Live, Work, and Grow in the first Palestinian planned city
Rawabi is being developed by Bayti Real Estate Investment Company, jointly owned by Qatari Government-owned Qatari Diar and Ramallah-based Massar International – two companies with unsurpassed real estate development experience and extensive knowledge of regional and international markets.

Rawabi will provide more than 5,000 well-priced contemporary housing units with nine different floor plans to choose from, spread across 23 neighborhoods. The city will also include a commercial center, a business district, a hotel and convention center, public and private schools, medical facilities, mosques, and a church, as well as extensive green recreation space. Rawabi will initially be home to 25,000 residents, with additional residential and commercial units slated for subsequent construction phases that will ultimately serve a city with a population of 40,000.
Rainbows Free with your New Rawabi Home

After a winter rain, Rawabi’s new-washed hills sparkle as raindrops mix with sunlight over the lush landscape. The buildings of Makmata, Suwan and Warwar glow a soft gold. Construction equipment bustles busily at task; they too are washed clean and look showroom-new after the rains.

With the rains come Rawabi’s rainbows, one of which is seen almost every day from the sky deck of the Showroom. The staff of Rawabi never tires of the sight, and home sales representatives always take time to point out the view to potential homeowners. “The rainbow is free with your new home”, team members say with a smile.

And so a new season begins at Rawabi. The Autumn 2012 Rawabi Newsletter is filled with the events and happenings of the past few months as well as a look ahead. If you haven’t yet taken a trip out to the Showroom, make it a priority, and bring the family. Rawabi in winter is a scene not to be missed.

RAWABI ONLINE

Watch us now on Rawabi Live 24 hours a day, 7 days a week at www.rawabi.ps/cams.php

Rawabi’s facebook page (Rawabi: Live Work Grow) has grown exponentially as more people learn about Rawabi and express support for its success. Join more than 23,000 fans to discuss the city and stay up-to-date on the latest announcements at facebook.com/RawabiCity

Watch YouTube videos featuring our company directors, and listen to Ilham Al Madfai's song about Rawabi at youtube.com/RawabiCity

Follow Rawabi on Twitter at twitter.com/RawabiCity

Panoramic view: www.rawabi.ps/panorama.php
RAWABI’S SHOWROOM: Where Seeing is...
Where Seeing is Believing

movie – yes, 3D glasses required! – in the Rawabi Showroom Theatre. The surround-sound system allows you to immerse yourself completely in the Rawabi experience. The movie is a marvel of special effects and cinematography, and the point is clear. The advanced technologies which were applied to the making of the movie represent the engineering and architectural achievement that will be found in every Rawabi home.

The movie provides visitors with a broad overview of the city’s main features. As you exit the theater, you’ll be joined by your personal sales representative, who will escort you to the building models and explain the relationships between the neighborhoods, the commercial district, cultural event centers, schools, religious life and community recreational areas. Makmata, Suwan and Warwar...ancient Canaanite names grace each Rawabi neighborhood and the location and special features that define each area are explained by the sales team.

Ready to think about designing your own apartment? Rawabi’s sales team members are equipped with custom-configured iPads that allow you to explore, change and experiment with different floor plans and apartment layouts. Thinking about the monthly costs of home ownership? Local banks and mortgage lenders have branch offices set up right in the showroom and are ready to answer all questions about the many different types of housing loans they can provide.

The most dramatic aspect of the Rawabi Showroom tour is the moment that guests step up to the two-story Sky Deck. The rolling hills of Palestine stretch as far as the eye can see and at your feet, the new city of Rawabi is springing up from the earth itself. Whether you view the scene from indoors or step outside onto the terrace, the magic of the view is almost beyond description. From the vantage point of the Showroom, homeowners can decide whether they wish to face the rising sun, the setting sun, the unspoiled northern views, or the twinkling lights of Ramallah and Jerusalem to the south. No need to try to imagine it; every possibility is on full display for your consideration.

