



RESIDENTIAL
BUILDINGS
UNDERWAY



**GET TO
WORK!**

Live, Work and Grow in the first Palestinian planned city



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NEWSLETTER

Fall Edition 2011

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Rawabi is being developed by Bayti Real Estate Investment Company, a joint undertaking of 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 affordable 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.

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WELCOME BACK

Buyers are anxious to see Rawabi, and the locations of their future homes, as is apparent from frequent phone calls and unannounced visits from families from around Palestine. It was our pleasure to start inviting some of the 8,000 buyers who have officially registered through our website to visit Rawabi officially starting in October.

If you are interested in owning a home or opening a business in Rawabi, we welcome you to sign up by adding your name to our database by visiting www.rawabi.ps.

RAWABI ONLINE

Rawabi's Facebook Page (Rawabi: Live, Work, Grow) has grown exponentially as more people learn about Rawabi and express support for its success. Join over 9,000 fans to discuss the city and stay up-to-date on the latest announcements by visiting us at facebook.com/RawabiCity



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



You can also follow Rawabi's latest updates on Twitter at twitter.com/RawabiCity





RESTORING COMMUNITY LIFE: RAWABI STRIVES TO PRESERVE PALESTINIAN COMMUNITY TRADITIONS



Palestine is experiencing rapid urbanization, a trend it shares with virtually every nation in the world. People are leaving the countryside and flocking to urban centers in search of economic opportunities. While the long-term effects of urbanization are the subject of heated debate, the central fact is that modern urban growth must be carefully planned to accommodate the needs of a rapidly growing population, while safeguarding the many positive aspects of local culture.

Palestine's cities are especially vulnerable to the negative effects of urban sprawl and skyrocketing land prices. Constrained as Palestinians are by the occupation, additional restrictions exist on how and where landowners and developers can build. The unfortunate result is a muddled, soulless urban landscape. Ancestral family homes and neglected historic landmarks stand adjacent to petrol stations. High-rise office towers spring up in the heart of residential neighborhoods without thought to adequate parking facilities or increased traffic capacity.

Moreover, lack of performance spaces, outdoor urban areas, playgrounds and walking trails is damaging the supportive community culture that has long been the bedrock of Palestinian culture. The traditional Palestinian sense of community is being chipped away, and real efforts are needed to reinvigorate it. Palestine needs suitable community gathering spaces.

To this end, Rawabi is taking a strong stance to reclaim the importance of community gathering space for families and individuals in the city. The comprehensive city plan is structured around communities, from shared courtyards, to small neighborhoods clustered around gardens and playgrounds, to the pedestrian-only City Center which will draw residents from Rawabi and visitors from around the country to work and relax together.



Rawabi residents will gather casually in small playgrounds, shared courtyards, and walking paths. Without walls surrounding each building, Rawabi will have plenty of green space for families to relax and children to play. Made easier via organized neighborhood associations, these gathering places will create local spaces for residents to spend time together increasing and enhancing social ties.

Finally, at the heart of the city will be the Rawabi City Center, thriving with cultural, business, and recreational attractions, serving as the central hub of activity for the city and surrounding areas. With people living, working, shopping, eating, and relaxing over coffee in the same central area, opportunities for social interaction will abound. Additionally, art performances, exhibitions, and a museum will reside in the city's Cultural Center, offering plenty of activities and generating traffic in the City Center at all times. Rawabi's restaurants and cafes, shopping and movie theaters will allure visitors day and night, making the city an exciting urban center where all feel part of a vibrant society.

Rawabi will reinvigorate the traditional sense of "neighborhoods," securing space for families and children and restoring the sense of community that has always been a fundamental element of Palestinian life. Together, all of Rawabi's planned gathering and communal spaces will not only restore the sense of togetherness in Palestine, but will create a new sense of civic pride, energy and excitement that will make Rawabi a superb place to Live, Work and Grow.



