



**POTENTIAL
HOMEOWNERS
VISIT RAWABI**

**A BREAKTHROUGH
WITH RAWABI
ROAD**

**MORE JOBS
CREATED**




Live, Work and Grow in the first Palestinian planned city



rawabi | Newsletter

WINTER EDITION - 2012

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Rawabi is being developed by Bayti Real Estate 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 well-priced housing units with 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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a warm welcome

Welcome to the winter 2012 edition of **rawabi**home. Many exciting developments are reported in these pages. The pace of construction is accelerating with each passing day. As progress builds, along with it grows the sense of pride radiating from the staff, engineers, architects and contractors' hard work on the new city.

In this issue, we'll provide both a look back and a look forward – starting with our busy autumn 2011, which witnessed thousands of potential buyers who came to see how their future homes will look, the unveiling of the **rawabi** buildings typologies and the great news that after more than a full year's delay, the approval to pave a temporary road desperately needed for construction progress has finally been secured from the Israeli government.


We'll share with you an inside look at **rawabi**'s contingency planning; how our specialists deal with potential shortages of construction materials and the steps we take to ensure that the pace of construction continues unabated. New contracts are being awarded to sub-contractors all over the West Bank. This edition will also shine the spotlight on **rawabi**'s best recycling practices, proving that contractors can get the job done and still be friends of the environment and protectors of Palestine's resources.

As we look forward into the New Year with confidence and high hopes, **rawabi**'s staff reaffirms its commitment to our friends, our supporters and our customers – all the visitors we were proud to receive on site and the hundreds of families who came to see the progress we are making.

We hope you will enjoy this issue and as always, we welcome comments and feedback at info@rawabi.ps.

RAWABI ONLINE

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

 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 9,500 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

Thousands of Future Homeowners Visit rawabi in October



Last autumn, future rawabi homeowners were invited on site for the first time to visit the specially constructed indoor/outdoor marketing showroom designed to allow visitors to experience and visualize homes in the new city.

Throughout the month of October, thousands of Palestinians enjoyed an up-close, detailed look at the full layout of the new city, building types and apartment floor plans. The rapid pace of the city's progress was in plain view for guests to see, as construction trucks and cranes bustled busily on a hilltop just below the showroom.

Members of Rawabi's team, including more than 50 engineers, architects and accountants, greeted families at the showroom entrance. Each family was assigned a personal tour guide, a rawabi team member who would escort them through the afternoon's experience.

Each group of potential homeowners began the tour with the scene-setter tunnel, a short hallway equipped with a 9-screen simulcast video wall and surround-sound speakers featuring 3D renderings and the "Live, Work and Grow" philosophy that highlights the unique quality of life aspects of the new city.

As families exited the tunnel, the guides escorted them to the first stop on the tour. The full-scale models of the new city's first phase included technically precise representations of rawabi's city center and neighborhoods. Visitors were impressed with the level of intricacy and workmanship on display. Guides pointed out the tree-lined streets, public recreation spaces, apartment homes with entrances on multiple levels and the ease of access to the city center with its pedestrian-only zone where residents can shop, dine or simply relax at a sidewalk café.

MANY GUESTS
WERE SURPRISED
BY THE MAGNITUDE
OF RAWABI; THEY
EXPRESSED A TRUE
EAGERNESS TO
TAKE UP RESIDENCE
AS QUICKLY AS THE
HOMES CAN BE BUILT.

As future residents absorbed the quality of life aspects of the new city, the guides used iPads equipped with a custom rawabi virtual tour application. Potential

homeowners were invited to explore the 7 different building typologies and various floor plans available to buyers.

One of the final stops on the tour was a stop in the rawabi model home prototype. The home model featured actual floors, a true-to-size balcony, and the window's architectural design with a special slope shaped edge.

As families stood on the balcony in the embrace of the fresh air and the sweeping views before them, many expressed both excitement and swell of Palestinian pride - the achievement of the first Palestinian planned city is something that belongs to every citizen.

As the tours came to a close, families expressed a true sense of eagerness that the progress they witnessed that day would quickly carry them forward to the day on which they would take up residence in their new rawabi homes.







Suwan

Warwar

Makmata

Dulaim

Tirsah

RESIDENTIAL BUILDINGS UNVEILED

During the October showroom events, Rawabi unveiled to future homeowners the building typologies slated for construction in the city's first phase. Early in the masterplanning process, Rawabi's developers conducted months of surveys and focus groups among targeted homeowner groups. Invaluable feedback relating to the preferences and needs of the Palestinian homeowner was collected and analyzed. The residential architectural effort is being led by the Palestinian firm Ziadah Consultant Architects and Engineers. Ziadah, a family-owned business specializing in residential and commercial building design and construction management, is well-regarded for its design excellence and engineering expertise. Ziadah has developed specific architectural designs that address the requirements of the future homeowner.