Don’t let another weekend pass without a visit to the Rawabi Showroom and once you’ve come, come again and again. Rawabi is no longer a dream, but an emerging reality to be experienced with the entire family. And when your visit is concluded, you will believe, as we do, that at Rawabi, the best is yet to come.
Warwar... Rawabi’s Newest Neighborhood Takes Flight

Named for one of Palestine’s native sunbirds, Rawabi’s newest neighborhood, Warwar, will soon reach up to the city’s skyline. Warwar is the third neighborhood under construction, joining Suwan and Makmata, which are already nearing completion. The pace of progress is nothing less than astounding, as more than 2,000 Palestinian contractors, engineers, architects and skilled laborers work 3 shifts a day to construct Rawabi’s new homes. Ground has been broken for 3 new public schools as of September 2012 and the first students will be welcomed in the 2013/14 academic year. In early 2013, work will commence on the fourth neighborhood of the new city.

Makmata and Suwan are first landmarks visitors see as they enter the Rawabi environment. Now that the Warwar foundations are in place, observers from the sky deck at the Rawabi Showroom can clearly see the carefully planned outlines of the city’s neighborhoods taking shape. Suwan (“flint”), Makmata (“rock”) and Warwar (sunbird M. apiaster) are ancient Canaanite names that evoke both the heritage and the beauty of the land upon which Rawabi stands. One of the most notable aspects of new construction at Rawabi is the use of very high quality building materials, and the attention paid to the detail work within each apartment. Carefully joined seams and painstakingly sanded finishes bring Rawabi interiors to a new standard of excellence in Palestine. Exterior walls are well-insulated and window casings are tightly sealed; preventing needless energy loss and lowering utility bills for homeowners.
Safety Always Comes First at Rawabi

Palestinian Civil Defense Directorate Visits Rawabi

In late 2012, Director of Civil Defense Mahfouz Hanaysheh headed an exploratory visit of the Palestinian Directorate of Civil Defense to the city of Rawabi. Director Hanaysheh’s task force was comprised of officers and directors of most of Palestine’s major metropolitan areas.

After a two-hour tour of the construction campus, Director Hanaysheh commended Rawabi’s executive management team for consistent compliance with all safety regulations and using upgraded equipment that in many instances exceeds the parameters of the applicable safety codes.

Director Hanaysheh observed that the new city is uniquely situated from a geographic perspective in Palestine. The possibility was discussed that a new civil defense center located within the Rawabi Municipality may extend and empower the reach of the existing Civil Defense network in Palestine. The visit concluded with agreement to move forward to consider opportunities for cooperation.

Safety Regulations At Rawabi

The city of Rawabi, as the largest single construction undertaking in Palestinian history, is responsible for protecting the health and safety of thousands of Palestinians workers on a daily basis. Rawabi’s Department of Safety works in close concert with the Palestinian Ministry of Labor and the General Authority for Civil Affairs and follows the regulations and guidelines established by the United States Occupational Safety and Health Administration (OSHA).

The Department of Safety (DOS) regularly offers on-site instructional and safety awareness workshops called Toolbox Talks. In addition to providing all employees with regulation safety apparel (steel-toed boots, reflective vests, protective helmets, earmuffs, goggles, gloves and jumpsuits), DOS also ensures that fire extinguishers and first aid kits are at close hand virtually everywhere work is being performed on site. The movement of construction equipment is carefully controlled by reflective directional signage, and all work areas are illuminated 24 hours per day.

Every new member of Rawabi’s on-site team, male and female, receives in-depth induction safety training to thoroughly acquaint him or her with emergency and evacuation procedures, identify all mandatory protective gear areas and emphasize general do’s and don’ts for traffic, fire and personal safety as well as risk mitigation.

More than 400 Rawabi workers have also received supplemental specialized training and certification as firefighters and emergency first responders (paramedic training). Rawabi has its own on-site clinic with a licensed and certified medical doctor on the premises.