RESIDENTIAL BUILDINGS UNDERWAY



Foundations
taking shape

Workers pour concrete
produced at Rawabi's on-
site concrete batch plant



The foundations of Rawabi's first six 'hai' neighborhoods are already standing among the hill slopes. Hundreds of new workers have joined the site, including Rawabi's engineering and planning teams. Rawabi's facilities now include a medical clinic and safety office, a cafeteria, and massive equipment that does not exist anywhere else in Palestine. Dozens of contractors have been hired to build Rawabi's residential and commercial buildings. The contractors are assisted across the 215-acre site by a temporary services network that includes water, electricity and offices.

RAWABI IGNITES THE ISRAELI BOYCOTT LAW

LAW CHALLENGES FUNDAMENTAL RULES OF ISRAELI DEMOCRACY

Israeli companies, organizations and individuals must now contend with the recent passing of a law in the Knesset that imposes blanket prohibitions on any boycott of an Israeli institution or product. The intention of the law is to legally prevent any individual or group from boycotting Israeli settlement products, but the language of the law effectively prohibits boycott of any Israeli company or institution for any reason, which has Israeli civil rights groups up in arms.

The law itself was prompted by a broadcast on Israeli Army Radio. During the broadcast, it was correctly stated that Rawabi has a “settlement” clause in all of its contracts stipulating that goods sold to Rawabi may not be produced in illegally-occupied land, whether in West Bank settlements, East Jerusalem, Gaza settlements, or the Golan Heights. By including the clause, Rawabi is ensuring that the city not only complies with Palestinian Authority law, but also adheres to the city’s mission to help build the Palestinian state. The clause forbidding all of Rawabi’s contractors from using settlement products has existed in every contract signed since groundbreaking, several years ago.

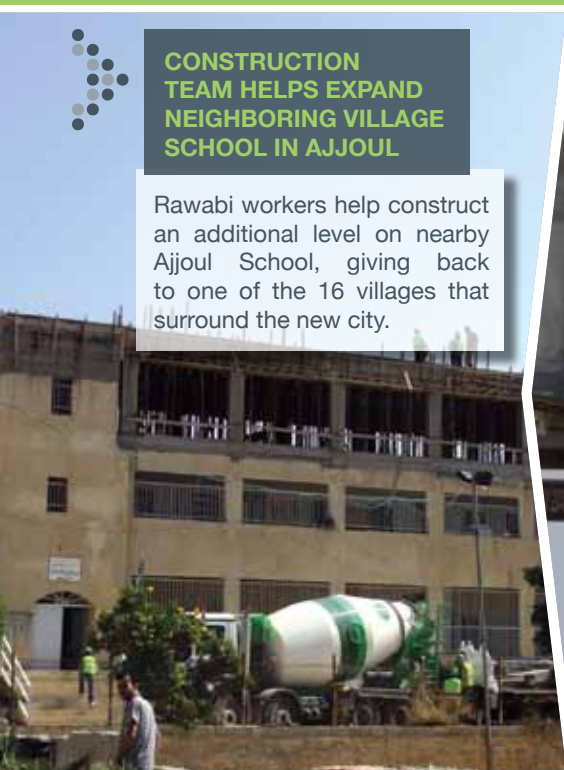
The Israeli Knesset responded by placing a “Rawabi” clause in the boycott law, which specifically prohibited all Israeli companies from working with any firm that supplied Rawabi with raw materials or other services, with the threat of prosecution. Virtually all of the companies affected have stood by the contracts they signed, in defiance of the Knesset action.

All of Rawabi’s construction is being done through Palestinian contractors, including concrete production, steel bending, road paving, and building construction. Rawabi is bringing together hundreds of Palestinian companies to construct the largest private sector project in Palestinian history.

As much as possible, construction supplies are procured locally. When unavailable from the local Palestinian market, they are imported. As is the case in all construction in Palestine, this includes categories of raw material from Israeli manufacturers that are unavailable in Palestine. Rawabi’s developers fear that as construction progresses, the Israeli boycott law may force them to step up procurement from more expensive sources abroad, which may ultimately raise home prices for buyers.

