

March 2009

SUNDAY	MONDAY	TUESDAY	THURSDAY	FRIDAY	SATURDAY
1 UAE 23:00 Austin Powers in Goldmember (Comedy)	2 UAE 23:00 Criminal Minds (Drama)	3 UAE 23:00 The Cave (Adventure Thriller)	5 UAE 23:00 Millen Dollar Baby (Drama)	6 UAE 15:00 Good Boy Bad Boy (Action Thriller)	7 UAE 23:00 Formula 51 (the 51st state) (Action)
8 UAE 23:00 Dumb & Dumber (Comedy)	9 UAE 23:00 Antibody (Action Sci-Fi)	10 UAE 23:00 The Crush (Thriller)	12 UAE 23:00 Payback (Action Thriller)	13 UAE 15:00 Musafir (Hindi Movie)	14 UAE 23:00 Up at the Villa (Drama)
15 UAE 23:00 Just Friends (Comedy)	16 UAE 23:00 Small Time Crooks (Comedy)	17 UAE 23:00 Dot the I (Romance Thriller)	19 UAE 23:00 The Specialist (Action Blockbuster)	20 UAE 23:00 Good Night & Good Luck (Drama)	21 UAE 23:00 Down the Valley (Drama)
22 UAE 23:00 Sugar & Spice (Comedy)	23 UAE 23:00 The Dangerous Lives of Altar Boys (Drama Family)	24 UAE 23:00 The Dark (Mystery Thriller)	26 UAE 23:00 Pleasantville (American Blockbuster)	27 UAE 23:00 I am David (Drama)	28 UAE 23:00 What woman want (Drama)
29 UAE 23:00 Tin Cup (Comedy)	30 UAE 23:00 Druids (Adventure Biography)	31 UAE 23:00 200 Cigarettes (Romance/Drama)	The Hydra EXECUTIVES THE SECURITY SQUADRY WITH THE BEST EQUIPMENT Wednesday UAE 23:00		

MOVIE GUIDE



"FRIENDS" is an American situation comedy series revolving around a group of six friends in the area of Manhattan. Struggling to survive in the real world, they find the companionship, comfort and support they get from each other to be the perfect antidote to the pressures of life.

FRIENDS
Sunday - Thursday
UAE 21:30

In the Los Angeles office of the Federal Bureau of Investigation, Special Agent Don Eppes and his team investigate critical and baffling crimes with a special edge. That advantage is Don's brother, Charles Eppes, a brilliant universalist mathematician who uses the science of mathematics with its complex equations to ferret out the most tricky criminals.

NUMB3RS

Saturday - Thursday
UAE 20:00

Gilmore girls

"GILMORE GIRLS" is an American comedy-drama series following a single mother and her daughter in the fictional town of Stars Hollow-Connecticut, a close-knit small town with many quirky characters. The series explores family, friendship, generational divides, and social class.

Friday
UAE 18:00

"FRASIER'S" new life in Seattle begins when he is employed by a radio station to offer therapy in a call-in manner. Frasier handles the everyday problems of people, sometimes uninteresting and frustrating to Frasier but his ultimate goal will stay the same; he wants to and enjoys helping people.

FRASIER

Sunday - Thursday
UAE 21:00

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CONNECT

ROYAL GROUP

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EDITOR'S comments

As always, it's been a busy time for the Royal Group family. The last month has seen a number of milestone events and celebrations and we're happy to share them with you.

Hydra Trading participated in IDEX 2009 and drew attention from all quarters with its new Ballistic Protected Armored Vehicle. We have more on the vehicle and Hydra Trading at the show inside.

ThreeSixty, our newly launched full-service management company, participated in the Dubai International Property Show and announced its first project. Find out which one inside.

NPC conducted a safety training on its Reem Island site in an ongoing effort to raise safety standards in the industry. Details of the safety drill and the outcome have been provided for you.

Tamouh celebrated the Chinese New Year with its staff, combining it with the launch of their new project premises. We've got the scoop on the festivities as always.

Finally, February 12 was Chocolate Day and even though the occasion has passed, we've put together a special surprise for you in conjunction with Ambrosia, our resident chocolaterie. It's just a little something for your sweet tooth and we hope you enjoy it!

Till next time, we wish you the very best...

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Tamouh celebrates Chinese New Year in style

Tamouh, the leading Abu Dhabi - based developer celebrated the Chinese New Year with pomp and festivity this year. The celebrations were held in conjunction with the grand opening of the company's new Project Office on Reem Island on February 9, 2009.

The evening's revelry was marked by an astounding Lion Dance, which was performed with high-poles. The breathtaking show, which was attended by all Tamouh staff was then followed by dinner.