In spite of very humanly possible precaution, the construction industry is one which always carries some element of risk. Rawabi is proud of its safety record. Although it is virtually impossible to avoid bumps, bruises, cuts and falls during heavy construction work, Rawabi’s workers are thus far blessed in the avoidance of any serious injury on site.
In early December 2012, Rawabi had the pleasure to host a distinguished delegation from the Federal Republic of Germany, headed by H.E. Dirk Niebel, Minister for Economic Cooperation and Development. Minister Niebel was accompanied by 2 members of Germany’s Bundestag; the Honorable Dr. Mark Toncar, the Honorable Dr. Deitmar Bartsch and other German private sector leaders. The delegation was escorted to Rawabi by Barbara Wolf, head of the Representative Office of the Federal Republic of Germany to Palestine.

Massar International Chairman Bashar Masri received the delegation of German dignitaries on site at Rawabi. They were taken on a comprehensive tour of the site, including the Sales Center and the actual construction areas. Mr. Masri shared with the delegation the challenges faced in a project of this scale in a state under military occupation, as well as the many achievements of his team in spite of those challenges.

Minister Niebel expressed his heartfelt admiration for the visible success of the undertaking, and commended the local Palestinian workforce on its accomplishments. The Minister also pointed out that Germany has been a strong supporter of Palestinian private sector initiatives and that the two countries have a long and distinguished track record for cooperation in the area of infrastructure development and environmental improvements.
In October 2012, the city of Rawabi was accepted as the first Palestinian member of the U.S. Green Building Council (USGBC). Palestine is the third country in the region (after the U.A.E. and Jordan) to join this esteemed professional group, an international organization dedicated to the development and construction of cost-efficient, energy-saving green buildings across the globe.

The USGBC is best known for its LEED certification process (Leadership in Energy and Environmental Design), which confers LEED certificates on buildings that meet stringent energy saving and sustainability criteria. The USGBC has more than 70 member and affiliate member companies throughout the world. USGBC’s mission is “to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.”

Membership in USGBC provides Rawabi engineers the opportunity to build internal capacity and competencies in green, sustainable construction practices that can be implemented throughout the lifespan of the project. Ultimately, Rawabi homeowners will realize the long-term, renewable cost-savings that will result from the application of energy efficient technologies to Rawabi home construction.
Palestine and its olive trees share a deep and abiding love story. As the land of Palestine gives this ancient tree exactly what it needs to grow for thousands of years, so the olive tree returns that love with a bountiful annual harvest as thanks.

Nearly every Palestinian family has direct ties to the olive tree. Every year in olive-picking season, at least one family member will participate somewhere, in some way, in the harvest. No matter how modern we become or how sophisticated, we will never lose our delight in this tree that has sustained us for centuries on our land.

More than 8 million olive trees grow in Palestine, and 48 percent of our land is dedicated to olive cultivation. Those numbers are under threat as Israeli settlers continue to destroy groves throughout the country.

The city of Rawabi, under the auspices of the Grow for a Greener Palestine program, systematically works to replenish and restore this wealth and pride of Palestine. Every olive tree that took root on the site of Rawabi’s new home sites is carefully transplanted to the city’s green areas. Not one tree has been lost to construction, and thousands more are being planted to make the landscape even more lush and abundant. Other native trees are planted as well, including flowering trees and pines, keeping safe habitats for birds and wildlife and creating natural barriers to erosion and wind. The new trees are tended by trained arborists, who monitor growth and health and ensure an adequate supply of water for the trees to thrive.

As the new city takes shape on Palestine’s horizon, it is our mission to demonstrate that progress and heritage can coexist. At Rawabi, our commitment to the preservation of Palestine’s natural resources is as fundamental and enduring as the olive tree itself.
Palestinian vocal artist Cedar Zaitoun, wife of Palestinian artist Rami Zaitoun, is performing a new song dedicated to the city of Rawabi, Elli Ghayeb Wain, written with the famous lyricist and composer Elias Rahbani. The song is a first-time collaboration by Rahbani with a Palestinian vocalist.

Mrs. Zaitoun is multi-lingual and performs in 8 languages. When she is not singing, she dedicates her time working with cancer patients and their families at the Italian Hospital in Haifa. Mr. and Mrs. Zaitoun have two daughters.