CONSTRUCTION TEAM HELPS EXPAND NEIGHBORING VILLAGE SCHOOL IN AJJOUL

Rawabi workers help construct an additional level on nearby Ajjoul School, giving back to one of the 16 villages that surround the new city.



BIRZEIT BANI-ZAID BUS CO. LAUNCHES NEW ROUND-TRIP RAWABI-BIRZEIT-RAMALLAH BUS ROUTE

Getting to Rawabi has never been easier, now that the Birzeit Bani-Zaid Bus Company has launched its all-new, direct, round-trip minibus shuttle between Ramallah and Rawabi. An economical 6 ILS each way, the shuttle service makes regular runs to and from the downtowns of each city.

The minibus pick-up location is in downtown Ramallah, near the Manara and the site of the old courthouse. Riders are dropped in the city center of Rawabi. En route, riders also have the option to board or disembark in downtown Birzeit. The cost of the trip from Birzeit to Rawabi is only 3 ILS.

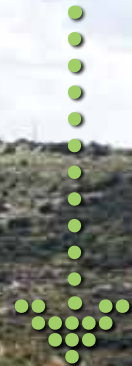
The launch of the direct bus route is especially timely, now that the entire workforce of Rawabi is on site in the new city. The new daily minibus shuttle makes the trip to Rawabi quick, affordable and accessible for everyone. Look for the Birzeit Bani-Zaid Company’s mini-buses marked BIRZEIT-RAMALLAH-RAWABI at the pick-up location downtown.



AFTER DELAYS, TEMPORARY ROAD APPROVAL EXPECTED SHORTLY

But Still No Word on Permanent Access Road in Area “C”

Border Between Areas
“B” and “C”



Rawabi's developers have widened the existing dirt road up until the point where it enters Area “C”

In May, Israeli media announced that Israeli authorities would issue a permit to Rawabi's developer to temporarily pave a dirt road (used by Palestinian farmers to access their fields), which would connect the Rawabi construction site to the main adjacent Area “C” highway. The farmer's road is not the needed Rawabi Access Road that is the prerequisite of efficient egress in the future for residents, commerce and visitors to the city. However, the paving of the dirt road will more easily accommodate the comings and goings of construction vehicles into the city for now, and at this stage is badly needed to allow construction work to continue apace.

Bashar Masri confirmed that despite Israeli media coverage, the approval for the temporary road for construction supplies only has not yet been given – however, it is expected in the near future. He emphasized that this narrow existing road does not link Rawabi to Ramallah and Birzeit, and differs from the main access road, which was planned and approved at all environmental and administrative levels more than three years ago. The main access road is vital to the success of Rawabi.

The dirt road, which is only 4 meters wide, will allow trucks for equipment and supplies that are necessary for better access to the city. The requested temporary road will bypass the narrow roads through Atara' and Ajjoul that all construction trucks must currently pass through. The temporary road does not require transfer of jurisdiction for access. Rawabi has been working with nearby communities, who are very supportive of the project, to control truck speed and weight, and reduce environmental hazards, but the paved road will minimize damage. Rather than passing on bumpy roads where balconies block access and two trucks cannot pass each other, transportation can be coordinated without disrupting local life.

The new businesses that have sprung up in the villages, unaffiliated with Rawabi but using its name, such as the Rawabi Car Wash and the Rawabi Supermarket, will still have plenty of traffic from visitors and workers. Local village councils and workers will still be heavily involved in Rawabi, maintaining the connection between the worksite and the surrounding towns.



GET TO WORK!

RAWABI TO CREATE JOBS FOR PALESTINE'S WELL-EDUCATED YOUTH

Palestinians pride themselves on education, with a 95% literacy rate in the West Bank and Gaza, and 11 universities in the West Bank alone that graduate 13,000 young people annually. The Palestinian workforce possesses the determination to be a vital link in today's global economy. However, along with education and drive, Palestinians need to have assurance that jobs will be there to meet the demand.