Rawabi buildings are all built from Rawabi high-quality stone, and are built to withstand a magnitude six earthquake. To ensure the best possible level of services and utilities, water will be provided via central reservoirs and buildings will be equipped with natural gas and fiber-to-port connectivity. To prevent visual pollution in the city, electric and water utilities are placed underground.

FIRST SIX NEIGHBORHOODS

Ekshaf

The city is comprised of neighborhoods; each one self-contained in terms of key residential services such as home and guest parking, sidewalks, courtyards, outdoor gathering spaces and retail shops and services. Each neighborhood will have a unique name and a special identity. Neighborhood names are ancient Canaanite words, especially significant for Palestinians, who are believed to be the ancestral descendants of Canaanite tribes. A unique naming system was developed for the neighborhoods and buildings. This edition of Rawabi Home reveals the names of the first 6 neighborhoods; Suwan (Flint), Makmata (Rock), Warwar (Sunbird (*M. apiaster*)), Dulaim (an Arabian tribe), Ekshaf (Magic) and Tirsah (Joy and fun).

Each neighborhood will feature multiple building typologies, creating an optimal mix of building features, apartment sizes and floor plans. Neighborhoods do not feature gates, walls or other types of barriers. The natural landscape provides ample separation and high levels of privacy. The city features disabled access in both public spaces and private homes.

Seven different building types, each with distinct features, will offer a range of

apartment sizes and floor plans to allow future homeowners to select the location, features and home type that suits the needs of their families.

Building typologies are also distinguished by descriptive Arabic names: Lamar (Gold leaf), Marmar (Marble), Watar (Musical string), Ballour (Crystal), Duzan (Tune), Kastana (Chestnut) and Zan (Beech tree). The first phase of construction is expected and ready for owner occupancy by the end of 2013.

Future homeowners have expressed satisfaction with the range of apartment sizes that will be available to them – from 124 m² to 258 m². More than 30 distinct floor plans have been developed. Most apartments feature a living room, sitting room, dining room and kitchen and up to 3 bedrooms, including a master bedroom suite. Some will offer terraces and private entrances and others have private gardens.

In Rawabi, thanks to a rigorous masterplanning process that incorporated the needs and preferences of Palestinians at every stage, future residents from all walks of life and at every stage of life will find a perfect place to live, work and grow - in a healthy, well-planned community.

PALESTINIAN ENGINEERING AT ITS BEST



Ziadah Consultant Architects and Engineers (Ziadah) prepared the detailed designs for Rawabi's residential buildings and is working closely with Bayti's management team to ensure proper oversight of the entire project. Working in conjunction with international and local experts, Ziadah is defining a new set of standards for what it means to take the masterplan of a new city and build it from the ground up. Differentiated by its expertise and recognized for its landmark construction projects, Ziadah embraces the most challenging tasks and creates innovative solutions to the special conditions found at Rawabi.

Ziadah capitalized on the state-of-the-art software called Building Information Modeling (BIM) to finalize the layouts of the different building typologies for the residential neighborhoods including structural, architectural and electro-mechanical services. Ziadah's resounding success with the designs and construction progress in current neighborhoods has assured Rawabi management that the skill level needed to construct the new city could be found right here in Palestine – our companies and our people will build the homes we need.

Ziadah, a family-owned business with more than 100 engineers and architects working under its umbrella, was established in 1993 by two brothers, Ali and Bassem Ziadah. Since its founding, it has grown to become the largest Palestinian engineering company, with highly qualified, carefully selected team members who ensure that the company's reputation and credibility are safeguarded in every project the company undertakes. Ziadah represents many Palestinian companies that show resilience in the face of harsh political and economic conditions, growing and achieving success in the face of innumerable obstacles. Ziadah, along with other strong Palestinian firms, will continue to be the engine of sustainable economic growth in Palestine for years to come.

Ziadah defines new standards for a wide range of engineering challenges



watar

means:
"musical string"

apartment size:
135-194 m²

lamar

means:
"gold leaf"

apartment size:
170-240 m²



marmar

means:
"marble"

apartment size:
170-190 m²





New Building Typologies

duzan

means:
"tune"

apartment size:
124-197 m²



ballour

means:
"crystal"

apartment size:
202-258 m²



kastana

means:
"chestnut"

apartment size:
156-170 m²



zan

means:
"beech tree"

apartment size:
170-196 m²





MORE JOBS TENS OF ADDITIONAL CONSTRUCTION CONTRACTS AWARDED

Bayti has awarded tens of new construction contracts to further accelerate the rapid forward pace of construction at Rawabi. Working with a spirit of cooperation and common purpose, our builders and contractors hail from every major city in Palestine; from Jenin and Tulkarem, Salfit and Nablus, Ramallah, Bethlehem and Hebron, and more. Many have collaborated on projects before, some have never met. But all are united under the umbrella of Palestine's largest private sector construction project, and all are proud to be a part of history in the making.