“Cultural life is going to occupy a central place in the life of the residents of Rawabi, as it used to in the days before occupation, in the days of our grandfathers. Music and the creative arts are essential to quality of life, and Rawabi’s emphasis on making it easy for Palestinians from all walks of life to enjoy a rich cultural existence is truly special. I am honored to play a role in celebrating the new city, and I look forward to singing in the Rawabi amphitheater in the coming years.”

_Cedar Zaitoun_
Rawabi recently had the privilege to welcome a distinguished visiting delegation from the Jordanian Engineering Association, who travelled from Amman and other points in Jordan to take a close look at the progress of the new city. Ja’far Hdaib, General Manager of the Palestinian Investment Promotion Agency (PIPA), was on hand to welcome the Jordanian guests.

The engineers’ visit commenced with a tour of the Rawabi Showroom, which illustrates the 3 foundational pillars of the new city: “Live, Work and Grow”. Teams of experts from Rawabi briefed the visitors on current and future plans for the city, and the visit concluded with a bus tour of the first 6 neighborhood construction sites, the Commercial Center and the public recreation areas that are included in the Masterplan of the city.

Jordanian engineer Qaher Safa expressed the sentiments of the visiting delegation from both a professional and political perspective. Mr. Safa said, “As an engineer, I have nothing but professional admiration for what the Rawabi team is accomplishing here. As Palestinians, you must be extremely proud to be setting international standards in building and construction in the Palestinian homeland. You are an inspiration to us as engineers. From the political aspect, I cannot also but comment on how much pleasure and pride it gives us to see you making such progress towards the realization of a Palestinian state… a whole city, built by Palestinians in Palestine, rising up in the face of the occupation. For both these reasons, we salute you.”

PIPA’s Ja’far Hdaib thanked Mr. Safa for his generous remarks and added, “It is true that the new city of Rawabi serves as a testament to Palestinian ingenuity and skill, but also as a great source of pride and hope to a country long frustrated by lack of visible progress towards its national goals.” Mr. Hdaib also commented, “This city addresses the country’s need for an adequate supply of residential housing units, and our need for well-built modern schools, but it addresses our need for the intangibles of life as well - safe areas for our children to play, cultural and social outlets for our free time. It’s hard to overstate the positive impacts of this new project and in my opinion; it is something of a long-overdue miracle for the Palestinian people.”
A high-level delegation from the Palestinian General Federation of Trade Unions visited Rawabi to inspect the working conditions of the labor force on the construction site, and to ensure that adequate measures were in place to protect the safety, comfort and well-being of employees. The delegation was led by Secretary General Shaher Sa’ad. Secretary Sa’ad was accompanied by Treasurer Hussein Al-Foqaha, Secretariat member Nasser Younis and Executive Committee members Ibrahim Thouib and Manuel Abdel Aal.

The visiting delegation toured the Rawabi Commercial Center as well as 3 neighborhoods that are currently under construction. They also toured the stone cutting factory and the dry concrete mix plant and throughout the tour, spoke directly to workers on site.

After the tour and candid interviews, the executive team briefed the Federation delegation on the multiple obstacles and challenges they face on a daily basis, and what efforts and countermeasures they were implementing to keep the pace of construction moving forward. At the conclusion of the visit, Secretary-General Sa’ad commented, “It is clear that a project as large as the city of Rawabi provides wide-ranging points of contact that stimulate the Palestinian economy in many sectors. As importantly, it is mitigating the problem of chronic unemployment and underemployment in our country, which is one of the biggest concerns that we as representatives of the General Federation of Trade Unions face. We cannot be anything but pleased to see thousands of our workers gainfully employed in Palestine in this new project”.

Mr. Sa’ad added further, “Rawabi is certainly raising the bar for local contractors when it comes to implementing safety and security measures to protect workers. From the perspective of the Federation, we strongly urge contractors to voluntarily raise standards within their own organization to meet the new standard being set by the Bayti Real Estate Investment Company. When safety is everyone’s first priority, we all win.”