Rawabi is built around an economic growth strategy that foresees Rawabi as the home of 3,000-5,000 new jobs and the hub of a knowledge economy. The city will provide much more than affordable housing: it will create jobs for its young professional residents and become a model of entrepreneurship and business development. Rawabi is attracting local and international companies who are eager to expand, and philanthropists who are interested in helping Palestinians to build a strong, independent economy.

The Rawabi Foundation, as part of its mission to create jobs in Rawabi, is in ongoing discussions with several partners, and is open to further cooperation towards establishing business and social enterprises that will increase employment. High-potential sectors include:



- **INFORMATION AND COMMUNICATIONS TECHNOLOGY** Palestine's ICT industry has annual growth rates of 25-30%, and over 2,000 fresh graduates every year. 30% of Palestine's ICT companies currently sell their products and services to the international markets. Multinational corporations such as Intel, Cisco and Google are already involved in the market through outsourcing, research and development, and direct investment. To foster Palestine's highest-potential sector, the Rawabi Foundation is seeking support and partnerships to create Tech Training Center to complement Rawabi ICT infrastructure and boost the growth of Rawabi ICT companies.
- **MEDIA AND ENTERTAINMENT** Palestine's beautiful setting and talented film production teams make it a prime candidate for media and film investment. The Rawabi Foundation is building partnerships to initiate several facilities to develop the film and media industry, including a Media Center and a Film and Television Academy to create a strong supply of talent.
- **EDUCATION** The Rawabi Foundation is encouraging investment in private education, whose demand well outstrips supply in Palestine's urban centers. Rawabi's plans already include space for eight schools, both public and private from pre-school and kindergarten levels through secondary schooling.
- **HEALTHCARE** Rawabi's population of 40,000, as well as the 53,000 residents of surrounding villages, will need clinics and specialized healthcare. A high-quality facility could serve as a benchmark for existing health care centers and hospitals, as well as a role model for future projects in the health care sector.
- **GREEN INDUSTRIES** Since all electricity, gas and oil in Palestine are imported, the need for local energy production to reduce environmental and political burdens is high. Interest is beginning in other means of energy production, including wind energy, as well as sustainable transportation and recycling. The Rawabi Foundation is assembling investors and donors to ensure that Rawabi generates sustainable energy.

Investment in Rawabi provides a double impact: profitable business and crucial contributions to social and economical development. However, the Rawabi Foundation needs your help to realize the city's full potential. If you are interested in business or philanthropic opportunities at Rawabi, or if you are interested to share your ideas and expertise, please contact foundation@rawabi.ps.



BIM TEAM SPARKS IMAGINATIONS AT ENGINEERING DAY AT BIRZEIT UNIVERSITY



Rawabi's Building Information Modeling (BIM) team participated in Engineering Day at Birzeit University. Birzeit invites companies to come to the Engineering Faculty annually to engage new employees, inspire Palestine's young workforce and promote their products. Rawabi's booth was constantly crowded with people asking questions and learning about this system.

The BIM team participated in order to introduce BIM to Palestine's engineers and show how the technology achieves better design quality, coordination and construction monitoring. BIM is a technology that provides five-dimensional engineering solutions (5D model). This allows for complex analyses of design clashes, cost, environmental interaction and space configuration. Before the development of BIM, buildings were designed in two dimensions and many design problems did not appear until after completion of construction. Now, with the BIM team, Rawabi can predict problems before they occur, improving quality and saving time and money – ultimately enhancing the concept of value engineering, making Rawabi's homes more affordable.

The students and faculty at Birzeit, as well as engineers from other companies, were highly impressed by the quality of the BIM team's work. Only a few of the students had heard of BIM before the presentation. Learning about the new technology altered their understanding of design and construction developed and perhaps will change their careers as they progress as engineers in Palestine.