Contractors were vetted with a long and rigorous set of criteria that includes experience, safety records, manpower, specialized areas of expertise, licensing and their professional and legal track records. Contractors are awarded according to the classification system of the Palestinian Contractors Union to ensure high quality work, and to determine rates of pay according to the type and years of experience in the construction field.

Rawabi's positive economic impact is reflected in the thousands of new jobs resulting from construction subcontracts. As well, the economies of neighboring villages are significantly bolstered as local businesses serve the increased foot and car traffic generated by the workers at the new city. Very soon, the pace of construction will accelerate to the point at which key economic indicators will begin to register Rawabi's invigorating effects on the Palestinian GDP and ultimately, on the financial well-being of Palestinians all over the West Bank.

Contractors coming from all over the West Bank districts are vetted with long and rigorous set of criteria





the new
road will
relieve
burden of
construction
traffic
through
neighboring
villages

TEMPORARY ROAD FINALLY APPROVED: *PAVING THE WAY TO FASTER CONSTRUCTION*

After more than 4 years of intense follow up and lobbying to secure an access road linking Rawabi to Ramallah, Israeli authorities approved the paving of a temporary road that provides a vitally needed connection approximately $\frac{3}{4}$ of the way to a nearby highway. A contractor has been selected and will begin implementation by the first week of February.

Rawabi is built within Palestinian Authority-controlled Area A. However, part of the badly needed temporary construction access road passes through Israeli-controlled Area C. Any paving activity or road-building in Area C requires prior approval from the Israeli Civil Administration.

Large construction vehicles have struggled to safely navigate raw materials and construction supplies for the building of the new city. With the granting of the long-awaited approval, the narrow temporary road creates safer, speedier passage for construction vehicles, allowing them to bypass the village of Atara and enter directly to Rawabi. Until now, Bayti had been limiting the number of trucks to the minimum in order to protect the village from noise, dust and traffic jams.

This newly approved construction road is not the same road that is ultimately needed to ensure free movement and easy access for Rawabi residents. The main access road also requires the approval of the Israeli government, but the permission for this vital larger transportation artery is still pending. Rawabi's developer is hopeful that the approval to pave the temporary road is a sign that the approval for the main artery is imminent.



LARGER STORAGE FACILITIES CONSTRUCTED TO MITIGATE POLITICAL RISK

To reduce risk, Rawabi has built a steel hanger capable of holding enough raw material to sustain construction for months.

In construction, one of the most important aspects of maintaining optimal cost efficiency is for work to continue uninterrupted. Shutting down a work site's construction processes is a labor and cost-intensive effort, and restarting work processes incur similar costs.

Just-in-time delivery is not a viable option for the construction life-cycle in Palestine, due to periodic restrictions on access and movement. Large scale developers like Bayti must plan for many contingencies. To reduce risk associated with political instability in Palestine, Rawabi needed a steel hanger capable of holding enough raw materials to sustain construction for months.

Bayti contracted Bethlehem's Khaled Haimour Hangers Company (KHHC) to build its 3000 m² steel indoor facility as well as a larger, outdoor storage zone. The storage areas serve as a safe repository for the valuable inventory of raw materials used in construction. KHHC built both facilities in a record time, and at the same time to the highest technical specifications, enabling crews and equipment safe and easy access.





QD CONTINUES TO SUPPORT RAWABI TEAM

Qatari Diar, the primary financier of Rawabi and one of the region’s most innovative real estate investment companies, works closely with the Rawabi team on a number of key project components. Rawabi management frequently visits the **Qatari Diar** headquarters in Doha, and QD experts visit Rawabi periodically to offer hands-on support to the project. One of **QD’s** significant areas of support is the financial management model used by the Bayti team to monitor and analyze financial data on a monthly, quarterly and yearly basis. The model meets all international best practices for monitoring standards and is one of the critical components of the overall business management models in place throughout the **Qatari Diar** worldwide network.



BIRZEIT UNIVERSITY HELPS INSTALL WATER CHLORINATION SYSTEM

Currently, water to Rawabi construction site is temporarily trucked from a water spring in the village of Ajoul and stored in large water tanks on site. To use this water more efficiently, Rawabi developers collaborated with Birzeit University to create a well-developed and safe automatic chlorination system used for water purification.

Simple in its setup and advanced in its technology, the chlorination system disinfects the water at point of supply. As water is pumped through the dosing pump, a flow switch is triggered to dispense a controlled chlorine dose. To maintain health standards established and enforced by the Palestinian Water Authority (PWA), “This system is easy to operate and maintain; trained workers can carry out regular testing”, explains Dr. Omar Zimmo, a professor at Birzeit University. “The chlorination system provides a great advantage for Rawabi and suits the level of its present need.”



