGION

*Conducts workshops in Algeria and Nigeria on setting up and designing Science Parks*

The World Technopolis Association (WTA) has recently designated TechnoPark to head the newly created WTA Arab & Africa Region and has appointed Hamad Al Hashemi, Managing Director of DIT/ TechnoPark as the first President of the WTA's new entity. The appointments were made at the 20<sup>th</sup> WTA Executive Board Meeting held in Hsinchu City in Taiwan last month.

TechnoPark, in its capacity as the Head of WTA Arab & Africa region, recently conducted workshops on 'Science Park Development' in Oran, Algeria and in Abuja, Nigeria. These workshops were organised by the Islamic Educational Scientific and Cultural Organization (ISESCO), in cooperation with the United Nations Educational Scientific and Cultural Organization (UNESCO) to develop the frame work of the first Science and Technology setup in both countries. The objective of the Workshop was to highlight the importance of science parks as a tool to stimulate the culture of innovation and competitiveness in various knowledge areas, promote scientific research, as well as achieve socio-economic development and build-up the knowledge society.

To kick-start procedures and reaffirm its commitment, TechnoPark has decided to host the first meeting of the WTA Arab & Africa Region in Dubai at the International Desalination Association (IDA) World Congress, which will be held in November, 2009.

Commenting on TechnoPark's decision Hamad Al Hashemi said: "As technology makes advancements across the globe it is important to foster a culture of innovation right here in the Middle East to accelerate sustainable economic development and to make the region technologically capable and globally competitive."

TechnoPark, one of the leading purpose-built technology incubators in the region, in recent years has become an active and vital member of several international organisations including WTA and International Association of Science Parks (IASP), contributing to the development of science and technology led growth in the region. Last year it hosted the Middle East's first WTA Techno-Mart.



*Hamad Al Hashemi with WTA Executive Board members during WTA's 20th Board Meeting held in Hsinchu City in Taiwan.*



# THE Zone

## JAFZA EXTENDS SUPPORT TO SITL DUBAI 2009

*Event offers excellent networking opportunities and access to latest products and services dedicated to logistics industry*

Jafza has recently extended its full support to International Week of Transport and Logistics-SITL Dubai '09, the first Middle East edition of the renowned SITL Europe, which will take place 3-5 November, 2009 at the Dubai International Convention and Exhibition Centre.

SITL DUBAI 2009 will be held under the patronage of H.H Sheikh Ahmed Bin Saeed Al Maktoum, President of Department of Civil Aviation, Dubai, and the Chairman of Emirates Group. The event offers an opportunity for the region's logistics and related industries to evaluate the latest products, technologies and trends driving the future of the logistics industry, and network among peers. The SITL Dubai 2009 Exhibition will feature a

comprehensive range of regional and international companies in various sectors including Transport and Logistics Services; Logistics Infrastructure; Logistics Real Estate; and Transport and Logistics Information System & Technologies. Besides the exhibition, SITL Dubai will also include a top-class conference.

In a significant development, the Global Shippers' Forum, comprising participants from Europe, the Americas, Asia and North Africa including retailers, manufacturers and wholesalers who use shipping for their freight transportation needs, will host their annual conference in Dubai, alongside SITL Dubai 2009. The two-day Global Shippers' Forum will take place November 3-4, 2009 and will feature leading speakers

from the global logistics industry.

In addition to the Global Shippers' Forum, SITL Dubai will also include 'Hosted Buyer Programme' that will serve as a business platform for international buyers including shippers and freight carriers, and, SITL Dubai exhibitors comprising logistics service providers.

At SITL Dubai, Jafza will present the participants its new products including Light Industrial Unit-15, the South Zone Warehouses and Showrooms, a seven-storey Staff Accommodation Complex, Commercial Community Centre, high-end Office Buildings of TechnoPark and sustainable Built-to Suit products.

## IMPORTANT VISITING DELEGATIONS



HE Mr. Dilip Barua, Minister of Industries, Government of Bangladesh visited Jafza during his recent UAE trip. He was received by Dr. Al Banna, Vice President Commercial Sales at Jafza. The meeting was concluded by an exchange of Mementos.



A 58-member delegation from renowned ESSEC French Business School based in Paris visited Jafza on June 23rd 2009. The delegation was received in the Wheel House by Jafza commercial team members where they were briefed on the Jafza business model.