THOUSANDS OF HIGH SCHOOL STUDENTS INSPIRED BY PALESTINE'S LARGEST PROJECT

To engage Palestine's youth, which make up over 40% of the population, the Rawabi Foundation, in cooperation with the Palestinian Ministry of Higher Education, brought over 2,000 students to visit Rawabi's construction site during the spring. The project was an effort to enhance education and opportunities for youth to teach them about urban planning, Rawabi's economic impact, and career opportunities in construction and Rawabi's focus sectors.

Before each trip, students gathered for a presentation and question-and-answer session on Rawabi, including its location, the importance of rawabi's economic growth strategy, and environmental responsibility in planned communities. At Rawabi, they learned about the surrounding villages and the massive construction, and studied panoramas of the surrounding areas

visible from Rawabi's hills. The students also participated in entertaining activities, including tug-of-war, volleyball and painting. Their responses and feedback were unequivocally enthusiastic and offered a valuable perspective of how students envision the first Palestinian planned city.



AL-BIREH MUNICIPALITY HELPS RAWABI CONTROL DUST AND CONSERVE WATER

Water is picked up from Al-Bireh Waste Water Treatment Plant and brought to the site every day. A water truck circles the site tamping road dust, protecting workers' health and the surrounding villages. Extra water is used to irrigate greenery.

The only other way to control dust control at as large a project as Rawabi is to pave the roads temporarily, which is expected to cut dust by 95%. Contracts for temporary road paving at the site have just been awarded. However, the pavement will have to be torn up and replaced before residents move in, as it will be destroyed by heavy machinery transport.





HIGHLIGHTS: ENJOYING THE OUTDOORS IN A PLANNED CITY



Courtyards planted with natural trees, grass and flowers will provide protected space for children to play, for families to socialize and barbecue, and for neighborhood gatherings.



**RAWABI
MODELS
COMPLETED
IN QATAR**



Qatari Diar, the primary financier of Rawabi, has offered constant support and experience to help Rawabi succeed.

As part of their expertise, a QD subsidiary, QDRJ Models Company, has been completing detailed models of the city center and surrounding residential buildings in Qatar. The finishing touches have been added in Doha over the past 6 months by professional architectural model makers. The models present the fine details of the city so that the future residents and businesses can see what the heart of the city will look like when completed.





HUNDREDS OF WORKERS COOPERATE TO BUILD THE CITY



▤ **Samia Sihwail - Document Control Engineer, Ebween, Ramallah**

"I deeply enjoy my work here. I had been wanting to work on Rawabi for a long time, since it is the biggest project in Palestine. I used to visit Rawabi's website and read all the news, pictures, and descriptions of the project, which is how I got interested in working on the project. Really, it is a tremendous opportunity for anyone who wants to increase their job experience."

▤ **Ashraf Qadous – Surveyor, Erak Borein, Nablus**

"The project uses the best equipment and technology available in the world, such as satellite positioning and measuring devices, in addition to a comprehensive reasoning system. Rawabi is a significant, unique project - every day there are new operations that bring us closer to success."



▤ **Ahmad Lobbat - Tower Crane Operator, Qalqilya**

Lobbat operates the Rawabi Tower Crane, the only tower crane in Palestine. As a former worker in Israeli construction projects, Lobbat is in the position to compare the organizational system at Rawabi to its counterparts in Israel, and finds that Rawabi's systems far exceed procedures in Israel. For example, one of the top priorities at Rawabi is safety – all workers are required to wear reflective vests and helmets. This also, he points out, improves morale and motivation.



» **Mohammad Abu-Baker – Assistant Surveyor, Jenin**

“Rawabi is a great project. I’ve been wanting to work here for a while. Given the wide range of resources, I feel at Rawabi I have an opportunity to work hard and add plenty of knowledge to my previous experience and I am treated with professionalism, respect and understanding.”



» **Khaled Ali - Construction Worker, Bethlehem**

Ali’s contentment working at Rawabi is because of “the great treatment I receive from the management and across all the team.” He added that the Rawabi project helps alleviate the unemployment rates in Palestine, especially given its long duration.