RAWABI RECYCLES

A NEW TREND IN PALESTINIAN CONSTRUCTION

Creating sustainable and environmentally friendly practices at every stage of the construction life cycle at Rawabi is integral to the values of the new community.

Worldwide, well-defined ecological, environmental, social responsibility and human health metrics exist that assist developers in their efforts to maintain clean operations that pose no threat to the environment or to humans who live close to construction sites. The potential for pollution or the misuse of resources is always present; it is easier and cheaper to be a polluter than it is to be a friend of the environment.

At Rawabi, the protection of environment and the safety and well-being of Palestinians is paramount. Rawabi has taken the lead on this issue; hoping to set what will be a very high standard of sustainable practices for contractors and builders throughout Palestine and serving as a model for future development.

WATER RECYCLING IN THE STONE CUTTING FACTORY

Currently, Rawabi mobilizes the water it needs in its stone cutting factory and stores it in water silos specially constructed for this purpose. The stone cutting process is a water intensive industry. Water is used to control dust, to cut, wash and polish stone surfaces and to cool high-heat machine grinders in the stone cutting operation. Water consumption in a stone cutting factory which operates 24 hours 7 days a week like Rawabi stone factory, would consume 10,360 liters of water per day, no doubts that recycling water and re-using it is the only way to avoid this huge consumption of water. Rawabi water recycling system reduces the level of water consumption to less than 10% of this amount.

Water comes out of the stone factory and



AT RAWABI, THE PROTECTION OF
ENVIRONMENT AND THE SAFETY AND WELL-
BEING OF PALESTINIANS IS PARAMOUNT

flows into a special collecting system. Used water which is contaminated with stone dust, cannot be permitted to seep into the soil where it would cause damage to groundwater, aquifers and the water table, instead all the wastewater byproducts are run through a special filtration and compression system which removes the stone dust and large particles from the water. The cleaned water is returned to the factory for reuse in a continuous closed loop.

STONE RECYCLING

As precise as Rawabi's stone cutting machinery is, there is always some residual stone left over from the cutting process. Because Rawabi's developers are building the city with the same stone quarried from Rawabi hills, the stone shells and pebble sized pieces are used to cover Rawabi's road retaining walls. Smaller particles and pieces not suited for this purpose are sent to the Rawabi "Crusher" which pulverizes the rock into aggregate that varies in size and used to create concrete, the concrete is batched at Rawabi's own batch plant.

The words "cement" and "concrete" are often used interchangeably, but cement is actually an ingredient in concrete. Rawabi creates its own concrete by reusing the aggregate byproduct of its stone cutting factory and mixing it with water, cement, sand and other additives.

STEEL RECYCLING

One of the most expensive and important components of construction is the steel used to reinforce building structures. The city will use thousands of tons of steel throughout the lifespan of the project, so careful accounting of this expensive building resource is required.

Each shipment of steel is brought in for a specific purpose. Construction workers trained specially in the handling, cutting and bending of steel take great care to use precise measurements to minimize errors and waste. Small leftover pieces of steel are gathered up and sent back to steel factories to be melted back down to liquid form and reused in another larger rod or sheet.

rawabi visitors



1. Delegation from the United Methodist Church.
2. Bi-Partisan Delegation of U.S State Senators and State Officials.
3. Senior Advisor to US Envoy Senator Mitchell, David Harden.
4. Deputy Speaker of the House of Lords and the Chairman of the Conservative MEC, Baroness Morris of Bolton.
5. Birzeit University President, Dr. Khalil Hindi.
6. Multi-Country EU Delegation of Senior Representatives for the Middle East.
7. French Minister for Ecology and Sustainable Development, Nathalie Kosciusko-Morizet.
8. The Consul General of Belgium, Gerard Cockx.
9. Mayor of Paris, Bertrand Delanoë.
10. Co-Founder and Chief Investment Officer of Frontier Markets Asset Management, Larry Speidell and Managing Partner of Auerbach Grayson, Jonathan Auerbach.
11. US Mayors along with Senior Staff from the cities of Cincinnati, Houston, Miami, Minneapolis, Provo and St. Paul.
12. Harvard University's Executive Vice President, Katie Lapp along with senior faculty and staff members.
13. The Palestinian Delegation of the People's Committees.
14. AFD Director Hervé Conan and Claude Trink from the French Ministry of Industry
15. Latin American Parliament Members, Academicians and Journalists.
16. US and Canadian Rabbis.
17. UN Resident and Humanitarian Coordinator, Maxwell Gaylard.
18. Leading American Businessman and Philanthropist, Charles Bronfman.