A 26-member 'LOGISTIK inside magazine' delegation visited Jafza on June 1, 2009. The delegation from the specialised German Logistics publication was in Dubai for the 2009 Material Handling trade show and came to Jafza seeking an educational journey, gaining an in-depth understanding and knowledge about the Free Zone and its Logistics related activities and developments. The delegation was received by Mansoor Al Bastaki, Sales Manager at Jafza. Al Bastaki in his presentation briefed the delegates on new developments and Logistics trends in the region.



THE **Zone**

## EZW HOSTS ANNUAL RAMADAN EVENT

Economic Zones World held its annual Ramadan event on Saturday, August 29 at the Atlantis Ramadan Tent. The event was very well attended. The gathering included important Jafza customers from all segments, consuls from the Japanese, French, UK and Cyprus consulates as well as representatives from Dubai Economic Development Corporation.

Ibrahim Al Janahi, Chief Commercial Officer EZW UAE Region, extended a warm welcome to the guests. In his welcome speech Al Janahi expressed his admiration for the entrepreneurship and the resilience of EZW partners and customers during these challenging times. "Ramadan is a time to look ahead, a time to reflect on possibilities and hope big for the future," said Al Janahi. He also appreciated

the deep commitment of EZW team to serve its customers in the best possible ways.

Shortly after the welcome speech, guests were invited to enjoy a sumptuous Suhour buffet in a traditional atmosphere, complemented by tranquil sounds of the Oud.



EZW guests at the Atlantis Hotel Ramadan tent

## EMIRATES TRANSFORMER & SWITCHGEAR LIMITED (ETS) ORGANISES A BLOOD DONATION CAMP IN JAFZA



ETS Limited employees donating blood



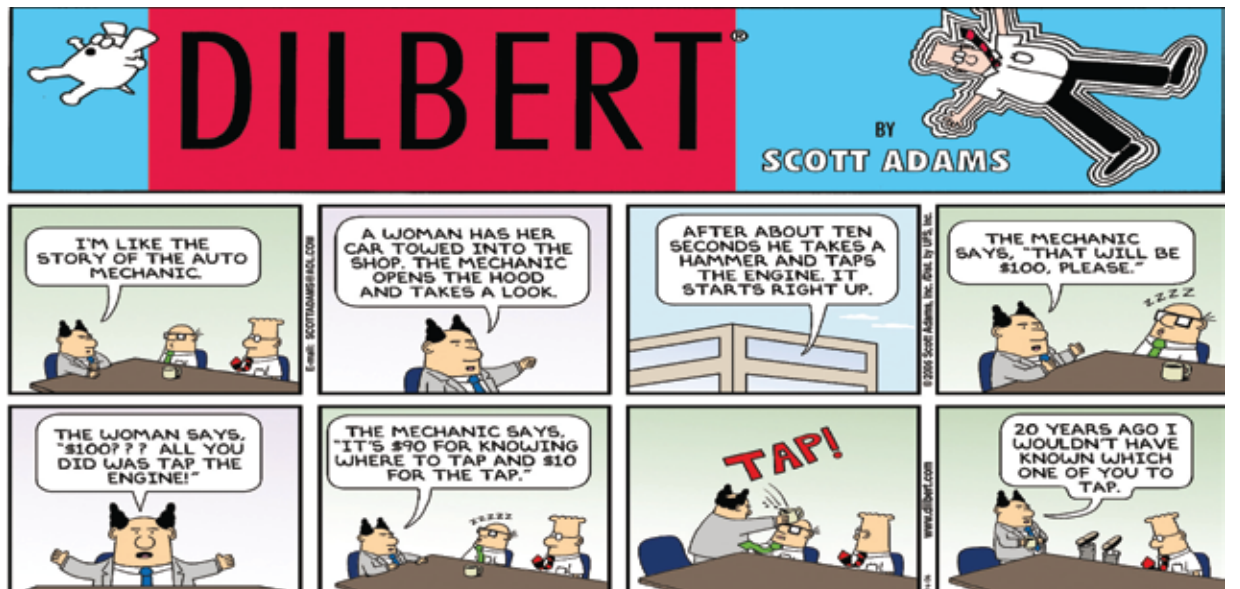
Jafza officials congratulating ETS for a very well organized Blood Donation Camp in Jafza.

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★★★☆☆

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## Announcing Jafza Showrooms.



The Showrooms, located in the Jafza South Zone, offer dedicated warehouse and office spaces over two floors with prime frontage. To book your unit, call 800-Jafza or visit [www.jafza.ae](http://www.jafza.ae)