» **Maha Abu-Laban – Health, Safety and Environmental Engineer, Ramallah**

Working for the first time with a Palestinian company, Abu-Laban previously worked on USAID projects for over 10 years. “I am enjoying working at Rawabi, as I feel I teach my colleagues,” she explains. Abu-Laban supervises planning, scheduling, safety and environment engineers. “Even though my team is made up of fresh graduates, they are eager to learn, cooperate, and understand the circumstances in Rawabi - they help each other to get the work done.”





A VIEW FROM THE AIR

Dr. Nidal H. Harb snapped this aerial photo of Rawabi on a flight from Amman. He is a preeminent U.S. physician, governor of the American College of Cardiology, Iowa Chapter and the president of the medical staff at the Davenport Genesis Medical Center. A Ramallah native, Dr. Harb established Palestine's first fully equipped cardiac center in 1999.



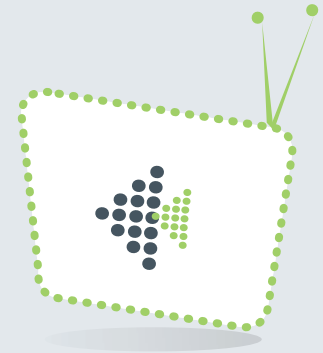
RAWABI CHAMPION HONORED IN MALAYSIA

This summer the King of Malaysia named Mr. Ghanim bin Saad al-Saad, Managing Director of Qatari Diar Real Estate Investment Company, a Knight Commander of the Most Distinguished Service of Order of the Nation (Honorary), which carries the title "Datuk." The honor is given for outstanding contributions to the country. Mr. Al-Saad received the award in honor of his role in strengthening economic ties between Qatar and Malaysia. Qatari Diar Real Estate Investment Company is the primary financier of Bayti Real Estate Investment Company, the developer of Rawabi.

Mr. Al-Saad is one of Rawabi's greatest proponents, and Rawabi's developers appreciate his contributions to building Palestine's future. He was also recently recognized for "Outstanding Business Leadership" in Qatar under the auspices of His Royal Highness Sheikh Hamad bin Khalifa Al-Thani, Emir of Qatar at a ceremony in the Qatar Cultural Quarter meant to highlight Arab achievements and excellence.

Award to Mr. Ghanim bin Saad al-Saad

MEDIA COVERAGE CONTINUES



DER SPIEGEL 27/4/2011

“In Palestine, the world has an opportunity to build a new state that’s efficient and modern,” says Bashar Masri. “As a Palestinian national project, the city is meant to be a model for bold entrepreneurship and a symbol of a better future.”

THE DAILY FOR IPAD 4/5/2011

“...If all goes as hoped, [Rawabi] could bring a dose of contemporary living to a new generation of Palestinians. The design team itself reflects an effort on the part of Rawabi’s creators to make the town belong to the people who will live in it.”

AL-AYYAM 28/4/2011

Mr. Jibrin Bakri, the governor of Nablus, was impressed with the project of Rawabi and pointed out that this huge project is going beyond expectations. He said, “The modern city shows how the Palestinian private sector is keen on improving the national economy.” Al-Bakri wished success to all those involved in building Rawabi.

RAWABI VISITORS



1. Head of World Bank in Palestine Mariam Sherman
2. Palestinian Minister of Tourism and Antiquities Dr. Kholoud Daibes
3. The Tennessee Valley Authority
4. Lord Mayor of London Michael Bear and British Consul General Sir Vincent Fearn
5. Delegation of British Members of Parliament

6. Bassam Refai, Deputy Director for the Office of Water Resources and Infrastructure /Mission Chief Engineer
7. American Jewish Committee
8. Governor of Nablus Jibrin Al-Bakri and delegation
9. Young Presidents Organization – Panama Chapter
10. Arab Youth Delegation
11. Delegation from Evangelical Lutheran Church of America

12. International Peace and Cooperation Center
13. Wexner Foundation
14. Shalom Hartman Institute
15. Apprentice Engineers from the Palestine Engineers' Syndicate
16. Sir Ronald Cohen, Chairman of The Portland Trust