To mark both auspicious occasions, Tamouh flew in renowned Malaysian troupe Kun Seng Lion & Dragon Dance Association. The festivities were initiated on the morning of the 9th, with the Lion Dance performers leading the inauguration and opening of Tamouh's new Project Office on Reem Island. The Lion Dance is typical of joyful and auspicious occasions among the Chinese.

Mr. Joe Ong, CEO of Tamouh and Mr. Cheah Ming Foo, COO for Projects at Tamouh gave speeches on the day. Other senior Tamouh officials in attendance were Dr. Daniele Seraphim, COO Corporate at Tamouh, Mr. Kashif Shamsi, CFO of Tamouh, Mr. Tariq Sultan, CEO of Bunya. Special guests, consultants, contractors and family members were also invited to the event.



a glimpse of ABU DHABI



Top 7 Ways to invent something new in your field

- 1 Create a new Buzz word. Make one up today, and write a book about it. You're welcome to be silly about it, because everyone else who created some of today's greatest buzz words were and are pretty crazy people.
- 2 The something "new" could be a new process, a better way to do something. Trick: Borrow something from an unrelated field, and see if it can be integrated into your field.
- 3 Remember that if you can't be number one in your niche, invent a new one. How to do that? Find out your customers top 7 pains when dealing with your product, and answer one of those in a new way = new niche that you are now the leader in.
- 4 Out of your own frustration with something wrong with your product, company, customers, employees, is sometimes the best motivator to develop a new spin or new product.
- 5 What if you could invent a new CASH flow? If you did, what would it look like? All business problems can be solved by increasing sales, and this might be the fun one to do.
- 6 Something new for you, might be something old for someone else. My point: MODEL someone who has already achieved what you want to do, to save an enormous amount of time and resources.
- 7 Get excited. Most firms are led by leaders and employees who are SLEEPING AT THE WHEEL. If you even give the perception that you are innovating monthly, you will lead your field in less than a year. Today's buzz phrase: Perceived Innovation = Value Delivered (but eventually, you MUST deliver the innovation, or your term will expire shortly) does not mean COPY. It means look, study, adapt, add, change your current ways, but it does not mean you should do BLATANT copying of someone else's strategy.

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- ThreeSixty launches its first tower at DIPS
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Hydra Trading revs its engines at IDEX 2009



Hydra Trading, a regional leader in providing technology solutions and maintenance, repair and overhaul services to the defense industry, unveiled state of the art armored vehicles that offer the highest level of ballistic protection during IDEX 2009. The show served as the Middle East launch of the highly protected civilian VIP armored vehicle that is marked by its high speed, great mobility, cross country capabilities and ballistic protection in the range of Level B4, B5, B6 and B7+.

During the show the Abu Dhabi based company also unveiled its *Tactical Vehicles Program*, which is currently being developed; it intends to custom-build military heavy duty 4x4 and 6x6 variants, with Stanag 4569 Level 1 to Level 3 protection, by the end of the year.

According to Dr Mohamad Zahran, Director General Hydra Trading, the vehicle is mainly targeted for escorting VIPs, police and paramilitary forces. "It is the ideal vehicle for VIP, police and paramilitary protection during counter terrorism operations, especially in volatile regions engulfed in conflict. The market for such vehicles is fast growing as countries around the world are focusing more on homeland security and counter terrorism and are taking active steps to increase their security related spending," he said.

The 4x4 security vehicle is built on a commercial heavy duty chassis with a luxury interior finish. It is 5.35m long, 2.1m wide, 2.15m high and weighs 4,200kg; it has been tested for specific missions.

Hydra Trading also displayed the EAGLE IV 4x4 from MOWAG, fitted with state of the art RWS (Remote Weapon Station) Trackfire, from SAAB. There is a growing interest in UAE for this vehicle for certain mission specific requirements.

ThreeSixty launches its first tower at DIPS

ThreeSixty, a newly launched subsidiary of Royal Group, has begun operations with a bang at the Dubai International Property Show (DIPS). The real estate show, which was the first to enter into agreement with the Real Estate Regulatory Authority (RERA), was held from February 15 - 17 at the Dubai International Exhibition Centre.

The full service management company, which was established a few months ago, launched its first project - The Arc, a 40-storey tower in

Central Business District on Reem Island.

Over the years, DIPS has built a reputation for being an influential platform for serious investors and is open to trade visitors as well as individuals interested in international investment opportunities. This year, as it is every other year, the show brought together high net-worth individuals, commercial and residential investors and specialized visitors from the property industry across the globe.