At present, more than 2,000 Palestinian workers are actively employed at Rawabi. As construction commences on the next neighborhoods in the fourth phase, the number of workers on-site will increase significantly. Ultimately, 8,000 to 10,000 Palestinian workers will be engaged in the construction of Rawabi. The new city is also expected to contribute 5,000 permanent new jobs to the national economy.
Architecture and Civil Engineering Students

Explore Urban Planning at Rawabi

Showcasing the spirit of cooperation in the interest of academic enrichment, Birzeit University and Palestine Polytechnic University co-organized a joint visit to Rawabi for more than 100 of their architecture and civil engineering students, together with departmental faculty members from both universities. The impetus for the site visit was to provide the students with an in-depth professional look at the environmentally friendly, resource-conscious building methodologies used in the construction of the city.

The students were astonished to see international best practices actively applied to an all-Palestinian project. Sabrin Nasser, a student from Birzeit University said, “What is remarkable to me is that Rawabi is truly a complete city, and one that plans for the social aspects of our lives and not just our housing and employment needs. I am impressed with the priority given by the Rawabi planning team to the promotion of cultural activities and family life.”

Ja’far Qabha, on the other hand, was taken aback by the scope of the project. “I didn’t realize until I saw it for myself just how huge this city actually is. I am proud of us as Palestinians that we have the ambition and skill to undertake a project on this scale. My dream is that we will do something here that others in the region will come to see as a model for advancement in the Arab world.”

Inas Al-Issa’s attention was captured by how carefully Rawabi’s planners adhere to the smallest detail. “What a beautiful city!” she said. “It’s a masterpiece in the way it uses and reuses all the natural resources – no waste, completely efficient use of available raw materials. This is as beautiful as the architecture to me.”

A final comment came from student Hazem Sider, who expressed gratitude and appreciation for the care that Rawabi’s workers have shown for the site’s ancient olive groves. “Olive trees are a part of our national identity,” Sider said. “The fact that you spent the money to move them, and didn’t just cut them down, really demonstrates the respect this project has for Palestine’s natural resources.”
One-of-a-Kind Educational Opportunity for Palestinian Students

In November 2012, Birzeit University and Massar International launched Palestine’s first-ever Cooperative Education Project (CO-OP), a university level work-study program that integrates academic curriculum with practical work experience in jobs related to students’ chosen fields of study. The city of Rawabi will play a leading role in CO-OP through Ziadeh Architects and Engineers (Ziadeh), the supervising design and architectural firm at Rawabi. Ziadeh will create a core work-study program for Birzeit students in the engineering school to expose young professionals to the highest standards of building and design in the industry. Other Massar International affiliates will also take part in CO-OP, including Asal Technologies, Zoom Advertising and Siraj Fund Management Company.

Ten additional Palestinian companies are participating in CO-OP, offering part-time work opportunities to students enrolled in the program including the National Insurance Company, the Paltel Group, Bank of Palestine and more.

The CO-OP program is a win-win experience for all stakeholders. Birzeit University’s 3 participating faculties (Engineering, Information Technology and Business/Economics) are adding real value to students’ academic experiences, enriching classroom time with hands-on, real world activities that relate directly to their chosen field. Students gain practical work experience in advance of graduation, making them more attractive candidates for employment and able to command a higher starting salary. The employer can take advantage of the opportunity to train personnel at lower cost and with less risk. Senior personnel gain hands-on experience with mentoring and motivating junior team members; key management skills which are lacking in Palestine in general. The employer also benefits from the energy, vitality and creative thought processes that are typical of new hires in the workplace.
Palestinian Companies and Organizations

Take a Welcome Interest in Rawabi

In addition to hundreds of families and individuals, Rawabi also hosts visitors from Palestine’s private sector and civil society organizations (CSOs). Palestine’s corporate and civil society leaders are taking an active and welcome interest in Rawabi’s long-term political, social, economic and environmental impact.