NPC conducts fire and emergency training on Reem Island

Safety and quality have always been the cynosure of operations at National Projects and Construction (NPC). In keeping with its pledge of safety for its workers and end users, the company recently conducted an extensive fire and emergency evacuation training on site on Reem Island; the exercise involved 563 personnel, including subcontractors. The safety drill which was held in coordination with the Abu Dhabi Civil Defense Authority also had participation from Tamouh, the master developer of Reem Island. The speedy response during the evacuation procedure underlined the entire team's preparedness for emergency situations.

The safety exercise is in line with the increasing awareness to enhance safety procedures across construction sites in the UAE, an initiative that is taking on greater importance in 2009. NPC conducted the safety drill under the supervision of their Environmental Health Safety (EHS) Manager Mr. Ghazi Yousef. A dedicated team is deputed for each project to take charge of safety related issues on site in concert with another EHS Manager Max Guarnieri.

"Safety is critical to a well run construction site and to the health and well being of the staff operating within. Construction site safety does not happen on its own, it is an

ongoing commitment that requires active participation from all concerned parties. During the present safety drill, we were able to conduct a complete and effective evacuation within just ten minutes," said Ayman Salem Project Manager.

As a large firm working within a major project such as Reem Island, NPC faces a number of challenges to ensure the success of their safety initiatives. With the tower projects, special guidelines are in place with regards to working on heights, erecting and operating cranes at different wind speeds as well as combating natural calamities. Other safety issues of priority include fire risk controls, and concreting procedures of high rise buildings during the night.



CONNECTING TO ...



Royal Group is a conglomerate of 60 large and medium sized companies based in the United Arab Emirates (UAE). Launched in the late 1990's, Royal Group currently employs over 10,000 people from a wide variety of countries and cultures and is supported through its head office in Abu Dhabi, the capital of the UAE.

Royal Group has expanded at a tremendous pace and is one of the largest business and investment holding houses in the UAE today. It has a significant and growing presence internationally, with a broad spectrum of investments and partners throughout the Middle East, Asia, USA and South America.

Royal Group is firmly committed to adding value to the strategic and economic objectives of the nation and the future development of its companies.

Its diversified portfolio of business activities including media, trade, finance, real estate, manufacturing, construction and technology, are focused on creating opportunities for further growth and expansion. Royal Group recognizes that this role demands solid partnership and cooperation with local and internationally established institutions of high repute and standing.

Royal Group prides itself on its extensive knowledge of the region, its commitment to adapt to ever changing conditions and its insight in evolving new business opportunities.

Principles

- Commit fully to maintaining optimal standards of quality, integrity, performance and professionalism.
- Develop lasting business relationships worldwide.
- Provide high quality services in the various industries within which it operates.
- Continue to expand and diversify in all its extensive disciplines.
- Conduct advanced research and development initiatives.
- Continue to deliver highly innovative products.
- Maintain growth in all sectors.
- Develop actively its employees' competencies and dedication, and encourage a spirit of team work.
- Commit to adding value and strengthening resources to the community of Abu Dhabi.



How long have you been in Abu Dhabi?

I started my career in Abu Dhabi in 1990 with Price Waterhouse Coopers. I left them to join the Royal Group in September 2008.

What can you tell us about the Royal Group?

The Royal Group is a well diversified, dynamic, people oriented Group. What attracted me to join the Royal Group is the leadership vision with respect to the Group's employees, their welfare and concerns as being very important to the success of the Group. The team spirit and the healthy working environment which is based on the mutual trust and confidence between management and employees were other factors.

As the CFO of Royal Group, what are in your opinion the most important attributes to be a good manager?

People are the major asset and key factor in the success of any business. It all starts with the management. A good manager needs to be caring, professional, with strong people skills, knowledgeable, fair in his or her dealings with people, open minded, flexible, motivating, mature and most of all has a good sense of humor.

What motivation phrase do you spread around the Royal Group employees?

As we are in the middle of an economic downturn, Royal Group employees are blessed to be associated and connected with a strong, well positioned, people caring group. Accordingly, employees need to remain focused on their work. The Royal Group recognizes people for their contribution and achievements, therefore working hard will pay off at the end.

How does it feel to run a fundamental department in Royal Group?

The position of the group CFO with a main responsibility being the focal point for driving the financial health and integrity of the finance function, ensuring adherence to financial policies and procedures is a very challenging, exciting and most rewarding experience. Being surrounded by a dedicated and qualified team makes the job a lot easier. In addition, leading the IT & Treasury functions of the group add more challenges and excitement with different flavors to the task.

Picture above: Mr. Majed Odeh, Royal Group CFO