Some of the visiting organizations include the Palestinian Hydrology Group, the Welfare Association, the Palestinian Writers Union, the Palestinian Central Bureau of Statistics, the Palestinian Capital Market Authority, Ma’an News Agency, the Palestinian General Federation of Trade Unions, Palestinian Academic Society for the Study of International Affairs (PASSIA) and the Applied Research Institute (ARIJ). The corporate visitors include MADA Internet Services, the National Beverage Company (Coca-Cola), the Arab Palestinian Investment Company (APIC), Asal Technologies, Birzeit Pharmaceutical Company, Al-Quds Pharmaceutical Company, PADICO HOLDING, Wassel Logistics, the National Insurance Company, Golden Wheat Mills and Exalt Technologies. The showroom has also hosted groups of staff members from Arab Bank, Cairo Amman Bank and The National Bank (formerly Al-Rafah Bank).

Business leaders are curious about the new city, and come to explore plans for the Commercial Center as well as to take part in the Rawabi Sales Center experience. These visits are also an opportunity for open dialogue with the groups who share with Rawabi a common vision: to advance the Palestinian economy, to protect Palestine’s natural resources and to engage Palestinians from all walks of life in the process of development.

All visitors, whether at the staff level or executive management, are briefed on the fundamental pillars upon which Rawabi is built (Live, Work & Grow) as well as challenges and future plans for construction.
1. Safa Nasser El Din, Minister of Communication and IT, Mohammad Al-A’edi, Bassem Hammouda & Manal Zraiq.
2. Haj Ismail Jabr, Advisor to the President for Governorates Affairs.
5. Abed Al-Karim Sader, Assistant Undersecretary for Local Bodies Affairs at the Ministry of Local Government.

6. Br. Peter Bray, Vice Chancellor of Bethlehem University and Yoel Anstas, VP of Finance & Administration.

7. Dr. Jad Isaac, General Manager of Applied Research Institute (ARIJ)

8. Khalid Al-Asali, Former Mayor of Hebron, Marwan Al-Akhdar, Head of Water & Sanitation Unit, Allam Al-Ashhab, Director of Planning & Development Unit, Amjad Obeida, Head of the Architectural Department.

10. Khalil Tafakji, Director at the Mapping & GIS Department of the Arab Studies Society in Jerusalem.

11. Dr. Marwan Tubasi, Governor of Tubas & Northern Vallies.

12. Maisoun Manasreh, Broadcaster at Ajyal Radio Station.

13. Hasan Gasem, Chairman of PITA. Dr. Reyad Sawaffa, Chief Executive Officer of QuarTek Corporation.

15. Majed Fitiani, Governor of Jericho.
16. Adnan Al Husaini, Minister of Jerusalem Affairs & Governor of Jerusalem.
17. Ola Awad, President of PCBS & Manal Zraiq.
18. Rabih Khandakji, Governor of Qalqilya, Delegation of Businessmen & Municipality Council Members.
20. Adli Ya’eeesh, Former Mayor of Nablus, Omar Hashim, Head of Chamber of Commerce & Municipality Council Members.
22. Dr. Ahmad Majdalani, Minister of Labor, Abdul Kareem Daraghmeh, Director General of Labor Inspection.
23. Stanley Gold, President and CEO of Shamrock Holdings & Felice Friedson, CEO of Media Line.
24. Dr. Azmi Shuaibi, AMAN’s Commissioner for Combating Corruption.
26. Palestinian Writers’ Union.
27. Haj Adeeb Al Bakri,
28. Gerald Tremblay, Mayor of Montreal, Chris Greenshields, Canada’s Representative & Michel Leblanc.
29. Frode Mauring, UNDP Resident Representative.
30. Wajih Attari, Mayor of Attara’s Municipality & Municipality Council Members.
32. Prince Dr. Firas Raad, Head of Mission of The Office of the Quartet Representative, Hendrik Denker, Infrastructure Advisor & Awad Buaibes, Political & Media Advisor.
Rawabi Visitors

33. Walid Assaf, Minister of Agriculture.
34. Mahmoud Al Habbash, Minister of Waqf and Religious Affairs, Sheikh Khamis Abdeh, Assistant Deputy of Preaching & Guidance & Mutassim Daqqa, Director General of Mosques.
36. University of California, Irvine.